

# Travel Guidebooks On-The-Go



The shaping of travel information by publishing houses  
in old and new media.

Master Thesis

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# Abstract

This master thesis researches the shaping of travel information by publishing houses in both old and new media. Like other sectors in the print industry, publishers of paper travel guidebooks have recently experienced competition from other travel information sources, such as free travel websites. In order to keep up with competition, publishing houses in the Anglo-Saxon world have launched various new media products themselves, next to paper travel guidebooks. It is researched in this master thesis how active their counterparts in the Dutch language area are in the field of new media products.

The approach of this master thesis is of qualitative research; previous academic research and theory are explored in the first two chapters, after which practical research in the form of interviews and content analysis of travel guidebooks is presented. Three important aspects have sprung from previous research and theory; publishers, new media and content. The main research question is focused on these three aspects; **How is travel information being shaped in the travel publication industry in response to the rise of new media tools?**

The majority of travel information by publishing houses is still disseminated through old media; paper travel guidebooks. New media products such as; smart phone applications, websites, e-books and GPS- navigation are seen as potential products for publishing houses to tap into, but overall most publishing houses are restrained by inadequate budgets to innovate further. Nevertheless, some new media products were already launched by publishing houses. Important elements in these products are participatory culture, convergence and collective intelligence. All publishing houses recognize that these aspects are very important in order to survive in a changing media landscape. Also, they hope that by making a reliable pre-selection of travel information in their products, they play into the aspects of 'paradox of choice', 'paradox of productivity' and brand- names, which could attract consumers. Finally, new media products are also of influence on old media. Changes in design and content of paper travel guidebooks were found in the case studies and can be ascribed to e-literature and (new) media literacies.

Whilst current new media activities of Dutch publishing houses are still limited, there is a definite urgency to innovate in new media products. An initiative that might make the transition towards new media products profitable for publishing houses is the cooperation with other parties. At the moment Dutch publishing houses purchase guidebook content from foreign publishers, after which it is translated and adapted to local needs. This successful practice could well be exported to new media products, as is already happening on a small scale at the moment.

# Preface

The first thoughts I had on the topic of travel guidebooks and new media was while backpacking through China and South-East Asia in summer 2009. I had backpacked in Asia, South-Africa and Eastern Europe the years before and noticed that compared to 2006, when I started backpacking, much more people were traveling with (mini) laptops, iPhones and Blackberries. Whilst talking to other travelers I noticed how these products were used next to traditional travel guidebooks such as *Lonely Planet*, *Rough Guides* and *Footprint* and I wondered how long it would take for new media products to push traditional (paper) travel guidebooks out of the market. Or will travel guidebooks keep existing next to new media tools? How are publishers of travel guidebooks responding to this? Are they changing the content of their guides? And how is the content for new media tools differently structured? Are publishers designing new products fit for iPhones, blackberries and laptops and do they cooperate with developers of new media products such as Apple or Google? How much attention is given to their websites by publishers? With all these question whirling in my mind I decided I wanted to devote my master thesis to the topic of new media influences on travel guidebooks.

This master thesis would not have been possible without the cooperation of my respondents. Without the kindness of the people from the publishing houses I researched, gathering data would have been much more difficult. A special thanks to the interviewees Klaas Jan Hoeve at Gottmer, Vera Wolf at Unieboek/ Het Spectrum, Lieven Defour and Els van Rompay at Lannoo, and finally Ben Belt, Frank Jacobs, Marco van der Lingen and Vincent van der Meys at ANWB Media.

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# Introduction

This master thesis researches the influences of new media on travel guidebooks or, to be more precise; how publishing houses of travel guidebooks in the Dutch language area respond to the rise of new media. As will be described in chapter 2 of this document, publishing houses in the U.K and the U.S. are increasingly active in new media; launching iPhone applications, exploiting large community websites or even a TV channel. In the Dutch language area, The Netherlands and Belgium Flanders, new media activities and developments within travel guidebook publishing houses are not as advanced as with their Anglo-Saxon counterparts. Therefore it is interesting to see how active publishing houses in the Dutch language area are in the field of new media and how they position their paper publications around this.

It is investigated in this master thesis how the dissemination of travel information is being (re)shaped under the influence of new media tools. Whereas travel information used to be the domain of the traditional travel guidebook, new media tools are now also providing travel information through alternative sources and the travel guidebook publishing industry is forced to respond to this.

The main research question of this master thesis therefore is;

**How is travel information being shaped in the travel publication industry in response to the rise of new media tools?**

The main research question is focused on three important aspects that have sprung from previous research and theory; publishers, new media and content. This has led to three sub-questions, the first at an institutional level: publishers. As publishers of travel guidebooks still for the most part shape and control the provision of travel information; 1) How do publishers of travel guidebooks shape the process of travel information dissemination through both old and new media? New media tools are the second important aspect at a technical level; 2) What are the new media tools being used by publishers in the dissemination of travel information? The last important aspect is at a design or interface level: content. By this is not only meant the content of travel guidebooks, but also how the same content is shaped differently for new media tools, thus how content is being shaped according to the medium. Sub- question 3); How is travel information being adapted to the various media available?

Chapters 1 and 2 focus on previous research and theory on information & media and concepts in contemporary travel, thereby exploring the academic base for this research. The most important aspects that could possibly influence the activities of travel guidebook publishers are summed up

in paragraph 3.1 of chapter 3 'Research methodology'. The main research question, sub-questions and research methods are further explored in this chapter.

After that the scope is on the units of research; four publishing houses in the Dutch language area; ANWB Media, Gottmer, Lannoo and Unieboek/ Het Spectrum. A general description of the publishing houses, the titles of their paper publications and their new media activities is provided in chapter 4, as well as case studies on how their paper publications have changed in content, design and interface recently.

In chapter 5, the results of the interviews with people at the publishing houses are analyzed and presented according to the summary of elements of possible influence presented in paragraph 3.1 and described in chapter 1 and 2. In this way it can be found if what has been written in the academic field and explored in chapter 1 and 2, is applicable to the actual practices of publishing houses in the Dutch language area.

The main research question and sub-questions are to be answered in the conclusion. Here the findings of the previous chapters will be linked together in order to formulate an answer and a conclusion. Finally, the results are discussed and further recommendations for future research are done in the final chapter discussion & recommendations.

The initial motivation for taking up the topic of new media and travel guidebooks is described in the preface. Another reason for taking up this topic is the interesting concept of convergence. In addition to much of the theoretical work written on convergence, this master thesis explores the topic on a practical level in a specific case: travel information. On a scholarly level this research can be seen as a case study in the field of convergence; it is explored how old, new, print and digital media come together in the dissemination of information on a specific theme. In particular the response of publishers (old media) and how they cope with developments in new media is a key question in this research.

Another important reason to take up a research in the field of travel and tourism is that it is one of the biggest and exponentially growing industries in the world today. For some countries tourism is the most important industry in their economy. Because of the large, global scale of tourism and travel today, seemingly small details such as how travel information is disseminated amongst different media can have a significant impact (Brown, 2006). An example of this is that the businesses of shops or restaurants can go up after they have been included in a travel guidebook or when they receive good reviews on websites. It works the other way around as well; when a restaurant gets bad reviews, business can go down. A better understanding in the dissemination of travel information can be of vital economic influence on businesses in the travel industry. Nevertheless, the research done on the spread of travel information across different types of media has been very limited until now. Most of the research focuses on either

old or new media, therefore a study combining the both is a welcome addition to the field.

By investigating responses of old media towards new media, in particular the publishing industry which is under heavy threat, insights can be gained on how old media can survive by adapting to new media or how they are not surviving under influence of new media tools. What will become clear in this master thesis is that travel information is still largely disseminated through paper guidebooks by publishing houses. New media tools are increasingly used as a support to their paper products, but also created as individual products. There is definitely an urgency and willingness amongst travel guidebook publishing houses in the Dutch language area to increase their new media activities, but they are constraint by inadequate budgets and uncertain business models to really get started. Nevertheless, there are some good initiatives and ideas to make a transition towards new media products profitable, such as encouraging interactivity on websites and the collaboration with other parties in the development of new media products.

However specific the topic of travel guidebooks might be, I believe that the implications of this research when regarded as a case study, can be taken up a level. The publishing industry as a whole had seen a decline in their readership, as will be described in the chapter 1. Tapping into the possibilities of new media tools can be a method for the publishing industry to expand their audience. But this master thesis could also show how not to use new media tools, as probably not all projects conducted by publishers in this field are successful. Broader implications are not just for the travel publishing industry, but the publishing industry in general and maybe even other fields in old media.

The limitations in this research in that the actual usage and consumption of travel information is not researched. The collection of data on usage is simply too difficult and time consuming to include in this research; a whole separate research should be set up in order to thoroughly investigate that topic.

Moreover, the focus in this research is on content analysis and not on discourse analysis. Surely it would be interesting to explore the power relations, the background of content and the intent of various players in the dissemination of travel information, yet this is not the focus of this master thesis. Nevertheless, both of the issues stated above would make for very interesting future research topics.

# Chapter 1 Information & Media

To comprehend the developments surrounding the dissemination of travel information, publications of travel guidebooks and the activities of travel guidebook publishers in the field of new media, a better understanding of the general developments in information and media is necessary. This chapter covers important developments and elements in a changing media landscape, as well as their impacts on society in general.

## 1.1 The Information Age

Already in 1979 Davis & McCormack identified that we were on the verge of a revolution. With new emerging ICT technologies, a new possibility opened up: the extension of the mind. Whereas other technological revolutions mainly had extended the power of the human body, the computer would extend the power of the human mind. One of the most prominent opportunities of ICT's is the ability to store and share huge amounts of data and information. The recent importance of information in the world has also been emphasized by Haywood (1995). He focuses mainly on the unequal distribution and access to information around the world and argues that with the speed of new developments in ICT's, the ones who lag behind will not be able to catch up and thus inequality in the world will expand even more.

Haywood (1995) offers a clear explanation of the rise of written information and how developments in ICT's has sought to overcome some of the disadvantages of written paper information. Compared to picture writing, writing facilitated the development and rise of societies, as it has the ability to represent and communicate ideas, the connection between ideas and the storage of it. This facilitated essential elements of higher societies such as administration and trade. Haywood (1995) calls this the 'democratization of information', a person or a group of people was now able to share information beyond their own physical possibilities. The possibilities of written information accelerated with the inventions of printing techniques. The development of language, writing, print and ICT's have made it possible to collect and share information more conveniently. These technologies are named 'collective-memory technologies', as information is enabled to be shared amongst masses and to build up a collective memory.

Yet, writing has one major disadvantage; the interpretation of the message by the receiver can be different from what the sender intended. As a result of this, writing became increasingly complex to be able to pass on increasingly difficult and complicated information. Next to the reliability of written information, there have also always been concerns about the up-to-

dateness of written information. This is something that is recently sought to be eliminated by providing information through MICT's (Mobile Information and Communication technologies, see also paragraph 1.3). However, it is interesting to note here that even today face-to-face information is still regarded as more reliable and up-to-date than written information (Haywood, 1995: 47-49).

The differences between print media, computer networks and multimedia are noted by Van Dijk (2006) in Table 1.

Table 1. Communication capacity of print media, computer networks and multimedia.

Communication Capacity	Print Media	Computer Networks	Multimedia
Speed	low/medium	high	high
Reach (Geographical)	medium	high	low
Reach (Social)	medium	low	low
Storage Capacity	medium	high	high
Accuracy	high	high	high
Selectivity	low	high	high
Interactivity	low	medium	medium
Stimuli richness	low	low	medium
Complexity	high	low	medium
Privacy protection	medium	low	medium

(Van Dijk, 2006: 15)

What can be drawn from this table is that the speed, storage capacity, interactivity and selectivity of computer networks and multimedia is much higher than those of print media. Geographical reach is especially high in computer networks. Yet, print media still scores relatively high on complexity; being able to communicate more complex messages. The social reach of print is still higher, as still more people are able to read and write than able to work with computers. Finally, privacy is better protected in print than in computer networks as copying is more difficult.

The issues of reliability, quality and up-to-dateness have not been eradicated by new technologies, they have only become more complex. Now that people have more choice in sources of information, this choice has only become more difficult. This is called 'the paradox of choice' by Haywood (1995); the more choice is offered to people, the more difficult it gets for consumers to make a choice and this sometimes even leads to disinterest in the product. The identification of information has also become more challenging, since it is offered in

increasingly different forms. Consider for example the amount of information that is offered on TV, which can be disseminated through the news, documentaries, but also through entertainment such as drama series or game shows. Van Dijk (2006) notes “the power of screens is the attraction of human attention”. This is not always good, Van Dijk argues that it leads to the disappearance of context. Main points and abstracts are preferred, background information is not always offered. Furthermore, it is important for users to know the source in order to determine its reliability. With the blurring distinctions between media products, this has become more difficult (Van Dijk, 2006: 197).

The supply of information has expanded exponentially under the influence of new media, but the use of it is lagging behind. It seems that the oversupply of information has not changed our behavior much, in fact a 'productivity paradox' has appeared. More information does not seem to make us more productive, although it has the capabilities to do so. We just don't seem to use most information to its extent (Van Dijk, 2006: 199). Haywood (1995) identified that in places where electricity was commonplace, major structural changes in the use and consumption of information took place. The biggest one being how people use their time; this has become much more efficient since more information on how to devote time has become available. As our time is limited, people prefer to use media that provide easy to digest and to the point information, rarely also providing context (Haywood, 1995: 166).

Already in 1995 Haywood said that every medium eventually gives up its novelty, to become one of the many choices in media. He also noted that it was to be expected that “options were to multiply, devices to become smaller and more portable, and information points, for those who can afford them, to get more diverse” (Haywood, 1995: 169). He also foresaw that the formatting of reception would become more personal and that this would create an almost unlimited choice in education, information and entertainment.

Seeking information has become routine in modern life, think of reading the newspaper during breakfast for example. But we increasingly seek for distraction from daily routines and thus also the consumption of information. Travel can be considered as a distraction from daily routines that include the consumption of information. In this sense it is weird that MICT's are to become a larger part of travel and tourism, as this integrates daily information routines in travel, which is supposed to be a break away from that (Haywood, 1995: 169). But before we turn to take a closer look at how travel is used 'to get away from it all', the concepts of convergence, participatory culture, collective intelligence and MICT's are explored first.

## 1.2 Old vs. New Media; Convergence, Participatory Culture & Collective Intelligence

Since the beginning of the century, three concepts in media have become increasingly important: media convergence, participatory culture and collective intelligence (Jenkins, 2006). Convergence describes technological, industrial, cultural and social changes in the flow of media. In the past, certain content was mediated through certain media, movies for example were first only shown in the cinema, later on they were aired on television and nowadays they are also available on DVD and the internet. The content that was first the domain of a certain medium, the cinema, is now available through other media.

Today content flows amongst multiple media platforms, such as written media, movies, TV, radio, the internet etc. This exchange of content between different media is not only to be ascribed to technological changes, that enables the flow of content, industrial changes also contribute to convergence. Increasingly media corporations and organizations work in the field of different media platforms, such as Time Warner that is active in publishing, producing film and TV and on the internet. Some other interesting cases of convergence at an industrial or institutional level are the merger-conglomerates Reed Elsevier Group and Pearson. U.S. based Reed, a publisher in business and consumers magazines, merged with Dutch Elsevier, a scientific publisher, in the 1990's. The merge with Elsevier, gave Reed a bigger foot in the ground in continental Europe. Elsevier in turn was now able to tap into the innovation developments at Reed (Haywood, 1995).

Pearson, that owns publications such as the Financial Times and Penguin Publishers, announced a strategic alliance with the BBC in the 1990's. It might seem odd that a company mostly active in publishing allied with a broadcaster. However, in the provision of information the two are partners. Pearson provided some of the program content for the BBC and the BBC provided Pearson with a big brand name and a new platform of dissemination. Though the Reed Elsevier Group nor Pearson will ever recognize it, Haywood (1995) phrases the reasons for this cooperation as "to use whatever muscle we have to crowd out the competition" (Haywood, 1995: 182-185). Publishers, like other companies, need room to grow and now this room has extended beyond publishing. Developments in the media industry such as these only make the flows of media content across different platforms easier.

Jenkins (2006) furthermore argues that cultural and social change supply convergence, as the circulation of content across media and borders is only possible if consumers are willing to participate in this. An example of this is the success of Harry Potter in books, the cinema and gaming. Only because consumers were willing to switch between books, the screen and games,



Harry Potter became such a big hit. Jenkins argues that convergence is not merely a technology triggered development, but that it mostly happens within the minds of consumers and the social interaction amongst consumers (Jenkins, 2006: 3-5).

A concept that plays an important role in this is participatory culture, which refers to the changing roles of producer and consumer. The distinct differences between the two are fading, consumers are no longer passive receivers and producers are also consumers. For consumers it is now easier than ever to influence and comment on what is in the media. Van Dijk (2006) notes how information traffic patterns are changing and integrating with each other, boundaries blurring between them. The pattern of “allocation”, in which a central source sends information to many receivers, radio or TV for example, is being replaced for a large part by the pattern of “registration”, in which a central source both sends and receives information from and to local units. The pattern of “consultation”, in which local units receive and select information from a central source according to their own wishes, is enhanced by new media as there is a new central source, the internet, from which can be selected (Van Dijk, 2006: 10-13).

There is not only a flow of information between producers and consumers, but also amongst consumers themselves. This leads to the third concept: collective intelligence. As there is more information than anyone can manage alone, information is divided amongst consumers and by putting all this information together, a greater pool of knowledge is created. This has led not only to a more powerful participatory culture in media content, but also in politics and social movements for example. The major enabler of collective intelligence is the internet, but other media should not be ruled out here (Jenkins, 2006: 3-5).

Castells (2007) argues that in today's society the media constitutes for a large space where power is decided. Convergence has led to the rise of horizontal networks of communication, similar to the concept of collective intelligence, whereby flows of communication and information circulate amongst users. Opposite of this are the old-fashioned traditional vertical networks of communications whereby information flows from producer to consumer. Castells (2007) acknowledges that vertical networks cannot ignore the rise of these horizontal networks anymore and the two collide increasingly.

Furthermore, the 'mass self-communication' that occurs through horizontal networks can produce a counter-power opposed to constituted power in vertical networks (Castells, 2007: 248)

An example of counter-powers are public opinion websites, such as the Dutch *Geen Stijl* that was triggered by the dissatisfaction about the left-wing interests of traditional media. Today *Geen Stijl* is also active on TV, whereby a horizontal network is blurring with a vertical network. Independent websites on travel information could also be seen as a counter-power to the established publishers of travel guidebooks, as it is possible that they stem from a

disappointment about the content of information or the way travel information is provided.

### 1.3 Mobile Information and Communication Technologies (MICT's)

A medium that has been a major recent contributor to the rise of collective intelligence, participatory culture and convergence are Mobile Information and Communication Technologies (MICT's). Products such as (mini) notebooks, cellphones and smart phones can be counted amongst MICT's.

In history, people have tried to overcome time and distance in various manners, trying to make travel and movement of people, objects and messages easier. With the increased availability of MICT's people are, for example, no longer constrained to their homes to make a phone call or to the workplace to view a certain document or to a certain hour to obtain information. MICT's have not only contributed to people being less constrained to time and place, but also created new ways in which societies are shaped. The ways in which information flows and people communicate today, are called 'invisible roads' by Van Dijk (2006) in his book *The Network Society*. Media such as the internet and mobile telephones are an abstract, barely visible reality, as their communication lines and nodes are not visible and maybe quite unimaginable to the average person. Yet, they are a vital part of people's lives as they form the infrastructure that set up the flows of communication and information in networks in society. Networks are everywhere; our families and friends are networks, the jobs that we hold, the media we consume and also religions, political- and social movements are networks.

According to Castells et al. (2007) the diffusion of MICT's enhances the 'space of flows' and 'timeless time' in our everyday lives. 'Space of flows' is "the material organization of simultaneous social interaction at a distance by networking communication, with the technological support of telecommunication, interactive communication systems, and fast transportation technologies", thus space of flows is not without place; it is connected to the nodes or junctions of mobile telephones and the internet. 'Timeless time' is "the desenquencing of social action, either by the compression of time or by the random ordering of the moments of the sequence; for instance, in the blurring of the life-cycle under the conditions of flexible working patterns and increased reproductive choice" (Castells et al. 2007: 171).

Despite the fact that the diffusion of MICT's across geographic regions and social groups is by no means equal, the spread and use of MICT's is so pervasive that it is now an integral part of many people's lives. Mobile communication is often associated with entertainment and consumerism. It highlights status and lifestyle, the latter triggered by youth sub-cultures. More over, certain MICT's have now become part of people's everyday outfits, sometimes also referred to as the 'wearability' of the product (Castells et al., 2007: 106).

MICT's have changed everyday practices in life, from how many times we can talk to our relatives to searching for the fastest route to get from A to B. But the social shaping of MICT's works in both ways; MICT's do not only shape daily practices, daily practices also shape MICT's. It has not been without the input of consumers that applications such as Twitter or YouTube exist nowadays (Castells et al., 2007).

#### 1.4 The E-reader

A new media platform that plays on convergence is the e-reader. Not only is there convergence in the sense that books can be read and used through a new media platform, the e-reader has also caused new players to tap into the field of print and publishing. One of the best known e-readers, the Kindle, was created by the online bookstore Amazon and authors, for example, can now publish their own books without the intervention of a publishing house (Lynch, 2001).

The biggest advantages the e-reader offers over the traditional print book is that it weighs less than the ordinary book, is highly portable and that one e-reader can carry multiple e-books. The e-reader also offers different features and applications the traditional print book does not; linking to online content, videos, audio and the ability to search and navigate more easily and quickly are amongst them. New features of the e-reader are comparable to the functions and features that were added to DVD's and did not appear on the old VHS-tapes.

Books are not just literally translated into e-books; the content of books is adapted and shaped towards the new possibilities of the e-book. An example of how this could be applied to travel guidebooks: the e-book version of a normal print travel guidebook could extend it's content with panorama pictures, up-to-date practical information about opening hours or entry fees, background information on historical sights or customized walking-routes (Lynch, 2001: 12).

These new possibilities of the e-reader could lead towards the rise of a whole new genre of e-books, that are created as a product on their own instead of being translated from print books. They would thereby probably circumvent the traditional processes of book publishing, providing opportunities for new players and potentially posing problems for publishing houses (Lynch, 2001).

Concerns towards practices such as these are making traditional publishers to question certain aspects of publishing and (e-)books. There is for example the issue of copyright. Unauthorized duplication of music is now common practice online and was enhanced by the introduction of rewritable Cd's and the mp3. At the moment this does not seem to be happening, but could this also occur in the usage of e-readers and e-books?

Furthermore, there is also the issue of the value of books. By this is not only meant the price that is paid for a book, but also the overarching value books hold for society. Not only publishers of traditional print books are struggling with this issue, it is also something that is questioned by

a larger audience. It is somehow believed that books are different from ephemeral products like music or videos. They are tangible holders of knowledge, cultures and intellectual heritage. Should they really degrade themselves to the level of the e-reader, in which they can easily be deleted or copied? (Lynch, 2001:4). Sure, books are indeed a different category than music or videos, but still they are content, they are information. And opposed to people who are nostalgic towards the value of books, there might also be a lot of people who do not share these feelings and cannot wait to use the new possibilities of the e-reader.

The recent development of the iPad has made the e-reader converge with notebooks and personal computers. The integration of computer and online functions into an e-reader, has led to an urgency with publishers to innovate in the e-reader field. UK-based Penguin Publishers, have called this iMagineering and are playing with concepts surrounding the e-reader or iPad. For example; teenagers who purchase The Vampire Academy novels, can access an online community directly from their e-books or children can digitally color the pictures in their e-books (Bingham, 2010).

## **1.5 (New) Media Literacy**

The ability of people to use different forms of media, both old and new, is important as this shapes the opportunities that people have in today's society concerning the labor market, education, leisure, health and other fields. Media literacy is defined by Livingstone (2004) as "the ability to access, analyze, evaluate and create messages across a variety of contexts". By 'a variety of contexts' is not only meant different forms of media, but also in different situations or settings. For example; the level of media literacy is different for certain professions, a technical engineer needs a different set of skills to access and use his or her required information than a teacher. Likewise, certain situations require different levels of media literacy. One can imagine that a traveler in search of flight information uses other media skills than a person who needs to fill in his or her tax forms. Other forms of literacy that are also of importance in the context of this master thesis are TV, radio, internet, and photographic literacies and e-literature. The first four media platforms have created and shaped different sub-categories within media literacy. The latter is an interesting new category that encompasses a new kind of writing triggered by the new possibilities of digital media, which is still at an early, experimental stage (McCluhan, 2009).

The rise of several forms of media, such as television, radio, telephones and MICT's, has made media literacy more complex and an increasingly important. Every medium requires another literacy, another set of skills to read this medium. And as every medium is read in a different way, the same information cannot be spread or disseminated in the same manner across different media, changing the ways in which information is presented.

Children and youngsters today are able to acquire information from different media and to learn from different forms of media, whereas in the past this was mainly restricted to print (McCluhan, 2009). At the same time, the rapid but unequal spread of new media can cause for large inequalities in new media literacy. This occurs on a global scale between wealthy and poorer nations, but also between age groups for example. Older people usually having a lower level of new media literacy than youngsters (Livingstone, 2004).

## 1.6 The Publishing Industry and New Media

Though convergence is occurring across several media platforms and new media literacies have sprung, not all old media is coping well with the rise and use of the internet and new media. One of the industries that has been struggling with this, is the publishing industry in general. For example, the newspaper industry has seen a decline in its readership of 15 percent since 1984 (Ahlers & Hessen, 2005: 1). And it is indeed true that newspapers have lost readers to the internet. The circulation of newspapers in the U.S. has risen with 2 million papers from 1950 until 2000. Yet, the population of the U.S. grew by 131,2 million, making the growth of newspaper circulation very small. In 2000, newspapers reached not even half of the households in the U.S (Picard, 2005: 30). A decade later newspapers have lost even more readers, mainly to the internet. Reading online news in the U.S. is now more popular than reading newspapers; around 60 percent of the population uses the internet as their main news source, whilst only 50 percent of the Americans read newspapers on a regular basis (BBC News, 2010).

What newspapers are struggling with nowadays, partly due to the rise of free information online, is turning their “use value” into “exchange value”. Use value rates the usefulness of the information to the user. For example: newspapers can contribute to the democratic participation of citizens or the creation of mutual understanding and social interaction within a society. On an individual level a newspaper can contribute to a persons knowledge and education, but also to persons sense of belonging (Picard, 2006: 51). However important these use values might be, they cannot exist without 'exchange value'. Exchange value is the amount of money a consumer is willing to pay for the product of journalists and newspapers (Picard 2006: 52). It is feared that the use value of the product becomes threatened when the problems concerning creating sufficient exchange value are not solved.

New media and the print industry do not necessarily have to be competitors; they can also complement each other. In the case of news consumption, many people use newspapers next to TV and the internet. In fact it has shown that routines in the use of newspapers are hard to break, even if there is a big cost advantage for consumers when they switch to online news.

Brand names and reputation play a big role in this. Consumers still trust news and information from renowned names more, than news from unfamiliar sources. Established offline brand names can use new media to strengthen their market position. An example of this is *The New York Times*, that has reinforced and gained audience through their popular website and blog (Ahlers & Hessen, 2005).

As will be described and elaborated later on in this theory review, travel guidebooks, like newspapers, are also part of a routine or practice. Where newspapers help to shape daily practices of readers, such as reading the newspaper during breakfast or a coffeekbreak, travel guidebooks are influential factors in the planning and excitement of travel. The routine factor in both information products, makes it likely that travel guidebooks brand names can reinforce and strengthen their audience through an online presence, as some newspapers have successfully done. In turn, when ignoring the rise of new media, the position of offline print media can weaken.

How other sectors of print media have coped with the rise of internet and new media, has been researched by Scupola (2002). In the case of technical, medical and scientific publishing, Scupola has identified three advantages of electronic commerce in publishing, over the old-fashioned way publishing houses did their business; cost advantages in product promotion and distribution, differentiation through innovation and customer service and strengthen customer relationships through mass customization of digital products. The implementation of e-commerce in publishing is (re)shaping the industry. The main factors in this shaping are substitute products, new entrants, electronic intermediation and disintermediation. The two main substitute products are the e-journal and electronic mailing-lists, which offer advantages such as hypertext functions in digital documents, online search engines, the possibility of customization and immediate delivery. The low entry costs of online publishing have made the entry of new players in the field easier. This can lead to disintermediation of certain actors in the publishing industry; by publishing only online editors, printers, binders and subscription agents are dismissed in the process. At the same time e-commerce also allows for intermediation of new actors, such as specialist search engines. Emphasized again here, is the importance of strong brand names. As there is an overload of information on the internet, reputation and brand names can play a significant part in the selection of information (Scupola, 2002).

In this chapter an overview was given of the important concepts, developments and elements in a changing media landscape, as well as their impacts on society in general. The rise of the information age, the network society, various (new) media, convergence, participatory culture, collective intelligence and counter-powers being the most important. Furthermore, the

implementation, effects and impacts on societal practices such as reading newspapers or scientific publishing. How the travel guidebooks publication industry is responding to the rise of new media and the practices surrounding it, is explored in the next chapter, as well as an explanation of important concepts in contemporary travel.

## Chapter 2 Concepts in Contemporary Travel

Important concepts in contemporary travel are discussed in this chapter. As a start, some arguments are made for researching travel and tourism, after which the usage of travel guidebooks and the search in travel information are explored. Although the usage of travel guidebooks and searching travel information are not the scope of this research, it is important to get a global understanding of how this is practiced, as it also influences how publishers disseminate their travel information. Finally, it is explored how print media and digital media are generally used concerning travel information and what the activities of publishers worldwide are in these fields.

### 2.1 Reasons for Researching Travel and Tourism Journalism

Several arguments can be made for the importance of research in the area of tourism and travel journalism, amongst which travel guidebooks can be counted. The first reason is the boom of tourism, which has become one of the biggest industries worldwide nowadays. For some countries it is even the biggest sector in their economy. Until recently tourism was a luxury activity for rich westerners, but now a shift toward less wealthy tourists from the west and tourism flows from the 'east' to the 'west' are apparent, making the economical flows of tourism increasingly complicated (Fürsich & Kavoori, 2001).

The impact that the millions of tourists have on local cultures and social relationships has been under-investigated. According to Fürsich & Kavoori (2001) most research focuses on the economical effects of tourism whilst they believe that the impact on local cultures and society must also be significant.

The under-investigation of tourism in general is due to the persistent notion that tourism is not a serious topic. This has to do with deeply embedded values of work and play in western societies that has its roots in Christianity. Tourism is leisure and leisure is just a detail in life. However, leisure takes up a big part of contemporary life and societies. Thus the general notion that tourism is a side-issue and not a serious topic, is rather outdated.

Furthermore, travel journalism can be seen as an important site of international communication. It comes in the form of many different media; travel guidebooks, magazines, websites, TV shows etc. which would make a cross-over study interesting. But more importantly, travel journalism provides depictions and reflections of 'the other' in the orient, next to general information. This used to be mainly the 'the other' in the eyes of the west, but as tourism is no longer restricted to people from the west, different portrayals of 'the other' are also being made. Fürsich and Kavoori (2001) see travel journalism as “an institutional site where meaning is created and



where a collective version of the 'Other/We' is negotiated, contested and constantly redefined” (2001: 167)

Finally, travel journalism has some particular features to it. There is the relationship between finance and the journalistic product that creates tension. Who finances travel journalism? What is the influence of advertisers? Who has a stake in a travel journalism production? Also for certain groups it can be very important to which countries or regions attention is being paid to by travel journalism. This could stem from either economical- or ideological reasons. A certain region would like to boost the local economy by tourism and sponsors a travel journalist or an environmental NGO who would like more attention paid towards eco-tourism and sponsors a TV channel to make a show about this. Questions that should be asked in the case of travel journalism are: How independent is the journalistic work? Who could benefit from the journalistic work? Who could be harmed by the journalistic work?

## **2.2 The Search of Travel Information and the Usage of Travel Guidebooks**

Travel guidebooks are amongst many sources of information travelers and holidaymakers use in their search for travel information. Fodness & Murray (1999) have researched search strategies by travelers to Florida in the 1990's and found that multiple causes are at the base of varieties in the types and amount of information consulted.

The nature of the travel decision is a factor in what kind of travel information is consulted. When people have to make routine travel decisions, they often use personal experiences as sources for information. As the difficulty of the travel decision increases, so does the unfamiliarity of the travel destination, and people tend to make more use of family and friends, and in a lesser amount they also make use of external sources such as; newspapers, magazines, brochures and guidebooks.

The composition of the traveling party also influences which travel information sources are consulted. If children are included in the travel, people consult more tourist agencies, brochures and guidebooks. The more experienced the travelers are, the more they make use of newspapers and magazines as information sources.

Another determinant in travel information search strategies is the purpose of the trip. The purpose of visiting family and friends resulted in more consultation of those friends and relatives in question, whilst repeat visitors relied on personal experiences, but also newspapers and magazines as they probably always search for new things to do on their trips.

People who traveled to Florida by car made more use of travel agencies, than people traveling with other modes of transportation. Those who traveled by van or truck mixed their sources of information; travel agents, automobile clubs, brochures and guidebooks were used by them. A curious finding in the research by Fodness & Murray (1999) was that higher incomes make more

use of official travel information sources. Apparently people with a higher income search external information such as travel agencies, brochures and guidebooks, whilst people with lower income rely more on family and friends.

Finally, the length of stay was a determinant in the amount and variety of travel information consulted; the longer people stayed, the bigger the variety and amount of travel information sources (Fodness & Murray, 1999).

Exactly why and how travel guidebooks and maps are used by travelers, is researched by Brown (2006) and Jack & Phipps (2003). Historically, travel guidebooks can be seen as tools to emancipate the Western individual and enlarge their freedom. When German Karl Baedeker first introduced his travel guidebooks in 1839, he did this in order to; “ to assist him standing on his own feet, to render him independent, and to place him in a position from which he may receive his own impressions with clear eyes and a lively heart” (Jack & Phipps, 2003: 283). Thus, the predominant use of travel guidebooks was to help and assist the traveler while in foreign situations, which is not so different from the contemporary description of travel guidebooks. The *Encyclopedia of Tourism* defines travel guidebooks as books that serve as aids to tourists and travelers. They describe countries, cities or regions and provide practical information on transport, accommodation, activities, costs etc. for the purpose of leisure. Usually this is conducted in an objective, impersonal, systematic approach but this can vary amongst the various guidebooks available. The genre generally offers itineraries, an inventory of places and interesting objects in combination with place description and practical information (Towner, 2000).

Besides the practical use of guidebooks as translators of the foreign into the language and identity of the traveler, some argue that they can also be seen as artifacts of Western individual lifestyle, as certain travel guidebooks turn into status-symbols once put upon a bookshelf after traveling to shown others where you have been (Jack & Phipps, 2003: 286). And finally, like Fürsich and Kavoori (2001) have pointed out in general about travel journalism, travel guidebooks are as well places where international communication takes places; depictions and reflections of the 'Other/We', negotiations of ideologies and cultures. As most guidebooks are produced in the west, non-western countries, cultures and religions are described through western eyes. But as tourism in, for example, Asia and the Middle East is growing, travel guidebooks produced in these regions might become places where culture, religions and ideologies are negotiated in a manner which we have not seen yet.

Furthermore, travel guidebooks are agents for tourists; when carrying one, you are recognizable as a tourist or traveler. The language of the guidebook reveals your nationality and the type of guidebook reveals part of your identity or, in different words, what type of traveler you are (Jack & Phipps, 2003).

A reason why guidebooks are being used by travelers, is that they standardize and categorize information about a destination in a relevant manner. By doing this a travel guidebook makes a destination feel more familiar for a traveler and reduces uncertainty about a place. However, the provided information needs interpretation by the traveler; the information needs to be converted into an actual activity. That is exactly what causes the biggest problems for travelers; moving from the guidebook to actual practice. In trying to do that, the guidebook is used in combination with other information sources such as; local information, general knowledge, train tables, street names etc (Brown, 2006).

Maps are mostly used by travelers when they do not exactly know where to go, but have a general idea. They are less used when travelers have a specific destination in mind. Most of the times maps are used in combination with a guidebook. A practice called 'social zoning' occurs when the user wants to go to a restaurant for example, but has no particular restaurant in mind. A guidebook is used to find out in which areas restaurants are clustered, which increases the chance of succeeding for the traveler. A map is then used to navigate to the area. Another common use of consulting maps is prior to traveling, in order to get a better picture of what the lay-out of an area is (Brown, 2006).

Guidebooks are also consulted prior to traveling, to get a better idea of what an area has to offer. But pre-visit use of guidebooks is mainly to build up excitement and anticipation about the upcoming traveling. Anticipation is a major motivation for traveling. But planning before traveling is limited to be only as specific as necessary, so plans can be adjusted on sight to local timetables or weather for example. Uncertainty in planning is actually a major characteristic of tourism and travel and often pointed out by travelers as a reason why they enjoy traveling so much. The article by Brown (2006) concludes by pointing out that travel and tourism is a pervasive mundane activity and thus seemingly trivial details such as how travel guidebooks and maps are used can have a significant global impact (Brown, 2006: 379).

Next to the research done about searching for travel information in old media, recently there has been a lot of research done on the search for travel information in new media. An example of this is the research done by Fesenmaier & Pan (2006). They have focused on the search of information on holiday destinations online. It was found that when consumers search for travel information, they use subjective and descriptive search terms, such as: good, big or nice. Online information providers on the other hand often focus on marketing and advertorial language, such as: cheap, ticket or accommodation. They conclude by stating that if providers of online information would adapt to the search-language of users, information search for destination would be less frustrating than it now often is.

### 2.3 Print vs. Digital Media in the Search for Travel Information

In the past the main information source for tourists and travelers were paper maps and guidebooks, but now MICT's and other new media tools are increasingly influential on the ways that tourists or traveler's seek information about destinations. Paper information sources offer many advantages in use; it is robust, portable, cheap (but not necessarily), light (but again not always), requires no power, can be folded and torn and be written in. Besides that people are also highly familiar with the usage and interface of books; even if they have not used a specific book before, it is easily understandable. But paper information sources such as guidebooks and maps also have disadvantages; the information is presented in a static way favoring certain ways of offering information, by alphabetical order for example. Furthermore, the information in guidebooks is not up-to-date, for example prices could have changed from the moment of print until the moment of use. Although paper information sources do not require power, one can argue that the production is environmentally unfriendly (Belotti, et al. 2006). And finally, as already stated in the advantages-section, paper information sources are not always cheap and light, some guidebooks have the size of a brick and cost around 30 euros.

As Haywood (1995) and Van Dijk (2006) have also noted earlier, many of these disadvantages over paper media can be overcome by MICT products and applications by offering real-time or free information. Examples of this are *Google Maps*, websites with public transport timetables, online route planners, travel blogs, iPhone apps such as *iFlight*, airline booking sites, social networking site such as *Wayn.com*, review sites of hotels and many others.

MICT's have another advantage over paper information sources; they can cater for the specific needs and preferences of the user and yet be produced for a mass audience. Because MICT's have the ability to change and adapt content and interface to the user quick and easy, results of information searches will be more to the user's satisfaction and niche market's can be reached. Küng (2008) calls the adoption of niche markets by mass media 'splintering' or 'demassifying' and notes that this mostly occurs around new media products involving user-created content, social networks, participatory media and peer content and can be found in blogs, podcasts and wikis for example. Furthermore she notes that these products are hard to categorize, they are as much a communication tool as a media tool, thus the level of convergence in these products is very high (Küng, 2008: 87).

### 2.4 Travel Guidebook Publishers and New Media Tools

Besides articles that primarily focus on either travel information in old media or in new media, there has not been a lot of research done that combines the two. However, I did find several

newspaper articles that link travel information dissemination with guidebooks and new media tools. The following section is a review of some of these newspaper articles.

In an interview with the founder of the famous *Lonely Planet* travel guidebooks Tony Wheeler, it is pointed out that travel guidebooks can have a major impact. The guidebooks of *Lonely Planet* have a predictable formula to them. Whatever the destination may be, all *LP* books have the same information template and style of writing on where to stay and eat and what highlights should be in any itinerary. The title *Lonely Planet* has gotten an ironic connotation because it seems that when a place makes it into a *LP* guidebook, it is soon to become packed with travelers and tourists (The Irish Times, 2009). Also the Dutch newspaper *De Volkskrant* states that the huge popularity of the 'Backpacker Bible' *LP* is the biggest disadvantage of the guidebooks. It recommends that whoever wants to visit places that are largely undiscovered, should travel with a guidebook other than *LP* (Petovic, 2008).

Influenced by the recent financial crisis, travel guidebooks and maps have seen a decline in their sales. In the first 8 weeks of 2008 the sale of world travel guides dropped by 23 percent in the U.K. But there is a differentiation in which guidebooks are being hit particularly; the sale of guidebooks to unconventional destinations, Botswana for example, has decreased by over 60 percent. Whilst guidebooks to destinations closer to home are proven to be more popular; *Waterstone's U.K. Good Pub Guide 2009* is the best selling title in the publishers title list. The biggest drop in sales was seen in road atlases and maps, as people move to free alternatives online or satellite navigation systems (Davoudi & Pearson, 2009). The decline in sales of guidebooks is not only due to the economic recession, travel guidebooks have also been losing customers to the internet and other new media. Especially websites providing free information, such as *Tripadvisor.com*, have been proven popular. Also *Google Maps* and online route planning websites are popular (Mackin, 2009). Mackin (2010) further describes in another article how he sees a difference with four or five years ago in the usage of laptops. An owner of a Dublin hostel says that hardly anybody is reading guidebooks anymore, everyone is using WiFi on their own laptops, especially when people are on short trips. A downside of this for hostels is that there seems to be less socializing when people are using laptops (Mackin, 2010).

There is a large variety in websites on travel and tourism. From websites where you can book airline tickets and accommodation, to websites where locals share the in's and out's of their towns with you. And from websites about which seats are best to pick in airplanes, to websites about how to travel best with your infant. An overview of travel websites is to be found in the article *The 50 Best Travel Websites* (Batten, 2009).

Another form of new media that has entered the field of information in tourism and traveling

recently is the iPhone by Apple. Some of the most popular travel applications for the iPhone are *iFlight*, that will keep you updated about the latest news of your flights, and *TubeMap*, that helps you navigate and plan through London's underground system. *Lonely Planet* has also been aware of the developments concerning the iPhone and introduced an application of the *LP* Phrasebooks, which pronounces foreign sentences for you (Johnson, 2009). One of the latest *Lonely Planet* iPhone applications is the *1000 Ultimate Experiences* app, offering professional *LP* pictures, videos of *lonelyplanet.tv* and the ability to share your experiences and opinions with an online community (Lonely Planet, 2010 press releases). Other organizations are also tapping into the iPhone applications in order to provide better services. The British National Trust also has an iPhone app now, which will lead users to the nearest National Trust property of their interest (Walker, 2010).

Another new feature offered on smart phones lately, are maps and plans of cities. Internet-connected smart phones can be used to consult online maps such as Google Maps, but for smart phones without internet connection, providers now also already put navigation-software into their phones or offer free downloads for clients. Thereby customers can avoid high roaming costs abroad when seeking for connection to consult maps online. A special function in some navigation software is spoken navigation; one only has to put on his headphones and the navigation software guides you to your destinations via spoken commands (Koetsenruijter, 2010). The latest interesting development in smart phones is augmented reality, which combines the reality of where a person actually is with online information sources. For example, one could point his smart phone towards a cathedral and a *Wikipedia*-page about the cathedral will open up. Currently, *LP* is offering such an application for the Android phone for 10 U.S. cities (Glusac, 2010).

*LP* has also introduced other ways of providing their travel information through new media. For example on *LP*'s website people can pay to download certain chapters from guidebooks in PDF and print them out themselves, which is cheaper and easier to carry than a book. Furthermore, *LP* now also has it's own brand store at Sidney Airport, a video channel on *YouTube*, an online T.V. channel *lonelyplanet.tv* and develops T.V. programs for Discovery Channel and National Geographic (Lonely Planet, 2008 press release). Thus, the brand is converging largely with both online- and offline platforms.

Other websites of travel guidebook publishers such as *DK* and *Frommer's* also contain a lot of content from print guidebooks, the latter also offering a real-time map including listings of recommended events, a social community and several tools including connecting *Frommer's* content to a personal itinerary (Strachan, 2010; Frommers Unlimited 2007; 2008; 2010).

The *Rough Guides* has a deal with *MSN Latino*, to provide Spanish language guides and picture

slide shows for the MSN portal (Rough Guides LTD., 2008). The *Rough Guides* has tapped in another form of new media; travel guidebooks content is now available on the airplane seat back entertainment systems of Singapore airlines (Pfanner, 2008). U.S. based *Frommer's* is setting up the same sort of application for American Airline, including real time event listings, weather forecasts, airport guides and hotel recommendations (Frommer's Unlimited, 2008). Another interesting development is the sale of a guide to pubs and inns in England by Alastair Sawday Publishing that alerts drivers, via their satellite navigation systems, when they are approaching a linked pub or guesthouse (Pfanner, 2008).

In order to keep up with new media developments, publishers of travel guidebooks often team up with new media companies. *Footprint Guidebooks* is now working with the travel community website *Tripwolf.com*, providing them with reliable *Footprint* information. *LP* has launched *Trippy*, an application for *Google Wave* users to plan their trip together (Strachan, 2010). *Frommer's* has taken up partnership with *Audible.com*, an online company in spoken audio and information, to set up the *Frommer's Audio Travel Store*. Offered neighborhood walking tours and "Best Of" tours with city highlights, including a little map and booklet. Interesting here is that these products are not free, but available for a small price under 10 dollars (Frommers Unlimited, 2007).

E-readers and the recent iPad have also become important competition for travel guidebooks. *Frommer's*, the *Rough Guides* and *Lonely Planet* have already launched their first e-books for the Amazon Kindle. Penguin Publishers, publisher of the *Rough Guides*, is currently developing interactive travel guidebooks for e-readers and iPads, including video's, linking to websites and the special tool of sending e-cards from your holiday destination (Bingham, 2010).

Despite new media entering the world of tourism and travel guidebooks, it remains uncertain whether they will take over the market. A big issue is the reliability of free online information sources, which remains questionable despite its up-to-dateness. This is why bigger travel review websites such as *Tripadvisor.org* and *Oyster.com* now employ professional reviewers, to offer more reliable information to their user (Sharkey, 2010).

One journalist examined using iPhone applications versus the use of a travel guidebook and concludes: "...none of the London guides on the iPhone beats having a guidebook with you. Yes, phones are smaller and lighter... But the apps can be fiddly and time consuming, and they drain your phone's battery, which is something rotten. Which means you're then stuck in a new city with no guide and no phone. And not even Apple can save you then." (Croughton, 2009).

## 2.5 A Sense of Being Away?

To conclude this chapter, a light is shed on possible effects of the use of new media tools to

search for travel information whilst traveling. One of the reasons why people travel is to be away from home and work and to experience a time and place that sets us apart from that. This practice is called “encapsulation” by Janssons (2007). He argues that the rise of new media tools and the pervasiveness of media in today’s society can intensify the travel or touristic experience on the one hand, but on the other hand it can blur the boundaries of being at home or away and in this way lead to “decapsulation”.

Searching for travel information through new media tools whilst traveling can help the traveler to plan his time more efficiently and avoid wasting time to searching for timetables or places for example. Yet, it is the adventure of being lost in an unknown town or trying to figure out a departure time in a foreign language that attracts some people to traveling. Similarly, new media tools can be convenient to stay in touch with relatives and friends back home. But while traveling or on a holiday, this can also feel like an obligation if people wish to be distant or apart for a while from their friends and family. Like not wearing a watch or withholding from reading newspapers or watching the news, not contacting family and friends can be regarded as part of being away from home and encapsulating oneself. But the increased use and availability of new media worldwide are making these practices more difficult. What should be added to this, is that the practices of encapsulation and decapsulation are not valid for all travelers or holidaymakers. Some are not as occupied with it as others and while for some new media tools lead to a lesser travel experience, for others it only enhances their travels (Janssons, 2007, White & White, 2006).

This chapter focused on motivations to study the area of travel, tourism and travel journalism, the usage of travel guidebooks and how people search for travel information. After which attention was paid to actual examples of convergence in the dissemination of travel information. Mainly these examples were from publishing houses in the Anglo-Saxon world. This thesis is focusing on publishing houses in the Dutch language area in The Netherlands and Flemish Belgium. In chapter 4 and 5 their products and activities in paper guidebooks and new media are explored. Concluding this chapter was the phenomenon of encapsulation/ decapsulation. This concept in contemporary travel, as well as the other concepts and practices in this chapter and the previous chapter are organized in the next chapter 'Research methodology'. The possible effects of elements in previous research and theory on the travel guidebook publishing industry are discussed, as well as the main research question, the methods used in this research, limitations and justification of the research.



## Chapter 3 Research methodology

In this chapter research methodology, the main research question, sub- questions, the used research methods, justification and limitations of this research are discussed.

### 3.1 Methodology

Following the theory review and analysis of the previous chapters, important elements have come up on which the research questions of my thesis are based. To make the connections between the elements and research questions more clear, the elements and their possible influence on travel information and the travel guidebook publishing industry are presented in this paragraph.

- **Convergence** (Jenkins, 2006; Haywood, 1995).  
Travel information is no longer restricted to traditional travel guidebooks or magazines, but also available on other media platforms.
- **Participatory culture** (Jenkins, 2006; Van Dijk, 2006).  
Consumers produce travel information and interfere with the process of travel guidebook publishing.
- **Collective Intelligence/ Mass Self-Communication** (Jenkins, 2006; Castells, 2007).  
Travel information flows among the masses and is no longer placed upon consumers by travel guidebook publishers. Hence, travel guidebook publishers have less power in the dissemination of travel information.
- **Counter- Powers** (Castells, 2007).  
The rise of new parties in the dissemination of travel information, not stemming from the publishing world.
- **MICT's, E-Readers, Smart Phones, Travel Websites and Other New Media as a Platform for Travel Information.** (Castells e.a. 2007; Van Dijk, 2006; Lynch, 2001).  
New media platforms on which travel information flows and possibly a threat to paper travel guidebooks. On the other hand these new media platforms might also be a possibility for publishers to tap into; as an independent new product, to complement paper products or as a support for paper products.
- **(New) Media Literacies** (Livingstone, 2004; McLuhan, 2009).  
Every medium is read in a different way, thus travel information cannot be spread and

presented in the same manner across different media.

Usually younger people have a higher level of new media literacy than older people, thus the demands of consumers to access travel information could differ to age group.

- **E- Literature** (McCluhan, 2009).

A new kind of writing across digital media shapes travel information on these platforms differently and could even cause changes in old print media.

- **Brand Names** (Scupola, 2001).

Publishers have strong brand names that helps them keep on selling books or publishers could export their brand names to new media platforms in order to be successful there as well.

- **Paradox of Choice** (Haywood, 1995).

Increased availability of choice in travel information could confuse consumers, in which case they might turn to reliable brand names of publishers.

- **Paradox of Productivity** (Van Dijk, 2006), **Familiarity of Travel Guidebooks** (Brown, 2006).

Travel guidebooks standardize and categorize information about unfamiliar places in a familiar manner to the user. Furthermore, people are not always able to use new media to its extend and this might lead them to turn to the pre-selection of travel guidebooks.

- **Collaboration Publishers with Other Parties** (Bingham, 2010; Strachan, 2010).

New products might be innovated in co-operation with other (non-publishing) parties.

- **Advantages of Travel Information through MICT's over Paper Travel Guidebooks** (Belotti e.a., 2006; Haywood, 1995; Van Dijk, 2006; Küng, 2008).

Travel information through MICT's has several advantages over paper travel guidebooks; flexible interfacing, customization, cheap, real-time information, communication options and catering for niche-markets. All reasons why users would choose MICT's as travel information sources over paper travel guidebooks.

- **Guidebooks as Image- Builders** (Jack & Phipps, 2003; Fürsich & Kavoori, 2001).

Travel guidebooks are places where cultures and ideologies are negotiated, the Western individual lifestyle is portrayed and guidebooks turn into status-symbols during and after traveling. This could be a reason to use travel guidebooks over other travel information sources.

- **Economic Recession** (Davoudi & Pearson, 2009).

Demands cut-back's in people budget. People still do travel, but to other destinations and might make use of cheaper travel information sources than paper travel guidebooks.

- **Encapsulation/ Decapsulation** (Jansson, 2007; White & White, 2006).

The process of encapsulation or decapsulation can either lead to more new media use whilst traveling, because it is convenient. Or to less new media use because it breaks the 'bubble' of being away from home.

The possible influence of these elements in previous research and theory are tested in the interviews with publishers and can be found in chapter 5. Which elements will be acknowledged or disputed by the publishing houses? Is academic theory and previous research in accordance with the practical situation at today's publishing houses?

### 3.2 Main Research Question & Sub- Questions

Following the summary of important elements and their possible influence on travel information, the main research question of my thesis is concentrating on how the publishing industry handles travel information in a changing media environment.

Main research question:

**How is travel information being shaped in the travel publication industry in response to the rise of new media tools?**

In order to answer the main research question, three sub-questions have been formulated around the three main themes apparent in the main research question; publishers, new media and content. In table 2 below the sub-questions, method of research and goal of the sub-question are stated.

Table 2. Sub- questions.

Topic	Sub-question	Method	Goal
1. Publishers	How do publishers of travel guidebooks shape the process of travel information dissemination through both old and new media?	Interviews	Gain insight on their vision and intent regarding travel information through new media.
2. New Media	What are the new media tools being used by publishers in the dissemination of travel information?	Inventory of new media products, interviews.	Interfacing of new media to the nature of travel information.
3. Content	How is travel information being adapted to the various media	Case studies on content Analysis.	The shaping of content to medium/

	available?		product.
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### 3.3 Research Methods

The aim is to approach the main question and each of the sub questions in my research in a threefold manner. First of all, it is important to research what is happening in the academic field on the publishing industry and new media. This is done through a review of academic literature and other sources, which has resulted in the first two chapters of this thesis. Next to what the academic field says on the topic, it is necessary to see what happens on a more practical level; What do publishers of travel guidebooks state on the topic? The best research method to investigate this are interviews. Managers and editors at publishers of travel guidebooks were therefor interviewed about their perspective on how new media can be used for the dissemination of travel information and especially their strategy as publishers of print media in these developments. Finally, in four case studies it is researched if what publishers say in the interviews can also be found in their publications. Are they actually doing what they are saying? In these case studies the content, lay-out and interface of several publications are analyzed.

The three main research methods of this thesis are interviews, literature review and content analysis. This is partly based on the study of Scupola (2002). In her research on the impact of e-commerce on the industry structure of scientific-, technical- and medical publishing, Scupola (2002) collected data from the following sources:

- 15 Interviews with managers in the publishing industry.
- 6 Expert statements on the future of electronic publishing.
- Pre-existing documents, such as academic books and articles, publisher reports and EC reports.
- Internet websites.

(Scupola, 2002: 276)

Like Scupola's research, the approach this master-thesis research is qualitative; I first researched what has been written in the academic field on information flows, print vs. digital media and travel guidebooks as providers of travel information. Furthermore, interviews with people employed at Dutch travel guidebook publishing houses were held, websites and travel publications were researched and analyzed, as will be explained in paragraph 3.4 and 3.5 of this chapter.

### 3.4 Interviews

The topic of travel guidebooks and new media has not been researched much and thus literature is lacking on the specific subject. However, this was solved by using more general academic sources and non-academic sources on existing similar topics and research. As research in the specific field of new media, travel information and the travel guidebooks publishing industry is only starting up, interviews are a good research method to find out the motivations, thoughts, views and knowledge of publishers, which are at the base of the activities in the publishing industry (Baarda & De Goede, 2001: 225). Based on the findings in previous research and theory, as listed in paragraph 3.1, interviews were held with people working in the Dutch travel guidebooks publishing industry. As knowledge in previous research and theory on this master thesis topic is still rather limited, a semi-structured list with open questions was used. In this way room is left for the interviewees to answer as freely as possible, not influenced by previous research or suggestive questions (Baarda & De Goede, 2001: 235).

The interviews were held using a list of interview topics and questions. Sometimes the interview was guided by that list, but other times the interview was more or less an informal conversation in which some of the best quotes came up. The interview topics and questions are listed in appendix 1: Interview Topic- and Question List.

In total eight persons from four publishing houses were interviewed. The interviewees are described in paragraph 3.4.2 and for the full interviews, see appendix 2. Interviews as a research method has some disadvantages to it. As the interviews are time-consuming in processing, the number of interviewees is smaller in comparison to surveys for example. This has consequences for the validity and reliability of the research. Interviews are always influenced by the moment they were held; if the same questions were asked at another time, other answers might have been generated. This effect can be limited by using the same interview topic- and question list for all interviewees, as was done in this research (Baarda & De Goede, 2001: 225). Next to the issue of reliability, validity can also be problematic when using interviews as a research method. Are the results of such a small group valid for a larger population? (Baarda & De Goede, 2001: 197). In the Dutch language area, there are about five major publishing houses in the travel guidebook industry; Lannoo, ANWB, Gottmer, Unieboek/ Het Spectrum and Mo'media. With the exception of the latter, all publishing houses were researched and interviewed. In such a small industry as the Dutch travel guidebook publishing industry, the coverage of the research by investigating four of the five major players, is quite good and representative for a larger population.

### 3.4.1 Interviewees

This paragraph provides a small overview of the people I interviewed, describing their job, publishing house and activities. A larger description of the four publishing houses is presented in chapter 4.

**Lieven Defour**, publisher at Lannoo in Tielt, Belgium.

Lieven Defour has been working as a publisher of the tourism fund of Lannoo for 2 years now. Before this he worked in television, mainly in production for public and commercial broadcasters. According to Lieven Defour “a publisher arranges with the author how and in which way a book is made. He ensures that it is made in the best and most beautiful manner, in which the thoughts and philosophy behind the book are respected.” He names the diversity in activities and contacts as the main reasons to enjoy his job.

**Els van Rompay**, vice-publisher new media at Lannoo in Tielt, Belgium.

Els van Rompay is the vice-publisher of the new media division of Lannoo. The new media division does not only manage the new media activities of the travel fund, but also those of other funds.

**Ben Belt**, publisher at ANWB Media in The Hague, The Netherlands.

Ben Belt is the publisher of the fund that publishes travel guidebooks on foreign countries and other travel publications such as picture books, atlases, *Reizen Magazine* and also language-packs.

**Frank Jacobs**, publisher at ANWB Media in The Hague, The Netherlands.

Frank Jacobs is publisher of the camping- fund and his activities reach further than only guidebooks or magazines. His fund manages “everything that has to do with camping and I am responsible for that. This holds not only all media forms, but also an camping identity-card or the camping-days we organize and all online activities of the ANWB concerning camping.”

**Vincent van der Meys**, publisher at ANWB Media in The Hague, The Netherlands.

The fund of publisher Vincent van der Meys, concerns all media products related to walking, cycling, nature and cultural heritage in The Netherlands. The walking guides about France, are published under the fund of Ben Belt. The fund of Vincent van der Meys publishes four magazines, approximately 190 book titles and maps. Furthermore, Vincent is responsible for the new media activities in this fund and also the cycling and walking road sign that ANWB provides throughout The Netherlands.

**Marco van der Lingen**, Mobile Services at ANWB in The Hague, The Netherlands.

Marco is employed at the mobile services division of ANWB, or as he likes to call it himself 'connected services'. He is researching and stimulating the possibilities of new media technologies at the whole organization of ANWB, not only the media division. Currently he is setting up labs for beta-tests, of which the purpose is to find out how the member of ANWB Media use new media tools and what their wishes are. Another responsibility of ANWB is to provide information and educate their members in the usage of new media tools.

**Klaas Jan Hoeve**, publisher at Gottmer in Haarlem, The Netherlands.

Klaas Jan Hoeve is responsible for the publications that of two funds; the *Dominicus* travel guidebooks and those of *Hollandia Watersport*, a fund specialized in publications about aquatics. The *Dominicus* fund is fairly small; only employing eight people at the maximum including freelancers.

**Vera Wolf**, publisher at Unieboek/Het Spectrum in Houten, The Netherlands.

Vera Wolf is publisher at the travel fund of Van Reemst, which is an imprint of Unieboek/ Het Spectrum. Next the publication of travel guidebooks, the exploitation of the website *On Track* is her responsibility, as also the publication of travel stories and some other individual travel publications.

About six people work at the travel fund Van Reemst on a fixed contract, other work is outsourced to freelancers such as translators, correctors and designers.

### **3.4.2 Interview Process**

At first my research was only aimed at content-creating publishing houses, thus publishers that create and write their own books instead of purchasing books at foreign publishers and then translate and adapt content to national wishes. The only publishing house that strictly only uses content created by themselves is Gottmer, all the other publishing houses make use of 'imported' content. Thus, I loosened my criteria a little to include publishing houses that create their own content next to importing content.

Gathering the interviewees was a time-consuming and difficult process. Initially the publishing houses were not very enthusiastic about my research, fearing for the confidentiality of their company strategies and activities, as later would turn out. Lannoo was the first to respond positively to my e-mails. Later on I managed to get interviews with ANWB Media and Gottmer. Contacts with the publishing house Unieboek/Het Spectrum were made quite late in the research as I at first was under the assumption that they did not create their own content.

Unieboek/Het Spectrum does import the majority of their content, but they do make the guidebooks about The Netherlands in the *Capitool*-series themselves and create the content for *On Track*, a walking-tracks website, which I thought was enough to include them in my research. Moreover because they hold a large share in the Dutch travel guidebook market with the *Capitool* and *Marco Polo*- series.

Mo'Media, the publisher of the popular *100%* guidebook-series, was not willing to cooperate, which is unfortunate because I have heard through the interviews with other publishers that Mo'Media is about to launch an iPhone application of their travel guidebook-series this autumn.

Most people were interviewed in person, taping the conversation with a voice-recorder. Two of out of the eight interviews were done through Skype, also recording the conversation. The reason for this is that Els van Rompay and Lieven Defour are based in Belgium and they did not feel that it was necessary for me to travel there. In general I did not find that the interviews in person went better than the interviews through Skype, or vice versa. I was able to ask the most important questions to both the people I interviewed in person and through Skype. However, it was the case that when interviewing in person the interviews generally took longer and left room for discussing things that were not precisely on topic, but useful for my research as well.

### **3.5 Case Study: Content Analysis**

The initial plan was to analyze a unit in a paper guidebook, for example a chapter about accommodation in Barcelona, and then compare this to the same content unit offered in a new media product. But as the activities of Dutch publishers in this field are still very limited, the content analysis will be restricted to paper guidebooks only. Despite that this research method leaves out new media products, their influence could possibly also be visible in paper travel guidebooks, as was found by McLuhan (2009) and described in chapter 1 of this document. Furthermore, the case studies concentrating on paper travel guidebooks are analyzed in combination with the websites and new media activities of the publishing houses. Despite the fact that these two products are not always linked to each other, interesting similarities could show or unexpected complementarity could be found.

Four publications were analyzed; one of each publishing house I interviewed people at. Of all the publications, at least two editions were compared to each other concentrating on lay-out, interface, content and style of writing. Although the four publications that are used as case studies are by no means similar to each other, it was tried to keep the case studies as structured as possible. For each publication the front cover, an introductory chapter and one other chapter



in the book were analyzed. By using the same unit of analysis, the content analysis are made systematic and it can be seen if the content of the print media has changed in the last decade; if it has adapted to the various new media around and if there are differences in interfacing or lay-out over the past years whilst the products offer the same travel information. A more extensive motivation for this research method is given in chapter 4, as well as an explanation of the publications analyzed and the findings of the content analysis.

## Chapter 4 Travel Guidebooks in The Netherlands & Case Studies

The Dutch travel guidebook market contains about five major players; ANWB Media, Gottmer, Unieboek/Het Spectrum, TerraLannoo and Mo'Media, and some smaller players. With the exception of Mo'Media, all other major publishing houses of travel guidebooks in The Netherlands were willing to cooperate. In this chapter a brief explanation of the history, mission and current activities of each publishing house is given, after which titles of the relevant paper publications are presented in an inventory. The website and other new media activities of the publishing houses are discussed and case studies are presented.

Next to interviews, case studies including content analysis of publications by the four publishing houses, are part of the research conducted for this master thesis. From each publishing house, one publication is analyzed on the changes in content, lay-out and interface. The ways in which this is done varies, as the publications that were analyzed are not similar to each other and call for different means of analysis. However, the analysis of the different publications was kept as structured as possible, for each publication analyzing at least the front cover, an introductory chapter and one other chapter in the book. What the specific aims were of the analyzing these guidebooks is explained in the following section, as well as the motivation and process of the content analysis.

Gottmer is the first and only publishing house to bring e-books of their *Dominicus TXT* guidebooks on the market. The *Dominicus TXT* guidebooks were produced as a cheaper and more compact version of the regular *Dominicus*- series, leaving out images and colored lay-outs. Klaas Jan Hoeve (Gottmer) stated that the content of the *Dominicus TXT* guidebooks, e-book and paper version, is exactly the same as the content in the regular *Dominicus*- series. This statement is analyzed in a case study (p.43) about the guidebooks Andalusia in the *Dominicus*-series (2002) and the *Dominicus TXT*- series (2009), as well as differences and similarities in their front- and back covers, a part of the introductory chapter and the chapter about the town of Ronda.

The *Marco Polo* guidebook- series is a long running publication of Unieboek/ Het Spectrum. When I visited their office, they were kind enough to provide me with three editions of the *Marco Polo* guidebook about Bali; published in 1996, 2006 and 2010. These three versions of *Marco Polo* are analyzed on their front covers, the table of contents and the food & drink chapter, to see how this guidebook- series has changed throughout a period of fifteen years.

E-books is also something on which ANWB Media is working, unfortunately the e-book of the *ANWB Goud-* series has not been released yet, thus I cannot analyze the e-book edition with the print edition, which would have been a great case-study for this thesis. However, ANWB Media has also made changes in their paper publications. The *ANWB Actief-* series have a new cover and GPS- coordinates were added to the tracks described in the guidebooks. The *ANWB Actief Dordogne* guidebooks of 2006 and 2010 are analyzed here on their front- and back cover, introductory chapter and one walking track, to see how these changes were implemented and if more changes were made to the content.

Finally, the *Trotter Greek Islands* guidebooks of 1999 and 2007 of the publishing house of Lannoo are used as a case study. Here the aim is to see how these guidebooks have changed over time on their covers, introductory chapter and the chapter about the island of Skopelos.

The results of the case-studies are linked and discussed with the findings on websites and other new media activities of the publishing houses, in the small conclusions at the end of each section. In the final conclusion of this chapter the findings of all publishing houses and case studies are discussed and presented in the larger framework of the theory review and preliminary conclusions towards the answering of the main research questions are given.

## 4.1 ANWB Media

The ANWB is the Dutch automobile association, which holds over 3 million members and has existed since 1883. The main goal of the ANWB is to serve the interests of its members in the areas of recreation, tourism, transport and traffic. In its mission-statement ANWB claims to help its members by informing, advising and warning about issues and problems on the road. Furthermore; sustainability, international cooperation and quality of life are on the priority list of the ANWB (ANWB, 2010c).

ANWB Media is a subdivision of the larger ANWB. It publishes a range of geographical maps, books, travel guides and magazines. The biggest magazine is *Kampioen*, which is spread for free amongst the members of the ANWB. Besides *Kampioen*, ANWB publishes several paid magazines around various themes such as outdoor sports or motorcycles. Another big publication of ANWB are the yearly camping-guides, in which campsites in The Netherlands are listed. The publication of travel guidebooks and geographical maps are part of the larger mission to provide people with traffic- and travel information. ANWB travel guidebooks range from guides aimed at aquatics to phrasebooks, and from picture-books to an accommodation guidebook for Germany (ANWB, 2010g). The travel guidebooks are further described after the next section, but it is important to note here that ANWB Media holds travel guidebooks that are written exclusively for them, as well as imported and translated foreign travel guidebook series. *ANWB Goud*, *ANWB Actief*, *ANWB Camping gids* and travel guidebooks focusing on The Netherlands are exclusive ANWB productions. *ANWB Extra*, the European walking guidebook- series and *ANWB Reiz& Magazine Wereldgids* are originally productions of German MairDumont and the *ANWB Navigator*- series is a production of the U.K. Automobile Association.

### 4.1.1 Titles of ANWB Media

In this section an overview is given in which the titles of the travel guidebook fund of ANWB Media are described. Left out here are geographical maps, phrasebooks and picture books. For full description of the travel guidebooks, see appendix 3 of this document.

#### ANWB Goud (ANWB Gold)

A traditional travel guide with great attention for scenery, nature, art and culture (Zwijenburg, 2009). This hard-cover guidebook contains pictures on every two pages and many maps. The *ANWB Goud*-series has about 44 titles in Europe and costs just under €20,- (ANWB Media, 2009b).

#### ANWB Actief (ANWB Active)

Travel guidebook containing active day trips such as; walks, cycling tracks and driving routes in European regions. Prices range from €9,50 for ANWB-members to €14,95 for non-members and at present about 34 titles in Europe are available. (ANWB Media, 2009b; Hiddema, 2010).

#### ANWB Wandel- & Fietsgids (ANWB Walking- & cycling guides)

Travel guidebook containing walking & cycling day trips. The European series aims at more trained and experienced walkers and cyclists, the Dutch series are for recreational walkers and cyclists. Prices range from €11,50 for ANWB-members to €13,95 for non-members (ANWB Media, 2009b; Lipps, 2007).

#### ANWB Reiz& Magazine Wereldgids (ANWB Travel Magazine Worldguides)

Large and visual travel guidebooks for far-away destinations. With prices around €21,95 for ANWB-members to €24,95 for non-members, more expensive than most other guidebooks (ANWB Media, 2009b; Losskarn, D. & Losskarn, E. 2008).

#### ANWB Navigator

“Luxury travel-guide, filled with information and plastic tabs which will help you to navigate through the guidebook easily” (ANWB, 2010g). This visual travel guidebook is aimed at holidaymakers with a bigger budget with prices around €23,-. About 25 titles in this series range from Australia to Venice (ANWB Media, 2009b; ANWB Media, 2009d).

#### ANWB Extra

Compact travel guidebook for people who want short practical information about an area or city. Currently 95 titles are available, ranging from the Ardennes to New York, Sicily and Yucatán, at around €7,50 (ANWB Media, 2009b; ANWB Media, 2009c).

#### ANWB Camping gids (ANWB Camping Guide)

Guide to campsites. The European Camping Guide comes with a DVD on which people can “easily select a campsite according to their wishes” (ANWB, 2010b). Also available are camping guides with a special theme, such as charming campsites, beach campsites and campsites on the road. (ANWB Media, 2009a; ANWB Media, 2009b)

### **4.1.2 Website and Other New Media Activities**

The general website of the ANWB is extensive, offering the user several portals surrounding recreation, traffic, insurances, cars, transportation and more themes. Several different

functions and widgets are to be found on the website, such as; real-time traffic information, search-engines for cars, touristic information per area or city in The Netherlands, a test for users to find out which roadside service is most suitable to their needs, a portal for members and much more. On the website a variety of products can be purchased, amongst which the travel guidebooks by ANWB, but also travel guidebooks from other publishers (ANWB, 2010g). ANWB Media has a separate website which is mainly aimed at providing information for (potential) advertisers. For more information about the travel guidebooks of ANWB, people are directed to the web-shop A short description of the content and some technical information such as size, number of pages and ISBN-number are given there. People can directly order their travel guidebooks in the web-shop (ANWB, 2010g).

ANWB now has included GPS navigation points to their *ANWB Actief* guides, for users to be able to use the combination of the travel guidebook with their GPS navigation system. The latest editions of the *ANWB Actief* guides now also make note of website addresses, referring mostly to the local tourist agencies. In the final part of this section, two editions of *ANWB Actief* are compared and analyzed in a case study; one edition without GPS navigation points (2006) and one edition with GPS navigation points (2010).

The walking- and cycling tracks of ANWB Media in the Netherlands are also available individually on a web portal of the general ANWB Website. Tracks including GPS coordinates are available here and maps of all the tracks are generated through Google maps. Furthermore, on this portal people can book a holiday, view tests and reviews of different products surrounding walking, read up on the news of this section of ANWB and read about the preparation that is recommended by ANWB (ANWB, 2010i). The same options are also available on the cycling portal. Other options featured on the cycling portal are; a cycling route planner and a calculator in which people can plan their own route linking special cycling nodes (ANWB, 2010e). A community section on these portals where members can comment and make recommendations on the tracks, upload pictures and connect to each other, is planned (Van der Meys, 2010).

The camping-portal of ANWB is an extensive website in which people can search for campsites in a database through various options; destination, size, regulations, prices, facilities, availability and reviews amongst them. About 8,000 camping are in the database and can also be searched through with the DVD that comes with the paper camping guide or downloaded in a program suitable for GPS- systems. In the program people can search for campsites whilst being in the car and be navigated to the entrance of the campsite, which is navigated and coded by ANWB itself. The GPS program also contains phone-numbers, reviews, descriptions and facilities of the campsite (Jacobs, 2010). Other features on the camping-portal are reviews and descriptions of camping products, camping-holidays, tips and recommendations by ANWB about camping,

insurances and the preparation of camping holidays including interactive package lists (ANWB, 2010f).

ANWB Media is currently developing e-books of the *ANWB Goud*-series. The inducement for this was rather curious; as ANWB sells the Sony e-reader in their shops, they found that they should also offer content for the e-reader and thus the development of *ANWB Goud* e-books was started. The development is now in the phase of finding out how people want to use the *ANWB Goud* e-book and which functions they wish to see on it. The first *ANWB Goud* travel guidebook to be published in e-book is Côte d'Azur/ Provence and the goal is to publish the other *ANWB Goud* guidebooks on France. Ben Belt, publisher at ANWB Media, explains that with the whole of France covered in e-books, the possibilities of what people can do them is much bigger than with one single guidebook. One of the options could be for people to purchase only the area of their route to the South of France or to only purchase parts on cycling tracks in France or to purchase only the content surrounding 20 km from their campsite (Belt, 2010).

At the moment the ANWB has some iPhone applications live, but none of them are linked to travel guidebooks or ANWB Media in general. The application that comes to closest to disseminating travel information is the restaurant application. With the application, downloading is free for ANWB-members, users can search and find restaurants in the neighborhood or a particular area, through cuisine or ratings. Users can then eat with a discount of 10% to 25% in the restaurants associated to the application. Currently about 700 restaurants are associated (ANWB, 2010h). Other iPhone applications concerns traffic information, driving environmentally friendly and car value. ANWB also holds a special website for mobile services and has recently introduced an ANWB Layer in the Augmented Reality browser Layar for the Android smart phone. The following categories are visible; campsites, museums, zoo's, castles, churches, gardens, wellness, playgrounds and theme parks. The application gives recommendations for day trips, short descriptions of sights and contact information, but it is not linked to the travel information in paper travel guidebooks of ANWB (ANWB, 2010a).

#### **4.1.3 Case Study: ANWB Actief**

In the most recent edition of *ANWB Actief Dordogne*, GPS navigation points were added. To see if the inclusion of this new media tool has made an impact to the content, lay-out and interface of the travel guidebook, the editions of *ANWB Actief Dordogne* 2006 and 2010 are compared and analyzed in this case study. The editions of 2006 excluding GPS navigation points and the edition of 2010 including GPS navigation points.

Front- & back cover.



Image 4.1.1: ANWB Actief Dordogne, front cover (Hiddema, 2006).



Image 4.1.2: ANWB Actief Dordogne front cover (Hiddema, 2010).

The front cover of *ANWB Actief* has changed dramatically in the edition of 2010, compared to 2006. Instead of a large picture and a red header, the front cover is now orange with a smaller picture. In 2006 the title 'Dordogne' had the caption 'Travel guide with 30 day trips', followed by icons of a car, bike and foot. The caption has become more extensive in 2010, reading; 'Travel guide with: - walking tracks, -cycling tracks, - car trips. Detailed maps. GPS- Tracks.'



Image 4.1.3: ANWB Actief Dordogne back cover (Hiddema, 2006).



Image 4.1.4: ANWB Actief Dordogne back cover (Hiddema, 2010).



Like the front cover, the back cover edition 2010 has more text and a different lay-out. In 2006 the back cover held a small explanation of the guidebook: 'Travel guide with a lot of attention towards being actively relaxed on your holiday', with an enumeration of places and things to do in the red beam above. In 2010 the back cover contains three pictures, whereas in 2006 the picture on the front cover was extended to the back cover. Furthermore, the back cover text in 2010 is more extensive with three small paragraphs explaining why this book is different from other guidebooks, how this guidebook can be used and how GPS navigation is integrated in the guidebook.

### Introductory Chapter

Comparing the introduction in the editions of 2006 and 2010, only changes in the layout can be detected. The edition of 2010 is missing a picture of the 2006 edition. Instead, the picture on page four of edition 2006, was moved to page two in 2010. Thereby cutting down the introduction by one page. No changes were made in the content (Hiddema, 2006: 7; Hiddema, 2010: 7).

### Day Trips

No changes were made in the content of the first page of the chapter about day trips. The only changes being a change in the picture used on this page, as can be seen on images 4.1.5 & 4.1.6 (Hiddema, 2006: 47; Hiddema, 2010; 43).

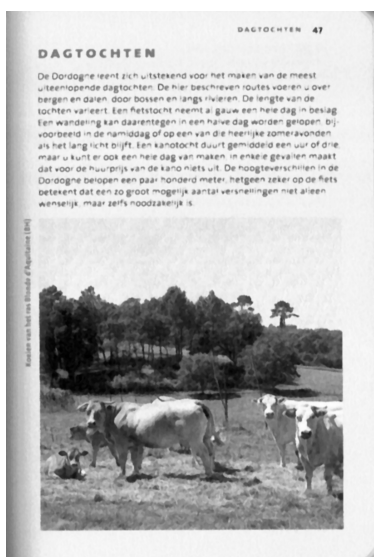


Image 4.1.5: ANWB Actief Dordogne Dagtochten (Hiddema, 2006).



Image 4.1.6: ANWB Actief Dordogne Dagtochten (Hiddema, 2010).

However, in 2010 two pages were added to this chapter in explanation of how people can use GPS- Navigation on their walking- and cycling trips (image 4.1.7). On these pages frequently asked questions feature, a reference is made to the ANWB website and a step-by-step explanation is given of how to download the ANWB Actief day trips into a GPS navigation system (Hiddema, 2010; 44-45).

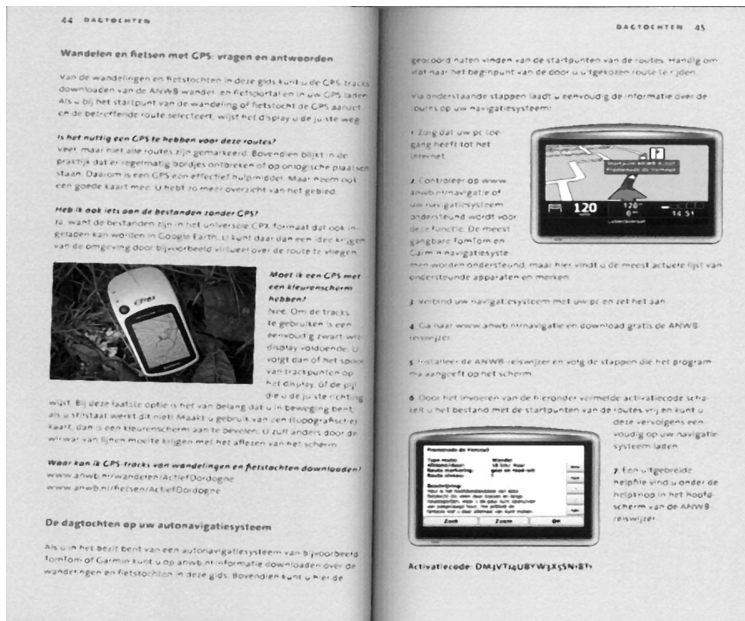


Image 4.1.7: ANWB Actief GPS Dagtochten (Hiddema, 2010).

### Promenade de Verneuil

The lay-out of the day trip 'Promenade de Verneuil' has not changed, only the map has become more detailed in the edition of 2010. Some adaptations were made to the content, generally making the descriptions and directions of the track more detailed and more easily to follow for the user. For example additions were; 'you will pass an old corner house and newer house with a front yard. After that house you will leave the road on your left, turn up a sloping grass path that vanishes between the trees.' or 'The path becomes more narrow (the horse dung refers to its use as a bridle way) makes a left turn and continues through a small piece of moorland.' (Hiddema, 2010; 48-50). Besides additions, some content was scrapped in the 2010 edition. For example, the following passage did not make the new edition; 'In the mean time you have been walking for about two hours now. It is striking that it does not matter which village you pass, it is always very quiet. Many villages have been left by their inhabitants, the houses are property of inhabitant of the city, who only spend a few weeks a year here. The old shops have disappeared as well.' (Hiddema, 2006; 52).

#### 4.1.4 Conclusion

New media platforms are widely used and developed in general at ANWB, but only a few of these activities concern the travel guidebooks of ANWB. The cycling,- walking- and camping web-portals are linked to paper travel guidebooks, an e-book is being developed of *ANWB Goud* and GPS- navigation was added to the *ANWB Actief*- series. But the majority of ANWB's online activities and iPhone applications are not linked to paper travel guidebooks. Nevertheless the usage of new media in the larger organization could trigger the development of new media usage at ANWB Media, as has happened with the development of the *ANWB Goud* e-book which was motivated by the sale of e-readers in the ANWB shops and web-shop

The addition of GPS coordinates to the *ANWB Actief*- series did not massively transform the content or design of the travel guidebooks. Some pages about the usage of GPS coordinates were added, including references to the ANWB websites and how to download the *ANWB Actief* day trips into a GPS navigation system. Content was changed in certain chapters, but this seems to have the purpose of making the descriptions more clear and easily to follow for the reader. The inner lay-out of *ANWB Actief* did not change after addition of GPS coordinates, but the front and back cover did. The cover became more notable for the consumer by adding the color orange and more text was added, explaining that the *ANWB Actief*- series now also include GPS navigation. The changing of book covers has been explained as a relatively easy method to draw attention towards new book editions by Vera Wolf (Unieboek/ Het Spectrum). And although the adding of GPS coordinates did not really change the guidebooks that much, by restyling the cover the actual changes in the newest editions can appear to be bigger than they really are.

## 4.2 Gottmer

In the 1960's history teacher Jo Dominicus started writing travel guidebooks independently and soon started the *Dominicus* travel guidebook-series with some academic friends. The focus in these books was on background information and aimed at a more intellectual audience, which is still the case today. The group of *Dominicus* travel guidebook- writers found a home at the bigger publishing house of Gottmer, to publish their books on a bigger and more commercial scale. Today the name *Dominicus* has become a brand-name and is part of the larger publishing house Gottmer Group, which also holds smaller publishers specialized in children's books, spirituality, lifestyle and leisure amongst others.

The biggest fund within Gottmer publishing group are the children's books, amongst which is the highly popular *Dikkie Dik- series*. The *Dominicus*-team consist of five regular employees, freelancers and three representatives of Gottmer publishing group in the field. All *Dominicus* travel guidebooks are written and produced exclusively for them, which means that *Dominicus* does not import and translate foreign travel guidebooks (Hoeve, 2010).

### 4.2.1 Titles of Gottmer

In section an inventory is given in which the titles of the travel fund-list of *Dominicus* are described. Travel story publications are not included and for full descriptions, see appendix 3 of this document.

#### Dominicus- reeks (Dominicus- series)

Main travel guidebook publication of Gottmer; classic travel guidebooks containing extensive descriptions of destinations, regions, sights and activities. Prices range from €15,90 to €24,95, 102 titles available from all over the world, including unconventional destinations such as; Albania, The Channel Islands, Mali, Panama and Israel/Palestina (Dominicus, 2010c; O'Bryan & Zaglitsch, 2002).

#### Dominicus TXT

A smaller edition of the regular *Dominicus*- series, aimed at being more compact, handy, cheap and easily readable. No pictures in these guidebooks, but maps are included. The paper version is ranging from €7,50 to €7,90, the e-book costs €6,90. Around 20 titles have been printed (Dominicus, 2010b; O'Bryan & Zaglitsch, 2009).

#### Dominicus Adventure

A specialized travel guidebook series on outdoor activities, containing adventure- information, background information and information about cultural- and other activities. Available in 9 titles, ranging from €16,95 to €32,95 (Dominicus, 2010a; Filippo, 2005).

#### Dominicus Themagidsen (Dominicus Theme guides)

Travel guidebooks based around a special theme such as; communism, charter-yachts and the Maya's. 12 Titles such as: *Hidden France*, *La Ruta Maya* and *Polar Light*, are available for €12,95 to €24,95 (Dominicus, 2010d; Freeman, 1998).

### **4.2.2 Website & Other New Media Activities**

The website of *Dominicus* is fairly small but clearly structured, offering an account of all the books that *Dominicus* holds in its fund. Customers can order all *Dominicus* guidebooks by linking to the website of major internet book-seller *Bol.com*. Furthermore, there is a small news section with reports on authors, book releases, prizes that *Dominicus*- authors have won and special offers on *Dominicus* travel guidebooks. The amount of interaction offered to users is limited; there is a newsletter people can subscribe to and a contest in which readers can participate. It is possible for people to download so-called 'waypoints' which are codes for day-tours or trekkings that indicate where the day-tour or trekking situated. Users can install waypoints on their GPS or smart phones, follow the direction which it points at and arrive at the exact location when the distance to the indicated spot is zero (Dominicus, 2010e).

In February 2010 *Dominicus* released the e-book version of their *Dominicus TXT* series, suitable for BeBook, Cybook, Sony, Microsoft and Mac. So far, 15 titles have appeared and another 5 titles out of the paper *Dominicus TXT* series are to be expected on the e-reader. Basically the paper *Dominicus TXT* series is a version of the regular *Dominicus* travel guidebooks, without the pictures and only containing the text and maps. The e-book version of *Dominicus TXT* is exactly the same as the paper version, but only on an e-reader (Hoeve, 2010). An analysis and comparison is made between the regular *Dominicus*- series and the *Dominicus TXT* e-book is made in the following case study.

### **4.2.3 Case Study: Dominicus- series vs. Dominicus TXT e-book**

In this case study the paper travel guidebook *Dominicus* - series Andalusia is compared to the recent publication *Dominicus TXT* e-book, comparing and analyzing the differences and changes between a paper travel guidebook and version of the same guidebook available on a new media platform.

## Front- & back cover



Image 4.2.1: Dominicus Andalusië front cover (O'Bryan & Zaglitsch, 2002).

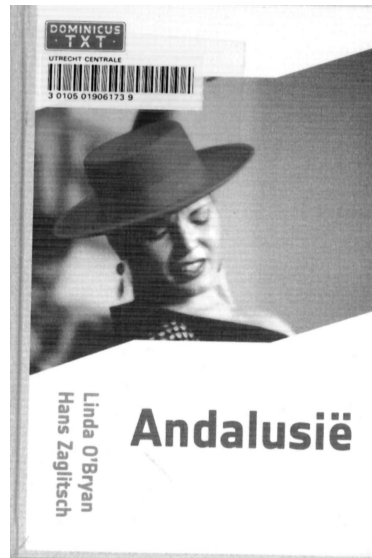


Image 4.2.2: Dominicus TXT Andalusië front cover (O'Bryan & Zaglitsch, 2009).

The front cover of the *Dominicus* -series Andalusia (image 4.2.1) is much more colorful and complex than the cover of *Dominicus TXT* (image 4.2.2), containing one larger and four smaller images, the title and the authors. The cover of *Dominicus TXT* Andalusia shows only one color picture, the title and authors.



Image 4.2.3: Dominicus Andalusië back cover (O'Bryan & Zaglitsch, 2002).



Image 4.2.4: Dominicus TXT Andalusië back cover (O'Bryan & Zaglitsch, 2009).

The back cover of the *Dominicus* -series is much more complex than the back cover of the

*Dominicus TXT*. There is an extensive description of the Spanish province Andalusia, as well as a paragraph on the authors. On the back cover of *Dominicus TXT* there is a small paragraph on the authors, half the size of the paragraph on the back of *Dominicus*-series, and a description about the *Dominicus TXT*-series. Furthermore, on image 4.2.3 one can see an image of the authors and the text-box 'With tips for children' (Met tips voor kinderen), whilst on image 4.4.4 there is only a small map of Spain in which Andalusia is colored.

Introduction 'Het zonnige zuiden van Spanje'.



Image 4.2.5: *Dominicus* Andalusie introduction (O'Bryan & Zaglitsch, 2002).

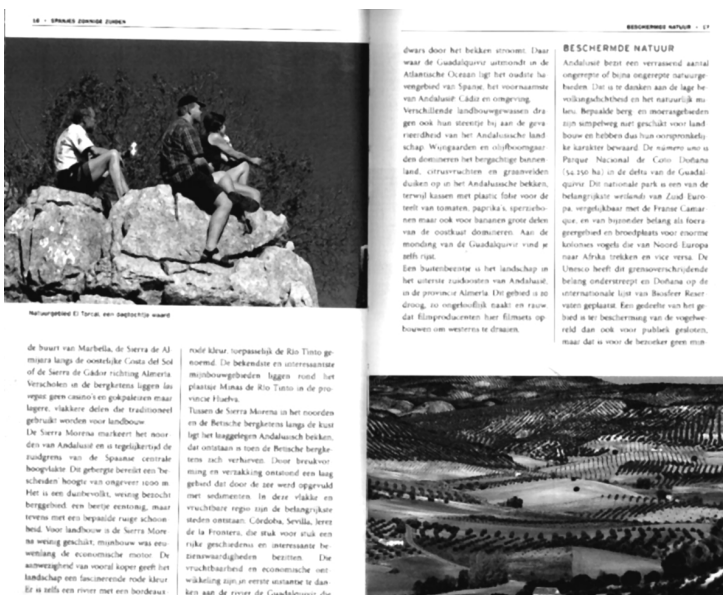


Image 4.2.6: *Dominicus* Andalusie introduction (O'Bryan & Zaglitsch, 2002).

The first thing noticeable here is that in the *Dominicus* -series the introduction and a description

of the environment of Andalusia take four pages (images 4.2.5 & 4.2.6), whereas it takes only two pages in the *Dominicus TXT* (image 4.2.7). This is mainly due to the inclusion of two pictures, of which one is page-long. In the text no differences were to be found between the two books (O'Bryan & Zaglistch, 2002: 14-17; O'Bryan & Zaglitsch, 2009: 14-15).

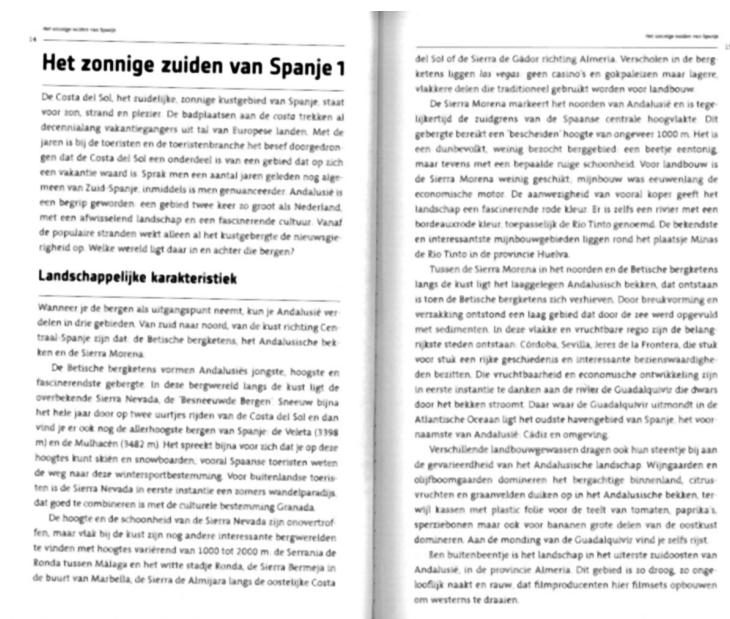


Image 4.2.7: Dominicus TXT Andalusie introduction (O'Bryan & Zaglitsch, 2009).

## Ronda

The chapter about Ronda is about six pages long in the *Dominicus* - series and is illustrated with four pictures and one text box. The same chapter in the *Dominicus TXT* edition is also about six pages long and contains one text-box, but no pictures. A reason for the same amount of pages in the *Dominicus TXT* as in the *Dominicus*- series, even without the pictures, could be that there is more text or information offered. However, this is not the case, the text is exactly the same in both guidebooks, with the exception of changes in the opening hours of some sights. The explanation in the same amount of pages is the larger font in *Dominicus TXT* (O'Bryan & Zaglistch, 2002: 148-154; O'Bryan & Zaglitsch, 2009: 151-156).

## 4.2.4 Conclusion

The biggest new media activity of *Dominicus* is the launch of the *Dominicus TXT* e-book. Gottmer is the only researched publishing house that produces e-books of their paper publications. Publishing on new media platforms requires a different literacy of the reader (Livingstone, 2004; McLuhan, 2009) and the publications can therefore be adjusted to the media platform, to meet the needs of the reader. Digital publishing can even call for a new kind of writing; e-literature.



However, changes such as these are not the case with the *Dominicus TXT* e-book. The content is exactly the same as in the *Dominicus*- series edition. Only the lay-out and design changed, becoming more sober as all color and images have been removed. The e-readers as they are on the market today, cannot support colorful lay-out's or interactivity, which explains the simple design of *Dominicus TXT*; more color and images can simply not be supported by the medium. But as will become clear in the interview results other motivations, such as low production-costs, are of importance here too.

### 4.3 Lannoo

Lannoo is a Belgium-Dutch publisher in non-fiction. In 1909 the publishing house was founded by Joris Lannoo and in 1999 Lannoo took over the Dutch publishing house Terra. Today still the majority of Lannoo's activities take place in the Belgium town of Tielt. The Dutch side of the publishing house is still named Terra, the Belgium side is named Lannoo and together the firm operates under the name TerraLannoo (Lannoo, 2010e). Since the beginning of 2010 TerraLannoo is part of the large holding LannooMeulenhoff bv., incorporating various smaller Dutch and Belgium publishing houses, including Unieboek/Het Spectrum.

Lannoo holds fund-lists in different categories, amongst which are; lifestyle (gardening, cooking and interior design), art and culture, family, tourism and cartography, health, spirituality and history. In one year Lannoo publishes over 500 titles and is the market-leader in non-fiction books in Belgium (Lannoo, 2010e). Some of the travel guidebook publications are original Lannoo productions, such as; *100x guides*, *20x guides*, *Dagtrapper- en stapper guides*, *1000 plekken-series* and *Dicht-bij-huis. Trotter* is a version of the original French *Le Guide Routard*, whilst the *Blue-* and *Green Guides* are productions of French Michelin.

In its company mission statement the publisher claims that it aims at being a “creative, leading and innovative publisher, who strives at economic- and cultural surplus value”. The economic surplus value is necessary to serve the interests of share- and stakeholders of the firm, such as clients, employees and the society as a whole, with an eye toward sustainable entrepreneurship. Besides that, the company aims at creating cultural surplus value in producing products in that “make a difference” in the cultural industry. (Lannoo, 2010c).

#### 4.3.1 Titles of Lannoo

In section an inventory is given in which all the titles of the travel fund-list of Lannoo are described. Titles of the cartography fund-list that Lannoo also holds and travel-books are not included here. See for full description appendix 3: Travel guidebook titles of researched publishing houses.

##### Trotter

“A practical and structured guidebook containing information for the critical traveler”, aimed at All kinds of travelers with any kind of budget. “From youth-hostel to luxury resort, from snack-bar to haute cuisine” (Lannoo, 2010f). No pictures are included, but maps are to be found. Currently available are 82 titles amongst which are: Argentina, Denmark, Corsica, Peru/Bolivia and Syria/Jordan. Prices ranging from € 15,95 to € 22,50 (Lannoo, 2007; Lannoo, 2010f).

### Blauwe Reisgidsen (Blue Travel Guides)

Large, visual and expensive travel guidebooks (around € 24,95) for far-away destinations (Lannoo, 2010f; Wagner, 1997).

### Groene Gidsen Michelin (Green Guides Michelin)

Travel guides containing the Michelin 1, 2, or 3 star- system, mostly aimed at People who travel by car on their holidays in Europe and who seek more background information about their destinations. Prices range from €16,95 to €24,95 and the *Green Guides*- series contain 61 titles mainly in France and Europe (Lannoo, 2010f; Michelin, 2005).

### Dicht-bij-huis Gidsen (Close-to-home Guides)

Guidebooks for walking- or cycling day tours in Belgium. 17 Titles are available and prices range from €15,95 to €19,95 (Lannoo, 2010f; Maes & Verheggen, 2003)

### Dagtrapper- en Dagstapper Gidsen (Day-tripper Guides for cycling- and walking tourism)

Guidebooks for trained and experienced cyclists or walkers with walking- or cycling day trips in Belgium, including GPS- coordinates (De Poorter & Legiest, 2009; Haelterman, e.a. 2009; Lannoo, 2010f).

### 100x Gidsen

Guidebooks with a focus on 100 highlights within a region or city or based on a theme, accompanied by many images. 13 titles such as: *100x stylish hotels in the South of France* or *100x Tuscany* are available at about €16,- (De Coninck, 2009; Lannoo, 2010f).

### 20x Gidsen

Guidebooks with a green cover for an active weekend away, guidebooks with a red cover have a focus on gastronomy and culture. These guidebooks contain no maps, but there are 1 or 2 pictures per page. Prices are around €20,- and 31 titles in Belgium, The Netherlands and France are available (Lannoo, 2010f; Remmerswaal, 2009).

### 1000 Plekken series (A 1000 places series)

Guidebooks with a 1000 highlights or unknown spots within a geographical region. Currently the series contain 12 titles such as: *1000 places you should have seen- World* or *1000 places you should have seen- Belgium*. Prices range from €9,95 to €14,95 (Doorn, 2007; Lannoo, 2010f).

### 4.3.2 Website and Other New Media Activities

The website of TerraLannoo is mainly aimed at giving information about the books the publishers produces. It is possible to search for travel guidebooks per area, city, title, activity or type of guidebook. Per publication a short description of the content is given, as well as technical information (number of pages, ISBN number, price, type of publication etc.) and press reviews. It is also possible to follow the publishing house on *Twitter* and *Facebook* or share things from the website on *Delicious*, *Technorati* or other social media sharing possibilities (TerraLannoo, 2010). Besides the main website, Lannoo also has set up a special travel book website, a cycle website and a walking website.

On the travel book website an overview of the travel guidebooks of Lannoo is provided as well as a top 10 and special offers. People can register to be updated on special prices and discounts. They can also create their own account to purchase products, make a wish-list and discuss books with other users (Lannoo, 2010d).

*Lannoofietsen.be* is a website complementary to the *Dicht-bij-huis guides*, described in the inventory. The website provides some complementary information and users can win a weekend away in Belgium, but other than that no features are offered (Lannoo, 2010a). The website *lannoowandelen.be* is far more extensive. Here people can purchase and download individual walking tracks, register to participate in contests and find updates on tracks (Lannoo, 2010g). It is further planned to set up a community website surrounding the Trotter travel guidebook-series on which users of the guidebooks can interact with each other, upload pictures, make additional comments and recommendations to the guidebooks and upload travel-blogs. The french version of *Trotter*, *Le Guide Routard*, already has a very popular community website and Lannoo hopes to extend this to the Dutch language area (Defour, 2010). The case study in this section focuses on the changes in the Trotter guidebook-series in the past decade, comparing a 1999 edition with the edition of 2007,

Other new media activities of Lannoo mainly concentrate on topographical- en geographical maps, plans and other applications. Information in those products is partly also coming from the National Geographic Institute of Belgium. The *Dagtrapper*- and *Dagstapper* for example, which are aimed at trained and experienced cyclists and walkers, include GPS coordinates in order to combine the use of a guidebook with a GPS. Another new media product TerraLannoo has launched are DVD's and CD-Rom's with maps and plans of geographical areas in Belgium and The Netherlands. Users can make and customize walking- or cycling routes and print maps or plans to take with them on their travels (Haelterman, 2009: 9-11; Defour, 2010). These maps are extended with touristic information such as restaurants, accommodation options, points of interests and viewpoints. This information comes from a digital database containing touristic

information on Belgium, that is controlled by Lannoo. This database is further used by the government and the national tourism agency. An example of a project in which information of the tourism database was used, is the production of a visitors guide to the town of Brugge (Defour, 2010). Lieven Defour, publisher at Lannoo, further mentioned that it is planned to set up a pan-European database containing touristic information, from which participating publishers and tourism agencies can gather information (Defour, 2010).

Currently Lannoo is exploring the options to develop an iPhone application. It is not known yet what that application would look like, the development now concentrates mostly on ways of making the application profitable. Options here could be co-operation with other companies or even sponsoring of applications to lower the price for users (Van Rompay, 2010).

### 4.3.3 Case Study: Trotter

The *Trotter*-series is one of the most popular publications of Lannoo, having a large and steady fan-base (Defour, 2010). It is therefore planned to set up an interactive community-website surrounding the *Trotter*-series. In this case study an edition from 1999 is compared to an edition from 2007, analyzing the changes and differences that were made in the *Trotter*-series in the past decade and if these changes might possibly be ascribed to the rise of new media.

#### Front- & back cover

The front covers of *Trotter* 1999 and 2007 have the same title but caption and lay-out differ. In 1999 (image 4.3.1) an illustration covered the front cover, whereas in 2007 (image 4.3.2) the publisher chose for a picture. The caption in 1999 read 'The guide for world travelers', which changed to 'From travelers to travelers' in 2007.

The same picture as on the front cover, appears on the back cover, together with a map of Greece in the 2007 edition (image 4.3.4). Furthermore, the text in the 2007 edition is itemized by bullets instead of formulated in paragraphs and content changed. The text in the 1999 edition (image 4.4.4) back cover was as follows; 'This *Trotter* guide came into being with the editors of the renowned *Le Guide Routard*. All interesting aspects of the Greek islands are described in a refreshing and surprising manner. You'll find addresses of all organizations who work professionally in tourism on the Greek islands. The carefully selected hotels and restaurants in this guide are unique, the practical information is abundant.'. In 2007 this changed into; 'An indispensable guide for real trotters. A must for every traveler: -who wants to encounter the Greek islands, - who want to know where to be and not to be, - who wants to visit unique places next to famous sights, - who doesn't want the pictures, but the real story, - who likes to choose

original restaurants and hotels for every budget.' Thus, the content went from being informative in 1999 to a more informal description in 2007, formulated in shorter sentences and by bullets.



Image 4.3.1: Trotter Griekse Eilanden front cover (Lannoo, 1999).

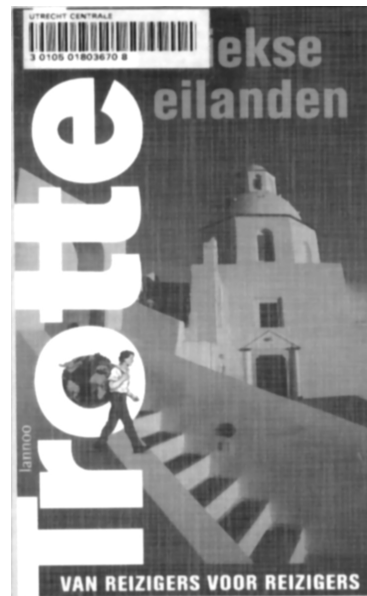


Image 4.3.2: Trotter Griekse Eilanden front cover (Lannoo, 2007).



Image 4.3.3: Trotter Griekse Eilanden back cover (Lannoo, 1999).



Image 4.3.4: Trotter Griekse Eilanden back cover (Lannoo, 2007).

## Introduction

The introduction became much more extensive, covering a whole page in 2007 (image 4.3.6) instead of a small paragraph in the edition of 1999 (image 4.3.5). Largely the same topics are covered in both introductions, but more elaborated in 2007. The 1999 edition introduction text was as follows; 'Don't forget that the Greece of the monuments and the islands, also the Greece of the tourists is, just as much as Blankeberge or Benidorm. In short, the ancient Greece is also the modern Greece, strangely enough. Nevertheless, Greece stays a recommendation, in the first place for it's sights and in the second place to get to know the Greek lifestyle.' (Lannoo, 1999: 20) This was elaborated in 2007 with; 'Every year the country welcomes more than 12 million visitors. It is hard to find quiet places near ancient sights or on the coast. The Greeks did not travel in their own country for a long time, but today they do make trips and enjoy their country with greed. They do this in a different way than foreign tourists, but all share the same desire for sun and sea, two inevitable elements in the Greek landscape.' (Lannoo, 2007: 11). Finally, the interface of the page also changed, becoming white letters on a green page in 2007.

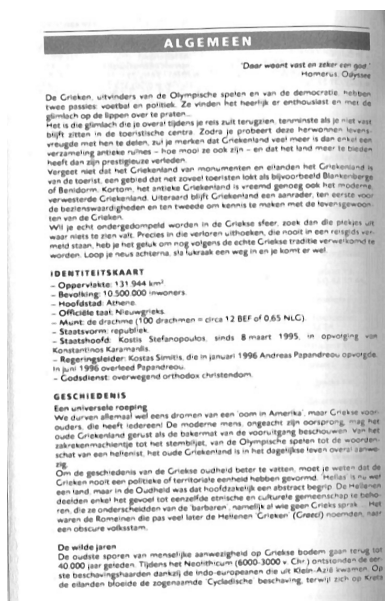


Image 4.3.5: Trotter Griekse Eilanden algemeen (Lannoo, 1999).

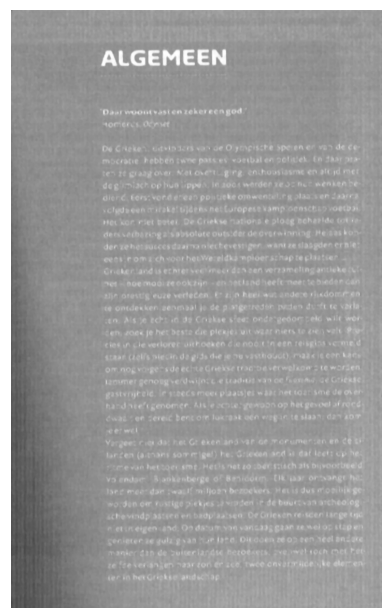


Image 4.3.6: Trotter Griekse Eilanden algemeen (Lannoo, 2007).

## The island of Skopelos

The chapter about the island of Skopelos cover four pages in the edition of 1999, the same island is covered in nine pages in the edition of 2007. This extension is due to changes in content, more content and a larger font. More addresses were added to the sleeping, eating and drinking

section, also putting these sections in a green text box More attention is now also given to the smaller towns on the island; from a paragraph in 1999, to two pages in 2007. The section 'useful addresses' contained only five bullets in the edition of 1999, in 2007 this was extended to fifteen. Additions here were ATM's, travel agencies, laundry services, medical services, foreign newspapers and internet cafe's.

The lay-out of the chapter changed by adding green beams, green headers, different icons, Greek spellings of names, green text boxes and a green map. Some practical indications changed; in the eating, sleeping and drinking section the indicators were 'cheap', 'reasonable prices' and 'expensive' in 1999. This was changed into 'cheap to average prices', 'average prices to luxurious', 'luxurious' and 'more luxurious'.

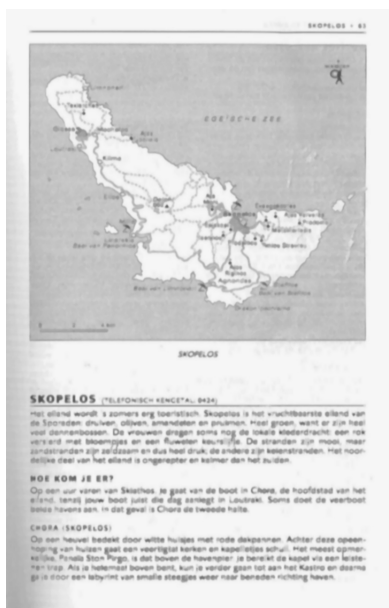


Image 4.3.7: Trotter Griekse Eilanden Skopelos (Lannoo, 1999).

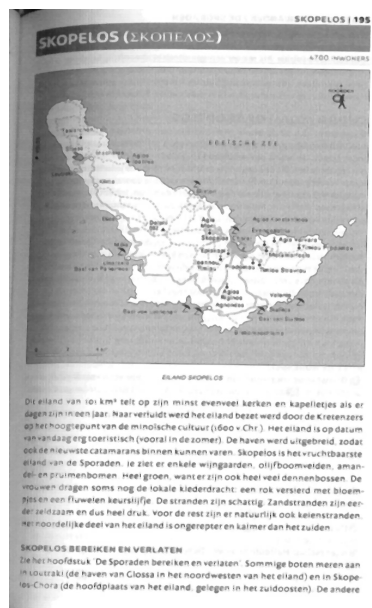


Image 4.3.8: Trotter Griekse Eilanden Skopelos (Lannoo, 2007).

The content has overall been extended and changed on some places. In the edition of 1999, the introduction of the island read as follows; 'The island becomes very touristy in summer. Skopelos is the most fertile island of the Sporades; grapes, olives, almonds and prunes. Very green, because there are a lot of pine trees. The women sometimes still wear local costumes: a skirt decorated with flowers and a velvet corset. The beaches are pretty, but sand beaches are scarce thus very busy; the other beaches are rock beaches. The north part of the island much more pristine and quiet than the south part.' (Lannoo, 1999: 63). The same part has been changed and extended in 2007; 'This island of 101 km<sup>2</sup> contains as much chapels and churches as there are days of the year. Allegedly, this island was occupied by the Cretans on the peak of the Minoan dynasty (1600 b.c.). Today the island is very touristy in peak season. The harbor has been extended, welcoming the newest catamarans. Skopelos is the most fertile island of the



Sporades. You'll see some vineyards, olive tree fields, almond- and prune trees. Very green, because there are also some pine trees. The women sometimes still wear local costumes: a skirt decorated with flowers and a velvet corset. The beaches are cute. Sand beaches are scarce and thus very busy. Next to that there are also rock beaches. The northern part of the island is much more pristine and quiet than the south part.' (Lannoo, 2007: 195).

More information is offered in the same section, adding some history and practical information. Also the tone of writing is playing increasingly on emotions and experience, by adding the sentences ; 'The harbor has been extended, welcoming the newest catamarans' and 'You'll see some vineyards, olive tree fields, almond- and prune trees.' (Lannoo, 2007: 195). But this only seems an extension of the writing style as it was in 1999, as not all content changed and a lot was left the same.

#### 4.3.4 Conclusion

GPS navigation is a new media tool that the publishing house of Lannoo focuses on. GPS coordinates are added to the *Dagtrapper*- and *Dagstapper*- series, topographical maps and plans are available on DVD and CD-Rom and a Belgium tourism database was set up. Furthermore, walking or cycling track including GPS can be downloaded at *Lannoofietsen.be* and *Lannoowandelen.be*.

The websites of Lannoo are fairly extensive, holding several features and functions to search for travel guidebooks or access additional information to travel guidebooks of Lannoo. The amount of interactivity is still limited at the moment, but there are plans to set up a community-website of the *Trotter*-series.

How the paper guidebooks of *Trotter* have changed in the past decade, was researched in the case study. Most important changes were to be found in the cover- and inner lay-out, which became more colorful and structured by adding headers, beams, icons, bullets and text boxes. Content was changed and extended in certain chapters, mostly adding new and more information. The style of writing is now playing even more on travel experiences and emotions, but it is not a radical change from the style of writing in 1999.

## 4.4 Unieboek / Het Spectrum

Publishing house Unieboek / Het Spectrum is one of the bigger publishing houses in The Netherlands, holding different funds for various themes such as; children's book, cookbooks, dictionaries, health, fiction and encyclopedia's. Van Reemst is the fund holding all travel books at Unieboek/ Het Spectrum, publishing four travel guidebooks series and travel stories. The *Capitool* series is an original production of U.K.'s Dorling Kindersly, the Dutch *Rough Guides* are translations of the English versions, while *Nelles Guides* and *Marco Polo* are productions of German MairDumont. A more extensive overview of travel guidebooks published by Unieboek/ Het Spectrum is provided in the inventory.

Unieboek/ Het Spectrum, which was already a gathering of several funds and publishing houses, is since the beginning of 2010 part of the large holding LannooMeulenhoff bv., which also holds the Belgium Lannoo, publisher of several travel guidebooks (Unieboek/ Het Spectrum, 2010).

### 4.4.1 Titles of Unieboek/Het Spectrum

In this section an inventory is given in which the titles of the travel fund-list of Unieboek are described. Travel stories and the dutch version of the *Rough Guides* are not included. For full description, see appendix 3.

#### Capitool

Illustrated, visual travel guidebook series, which is also available in compact versions and language-packs. About 2-20 images appear on every 2 pages. Prices vary from €6,90 for a *Capitool Mini* to €34,90 for *Capitool Australia*. Titles range from the province of Utrecht to Delhi, Agra & Jaipur, 101 titles available (Unieboek, 2007; Paszkiewicz & Faryna- Paszkiewicz, 2008).

#### Marco Polo

Compact, small and cheap travel guidebooks. 88 Titles ranging from The Baltic States to New-Zealand are currently available for €7,90 (Gerberding, 2010).

#### Nelles Gidsen

“A reliable guidebook that gives a good image of the destination, with a good balance between text and images. Style of writing is accessible for everyone. The guidebooks are aimed at fairly conservative people, who enjoy traveling in comfort”(Wolf, 2010). In these guidebook-series 49 titles are available at €13,99 (Ambros, et. al. 2004; Uitgeverij Unieboek B.V. 2009).

#### 4.4.2 Website and Other New Media Activities

The homepage of Unieboek/ Het Spectrum provides a general overview of the different funds that are part of the publishing house. Furthermore, there are sections on news, retail and authors. Besides the general homepage of Unieboek/ Het Spectrum, the publishing house also exploits other websites of which three are of importance here: the *Capitool* website, *Wazzaa* webshop and *On Track*.

The *Capitool* website is based around the highly popular travel guidebook series. On the website it is possible to view a few pages of a *Capitool* travel-guide, subscribe to a newsletter, view the editor's monthly selection and to go through the extensive overview in which all the *Capitool* guidebooks are described individually (Unieboek, 2007).

When a visitor wishes to purchase a *Capitool* travel-guide, he is directed to the *Wazzaa* webshop which claims that it sells all books that are available in The Netherlands. The webshop has multiple search options, such as; theme, price, author and publisher (Wazzaa, 2010). *Wazzaa* was started as a counterpart of the leading Dutch online bookshop *Bol.com*. As Vera Wolf of Unieboek/ Het Spectrum explained, *Bol.com* is a regular bookshop by law and thus has a right to a margin of the book-sales. Unieboek/Het Spectrum believed that they could also sell books online themselves, in which case the margin would stay at the publishing house and would not go to *Bol.com*. This however does not mean that the products of Unieboek/Het Spectrum are not for sale in the online bookshop of *Bol.com*.

*On Track* is a website that offers almost 1700 walking-, canoe- and cycling-tracks in The Netherlands. The first track is free to download, but for more tracks people need to have a paid subscription. *On Track* is not linked to any travel guidebook publication of Unieboek/Het spectrum but is a new product on it's own. Since the launch in 2008, over 13.000 people have subscribed to the services of the website (Wolf, 2010).

It is possible to search on the website for tracks per area, length, with GPS, from a train station, for disabled people and routes on which dogs are allowed. Tracks can be uploaded to GPS-devices, but can also be printed out. Other features on the website are; editor's pick, photo contests, special offers, discounts, follow-us on *Twitter* and *Facebook*, track of the year and other outdoor activities such as workshops. A smaller community section is to be found in the section for paying members, for which a login-code is needed. There users can respond on tracks and leave their comments about the description of a track, if they have additional tips or if something in the track has changed. The maker of the track, which are all volunteers and recreational walkers, will respond to the comment as this is part of regular work-activities (Wolf, 2010; On Track, 2010).

Unieboek/Het Spectrum is expecting to launch the first *Capitool* iPhone application this autumn. It is not exactly clear yet what features and options will be incorporated in the application. The publishing house is currently figuring out what users want to see in an iPhone application and how they are planning to use it. Nevertheless, the application will be based on the iPhone application produced by Dorling Kindersly, the original U.K. publisher of the *Capitool* guides. In this way Unieboek/Het Spectrum can avoid the high start-up costs of making an iPhone application and benefit of the experiences Dorling Kindersly has had with the production of an iPhone application (Wolf, 2010).

#### 4.4.3 Case Study: Marco Polo

As the new media activities of Unieboek/Het Spectrum are largely not linked to a paper travel guidebooks, it was chosen here to analyze different editions of the *Marco Polo* guidebook about *Bali & Lombok* (1996, 2006 & 2010), to see how the guidebooks have changed on content, lay-out and interface. And to possibly see if the rise of new media use could be of influence on these changes.

##### Front cover

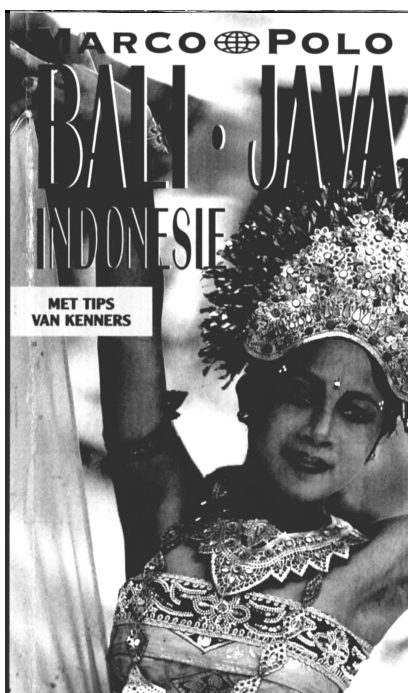


Image 4.4.1: Marco Polo Bali, Java & Indonesia front cover (Behl & Gerberding, 1996).

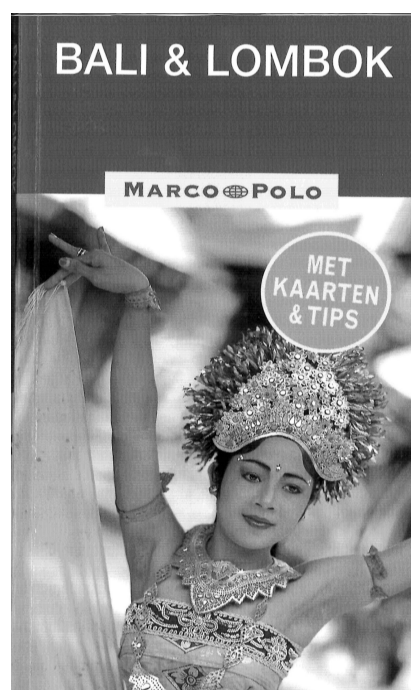


Image 4.4.2: Marco Polo Bali & Lombok front cover (Van Reemst Uitgeverij/ Unieboek, 2006).

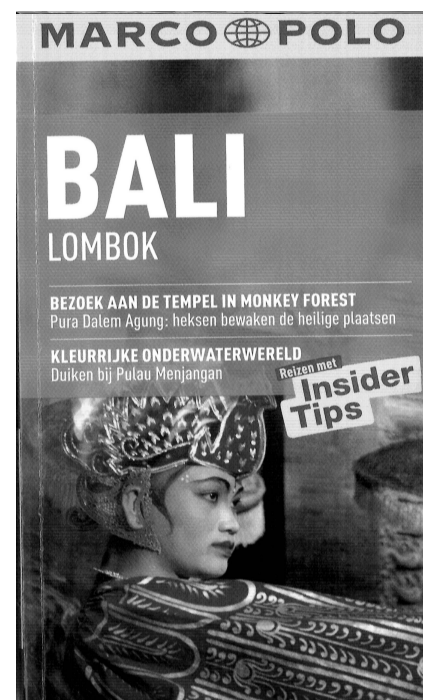


Image 4.4.3: Marco Polo Bali & Lombok front cover (Gerberding, 2010).

First of all, the area that is covered in these guidebooks has declined; in 1996 the title was 'Bali, Java and Indonesia' and in 2006 this has been restricted to only Bali and neighboring island Lombok. Compared to 1996 (image 4.4.1), the 2006 guidebook has more color on the front cover, a round text-box and somewhat simpler font was used, although the picture remained the same (image 4.4.2). The color shifted from red to blue in 2010, a different picture was used and more text was added by using headers giving suggestion about what to do in Bali & Lombok (image 4.4.3). Special attention should be paid to the text-box. In 1996 the text-box read 'Met tips van Kenners' (with insider tips), in 2006 this changed to 'Met kaarten & tips' (with maps & tips) and in 2010 the header is 'Reizen met Insider tips', which is the English translation of the text in the text-box in the 1996 edition.

### Table of Contents

A lot has changed in the tables of content of the three guidebooks. First of all, as the range of the guidebook went from Bali, Java & Indonesia in 1996, to only Bali & Lombok in 2006, some chapters in the 1996 edition were scrapped. This is why the 2006 edition contains less chapters (Behl & Gerberding, 1996: 3; Van Reemst Uitgeverij/ Unieboek, 2006: 3).

INHOUD	
<b>Inleiding: Ontdek Indonesië</b> .....	5
Tallose eilanden met magisch landschap, tropische regenwouden en eeuwenoude cultuur geven Indonesië een unieke sfeer	
<b>Trefwoorden: Van animisten tot wayang</b> .....	11
Banhal in verscheidenheid – zo fuult het motto van de Indonesië	
<b>Eten en drinken: Warungs en Kaki Lima</b> .....	17
Door de verschillende bereidingswijzen en ingrediënten is Indonesië een rijkdom	
<b>Winkelen: Kunsthandwerk en curiositeiten</b> .....	19
De koopman wordt u nu toegevoegd door ruimtelijke in de bagage	
<b>Evenementen: Bali – eiland van feesten</b> .....	21
Gedurende gage en vromende moeten de huzar genieten: vergen	
<b>Bali: Rijstterrassen, stranden, tempelfeesten</b> .....	25
De pracht van Bali is vagen de Balinese zelf op de maan zichtbaar	
<b>Java: Het hart van de archipel</b> .....	47
Vuurspuwende vulkanen, de oudste beschaving en de metropool Jakarta draaien hun stempel op het eiland	
<b>Nusa Tenggara: De Kleine Soenda-eilanden</b> .....	69
Afkomstige van de dinosaurus, onbegrijpelijk stappelen en enorme karavieren	
<b>Sulawesi: Men vereert de doden en de zee</b> .....	77
Ongebruikelijke ceremoniën in de bergen, legendarische overvloedige lange de kust	
<b>Sumatra: Een eiland voor avonturiers</b> .....	83
Exotische flora en fauna – bergmassieven, klaven en gebelovende menen	
<b>Praktische tips</b> .....	90
De belangrijkste adressen en informatie voor uw reis naar Indonesië	
<b>Een gewaarschuwd mens</b> .....	94
Ook in Indonesië (of u) – zoals in alle vakantiebestemmingen – verstrakken voor overtuigen van of dingen die u moet weten	
<b>Register</b> .....	95
<b>Wat krijgt u voor uw geld?</b> .....	96

Image 4.4.4: Marco Polo Bali, Java & Indonesia table of contents (Behl & Gerberding, 1996).

INHOUD	
<b>DE BESTE MARCO POLO-TIPS</b> .....	voorflap
<b>DE BELANGRIJKSTE MARCO POLO-AANRADERS</b> .....	4
<b>INLEIDING</b> .....	7
Ontdek Bali en Lombok	
Historisch overzicht	8
<b>TREFWOORDEN</b> .....	13
Animisten, goden en hanengevechten	
<b>ETEN EN DRINKEN</b> .....	19
Alles draait om rijst	
<b>WINKELN</b> .....	23
Alles wat het hartje begeert	
<b>FEESTEN EN EVENEMENTEN</b> .....	24
<b>BALI</b> .....	27
Een vakantieparadijs met oude tradities	
<b>LOMBOK</b> .....	71
Bali's kleine zusje	
<b>WETENSWAARDIGHEDEN</b> .....	84
<b>INFORMATIE</b> .....	85
Praktische tips	
<b>LET OP!</b> .....	93
<b>REGISTER</b> .....	94

Image 4.4.5: Marco Polo Bali & Lombok table of content (Van Reemst Uitgeverij/ Unieboek, 2006).

Furthermore, the font used in 2006 is simpler than the font used in 1996 and the amount of text

is more limited in 2006 than in 1996. For example; the caption beneath the chapter Food & Drink in 1996 is 'Because of different preparation methods and ingredients Indonesia is a food-paradise', whereas the caption in 2006 is limited to only 'Everything is about rice.'

The image shows a two-page spread of a table of contents for 'Marco Polo Bali & Lombok'. The top half features a grid of chapter previews with titles like 'SYMBOLEN', 'PRIJSKLASSEN', 'KAARTEN', 'SCENE', 'LOW BUDGET', and 'GOED OM TE WETEN'. The bottom half is a detailed list of contents with page numbers.

DE BESTE MARCO POLO INSIDER TIPS	VOORFLAP	92
DE BESTE MARCO POLO HIGHLIGHTS	4	
INLEIDING	6	
SCENE	12	
TREFWOORDEN	16	
FEESTEN & EVENEMENTEN	22	
ETEN & DRINKEN	24	
WINKELLEN	28	
BALI	30	
LOMBOK	76	
24 UUR IN EN ROND UBUD	92	
INFORMATIE	94	
REGISTER	100	
COLOFON	102	
ONZE INSIDER	103	
LET OP!	104	

Image 4.4.6: Marco Polo Bali & Lombok table of contents (Gerberding, 2010).

The differences between the 1996 & 2006 edition and the 2010 version are large. The table of contents now covers two pages, a lot of color was added as well as pictures, explanation of symbols used in the guidebook and text-boxes. Furthermore, one can see that new chapters such as 'scene' and '24 hours in and around Ubud' were added. The captions beneath the chapters have disappeared, but instead some more explanation about certain themes has shifted to the text-boxes (Gerberding, 2010: 2-3). Chapters that have remained all through the three versions; Introduction, Keywords, Feasts & Events, Food & Drinks, Shopping, Bali, Practical Information, Caution and Index.

### Food & Drinks

The food & drinks-chapter is one of the chapters that has remained throughout the three editions of the Bali- guidebook, but this does not mean that the chapter itself has not changed. In fact, a lot has changed about the chapter in 15 years time. First of all the chapter has become longer, from two pages in 1996 to four pages in 2006 and 2010, including more pictures, colors and a text-box about Indonesian specialties. An interesting change in the pictures has been that in 1996 and 2006 the pictures in this chapter showed people with food, on the market for

example (Behl & Gerberding, 1996: 16; Van Reemst Uitgeverij/ Unieboek, 2006: 18). In the 2010 version however, all the pictures in the chapter were of food-products such as a satay or a fruit shake (Gerberding, 2010: 24 -27).

The lay-out and interface of the chapter are not the only things that have changed, also the content has changed and the style of writing has become different. The headers have changed as follows; 'Warungs and Kaki Lima' (1996), 'It's all about rice' (2006) and 'No fear of chili peppers' (2010). Likewise, the captions underneath the headers have also changed; 'Because of different preparation methods and ingredients Indonesia is a food-paradise' (1996), 'Culinary surprises await you on Bali - from exotic fruits to small foodpacks' (2006) and 'Kurkuma, cocos, lemongrass - the kitchen of Bali and Lombok is diverse and especially: always fresh' (2010).

Important here is to note how the headers have changed from Indonesian words in 1996, to the mentioning of the most important food in 2006 and a sort of reassurance towards the reader in 2010. The caption in 1996 was a full sentence, whereas this changed to two short sentences in 2006 and an enumeration of spices in 2010.

Another example of how the content and style of writing has changed, is how the importance of rice in the Indonesian kitchen is described. In 1996 the description was limited to 'Rice is the primary source of food' (Behl & Gerberding, 1996: 17), whereas in 2006 this was extended to; 'Most important of all is rice, which is harvested multiple times on the islands. According to tradition, rice was offered to Dewi Sri, the goddess of rice. Food without rice is not considered a meal, but a snack.' (Van Reemst Uitgeverij/ Unieboek, 2006: 19). In 2010 the description of rice changed again; 'There is always rice to accompany your meals; without rice a meal is not complete. Because someone who didn't eat rice cannot be satisfied, so the Indonesians say' (Gerberding, 2010: 24). The manner in which the importance of rice is described has changed from very objective in 1996, to more elaborative about the history and traditions surrounding rice in 2006 and to a description using shorter sentences and informal language in 2010.

Finally, the description of a Kaki Lima (a food stall on the streets) shows again how the content and writing- style has changed. 'Whether you are on a Bali- beach watching the sunset, or in the winding streets of Jakarta, everywhere you'll find 'kaki lima', the street-vendors with their two-wheeled carts. They sell satay, bubur ayam (ricesoup with chicken) or mie bakso (soup with meatballs).' was written about this in 1996 (Behl & Gerberding, 1996: 19). The description of 2006 is not that different, but a note of caution was added to it; 'Whether you are on a beach or in a deserted village street in the mountains, everywhere you'll find the kaki lima, the street-vendors, with his two-wheeled cart. He offers you sate (saté), or bubur ayam (ricesoup with chicken) or mie bakso (soup with meatballs). As a stranger you should be cautious, the hygienic circumstances are not ideal here.' (Van Reemst Uitgeverij/ Unieboek, 2006: 21). In 2010 the

description changed to; 'More authentic and better, most of the time, is the food at a kaki lima (a street-vendor with a foodcart) or a warung (small eatinghouse). Though you should restrict yourself to cooked, fried or roasted foods.' (Gerberding, 2010: 26-27). The description in 1996 and 2006 are both quite elaborative and descriptive. The description in 2010 is shorter and again uses more informal language.

#### 4.4.4 Conclusion

The online presence of Unieboek/ Het Spectrum is quite large with different websites about their travel guidebooks, an independent online bookshop and the walking- and cycling website *On Track*. However, the latter two are not related to the paper travel guidebooks of the publishing house. Unieboek/ Het Spectrum is the first of the researched publishing houses to launch an iPhone application of one of their travel guidebooks this autumn. The application is imported from U.K. publisher Dorling Kindersly, that also published the English version of the *Capitool*- series, and will be translated and adapted to local needs.

In the case study three editions of the *Marco Polo*- series were analyzed to see if content and design has changed between 1996, 2006 and 2010. The changes found were large; in both lay-out and content, but also in the style of writing differences between the three editions were apparent. The design, interface and lay-out of the guidebooks became more colorful and magazine-like by the adding of text-boxes, headers and images, as was also found in the *Trotter*-series case study. But most striking were the changes found in the style of writing. Overall this became more informal, subjective and played more on emotions and travel experiences in the latest edition.

The changes in design and content, with shorter sentences, headers, text-boxes and color, could be influenced by an increasing literacy of the consumer in magazines and online information, to which the *Marco Polo* 2010 edition now has similarities. Magazines and online media is used more and more by people to search and use travel information. A new kind of writing across digital media shapes travel information on these platforms differently and could maybe even cause changes in old print media, which could be an explanation of the changes in the content of the *Marco Polo*-series. The following general conclusion of this chapter elaborates on this topic and draws preliminary conclusions based on all the case studies.



## 4.5 Conclusion

In this chapter the new media activities of the publishing houses were discussed and case studies analyzing content of (paper) travel guidebooks were presented. To conclude here, the new media activities of the publishing houses and results of the case studies are analyzed and linked together. Also some explanation is given for certain results, by quoting from the interviews. More interview results are presented in chapter 5.

The paper guidebook publications of the publishing houses are still the major activities of all four publishing houses. The new media activities of most publishing houses are quite limited, especially compared to the U.K. and U.S. publishing houses described in chapter 2.

All researched publishing houses exploit a website on which their products are described. Some also exploit individual websites; Unieboek/Het Spectrum has *On Track* and webshop *Wazzaa*, Lannoo has a special website surrounding their walking guidebooks and ANWB has an online walking, cycling and camping portal. Most websites are aimed at providing information about the paper products of the publishing houses. The level of interactivity is rather limited, the highest being on *On Track* and the ANWB walking, cycling and camping portals. Participatory culture and collective intelligence on online platforms by travel publishers is only starting up and still needs to be developed, whereas this is already largely developed on other travel websites as was described in chapter 2.

Gottmer has only one website, but is the only publishing house that has already launched e-books. ANWB is working on an e-book version of their *Goud-* series. Lannoo and Unieboek/ Het Spectrum are not developing e-books.

smart phone applications by travel guidebook publishing houses are not available at the moment, although the larger organization of ANWB has launched some iPhone applications, but the content of these applications does not involve travel information. Unieboek/ Het Spectrum is hoping to launch a *Capitool* iPhone application this Autumn. Lannoo and ANWB Media are still researching the possibilities of developing iPhone applications for travel information.

The most apparent results in the case studies, are the changes found in the *Marco Polo* and *Trotter-* series, that focuses changes in content, writing style, lay-out over the past ten or fifteen years. Vera Wolf (Unieboek/ Het Spectrum) and Els van Rompay (Lannoo) explain in the interviews that these guidebooks have become more lifestyle guides and magazine-like. More use was made of small paragraphs, headers, keywords, bullets, shorter sentences, pictures, illustrations and color. These changes were most obvious in the *Marco Polo-* series, but were also apparent in the *Trotter* guidebooks, that are informative, practical guidebooks in the first place.

Yet, the informative element of the *Trotter* guidebooks was not reduced in the newer edition. On the contrary, even more information was to be found in the newer edition of *Trotter Greek Islands*. The guidebook was plainly just made bigger to fit all new information in.

The change of writing style is an important change in the *Marco Polo* guidebooks and less visible in the *Trotter* guidebooks. Over the years the style of writing in the *Marco Polo* guidebooks has become more informal and subjective. The analysis of headers and captions in the food & drink chapter show this very well. In 1996 the header consisted of Indonesian words 'Warungs and Kaki Lima', with the caption 'Because of different preparation methods and ingredients Indonesia is a food-paradise', an objective presentation of names and a full sentence as a caption explaining what the guidebooks authors feel the traveler can expect in Indonesia. This changed into 'It's all about rice' and 'Culinary surprises await you on Bali - from exotic fruits to small foodpicks' in 2006. This is already a use of more informal language and shorter descriptions, which is amplified in the edition of 2010; 'No fear of chili peppers' with the caption 'Kurkuma, cocos, lemongrass - the kitchen of Bali and Lombok is diverse and especially: always fresh'. This header is a kind of comforting advice from the author to the traveler, followed by a sum up of ingredients and a sentence about the diversity and freshness of the food on Bali and Lombok, thereby playing on the senses and emotions of the reader.

The more informal, emotional writing style and magazine-like design of *Marco Polo* and *Trotter* are examples of how users demand to gather and consume travel information differently than in the past. The rise of magazines and possibly also digital, online media containing a lot of visual information and less extensive writing than in books, have created new kinds of literacies amongst readers. These new literacies have been expanded to travel information and is even visual in the old, traditional guidebooks. As Vera Wolf (Unieboek/Het Spectrum) explains: "By adding text boxes, headers, short paragraphs and so on, the reader can kind of like 'zap' or 'flip' through the book". So even though the media platform of the print book itself did not change in these case studies, the content is adapted to new ways of reading and gathering information. New media literacies are of influence on the content and design of old media in the case studies of *Marco Polo* and *Trotter*.

Working with GPS navigation or digitally producing maps is something which all publishing houses are busy with, albeit in different forms and extends. GPS navigation is converging with not only the paper travel guidebook, but also other new media. Gottmer has added 'waypoints' to their *Adventure*- series, which can be downloaded on the website. Similarly, ANWB has added GPS navigation points to their *ANWB Actief* guidebooks. Lannoo had published topographical maps and plans on DVD and CD-Rom, included GPS- coordinates in their *Dagtrapper*- and *Dagstapper*

*Guides* and has made walking tracks available for downloading on their website. Unieboek/ Het Spectrum launched *On Track* on which walking or cycling tracks with GPS navigation can be downloaded. ANWB has similar activities on their walking and cycling portals. Furthermore, ANWB has launched a special camping database, including a GPS to navigate consumers to campsites.

The inclusion of GPS navigation in paper travel guidebooks does not lead to radical changes in the guidebooks themselves. The kind of changes in style of writing and content that were visible in the *Marco Polo* and *Trotter*-series, were not found in *ANWB Actief*. Some changes in content were made in *ANWB Actief*, yet this only seemed to have the purpose of making descriptions for the users better and more easy to follow. This fits the statement of Ben Belt (ANWB) who thinks that there will be more room for background information in guidebooks in the future. The two added pages explaining the use of GPS-navigation being an example of this and the expanded content as mentioned in the *Trotter*-series as well. The statements by Frank Jacobs and Vincent van der Meys (ANWB) about the style of writing becoming more informal and emotional do not seem applicable on *ANWB Actief*. However, their statements do seem to fit the developments in the *Marco Polo* guidebook-series.

The inner lay-out of *ANWB Actief* did not change in the edition of 2010, but the outside cover did. By adding the color orange, the cover became more recognizable. More text was added, using bullets on the front cover and small paragraphs on the back cover. This is possibly done to inform the consumer better about what can be found in these guidebooks. The changing of covers has been named as one of relatively easy and cheap methods of bringing changes and renewal to guidebook-series by Vera Wolf of Unieboek/ Het Spectrum.

The only case study that included a new media platform was the comparison between *Dominicus*- series Andalucia and the *Dominicus TXT* e-book Andalucia. In this case study no changes were to be found in the content. The changes in lay-out and interface in *Dominicus TXT* are the opposite of the changes found in *Marco Polo* and *Trotter*- series. There has not been made more use of color, headers, pictures, illustrations or text boxes. On the contrary, the *Dominicus TXT* has been stripped of all color and pictures, making the guidebook as simple as possible.

As every medium has a different literacy which demands differences in spread and dissemination of information, it could have been expected that a new medium as the e-reader would trigger for changes in lay-out, design and content,. Furthermore, the concept of e-literature could be applicable here. Nevertheless, this is not the case. The strategy behind *Dominicus TXT* e-book is to serve the consumer who wants quality background information, but for a low price. Also e-readers are not tooled with color at the moment, thus pictures and a colorful lay-out are

excluded in the *Dominicus TXT*. This is contradictory to Lynch's theory from 2001 that e-readers should soon be tooled with new features, such as internet-connection, color-screens, as was explained on page 10 of this document.

The lack of color and interactivity of the e-reader is named as the exact reason why the e-reader is not an option for Unieboek/ Het Spectrum as a medium to tap into, by Vera Wolf. She states that colorful, magazine-like development of the travel guidebook, visible in the case study of *Marco Polo*, should be extended in digital editions as well. And if this is not possible, there would be no surplus value in publishing travel guidebooks digitally.

In this conclusion references were already made towards the interviews with the publishing houses. The next chapter focuses on the findings and results of the interviews, linking these with the results of this chapter and previous research and theory.

## Chapter 5 Interview Results

In this chapter the results of the interviews are discussed per issue or element that could be of possible influence on how publishers of travel guidebooks shape the dissemination of travel information in a changing media landscape. These elements have been derived from previous research and theory as described in chapters 1 and 2 of this document and listed in paragraph 3.1.

### 5.1 Convergence (Jenkins, 2006; Haywood, 1995).

The most mentioned trend in the publishing industry in the past decade has been the rise of new media and new media carriers. Five out of eight interviewees spoke of this trend, but not all spoke of it in the same manner. The biggest recent developments for publishers according to Els van Rompay (Lannoo), are new media carriers such as tablets, smart phones and e-readers. Lieven Defour (Lannoo) notes how a whole new media division was created in his publishing house and a paid digital touristic database from which other parties can get information. Ben Belt (ANWB) finds that not only the developments in new media technologies were the biggest trend the past decade, but the major changes were in how the audience has received and appreciated new media technologies. The audience was quick to move and use the new possibilities of mainly the internet. Hereby Ben Belt confirms the theory of Jenkins (2006) that cultural and social changes are also major contributors to convergence.

Furthermore, Ben Belt mentions how especially in the past five years certain new media tool and carriers have become interesting for travel and tourism. He expects that once obstacles such as high roaming costs for smart phones are removed, these new media carriers can have a serious influence on paper travel guidebooks. Vincent van der Meys (ANWB) also mentions the rise of new media as the biggest change in the publishing industry, but states the use of GPS systems and GPS navigation on smart phones the biggest influence.

Convergence is very much apparent in the dissemination of travel information by publishing houses and other parties. Roughly four categories of new product were innovated by the publishing houses in the past decade; paper travel guides, digital travel guidebook publications, new media products and new other products (not travel guidebook related). In some cases the newly innovated products are complementary to each other and travel information about a particular destination is spread through different media. For example; Lannoo has started publishing topographical maps and plans digitally and available on DVD and CD-Rom, next to the paper maps and plans they also produce. Added to the digital maps is touristic information

coming from the digital touristic database and travel guidebooks of Lannoo. Furthermore, additional up-to-date information about the paper maps is available through the website of Lannoo (Defour, 2010). Thus travel information is disseminated by publishing houses through various new media platforms and not only through books anymore.

## 5.2 Participatory Culture (Jenkins, 2006; Van Dijk, 2006).

The rise of websites that largely exists through user-generated content is recognized as an important development in the past year. Els van Rompay (Lannoo): “the audience has clearly chosen for free information and content, which has only been accelerated by the rise of user-generated content on websites such as *YouTube* and *Wikipedia* a few years later.” Many publishing houses therefor have the wish to do more with participatory culture and audience interaction, but their success varies. Lannoo is working to set-up a community website surrounding the *Trotter*-series, where information in the guidebooks is updated next to the high amount of user interactivity. This is done in example of Achet, the french publisher of *Le Guide Routard*, who created a successful and popular website surrounding their guidebook-series. Marco van der Lingen (ANWB) finds that the interaction between consumers and producers is essential nowadays in selling your product and binding people to your brand. Frank Jacobs (ANWB) is implementing this view in his camping-fund. After people have used their camping-database for booking campsites, a service-mail is generated in which people are asked to review and comment on the campsite. According to Frank Jacobs the response to this is about 80%. People enjoy interacting with producers he finds; “If you provide information enriched with reviews, pictures, videos, maps and also a good, objective, professional description of the campsite and it's surroundings, you can really make a difference.”

The community-aspect at *On Track* (Unieboek/ Het Spectrum) is not as large as it is on other websites, but it is a highly popular tool and mainly because the professionals behind it interact with users. Thus here again it is the interaction between producer and consumer that is important, not necessarily in support of a paper product.

Gottmer had planned to set up a large community website in which *Dominicus*- authors and readers could communicate and interact, in example of an author who does this individually. This plan did not work out because authors were not willing to cooperate and could not be obliged to do so. Klaas Jan Hoeve (Gottmer) also thought interaction amongst the audience and with producers was very important to sell your product, like other interviewees. Yet, he was quite pessimistic by the means of Gottmer to do so. The publishing house is too small to take up on this, as it does not even have budget to hire an internet-editor.

The means of the publishing houses to use audience interaction in selling their products are

good, but it is not yet the case that the audience produces travel information for the publishing houses and interferes with the process of travel guidebook publishing, although early signs of this are apparent at *On Track* and the ANWB camping portal.

### 5.3 Collective Intelligence/ Mass Self-Communication (Jenkins, 2006; Castells, 2007).

As stated in the previous chapters, the rise of free websites containing largely user-generated content such as *YouTube* and *Wikipedia* is an important recent development in the travel information industry. Furthermore, as interaction amongst users is now encouraged by publishing houses, the mass self-communication in travel information is now also apparent in the domain of the travel guidebook publishing industry, whereas it used be mainly apparent outside the domain of publishing houses. They have seen the rise of collective intelligence amongst travelers happening outside their powers in other media and especially on free websites. Therefore they are now trying to create collective intelligence in places where they profit and benefit from it. Making possible cross-connections with tour- operators or travel organizations in this, is mentioned as a good option. Marco van der Lingen (ANWB): “On the website of Fox Travel people write travel reports and upload their pictures, great! We can expand this with professional travel information from our guidebooks, a review-section or an option to literally follow people on their travels... People don't believe fancy holiday brochures anymore, where the pool looks a lot bigger than it actually is. They want access to a wider range of opinions and information.”

Despite these developments within publishing houses, they have probably already lost a share of their audience to free user-created travel information and their power in the dissemination of travel information could have possibly declined by this. However, this is not acknowledged by the publishing houses. Almost all interviewees claim that their activities and profits have been growing. And if this was not the case, a decline in sales volume was due to other reasons.

### 5.4 Counter-Powers (Castells, 2007).

Counter powers offering travel information, whereas this used to be the domain of travel guidebook publishers, were rarely mentioned as a direct influence on the dissemination of travel information by the publishing industry. Only Els van Rompay (Lannoo) and Marco van der Lingen (ANWB) named *Tripadvisor*, *hotels.com*, *Wikipedia* and *YouTube* as counter- powers in the interviews. However, the influence of new parties in the travel information industry is implicitly present. The implementation of interaction, participatory culture and collective intelligence in the activities of publishing houses, is more or less copied from counter powers that have used

these elements successfully in their activities, as is described in the previous two paragraphs.

## **5.5 MICT's, E-Readers, Smart Phones, Travel Websites and Other New Media as a Platform for Travel Information (Castells et al., 2007; Van Dijk, 2006; Lynch, 2001).**

MICT's are definitely seen as possibilities for publishing houses to tap into for spreading travel information. smart phones were mostly mentioned as a good option because of the possibility to spread real-time and location-based information. Unieboek/ Het Spectrum is the first of the publishing houses I interviewed, to launch an iPhone travel guide application.

Tablets, such as the iPad, are viewed as a good option for 'inspirational products', more visual, magazine-like and lifestyle travel guidebooks. Especially the interactive qualities, color-screen and the possibilities of viewing pictures and videos on tablets were named as main reasons for the potential of the medium. Also, Vera Wolf notes "It is so easy to zoom-in and out on texts and pictures on touchscreen tablets. The product caters perfectly for the 50+ target audience, who often needs bigger letters for reading. And this is the audience you want to reach as they have money to spend and time to travel." Nevertheless, Lieven Defour (Lannoo) thought the potential of tablets is a little overestimated; "In the end it's all gimmick, if people want to look up pictures or videos, they now go from their books to the computer. Tablets only make this step easier, but in fact it is just an extension of what is already happening now."

GPS- systems were stated as the best option when a traveler is on the move, either by foot, bike or car. Frank Jacobs (ANWB) find GPS essential when going on a camping holiday, because it makes navigating to campings so much more easier. Especially when search-functions and contact options are added to GPS- systems, they are the best medium to take with you on a camping holiday. Vincent van der Meys (ANWB) and Vera Wolf (Unieboek/ Het Spectrum) see high potential for GPS- systems for the dissemination of walking- and cycling tracks.

E-readers were also named as media with great potential for publishers. Especially Klaas Jan Hoeve (Gottmer), Ben Belt (ANWB), Lieven Defour and Els van Rompay (Lannoo) think it's a good option for publishers to tap into. The main reason for this is that at the moment e-readers are still the best digital product to read texts on, whereas tablets are less suitable for that purpose. But the e-reader was also named as not a good option for publishers to use. Vera Wolf (Unieboek/ Het Spectrum) finds the functions and features of e-readers too limited. "They are aimed at black and white, whilst travel guidebooks are in color... We are thinking of publishing travel stories on the e-reader, as their main purpose is reading. But as long as e-readers are not in color, they have little added value for travel guidebooks." Frank Jacobs (ANWB) thinks e-readers are unsuitable for reading camping guides, as people do not really read camping guides but use it more to search, find and compare campsites.



Overall, MICT's are seen as potential platforms for the dissemination of travel information by publishing houses, but it is key for the publishing houses to act upon this. Marco van der Lingen (ANWB) phrases this clearly; "There is a world of opportunities out there for publishers, but if they don't do anything with these opportunities, they will turn into threats."

## 5.6 (New) Media Literacies (Livingstone, 2004; McLuhan, 2009).

"The iPhone application launch is very exciting because we don't know yet how the application will be used. Travel guidebooks have been around since the 1850's and people are experienced in reading and using a guidebook. Furthermore, we as a publishers also know what people want in their guidebooks and we grow along with that. Now we are launching an application and what do users actually want? Does someone mainly want the GPS- navigation to work properly? Does he mainly want to look up public transport timetables? Does he want to view a video of a museum? We just don't know it yet and we trying to find that out right now." (Wolf, 2010).

This quote confirms the academic findings of Livingstone (2004) and McLuhan (2009) that different media platforms require different literacies. In the near future various media literacies will exist next to each other and various platforms will be used in the search of travel information, according to a majority of the interviewees.

None of the interviewees expects paper travel guidebooks to disappear soon. Everyone foresees an audience and a market for paper publication for roughly the next twenty years. Lieven Defour (Lannoo); "I still assume that the purchase of a travel guidebook is by far the best investment for a traveler", Frank Jacobs (ANWB); "There will always be people that find travel guidebooks a practical form of searching and finding information, which they can easily take with them and which is comfortable to read. Beside that I think there will be a group of people that enjoy using an iPhone or another new media carrier for searching travel information. And we have to offer that too." The latter opinion was shared by five other interviewees, thus most people find that paper travel guidebooks will continue to exist next to travel information carried by new media tools.

Paper travel guidebooks and new media can complement each other. Lieven Defour (Lannoo) describes a continuum in which he is arranging his travel guidebooks. On the one hand there are informative and descriptive guidebooks, with a high amount of information and little pictures or illustrations, the *Trotter*-series for example. "It is exactly those pictures and illustrations that can be added to an online platform and enliven the paper guidebook with web 2.0 applications." Thus, information such as maps, pictures and illustrations will be moved to online platforms for

informative guidebooks. On the other hand there are the inspiring and illustrative travel guidebooks; “where disruptive elements such as maps and practical information can be moved to online platforms and real-time information can be offered.”.

Two interviewees envisioned that after the next twenty coming years, paper travel guidebooks might come to an end. Vera Wolf (Unieboek/ Het Spectrum) stated that after a period in which paper travel guidebooks are used next to new media sources, there might come an era in which there is hardly any place for paper travel guidebooks and that travel information will make a definite move towards new media. Marco van der Lingen (ANWB) about this; “Paper is an agent to transfer information, but it's really about the content. Book isn't king, content is king! ... Information will shift from producers to consumers and the other way around, whereas it is one-way traffic at the moment. I think publishers have a chance in this, because they hold the brands.”

To sum up; according to the interviewees paper travel guidebooks and new media offering travel information will exist next to each other in the near future, as there is a market for various travel information sources. Furthermore, new media and paper travel guidebooks can complement each other in offering the most optimal information to the reader. But it is not unlikely that in the far future paper travel guidebooks will disappear, as it is not about the books, but about the travel information.

The assumption that paper travel guidebooks will largely continue to exist due to an older audience that is not literate in new media, was not confirmed by the interviewees. Frank Jacobs; “ What we have noticed amongst campers, is a group of older people going camping in low-season. Many of them carry a laptop in their caravan and have access to internet. They want to e-mail pictures to their children, watch some news or weather. These developments are independent of age, it doesn't stop at 65 and you'll be amazed of what people carry with them on their holidays”.

Vera Wolf (Unieboek/Het Spectrum) even noted that tablets cater perfectly for the 50+ target audience; “who often needs bigger letters for reading. And this is the audience you want to reach as they have money to spend and time to travel.”

## **5.7 E- Literature (McCluhan, 2009).**

All interviewees agree that paper travel guidebooks will change content- and lay-out/interface wise, but the ways in which this will happen are viewed differently.

Both Ben Belt (ANWB) and Klaas Jan Hoeve (Gottmer) believe that there will be more room for

background information in paper travel guidebooks. Ben Belt: “There will be a break between information that can be gathered anywhere and in-dept background information.”. He mentions how he is now looking at the possibilities of buying a specialized art travel guidebook-series at German publisher MairDumont. He believes that today's audience does not need be guided precisely through a country, as people have traveled much more they can guide themselves. But they do want background information to take with them. And this background information can be in-dept and of high quality as people are increasingly becoming higher educated (Belt, 2010). Klaas Jan Hoeve about this; “More experience, more emotion, more background information and less of where, how and what time?”. A more subjective description in travel guidebooks is also mentioned by Frank Jacobs and Lieven Defour as a development that is taking place within travel guidebooks. Frank Jacobs (ANWB) notes how the vibe of a campsite is especially important for holidaymakers and that it is essential for guidebooks to communicate this as exact as possible to the audience.

Lieven Defour (Lannoo) also notes that guidebooks will become more visual, containing more pictures and illustrations. This is also mentioned by five other interviewees, thus a majority thinks that there will be an emphasis on images, illustrations, pictures and maps in future paper guidebooks. Els van Rompay (Lannoo) calls it 'lifestyle travel guidebooks', in which a qualitative selection is made for the traveler in a colorful lay-out, accompanied by images and pictures and printed on quality paper (Van Rompay, 2010). These kind of developments in travel guidebooks is also mentioned by Vera Wolf (Unieboek/Het Spectrum), although she refers to it as a more 'magazine-like' travel guidebooks. In the past travel guidebooks contained large pieces of texts, whereas now more headers, sidebars, maps, pictures and lists appear.

From the above stated answers one can derive that there will probably be a development in paper travel guidebooks towards more in dept, background information on the one-hand and a more visual, magazine-like lay-out on the other hand. This seems contradictory at first sight because if the market for paper travel guidebooks will most likely decline in the future, than how can there be a market for such a diverse range of travel guidebooks? A possible answer to this was stated by Vincent van der Meys (ANWB). He explains how in his fund of walking- and cycling guides, more books were published in the past decade. However, it is not necessarily the case that more and a different kind of information was spread through these books; “Actually, we often use the same tracks for different target audiences, we just put it in a different package and present it in a different manner. By doing this we are able to cater for several niche-markets and several budgets.” Thus, by using the same content mediated through a different lay-out, a wider range of travel guidebooks can be put on the market, without that much extra production-costs for publishers. This is similar to the view of Küng (2008) who stressed the rise of niche-markets and called the adoption of niche-markets by mass media

'splintering' or 'demassifying'.

Changes in content and design of paper guidebooks have happened in the past and will go on in the future. The influence of digital media on the content and design of paper travel guidebooks is hard to prove, as little academic research has been conducted on this. But influences of (new) media in this research are present. As was found in the interviews and two of the case studies, *Marco Polo* and *Trotter*, travel guidebook publications are largely becoming more visual and magazine-like in design, which could most likely be influenced by television, magazines and digital media which are more visual than print. Furthermore, in the case study of *Marco Polo* the style of writing was found to have become more subjective, informal and aimed at travel experiences. This was confirmed by Vera Wolf (Unieboek/Het Spectrum), the publisher of *Marco Polo*. The purposes of these changes in the *Marco Polo* guidebook are for readers to be able to decide more easily for himself what he wants to read; "It's like he can zap or flip through the book". The influence of new media in this explanation can hardly be denied.

### **5.8 Brand Names** (Scupola, 2001).

Brand names are mostly mentioned in relation to the reliability of travel information. Travel information spread by a renowned brand name is still trusted more than free information of an unknown source, according to the publishers, and brand names are therefore key for publishing houses surviving in a changing media landscape. Marco van der Lingen (ANWB) notes that brands offer a certain reliability and that people are loyal to brands; "I believe in *Reizen Magazine* as a brand, I also believe in *Lonely Planet* as a brand. Apps and e-books are the domain of established brands. The stuff people make on their attics is fun, but it's not a brand and you do not feel a bond with your audience. You can download an application, but it's a certain loyalty that consumers feel with a brand. You feel good when the experts of *Time Out* tell you where to go in New York."

### **5.9 Paradox of Choice** (Haywood, 1995).

Free travel information online is seen of lesser quality by Klaas Jan Hoeve (Gottmer) and therefore is not a threat, whereas Lieven Defour (Lannoo) indicated that free travel information online is different information than what is offered in travel guidebooks and could be used as a complementary source for travelers. He also mentioned reliability as an issue with free travel information, which is not questionable in the case of paper travel guidebook publications.

Vera Wolf (Unieboek/ Het Spectrum) notes the following; “The consumer is not always the same person. One time he wants free information and has enough time to search for it himself, whilst other times the consumer doesn't have the time to search for it or doubts if the free walking track is of good quality. At *On Track* the consumer knows the tracks have checked and updated regularly, that they have been selected according to your criteria and easily found. And then all of a sudden €14,95 isn't that much money.” (Wolf, 2010). This notion by Vera Wolf is in line with the findings of Fodness & Murray (1999) who stressed that various and multiple causes were at the base of varieties in the search for travel information, amongst which were the level of travel- experience, purpose of the trip, length of stay and the level of routine or unfamiliarity of the trip. Thus, the paradox of choice is of influence on the choice of travel information source, but amongst other causes that can be just as influential.

#### **5.10 Paradox of Productivity (Van Dijk, 2006), Familiarity of Travel Guidebooks (Brown, 2006).**

Half of the interviewees named the selection that they offer in their travel guidebooks is of surplus value to the consumer and worth paying for and free online travel information is not a threat to them. Frank Jacobs (ANWB) referred to a study conducted amongst people looking for information about campsites. It was concluded that most people did not enjoy searching for information online as this was too confusing and time consuming. This caused stress in choosing a campsite and this is where Camping guides come in, according to Frank Jacobs.

Els van Rompay (Lannoo) on this subject: “Everything is readily made for you, you only have to book it and you can go. Whereas if you look at something like *Tripadvisor*, you actually need a couple of nights to collect content yourself and make a selection out of that.”

Thus, paper travel guidebooks make a pre-selection for the traveler which is reliable and convenient for them and an advantage that the medium has over new media.

#### **5.11 Collaboration Publishers with Other Parties (Bingham, 2010; Strachan, 2010).**

Three out of the four publishers I interviewed. have collaborations with other foreign publishing houses in producing guidebooks. ANWB works with German MairDumont, English AA and Dorling Kindersly. Unieboek/ Het Spectrum also works with MairDumont, Dorling Kindersly and Penguin Books, while Lannoo works with the French publishers Michelin and Achet.

Only Gottmer creates and writes all their own guidebooks themselves. Nevertheless, the

production of the *Dominicus TXT* e-books was outsourced to the Dutch Centraal Boekhuis. Klaas Jan Hoeve (Gottmer) also mentioned that he worked with other parties in order to try to develop new media products, amongst which was the Dutch institute for the deaf. Those projects were highly expensive and not profitable for Gottmer on the long run, thus they were stopped (Hoeve, 2010).

ANWB always works with other specialized parties in developing new media products and their maps are also outsourced, whereas they were produced in house in the past. Lannoo works together with the Belgium Topographical Service in producing maps (Defour, 2010).

Unieboek/ Het Spectrum is planning to launch a *Capitool* iPhone application, that was produced originally by Dorling Kindersly, also the original producer of the paper *Capitool* travel guidebook-series. In the launch of the Dutch version of the *Rough Guides*, Unieboek/ Het Spectrum started a co-operation with *waarbenjij.nu*, the Dutch *wayn.com*, in the promotion of the *Rough Guides* (Wolf, 2010). *Dominicus* produces content for the website of Schiphol Airport; “If you click on the 'destination'- button, the information which then appears is coming from *Dominicus*.” Also they have had a collaboration with Dutch housing website *funda.nl*, producing content for the holiday-homes abroad website of *Funda* (Hoeve, 2010). Finally, ANWB also has plans for making cross-connections with their subsidiary tour-operators Fox and SNP, providing them with travel information from the publishing house.

With collaborations such as these, the publishing houses in the Dutch language area are following the footsteps of their Anglo-Saxon counterparts in the U.S. and U.K., as described in chapter 2. Furthermore, collaborations with other parties in the development of new media products can be seen as an example of industrial convergence, in which media companies collaborate, merge and are active on different media platforms (Haywood, 1995). What could possibly be an interesting example of industrial convergence in the future, is the collaboration between Lannoo and Unieboek/ Het Spectrum, which were recently united in the merger LannooMeulenhof b.v. Vera Wolf (Unieboek/ Het Spectrum) indicated that the initial talks for future collaboration had already taken place, but nothing could be said about this.

## **5.12 Advantages of Travel Information through MICT's over Paper Travel Guidebooks** (Belotti e.a., 2006; Haywood, 1995; Van Dijk, 2006; Küng, 2008).

That MICT's definitely have some advantages over paper travel guidebooks, was acknowledged by the interviewees. But not all MICT's are suitable for the dissemination of travel information. Which kind of information can be best be disseminated through certain media platform, was discussed by the interviewees.

The most common view was that smart phones are the most suitable for disseminating travel information when visiting cities, as people want to access real-time information and network coverage is usually good in larger cities. Also in other situations where real-time information is needed by a traveler, smart phones or other handhelds are named as most suitable. Navigation is key when using smart phones in cities, thus this should be included in applications. Four out of eight interviewees named smart phones as the most suitable medium to disseminate travel information on city trips. The e-reader was named by two interviewees as best medium to use when one actually wants to read travel information and not when one wants to look it up.

Besides these answers, several other options were mentioned by the interviewees. Frank Jacobs (ANWB) finds that augmented reality has options which are simply not possible in paper travel guidebooks, such as making visible where ATM's are based in a city. "Listing all the ATM's in a city in a guidebook is not very useful and if augmented reality becomes wider available and more affordable, this medium could be a better option than taking a travel guidebook with you. At first probably for cities, but in the future maybe also for whole countries" (Jacobs, 2010). Els van Rompay (Lannoo) finds that topographical maps and plans are best to be disseminated digitally, because the possibilities of working and adjusting those maps are simply bigger than on paper. However, Vincent van der Meys (ANWB) notes that a map or a small print is still more easy to take with you when making walks or a cycling trip. "They can handle rain, won't run out of batteries and when they break it won't cost you that much money as when an iPad breaks down."

Marco van der Lingen (ANWB) explain how he thinks the size and purpose of the screen influence which medium is the most suitable for which kind of information. A desktop computer and netbooks are mainly for working, a TV is for viewing and working with information by multiple people, smart phones are for on the road and tablets are more suitable for entertaining an individual.

The future developments of screens and possibilities of what you can do with these screens, will influence which media platforms people will use for which kind of information. The moments on which people take travel decisions are also of influence on which media platform is the most suitable for searching travel information.

### **5.13 Guidebooks as Image- Builders (Jack & Phipps, 2003; Fürsich & Kavoori, 2001).**

According to Ben Belt (ANWB), there are about five moments in the 'travel cycle'. There is the inspiration-phase, for which travel magazines are suitable. Then there is the orientation-phase, in which people decide where they want to go and maybe buy a camping-guide. After that

people make bookings, which is usually done by a travel agency or through the internet. Then the preparation and anticipation starts, people now buy guidebooks to read up on their destination. During the trip itself, practical information is the most important, which people search for in maps, guidebooks, flyers, information on-sight and other mediums that are available at that moment. When returning home, people want to share their memories, preserve them and also show others where they have been.

Ben Belt (ANWB) speculates on how payment models might change in the near future, maybe taking up subscriptions on digital content. But on the other hand, he notes, “people are still willing to pay €19,95 for a guidebook, as a physical product, as a solidified travel experience. All of your friends visit you at your home and see where you have been and that enhances your identity.” His view is similar to the research of Jack & Phipps (2003), who recognized travel guidebooks to be status-symbols and image-builders, that could be put on a bookshelf after traveling to show others where you have traveled.

However, other than Ben Belt none of the interviewees named guidebooks as image-builders or viewed this as a reason for consumers to keep buying travel guidebooks instead of searching for travel information through other sources.

#### **5.14 Economic Recession (Davoudi & Pearson, 2009).**

The interviewees of ANWB and Lannoo are indicating that their publishing houses have kept growing despite the recession of the past two years. The camping-fund and walking- cycling fund were the biggest growers, with the *Charme Camping- guides* and the camping database as major risers (Jacobs, 2010). The travel guidebook-series *ANWB Extra*, *ANWB Goud* and the newly launched *Navigator*- series are stable, whilst the *ANWB Actief* series is not doing very well (Belt, 2010). Lieven Defour of Lannoo indicated that he could not clearly say which product grew or became smaller.

The publishing houses of Dominicus and Unieboek/Het Spectrum admit they have had a decline in their revenues, mostly due to the recession. Vera Wolf of Unieboek/ Het Spectrum could not clearly say in which products of titles did well or not. However, she did note that travel guidebooks for cities always perform better than guidebooks for countries. And that of the country guidebooks France is always the biggest seller, followed by Italy, Germany and Spain (Wolf, 2010). Titles that have kept doing well at the publishing house of Dominicus are the more exotic destinations, whereas more common destinations such as London, Paris, the Spanish Costa's and the Greek Islands have not been selling well (Hoeve, 2010).



### **5.15 Encapsulation/ Decapsulation** (Jansson, 2007; White & White, 2006).

The sentimental value of books as a paper product or as medium supporting encapsulation was rarely mentioned as a determinant of why people would still purchase books, contrary to the research by Janssons (2007) and Jack & Phipps (2003). Only Ben Belt (ANWB) recognizes that there is emotion attached to travel and tourism, but not to travel guidebooks separately. When bringing up this subject in the interviews, most interviewees replied that this could well be, but that they did not see any evidence for it. On the contrary, the desire of travelers to stay connected while being away from home was mentioned more than the desire to be away from it all.

### **5.16 Conclusion**

Overall new media products and tools are recognized as a big influence on today's spread of travel information by travel guidebook publishing houses. All interviewees acknowledged that new media has become a major new player in the dissemination of travel information. Convergence is apparent in the field of travel information, now flowing amongst several old and new media. This has led to counter-powers or new parties opposing the traditional publishing houses as major players in the dissemination of travel information. New players such as websites or even travel agencies have gained influence in the past decade.

Nevertheless, not everyone considered free travel information online as major competition to paper travel guidebooks. Most of the interviewees found that free travel information was 'different' from the information they offered in their guidebooks. The main differences being in travel guidebooks as a qualitative and reliable pre-selection. This plays into the phenomenon 'paradox of choice' and 'paradox of productivity', which basically imply that more choice does not lead to a better choice. On the contrary, people are confused by more options and are not able to make a choice out of a larger range of options. By making a pre-selection, travel guidebooks make choices for travelers easier. Furthermore, by having a renowned brand-name, travel guidebooks also offer a sense of trust and reliance to their audience, thereby removing the uncertainty of free travel information. At least, according to the answers given by the interviewees.

Elements of which the influence on the dissemination of travel information by publishing houses is questionable are guidebooks as image-builders, the economic recession and encapsulation/decapsulation. These practices were mentioned only by one of two interviewees and by no means was there agreement on these subjects.

Despite that all of the publishing houses do not see free online travel information as competition, they do think that their online representation is very important and should be expanded in the future. Everyone recognizes that the strict flow of information from producer to consumer is outdated and that participatory culture is also a fact in the world of tourism and travel; consumers wish to participate in the dissemination of travel information as well. Furthermore, information by consumers can also be used by producers as input in their products, but this is not practiced at the moment.

The rise of collective intelligence or mass self-communication was not viewed as a threat to paper guidebooks, but mostly as an opportunity for publishing houses to profit from, as long as community websites in which this occurs are linked to products of publishing houses. An example of this being the website *On Track* of Unieboek/ Het Spectrum and the camping-, cycling-, and walking portals of ANWB. But other than that, successful projects have not been launched.

All interviewees name certain new media as good options for publishers to tap into, amongst which are MICT's such as smart phones, tablets, GPS-navigation and e-readers. Nevertheless, the activities of publishers in these areas are limited. This is mainly due to a combination of the high development costs of new media products, a low investment- and development budget at the publishing houses and the uncertainty if new media products will be profitable. A way for publishing houses to be able to produce new media products is collaborations with third parties, such as other publishing houses or new media companies. An example of this is the iPhone application that Unieboek/ Het Spectrum is currently developing for their *Capitool*-series, which was first developed by Dorling Kindersly, the publisher of the original English version of the *Capitool* guidebook-series.

Nevertheless, almost everyone believes that the paper travel guidebook would continue to exist in the near future, next to travel information spread through new media. As consumers will gain various media literacies, there will be a market for various media platforms offering travel information. Furthermore, paper guidebooks are changing influenced by the usage of different media. They are becoming more visual or 'magazine-like'. But it is viewed likely, by the interviewees, for paper travel guidebooks to disappear after roughly the next twenty years.

# Conclusion

Central in this final chapter of the thesis is answering the main research questions and sub-questions based on the findings of the research, which are described in chapters 4 and 5. Before the main research questions is answered, we first turn to the sub-questions as they were formulated to make answering the main research questions more substantiated and clearly structured.

## Sub-question 1.

**How do publishers of travel guidebooks shape the process of travel information dissemination through both old and new media?**

New media such as e-readers, websites, smart phones, GPS- navigation and tablets are recognized as a major influence on the present dissemination of travel information. However, the new media activities of Dutch publishers of travel guidebooks are still quite limited, opposed to some of their U.K. and U.S. counterparts as described in chapter 2. The focus of the activities of Dutch travel guidebook publishers is on paper print, new media is considered a side issue.

A large number of paper travel guidebooks is currently available at the moment. All researched publishing houses create their own content, but a large part of the content of currently available Dutch paper travel guidebooks is purchased at foreign publishing houses, after which it is translated and adapted to the local market. Different types of paper travel guidebooks have been developed in the past decade and this number is still increasing, even though development costs of travel guidebooks are high. One interviewee explained that publishing houses are exploring the niche-markets within the travel information market. It is not necessarily the case that more and a different kind of travel information was spread through new travel guidebook books; “Actually, we often use the same information for different target audiences, we just put it in a different package and present it in a different manner. By doing this we are able to cater for several niche-markets and several budgets.” Thus, by using the same content mediated through a different lay-out, a wider range of travel guidebooks can be put on the market, without that much extra production-costs for publishers. This is similar to the view of Küng (2008) who stressed the rise of niche-markets and called the adoption of niche-markets by mass media 'splintering' or 'demassifying'.

Although the dissemination of travel information is still largely done through print, a few exceptions are there. All researched publishing houses exploit websites and implement GPS-

navigation. At the moment, the e-book is only available at Gottmer and literally is the e-pub edition of the paper guidebook *Dominicus TXT*. The websites exploited by the publishing houses are mainly aimed at providing consumers with information about their paper publications and as support or complementary product to the paper publications. Examples of this are the option to download GPS coordinates that accompany the tracks described in *ANWB Actief*, *Dagtrapper-* and *Dagstapper Guides* by Lannoo, or the 'waypoints' that accompany the *Dominicus Adventure*-series. Overall, GPS- navigation is a product all the publishing houses work with. Exactly how travel information is disseminated through websites, GPS- navigation and other new media products is described in sub-question 3.

Thus, overall it can be concluded that publishers of travel guidebooks shape the process of travel information dissemination through old media for the larger part. Old media here being paper travel guidebooks. New media is increasingly used in the process of travel information dissemination by publishing houses, but at the moment their share is very small compared to old media. What the new media tools used by publishing houses are, is further explored in sub-question 2.

## Sub-question 2.

### **What are the new media tools being used by publishers in the dissemination of travel information?**

Most new media activities of Dutch travel guidebook publishers revolve around websites and GPS-navigation. The websites are mainly used for providing information about paper publications, as a support to paper publications or as a separate product. GPS- navigation is also used in combination with paper publications, but sometimes also as a separate product. Other than that, Gottmer publishes their *Dominicus TXT*- series as an e-book and Unieboek/ Het Spectrum exploits a web-shop.

In the interviews it came up that most publishing houses have plans to further explore their new media activities in the near future. ANWB Media is working on an e-book edition of their *ANWB Goud*-series. Also they are planning to launch an iPhone application concerning camping-information. Lannoo is also researching the possibilities of launching an iPhone application and they have advanced plans set-up a community website surrounding the *Trotter* guidebook-series. Unieboek/ Het Spectrum is the first of the publishing houses to launch an iPhone application, the *Capitool* application is due this autumn.

### Sub-question 3.

#### How is travel information being adapted to the various media available?

All four researched publishing houses exploit one or multiple websites. Most main websites of publishing houses are aimed at informing consumers about their paper publications or other products. At the moment, the level of interactivity, participatory culture, convergence and collective intelligence on these websites is limited. Nevertheless, these concepts were thought to be of great potential for publishing houses and are increasingly being implemented in their websites and other new media activities.

Next to the online presence of publishing houses, GPS Navigation is a tool all publishing houses think has great potential to expand their activities, though this is being implemented in different forms. As is described in chapter 2, moving from the guidebook to actual practice is what causes the biggest problems for travelers in finding their way. In trying to do that, the guidebook is used in combination with other information sources such as; local information, general knowledge, train tables, street names etc (Brown, 2006). GPS navigation is seen by the publishing houses as a key product in making this step easier for travelers. The topographical maps- and plans by Lannoo that are available on DVD or CD-Rom, the camping-database by ANWB in which can be searched for and navigated to campsites in Europe or the website *On Track* by Unieboek/ Het Spectrum are examples of this. Furthermore, by including GPS navigation publishers have added a different tool to their services offered and one that is also linked to their paper travel guidebooks, which could stimulate the traveler to use a combination of the both.

Travel information for the largest part is still being disseminated through paper travel guidebooks by publishing houses in the Dutch language areas. But in paper publications, some changes can be noted that could have been influenced by the rise of new media tools, (new) media literacies and e-literature.

The case studies in chapter 4 concentrated on analyzing recent changes in content, interface and design. The biggest changes in content were found in the *Trotter*- series and *Marco Polo*-series. In *Trotter* new content was added and content was changed, although this only seemed to have been done with the purpose of providing the audience with more information and not presenting the information in a different way, as changes in the style of writing were not found. Changes in this aspect were very much visible in the *Marco Polo*- series, where bullets and shorter sentences were used and the style of writing became more informal. Furthermore, the lay-out and interfacing became more lifestyle- or magazine-like, by adding more pictures,

images, color, text boxes and headers. More color, headers and text boxes were also added to the *Trotter*- series, but not as predominant as in the *Marco Polo*-series.

The changes found in the two case studies including new media, *Dominicus* and *ANWB Actief*, were not as big as in the previous two case studies. The case study on the *Dominicus*- series v.s the *Dominicus TXT* e-book, did not show any changes in content. Only changes in the lay-out and interface were found, these aspect being more simple in the *Dominicus TXT* e-book, than in the regular *Dominicus*- series. The inner lay-out of *ANWB Actief* did not show any remarkable changes, whereas the cover changed completely; making it more recognizable and notable for consumers. The addition of the pages about using GPS navigation are the largest change in content found in *ANWB Actief*.

What can be concluded from these results is that the mediation of travel information in paper travel guidebooks has changed a lot and that content has been adapted to meet the needs of the audiences. This could have been influenced by the rise in use of new media, as Vera Wolf of Unieboek/ Het Spectrum explains; “By adding text boxes, headers, short paragraphs and so on, the reader can kind of like ‘zap’ or ‘flip’ through the book”. The changes found in the case-studies can be considered as practical examples of how new media literacies have changed the demands of readers and even influence the dissemination of travel information in old media. Furthermore, references towards websites of publishing houses for more information or downloads, were found in the added pages on the use of GPS- navigation in *ANWB Actief*.

By the recent inclusion of new media tools such as websites and GPS- navigation and the changes found in design and content of paper travel guidebooks, one can conclude that the adaptation of travel information towards various media platforms by publishing houses is only beginning and will probably be amplified and developed more in the near future, as more new media tools will make their entrance in the world of travel guidebook publishing.

### **Main research question.**

**How is travel information being shaped in the travel publication industry in response to the rise of new media tools?**

The main response of the Dutch travel guidebook publishing industry is that they do see potential in new media for disseminating travel information, but are restrained by their budget and business models in acting upon this. New media products are innovated and launched, but travel information is still for the largest part disseminated and shaped through the old medium

of paper print by the travel publication industry in the Dutch language area.

Overall, most interviewees do not see free online travel information disseminated by counter-powers as a real threat to their products. Paper travel guidebooks offer more reliable, qualitative information and make a pre-selection for the reader, thereby playing into phenomena such as 'paradox of choice', 'paradox of productivity' and brand-names. Nevertheless, some changes and adaptations in the products of the publishing houses can be detected. Websites are used as a support to paper publications and separate new media products were launched recently or are launched in the near future. The level of interaction, participatory culture, convergence and collective intelligence in these new media products of the publishing houses is rising, and seems more or less copied from counter-powers that have used these elements successfully in their activities.

Furthermore, e-literature and (new) media literacies are influential on the future dissemination of travel information. Travel information will continue to be spread and consumed through various media at the same time, as consumers are literate in different types of media. Also changes in content and design found in the case studies of paper travel guidebooks, show how (new) media literacies and e-literature can change the dissemination of travel information even through old media.

It is very likely that the activities of travel guidebook publishers will be extended more towards new media platforms in the near future, but how this is supposed to happen, varies in the views of the interviewees. Some say paper travel guidebooks will keep existing next to new media products, others are more pessimistic about the future of paper travel guidebooks, giving them only 20 years more. A few people thought that background travel information were to become the domain of paper travel guidebooks, whereas practical information would move towards new media platforms. Others found that paper travel guidebooks would become more informal and personal in style and are to include more pictures and images to enliven the experience of the book for the audience, while some think that pictures, maps and images will become the domain of new media platforms such as the iPad.

An initiative that might make the transition towards new media profitable for publishing houses is the cooperation with new parties. Either in developing new media products or in the sale of travel information by publishing houses to websites, which can both be seen as examples of industrial convergence (Haywood, 1995). Current practices of this are the purchase and adaptation of an iPhone application from U.K. publisher Dorling Kindersly by Unieboek/Het Spectrum, which is basically an extension of the current successful practice of purchasing travel guidebook content at foreign publishing houses. Also the sale of travel information, like the

collaboration of *Dominicus* with Schiphol Airport and *Funda.nl*, could be a successful business option for publishing houses.

There is little accord in how travel information will be shaped in the future in response to the rise of new media. But what all publishing houses do believe, is that they should start to be active on new media platforms, as they have seen that new media can decline their share in disseminating travel information, like newspapers have seen a decline in their share of disseminating news. The urgency and willingness to start using new media as travel information platforms, next to paper travel guidebooks, is definitely there but is being restrained by inadequate budgets and uncertain business models. It is to be hoped that these restrictions will not delay the innovations and activities in new media by Dutch publishing houses for that long, that they will be overtaken by their Anglo-Saxon counterparts or new parties in the field.

Further discussion of the results of this master thesis and recommendations for further research are given in the next chapter.



## Discussion & Recommendations

The topic of new media and travel guidebooks was not the most easy topic to choose. Previous research and theory done in the field of travel guidebooks is rather limited, let alone the combination of new media and travel guidebooks. Thus, I was forced to consult theory and previous research about new media in general, other fields in the publishing industry, research on travel information and newspaper articles about recent practices in the dissemination of travel information amongst old and new media.

In the research methodology chapter, aspects from the theory and previous research were made operational for the practical research of interviews and content analysis. Combining theory from different fields was not easy, yet I am satisfied with the result. Certain theories were indeed found in the research for this master thesis, such as convergence, participatory culture, paradox of productivity, brand- names, collaboration with other parties and new media literacies. This master thesis can be regarded as a case study or practical examples of these theories. For certain other theories, encapsulation/ decapsulation or travel guidebooks as an image- builder for example, evidence was not found in this master thesis.

The group of interviewees as used in the thesis was not easy to find. It was a time-consuming activity in which I had to convince people that my research would not harm their innovative activities or publish their business models. I found four out of the five major travel guidebook publishing houses in the Dutch language area prepared to contribute to my research.

The analysis of old and new media on differences in the dissemination of the same travel information, did not go as planned in the proposal. The new media products and activities of the research publishing houses are too limited to make a proper comparison between travel information in both new and old media. Therefore, I chose to analyze paper travel guidebooks on the changes in content and lay-out over the past decade in which new media use has risen drastically, and combined this with the new media activities of publishing houses. Overall, a clear image was created of how travel information is currently shaped by publishing houses through both old and new media.

This master thesis can also be seen as a first step and a motivation towards more research of how information is spread and disseminated amongst various media in a changing media landscape. In the conclusion it has become clear that things are changing in the field of travel information and that publishing houses feel an urgency to now move forward in new media. Thus, it can be expected that future research on this topic will provide us with better insights on

how publishing houses use both old and new media in the dispersion of their travel information. Furthermore, research such as this are excellent case studies on how convergence is taking place at a practical level and can be applied to not only the travel guidebook publication industry, but publishing non-fiction in general.

A major conclusion in this master thesis research is that publishing houses are willing to innovate new media products, but are struggling with their budgets and business models. A future study would be logically be aimed at researching how publishing houses can make new media investments profitable. Should they cooperate with other parties in developing new media products? Is sponsoring or advertisements an option for publishing houses? Can payment forms such as subscriptions or pay-per-chapter be successful? Questions such as these can addressed in a study on the business models of publishing houses.

Another interesting option for future research are usage studies on the use of both new and old media by travelers in planning a trip or whilst traveling, as this would provide publishing houses with better insights in the motivations and reasons of travelers to use certain media. Some of the theories discussed in this master thesis, encapsulation/ decapsulation for example, could well be regarded differently by travelers than publishers. Therefor a usability study amongst travelers would be very useful.

Finally, discourse analysis in how reflections and depictions of foreign destinations are changing in a increasingly globalizing world would be useful as well, as changes in style of writing and the tone of travel guidebooks were found in the case studies of this research.

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