

**HOW DO SELF-GUIDED TRAILS CONTRIBUTE TO THE CREATION
OF TOURIST SPACES?**

NICOLA ELAINE MACLEOD

A thesis submitted in partial fulfilment of the requirements of the
University of Greenwich for the Degree of Doctor of Philosophy
by Published Work

April 2014

DECLARATION

I certify that this work has not been accepted in substance for any degree and is not concurrently being submitted for any degree other than that of Doctor of Philosophy (PhD) by Published Work being studied at the University of Greenwich. I also declare that this work is the result of my own investigations except where otherwise indicated by references and that I have not plagiarised the work of others.

Nicola Elaine MacLeod
Student

Date

Sven Kuenzel
Supervisor

Date

ACKNOWLEDGEMENTS

Many people have helped me along the way in the fifteen years that I have spent preparing the publications and the statement of support for this thesis. I would like to thank my colleagues and co-authors for their support and inspiration during this period and to show appreciation for my supervisor, Dr Sven Kuenzel, who has patiently guided me through the process over the last two years. His practical help in the final stages has also been invaluable. My thanks also go to Dr Lesley Catchpowle, my second supervisor, for her input. My colleagues in the Marketing, Events and Tourism Department gave me useful opportunities to discuss my work and I am grateful to them for their time and insights. My family and friends have also provided support, forbearance and frequently lent an ear – in particular, thanks go to Johnnie, Juno, Jen and Jonathan.

ABSTRACT

The published work and case for support which comprises this PhD thesis examines the field of self-guided trails and in particular addresses the research question: How do self-guided trails contribute to the creation of tourist spaces? The publications have been produced over a 13 year period and constitute a collection of conceptual and applied studies in the area. The body of work examines trails within the wider concept of the socio-cultural construction of place and their contribution to the formulation of static, themed settings is contrasted with their potential to encourage a more fluid and embodied approach to space where visitors are engaged with the places they visit. The case for support discusses the approach and methodology applied to the research, in particular the method of content analysis. It then goes on to examine the impact of the publications submitted, concluding that they have made a useful and original contribution to the tourism studies literature, in particular by exploring the experiential potential of trails and through the use of content analysis and typology-building to better understand this diverse sector.

CONTENTS

1. Acknowledgements	iii
2. Abstract	iv
3. Contents	v
4. Tables and Figures	vi
5. Introduction	1
6. Literature review	4
7. Research approach, methodology and methods	17
<i>Research approach and methodology</i>	17
<i>Research methods</i>	19
8. The submitted work within its context	25
9. The impact of the work	35
<i>Table 1. Citations</i>	37
10. Conclusion	39
11. References	40
12. Word counts for single and co-authored publications	50
<i>Table 2. Word counts for single ad co-authored publications</i>	50
13. Individual contribution of the author	52
<i>Table 3. Individual contribution of author</i>	52
14. Declarations from contributing authors	54
15. Publications list in chronological order	66
16. The publications	68

TABLES AND FIGURES

1. Figure 1. Conceptual framework	34
2. Table 1. Citations	45
3. Table 2. Word counts for single and co-authored publications	44
4. Table 3. Individual contribution of author	77