

The Research Centre of the Faculty of Economics
cordially invites you to a research seminar
on **Tuesday, 23rd May 2017**
at **12 p.m.** in room **P-119**
at the **Faculty of Economics, University of Ljubljana**

Author: **prof. dr. Tomaž Kolar, Faculty of Economics, University of Ljubljana**

will present the article:

“Conceptualising tourist experiences with new attractions: the case of escape rooms”

“A quest for novel and unique experiences is an important imperative in tourism. Recent phenomenon of escape rooms seem to fulfil this imperative perfectly and deserves due attention in the tourism and services literature. Here we are talking about the so-called real life escape rooms, which originate from the virtual (video game) realm and are becoming a global phenomenon. These escape rooms are physical adventure games in which players are locked in a room and have to use elements of the room to solve a series of puzzles and escape within a set time limit. Games are set in a variety of fictional and authentic locations, such as prison cells, museums, etc. This paper theoretically and empirically explores tourist experiences with this nichelike, yet popular and interesting phenomenon. An exploratory empirical study of visitors’ experiences with selected top-rated escape rooms in the USA and Europe was carried out by means of netnographic research and automated content analysis. The results show that this attraction provides new, peak, unique and fun experiences through the challenging activities and social component of the game play. The findings provide an insight into both the authenticity of experiences with novel attractions and the group aspects of fun and flow concepts. Theoretical implications are discussed and explicated as future research questions. They are relevant for the conceptual development, research and management of playful experiences within urban and special interest tourism.”

Link to full text article: <http://www.emeraldinsight.com/doi/pdfplus/10.1108/IJCHM-12-2015-0687>

You can register for the free seminar by phone (01) 58-92-490, or via e-mail:

research.seminars@ef.uni-lj.si by Monday, 22nd May 2017.

You can find all information regarding future research seminars on following link:

http://www.ef.uni-lj.si/raziskovanje/seminarji_in_konference

We look forward to seeing you!

