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Way-tales: archaeological topophonics for emerging tourist spaces

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Way-tales: archaeological topophonics for emerging tourist spaces

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Thursday 30th August 2018 Inclusive Innovation in Tourism

Objectives of Research and Development
Analyse the spaces of value for citizens of the city
Design new tourist walking routes to give visitors guided access to hidden and intangible cultural heritage
Design and write new guides using innovative media
Contribute to Place-Branding

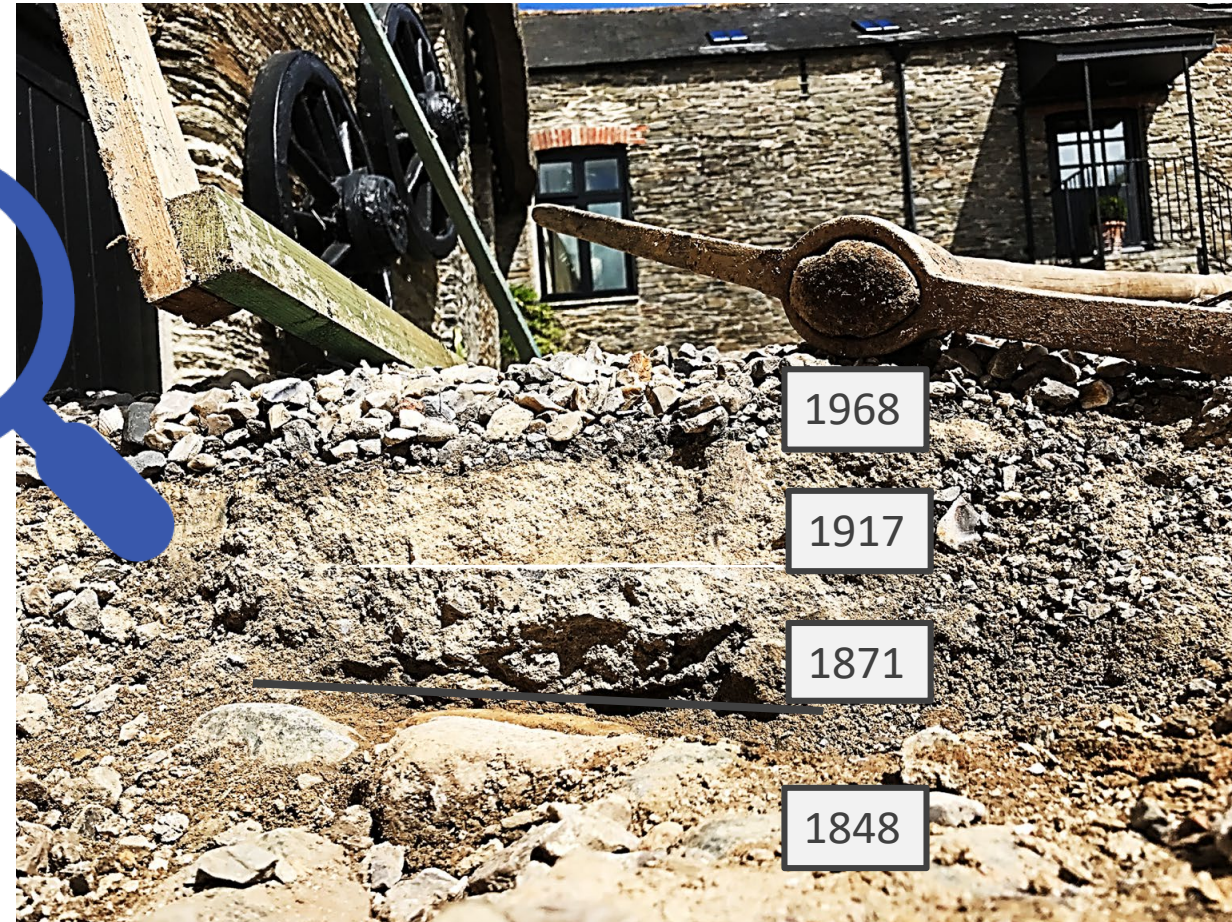| Visitor |
| DMO's marketing officer |
| Travel writer |
| Local inhabitant |
| The Place |

Archaeological topophonics puts a magnifying glass at the interface between the local inhabitant and the place.
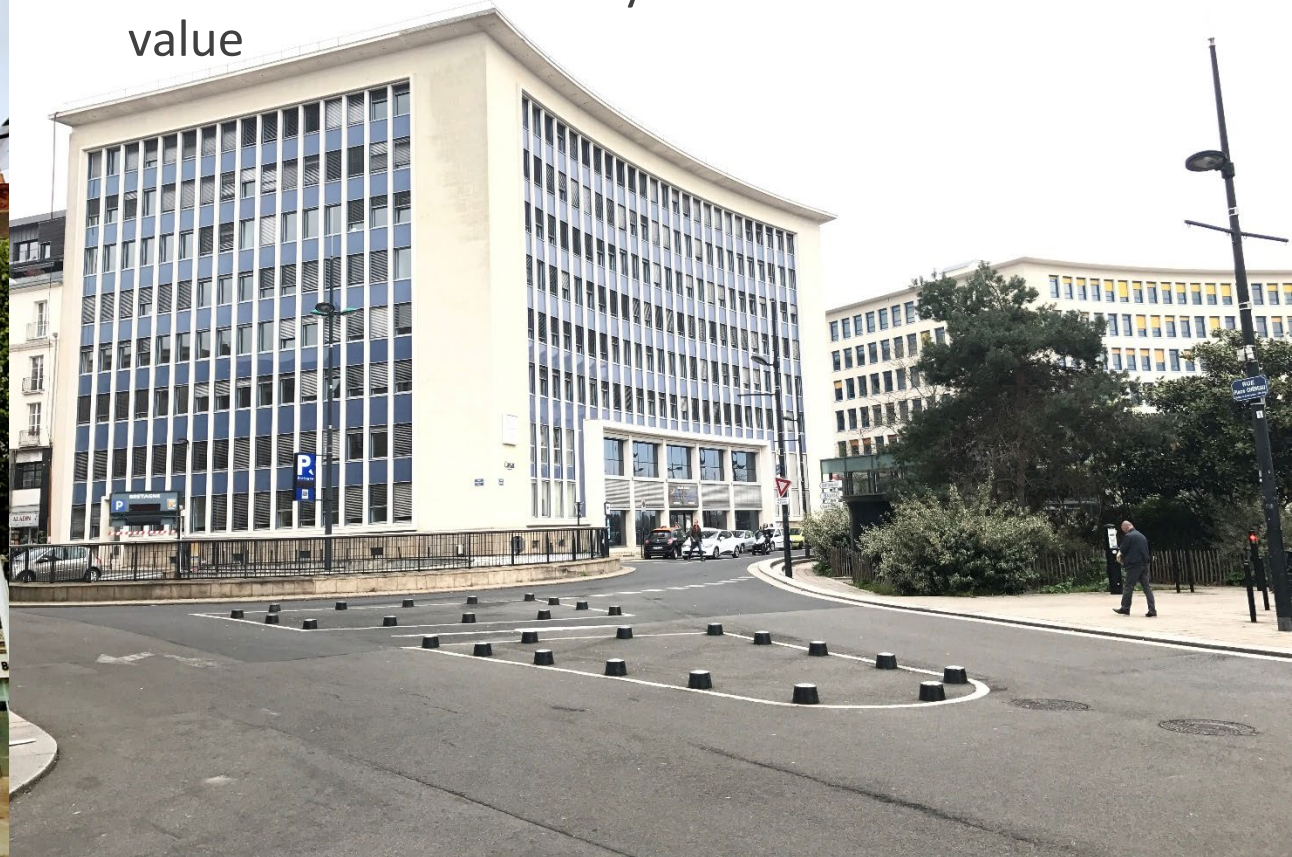
Archives

1968

1917

1871

1848

Restrictions and erased places all constrain the behaviours and practices of the local inhabitants

Like Plymouth, Nantes has slopes and steps -

URBAN PLANNING FOR PETROL AND THE MOTOR CAR

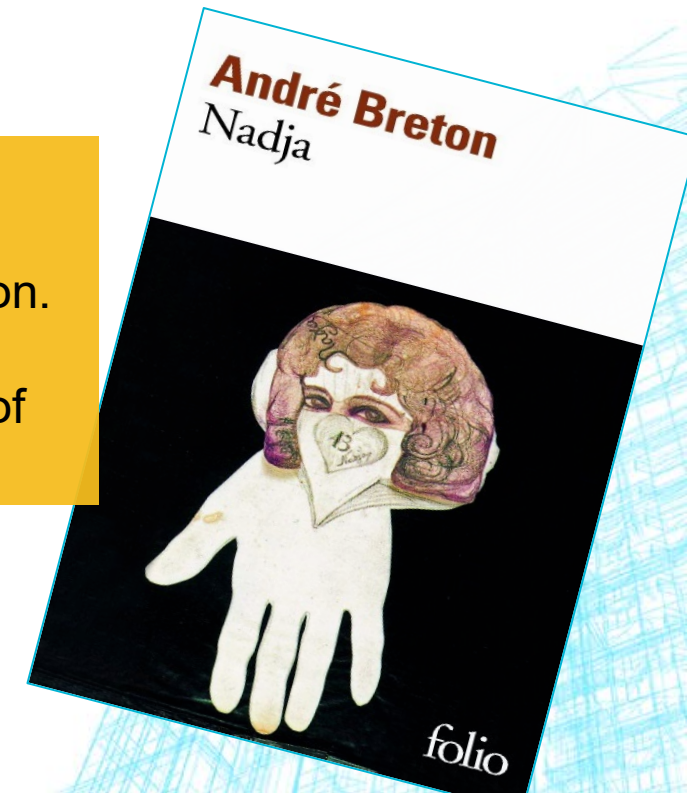leaves local pedestrians to make sense of their own environment. They find and create their own value

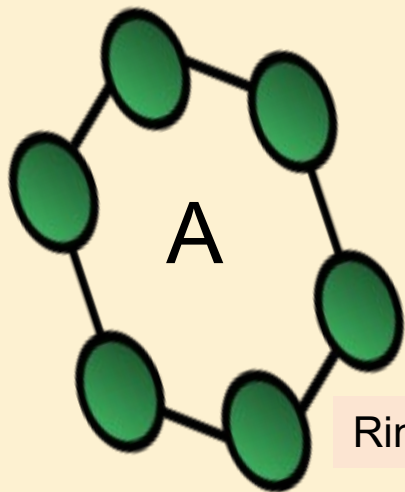« *Nantes where I loved a park - Procé Park.* »

(BRETON 1928)

Park & Write

One haven for walkers is Procé Park; this gave us a destination for our walk, and research showed that the park had a literary connection to the surrealist writer, André Breton. He worked in Nantes in early twentieth century.
But how do you design a walk? What are the topographics of its route?

Destination

B

Starting Point

- What shape should we design as tourism engineers for guided walking routes?
- We can start with a Ring Topology drawn from computer network design A
- And then introduce Mesh Networking to provide options for downtime and alternative routes -see B.

An ellipse is a section through a cone, 'a hill'.
My ellipse design leads visitors up from a river valley in the town and back downhill as the walk ends.

A

Ring Topology – All data passes all points

路径故事
Way-tale

- Way-tales or *récits de voie* in French – participants record their voices as they walk through urban areas that are not yet part of tourism offering, using their body – their gait and voice.

- Own positive emotional memories or imaginations are triggered by the marvellous, briefed by researcher.

THE SPOKEN RECORDINGS = THE DATA

1 Elle   20 minutes

2 Maître   18 minutes

3 Les   22 minutes

4 Poète   18 minutes

5 Trustin   15 minutes

6 Chercheur   21 minutes

GERUND CODING

| ▼	Gerund Coding	Transcription
Elle	Themes	Audio Recording Filename 170403_0006.MP3 below:
Stanza 1 0m6s 170403_ 0006	Breton [1896-1966]. See**ing** street populated with poet from history. Walk**ing** in their footprints. Track**ing**, Follow**ing** writer from the past. Match**ing** own gait and route to past.	Le Lycée Guist'hau. [long pause] Je suis sur les traces peut-être les pas perdus, les pas perdus d'André Breton, Jacques Vaché.	
Stanza 2 0m21s	Boissier [1870-1905] Discover**ing** past walking routes. Meet**ing** poets from the past via their names as street-names, odonyms	Je retrouve ces pas au fil de la rue en pente là, d'ailleurs il y a aussi une rue, une rue qui s'appelle Émile Boissier un poète, un poète né bien sûr bien avant avant André Breton et Jacques Vaché.
		Filename 170403_0007.MP3 :
Stanza 3	Climb**ing** uphill,	Je m'éloigne du Lycée Guist'hau qui a été un hôpital

City-Branding Consultancy

These interviews and walks along with work in the city archives would provide consultancy to districts seeking to attract tourists in an inclusive way for the local population.

Let's look at some of those spots the respondents found to be 'marvellous' -
une basse-cour
A barnyard for poultry
- in the heart of the urban space
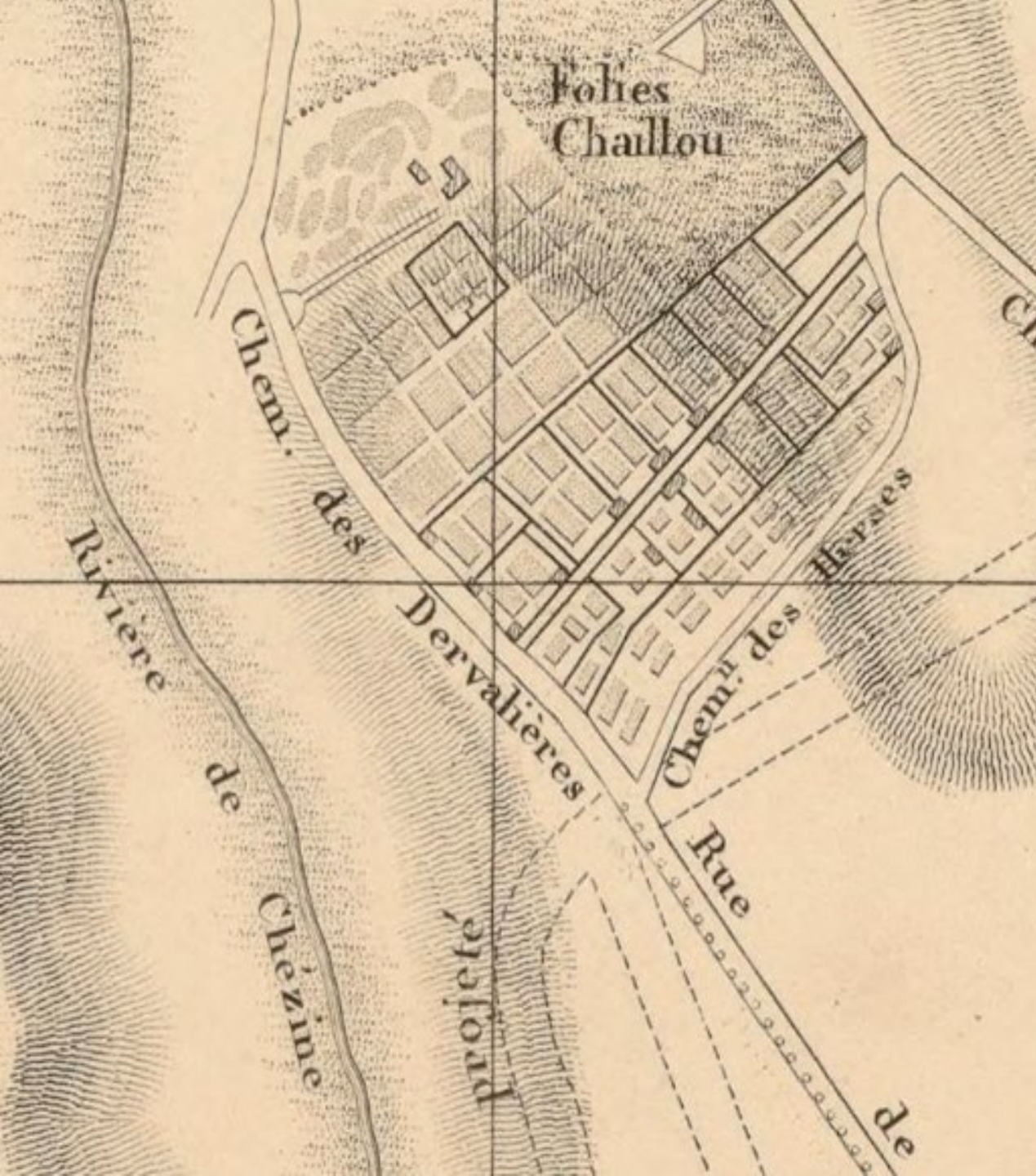
Using the Archive to dig beneath these spots of the marvellous 1838

The north-eastern bank of the little river Chézine.

Le Chemin des Herses = the pathway of the horse harrows.

No Avenue Camus!

Reference in BnF Gallica
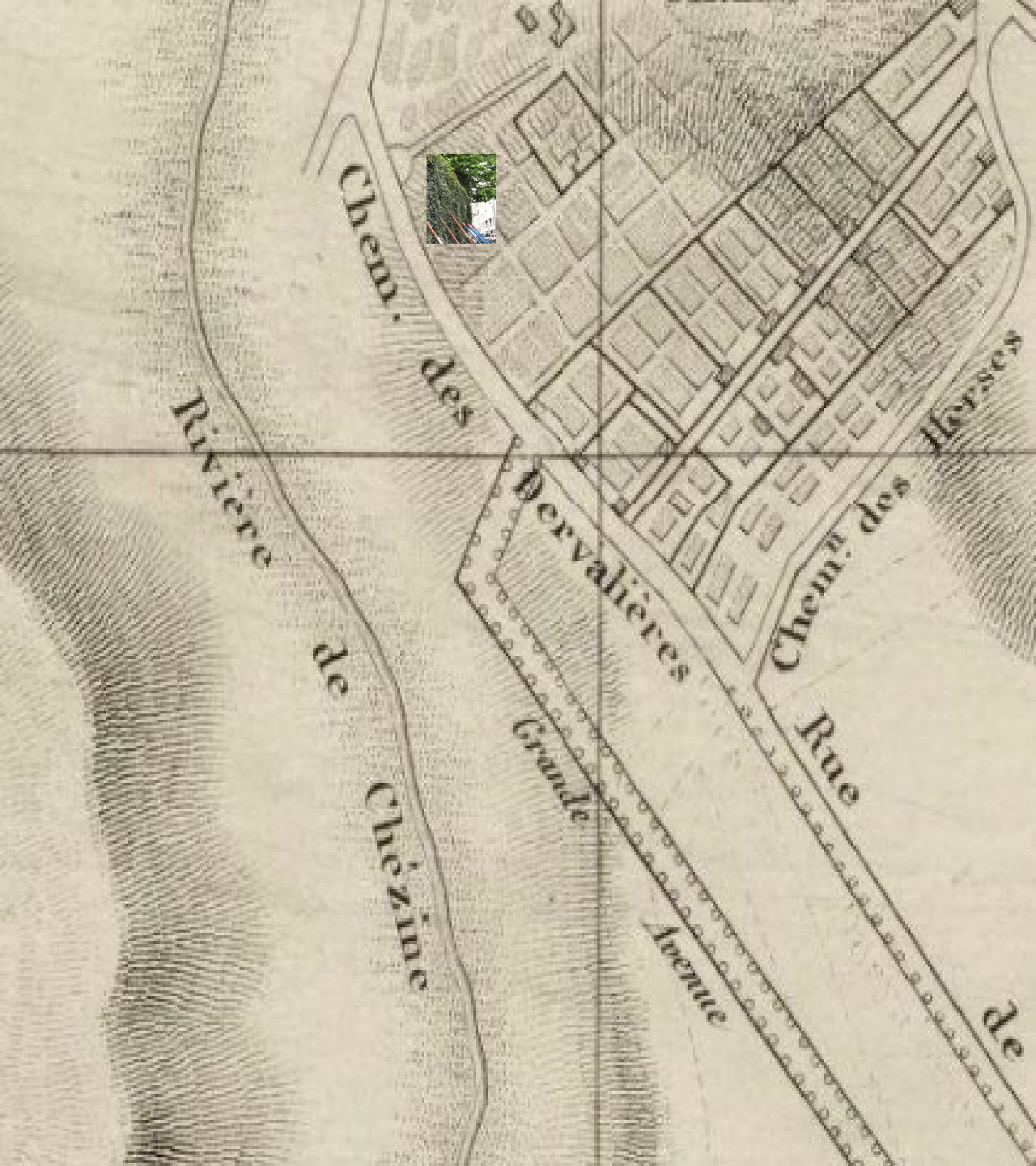
Jouanne (1838) *Plan de Nantes dressé par Jouanne*, Nantes, Forest. Permalink
http://gallica.bnf.fr/ark:/12148/btv1b530299027

Deep Mapping
What was there?
1853

Grande Avenue drawn lined with trees on both sides of the street.

Sites of Emergence during my fieldwork in 2017

Nature reclaiming the terraced slopes of the valley of La Chézine river, bursting onto the streets here on the Rue des Dervallières.
Sites of Emergence concept from Foucault.

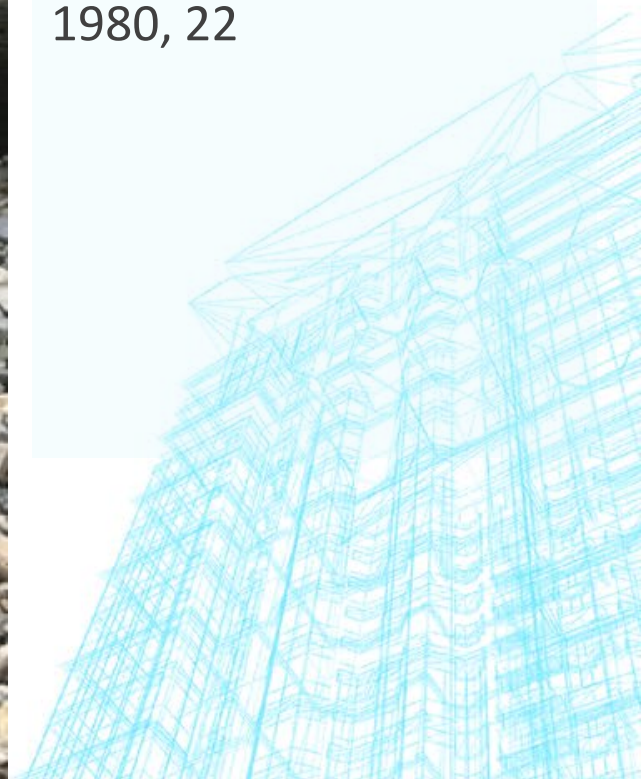We're writing this book like a rhizome. We've made it from plateaux. We've given it a circular form.

Deleuze & Guattari
1980, 22
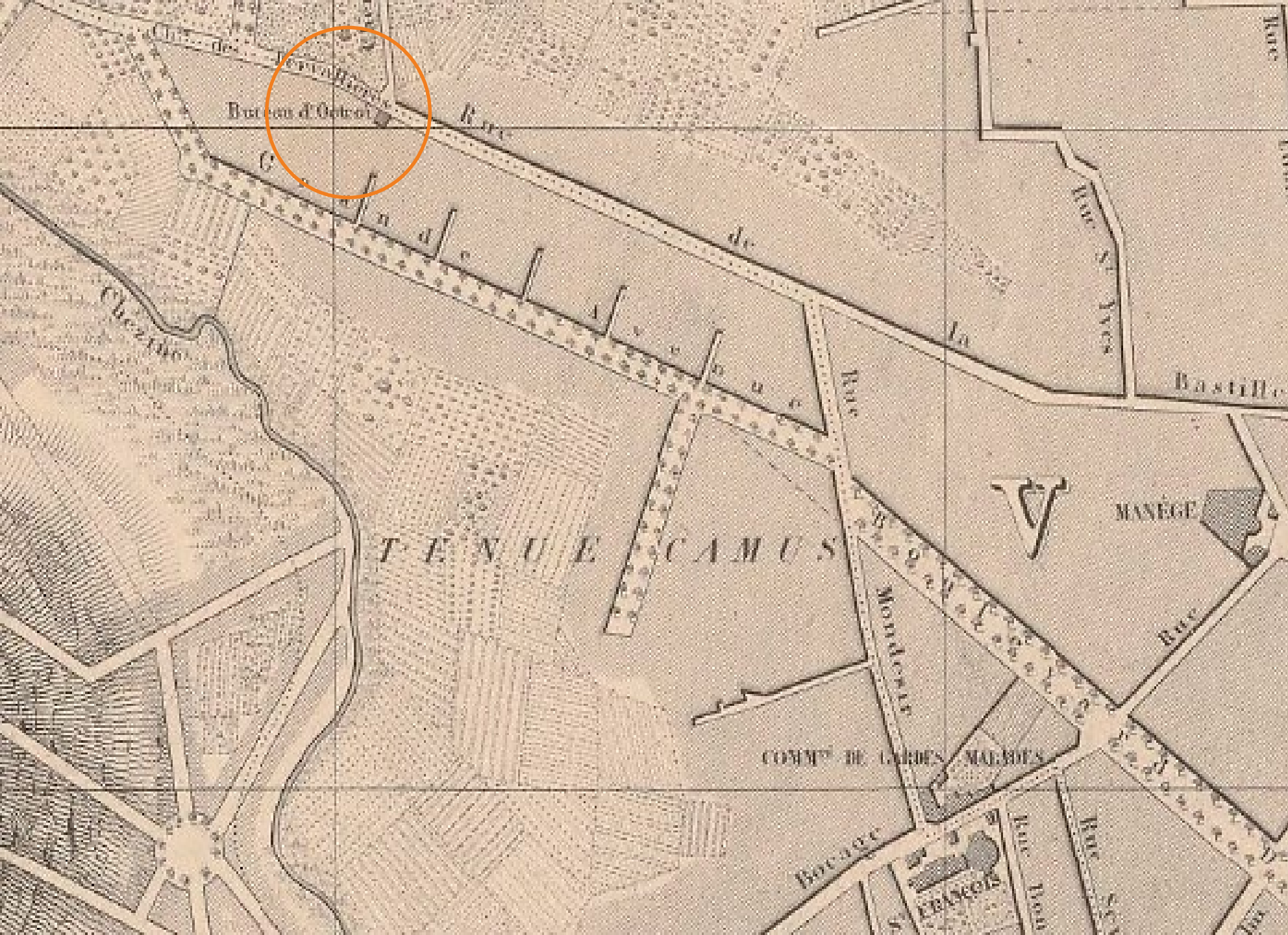
Flat places for visitors to stand securely – terraces or plateaux
Develop a Tourism Writing Practice from
Deleuze's approach

1849

Map drawn by Amouroux,

Shows fields of la Tenue Camus

Let's zoom-in on one of those places of emergence, the toll-bar or customs office. It was built on a plateau so that the horses would not move…

2017

Bibliothèque Bastille

Writing stories for the plateaux

This research part of this work has been accepted for publication in:

Journal of Tourism, Heritage & Services Marketing, 'Travel Writing in Place Branding - A Case Study on Nantes'

And the development of the 3 stories submitted to:

In Passage Journal of Writing and Mobility, 'Les pratiques d'écriture pour la construction de l'espace imaginaire'

- ***Sous les pavés, le bocage***

What lies beneath the streets?

- ***Heureux là-bas***

Are you happy here?

- ***La perception de la gravité***

Can you feel the gravity?

Next Step:
What do visitors want to read?

https://goo.gl/forms/rOc29nFTPwrGgibl1

On-going analysis of travel writing and blogging discourse practices. Please answer simple questionnaire at this url or scan this QR code:

My current work is on writing from these data for visitors and tourists
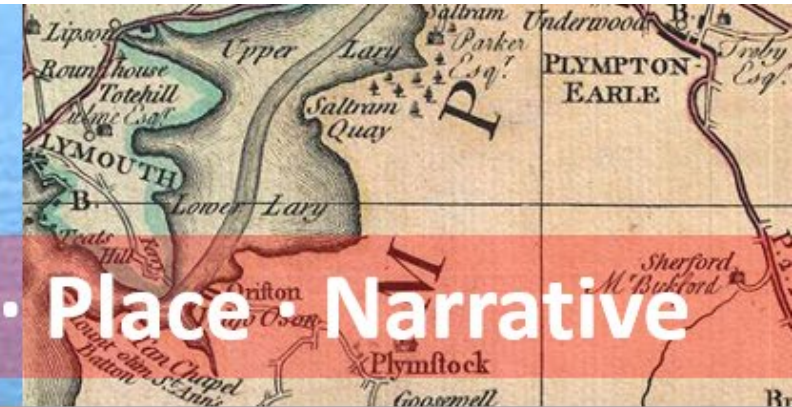
Journey · Place · Narrative

Delivery of the Stories

- Deliver Ramble Strips or spoken audio to your smart phone based on geo-location

- Ramble Strips for your smart phone, or in French: *Une bande flâneuse*

Une bande flâneuse for Nantes

A Cultural Walking Route for Nantes 2016
Dr Charlie Mansfield, Plymouth University

This digital guide may be downloaded to your smartphone for use when visiting heritage sites on your walk through Nantes. The guide can be stored on your phone in case you later lose wifi connection.

Journey · Place · Narrative

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Mansfield, C. (2018) 'Way-tales: archaeological topophonics for emerging tourist spaces' Conference: Inclusive Innovation in Tourism at: Graceland Resort Hotel, Phuket, Thailand https://www.researchgate.net/publication/327393690_Way-tales_archaeological_topophonics_for_emerging_tourist_spaces