

## LEGO® SERIOUS PLAY® Methodology as a Data Collection Tool

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Nearly a decade ago, tourism scholars challenged traditional positivist framed approaches to tourism research and called for a Critical Turn in tourism studies (Ateljevic, Pritchard, & Morgan, 2007). Critical tourism scholars have reviewed the ontological, epistemological and methodological limitations prevailing in the field of tourism instead, offering alternative approaches of inquiry which intend to produce inductive, interpretive, reflexive accounts of subjective realities of participants (Decrop, 1999; Phillimore & Goodson, 2004; Riley & Love, 2000). Recently, tourism scholars have highlighted the importance of acknowledging epistemology in determining methodological choices (Ateljevic, Harris, Wilson, & Collins, 2005). They have discussed how this influences endeavours to provide spaces and voice to participants in order to explore their subjective experiences and gain co-created knowledge (Jennings, 2010; Pernecky, 2012). Indeed as Hughes and Sharrock (1997, p. 89) have stated, 'experiences of others can be grasped through the apprehension of their inner meanings' and applications of interpretive, inductive methodological tools of data collection and analysis develop research capacities for this co-production of knowledge to occur.

To contribute to this area of scholarship, I propose a workshop of the interpretive, creative methodological tool, LEGO® SERIOUS PLAY® is a facilitated meeting, communication and problem-solving technique for groups used in industry and research. As a facilitated workshop technique LEGO® SERIOUS PLAY® is grounded in constructionist epistemology which enables individual participants to depict their understandings in a metaphorical and creative, playful way. This method allows participants to provide meanings about their experiences which might be difficult to articulate through verbal or written processes. By using a creative, playful method, LEGO® SERIOUS PLAY® seeks to reduce tensions involved in research, such as the power-authority dynamic. It also provides opportunities for both individual and collaborative understandings of phenomena through the use of metaphorical explanations.

In this one-hour interactive workshop participants will get a background to LEGO® SERIOUS PLAY® methodology, get an understanding of available resources and experience a short LEGO® SERIOUS PLAY® in a real time. The number of participants is limited to 15 people.