Challenges for the Positioning of Destinations: Destination Formation Processes and Territorial Boundaries

Part III (Wöhler)
De-destinationization

Geographical limitation of the destination
- Agreement about a border destination as an amalgamated space
- Agreement about spatial characteristics: several small/single destinations form a spatial destination unit as a competition object; boundaries are constructed by institutions (local administration, DMO, consulting firms)
- Model: relational destinationality (spatiality)
- Bargained agglomeration of some or only one core and staged attractions
- Imagining amalgamated destination unit in terms of its external positioning and its internal counterpart (SWOT-analyses)
- Adapting to market and competition produce permanent changes, new investments and a progressive de-territorialization
- Destination products are for "them" but not for us and last but not least:
  - a homogenization of products (and destinations)

Destination content
- Agreements about a destination as an important place
- No agreement about spatial characteristics: 'destinations' are units without specific geographical boundaries at several geographical and/or administrative levels
- Agglomerations of core and peripheral attractions and services
- Dynamic with respect to the tourist demand
- Implicit understanding of the need for cooperation in the tourism industry
- No discussion of character and significance of cooperation for the constitution of a destination
- Seen as economic consumers, as segments, as types
- Changing demand changes the structure and content of the "destination"

Part IV (Wöhler)
New destinationality

- Agreement about a destination as a space of capabilities and identification
- Overall agreement about the spatial characteristics: destination is a space of living, cultural practices, shared meanings and face-to-face relationships
- Model: destination as a container (genius loci, essential place)
- Attractions based on destination capabilities as an integration of explicit and tacit knowledge
- Imagining destination as possible position in a market
- Questions such as "Who are we?", "What do we do?" and "What don't we do?" determine destination strategy and product arrangements:
  - thus: products for us and not for SWOT-constructed target groups
  - Destination products as results of: combining creatively several different "earthed" resources; therefore: destinations are Authentic products

Part I (Framke)
Conventional business oriented understanding

Geographical limitation of the destination
- Agreement about destination as an important place
- No agreement about spatial characteristics: 'destinations' are units without specific geographical boundaries at several geographical and/or administrative levels

Destination content
- Agglomerations of core and peripheral attractions and services
- Dynamic with respect to the tourist demand

Cooperation at a destination
- Implicit understanding of the need for cooperation in the tourism industry
- No discussion of character and significance of cooperation for the constitution of a destination

The tourist
- Seen as economic consumers, as segments, as types
- Changing demand changes the structure and content of the 'destination'

Part II (Framke)
Sociological understanding

Geographical limitation of the destination
- Destination as a place without defined geographical boundaries, developed by continuous processes of social interaction among actors participating in the process
- 'Destinations' as structures, as images, and as results of social practice

Destination content
- With regard to the dynamic process shaping the place where tourism happens
- Attractions, culture, events, landscapes and services are mentioned

Cooperation at a destination
- No description of cooperation at a destination
- Talk about connections and social practice without further specification

The tourist
- Seen as experience-seeking social actor and as consumer
- The tourist demand creates social practices forming a tourism space
Literatur:


Thank you very much for your attention!