

ERSCP 2012: Workshop Design Sheet

Title of Workshop *

Dream Destination - Let's dream together

Subtitle

An innovative approach for developing tourism destinations of the future by integrating the need for sustainable development and experience economic potentials into destination development processes

Objectives

The workshop will present a new concept that integrates sustainable development, experience economy and destination development.

Based on the presented theories and model a facilitated interactive process will be carried out, during which the participants will develop innovative approaches for destination development and unique proposals for tourism products.

Short Description of Workshop Outline (max. 2000 characters) *

including Relevance and Background

The workshop is divided into three sections, a presentation session and two co-creation sessions.

Welcome and introduction to the workshop

Presentations

- The Dream Destination concept - combining three theoretical and practice fields: sustainable development, experience economy and destination development
- How to apply the "Destination Diamond" - a model for destination design & development
- Reflections on the destination development challenges and the presented model

Idea Factory 1: We develop the "Dream Destination" - concepts for the destinations of the future

- Introduction
- Story sharing on good experiences / practice examples
- Development of destinations concepts, development approaches, specific actions etc.
- Presentation of key features

Idea Factory 2: We develop unique tourism products

- Introduction
- Group-based creativity process on tourism products
- Presentation of the developed proposals for unique tourism product

Closing

Expected Outcomes and Results

- Sustainable destination development concepts
- Unique proposals for tourism products
- Launch of innovative projects and transnational networking