From Destination Governance to Destination Design: Old wine in new bottles?

Prof Dr Harald Pechlaner

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School of Marketing Boardroom, Room 2024, Level 2, Building 408

In the context of the development, governance and management of tourism destinations, aesthetics and/or design elements are barely considered. A first transdisciplinary approach that could enrich the perspective of a destination is the combination of design theory with destination characteristics. Design theory is a suitable approach because it involves a wide range of different disciplines and allows for new perspectives on destinations.

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