

Thema: Cross-border and linear destinations: routes, pilgrimages and gap years

Thema in engl. Sprache: Cross-border and linear destinations: routes, pilgrimages and gap years

Dozent: Prof. Dr. Scuttari

Seminarform: Blockseminar/Wochenendtermine/14-tägig 4 SWS/ wöchentl. (Zutreff. unterstreichen)

Studienziel:

The seminar has the aim to address specific forms of tourism and of destinations: those developing across administrative boundaries. Their governance and leadership challenges of these destinations are illustrated by means of examples, reflecting on possible tourism management forms and digital marketing platforms. Additionally, the consumer perspective is used to illustrate the unique characteristics of tourism developing “on the move” along these types of destinations, e.g. different forms of touring, pilgrimages and gap years.

Cross-border destinations can develop around tourist attractions (e.g. Lake Garda, Bodensee) or after the nomination of heritage sites (e.g. Dolomites UNESCO WHS, Wadden Sea UNESCO WHS). What makes them peculiar is that they involve parts of multiple countries or regions, without corresponding to pre-existing administrative units. Linear destinations are long-haul (mostly hiking or cycling) routes, that involve again multiple countries and regions, and often share common thematic focusses (e.g. history, religion, sports). Their uniqueness relies in the short stays of guests, that translate into quick encounters between visitors and landscapes, local communities and attractions.

The seminar has the goal to:

- describe the unique characteristics of cross-border and linear destinations;
- analyse some case studies of linear and cross-border destination;
- understand the governance, management and leadership challenges of these types of destinations;
- Illustrate some management solutions and digital marketing platforms.

After the seminar students should be able to:

- critically reflect upon non-conventional tourist destinations;
- understand the characteristics of both cross-border and linear destinations, as well as itinerant forms of tourism;
- report on governance structures, digital platforms and other tools that enable the management of linear and cross-border destinations and itinerant tourism.

Teilnahmebedingungen: vgl. SPO in der jeweils gültigen Fassung und Modulhandbuch