

# Tourism Destination Evolution: *What role do 'moments' have in change?*

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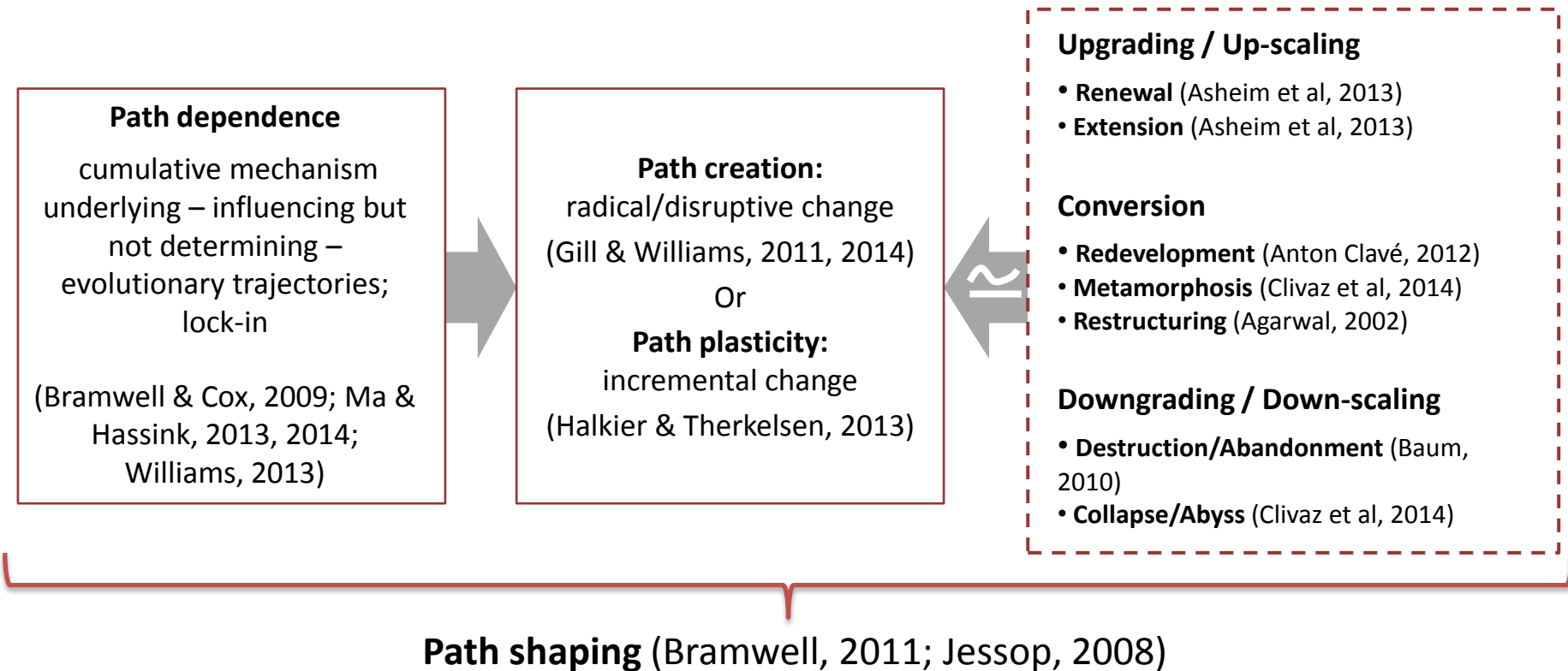
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# 1 Tourism evolutionary approaches

**New perspectives** aiming to understand the ways in which destinations can break with their historical legacies and structures...



# 1 Tourism evolutionary approaches

... the *path metaphor*



Destinations are **constantly in-the-making**



Distinctive powerful forms of interpreting **the nuanced, local-specific dynamics** of tourist places over time



**Non-deterministic** perspective




Focus on analysing the evolving **qualities of tourist places** (Équipe MIT, 2002) instead of the analysis of **tourism in places** (e.g. Butler, 1980; Plog, 1973; Prideaux, 2004)




**Agency and selective/spontaneous incidents** can unlock tourism places from stagnation to avoid (or reverse) decline

## 2 'Moments' in the *path metaphor*

Moulaert *et al* (2007) talk about **discursive, selective 'moments'** in urban **socio-economic change** and path dependency  
[including policies / key agencies]



Moments are ALREADY talking points, but different terminologies –  
Hall (2014) '**critical events**'; Mariotti & Zirulia (2014) '**shocks**' at a local  
scale; Ritchie *et al.* (2013) '**crisis-related events**'; Baggio & Sainaghi (2011)  
'**triggering events**'...



**What role do 'moments' have in change?**

## 2 'Moments' in the *path metaphor*

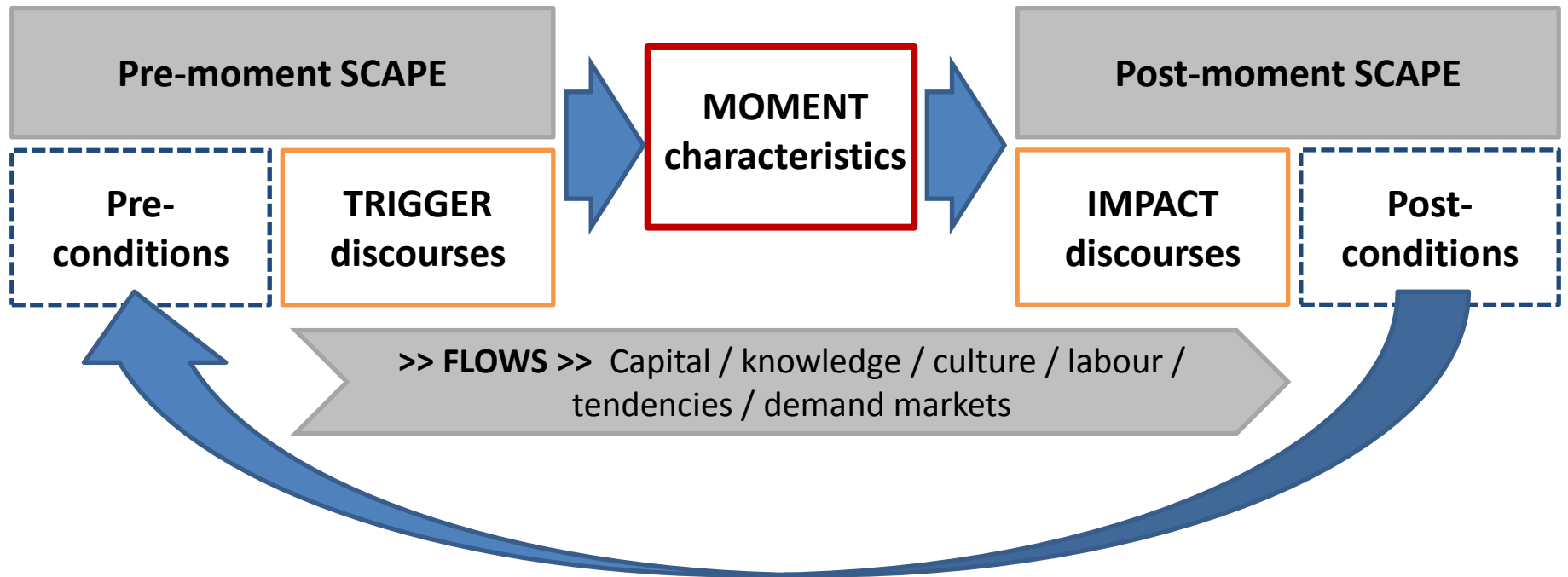
'Moment' as *inflection point* from an evolutionary approach is a **catalyst for change** in the economic /social urban development pathway...

Different 'moments' along an evolutionary path have **different characteristics** – different triggers and hence different impacts / outcomes....

Are some 'moments' **path-creating, while others are path-plastic?** Like switching a light on or off (creation) or like an ocean liner changing course? (plasticity)

But... most moments appear to be **multitudinal**, comprising **causative *triggers* and consequential *impacts*** with associated contextual scapes and underlying flows

# 3 The 'moments' model



**POST-MOMENT SCAPE BECOMES A PRE-MOMENT SCAPE OF FUTURE MOMENTS**

# 4 Discourses of the moment: *triggers* and *impacts*

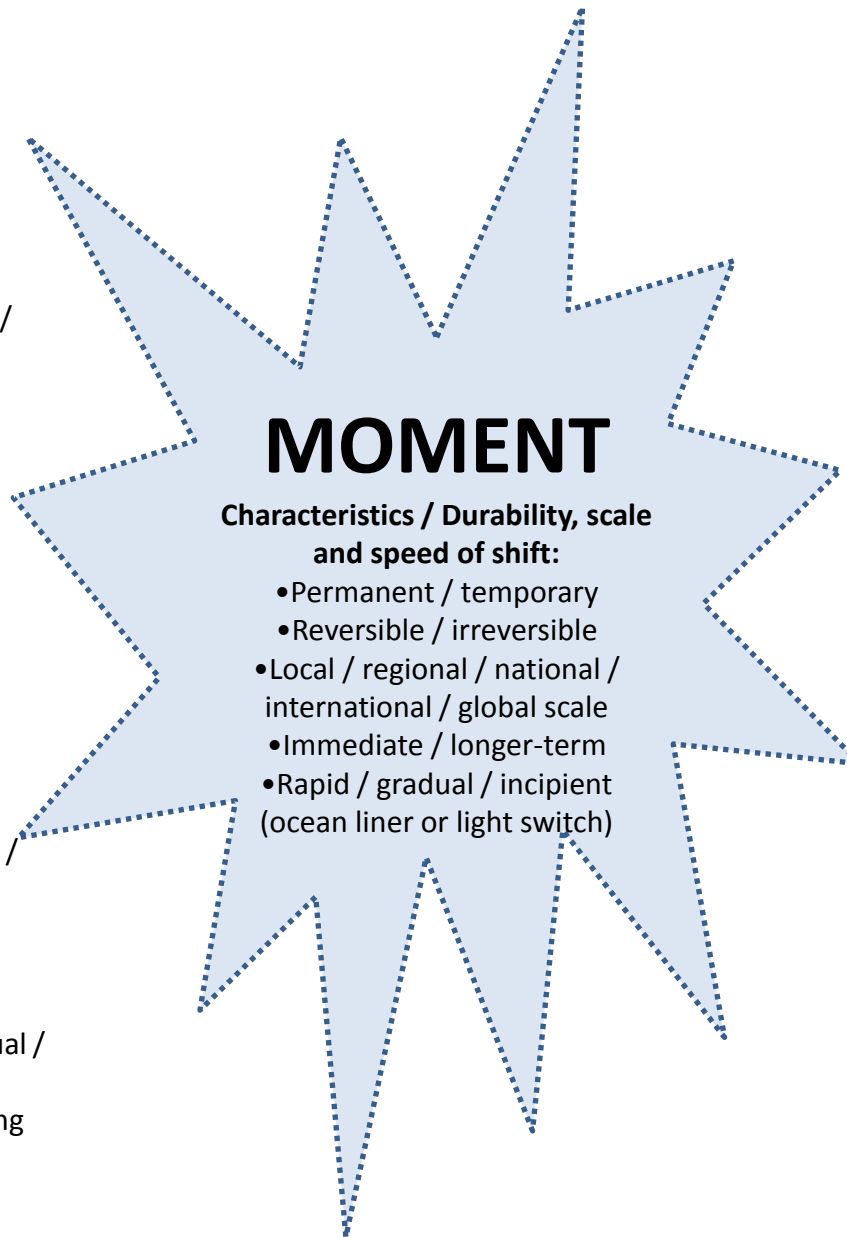
## TRIGGER DISCOURSES >

### Spontaneous:

- Critical shocks (Environmental, economic [fiscal], physical, regulatory)
- External, internal; endogenous / exogenous
- Local / regional / national / international / global scale
- Structural / anthropogenic
- Catalytic / incapacitating (debilitating)

### Selective:

- Structural / anthropogenic
- Interventionist, incidental / unintentional
- Discursive / non-discursive
- Regulatory / fiscal [investment] / resource-driven
- Ad-hoc / strategic
- External, internal
- Endogenous / exogenous
- Impetus: Institutional / individual / community-led
- Local context-bound / globalising
- Consensus-based / imposed



## > IMPACT DISCOURSES

Effects / Outcomes / Responses / Reactions

### Processes:

- Stabilising / destabilising post-moment effects
- Shaping of single path / multiple paths in parallel

### Upgrading / Up-scaling:

- Renewal
- Recuperation (selective) of pre-lock-in elements
- Reinforcement
- Extension
- Reversal
- Metamorphosis/transition

### Conversion:

- Redevelopment
- Metamorphosis
- Restructuring

### Downgrading / downscaling:

- Creative destruction (“slash and burn”, more radical)
- Dissolution (more incremental)
- Abandonment/collapse
- Suspension

# 5 Discourses of the 'moment': PortAventura

PortAventura as a key moment  
in the path shaping of the central Costa Daurada (Catalonia)

**Central Costa  
Daurada**

2.7 million  
visitors

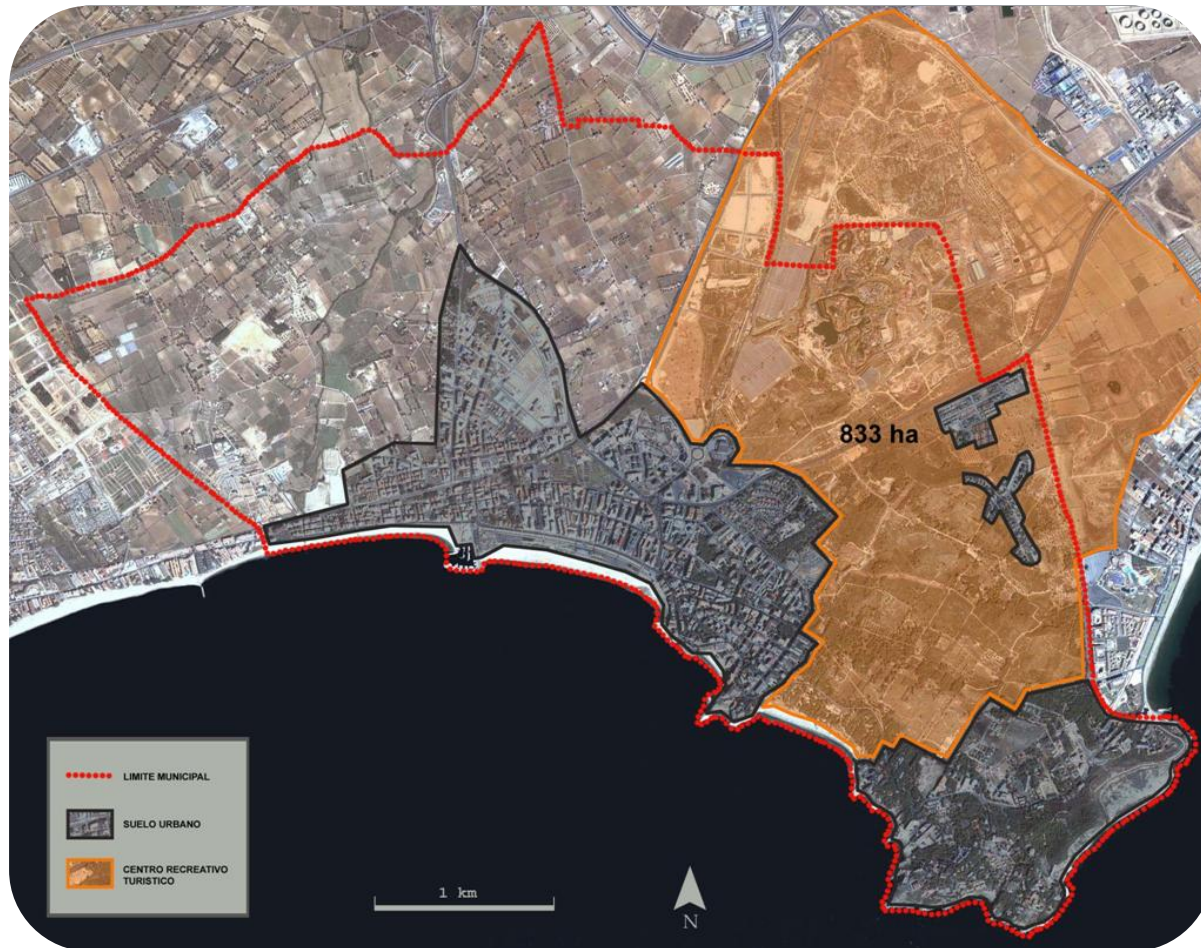
11.5 million  
overnights

50,500  
bed-places

**PortAventura**

3.5  
million visitors

6,600  
bed-places



*Source: Report of  
regulated accommodation  
occupancy 2013. Costa  
Daurada Tourism  
Observatory*

*Source: PortAventura  
and Costa Daurada  
Tourism Observatory*

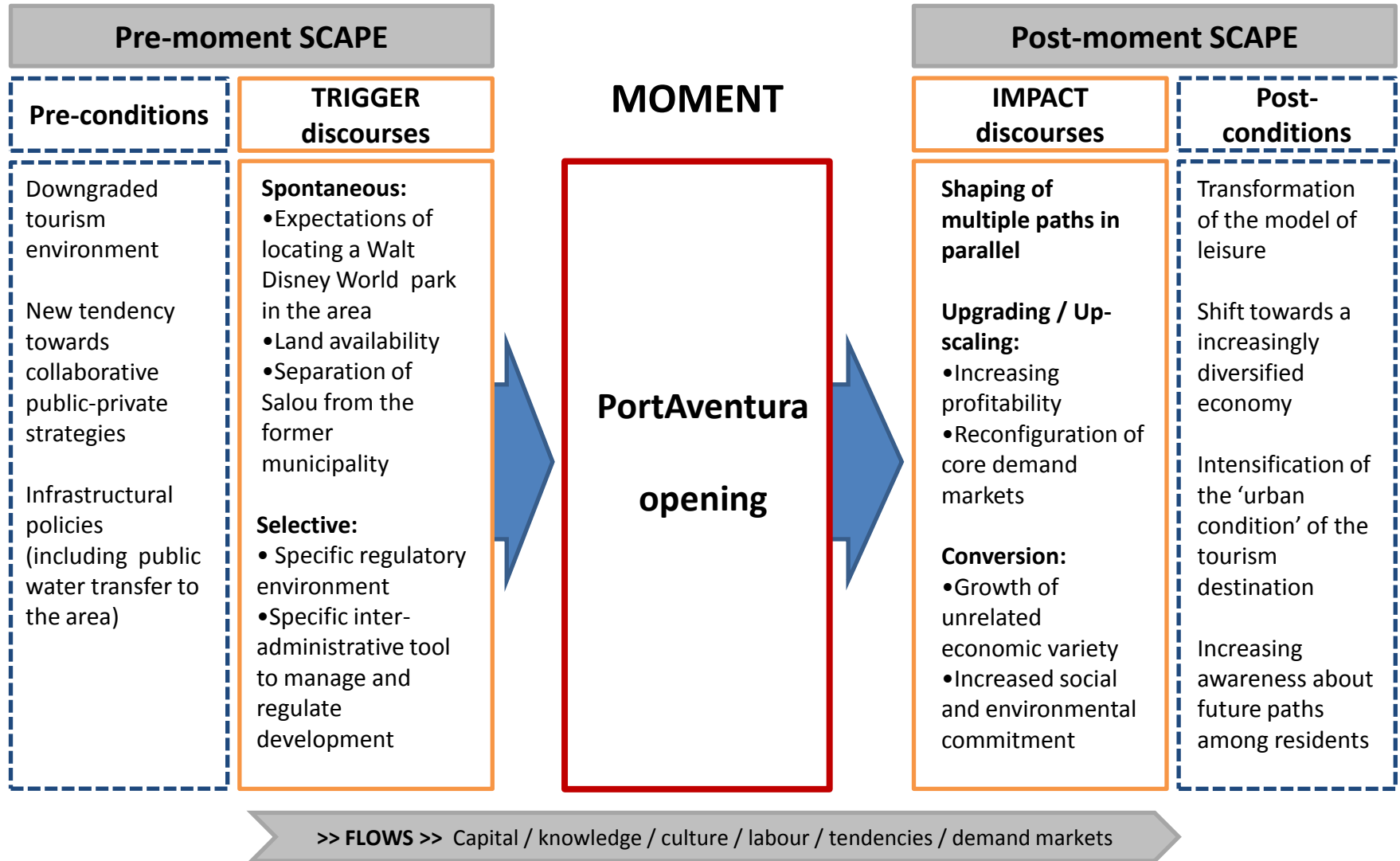


# 5 Discourses of the ‘moment’: PortAventura

Phases of the development of the PortAventura project

	Until 1997	1998 – 2001	2002 – 2007	2008 – 2014
Parks	<ul style="list-style-type: none"> <li>▪ 1 theme park</li> </ul>	<ul style="list-style-type: none"> <li>▪ 3 new major attractions</li> <li>▪ 1 major show</li> </ul>	<ul style="list-style-type: none"> <li>▪ 1 water park</li> <li>▪ 2 new major shows</li> <li>▪ 2 major attraction</li> </ul>	<ul style="list-style-type: none"> <li>▪ Water park phase II</li> <li>▪ 3 major attractions</li> <li>▪ Cirque du Soleil</li> </ul>
Hotels			<ul style="list-style-type: none"> <li>▪ 3 (1,500 rooms)</li> </ul>	<ul style="list-style-type: none"> <li>▪ 1 (1,500 rooms)</li> </ul>
Leisure/ Business			<ul style="list-style-type: none"> <li>▪ Beach Club</li> </ul>	<ul style="list-style-type: none"> <li>▪ 3 Golf courses (45 holes)</li> <li>▪ 1 Convention Centre</li> </ul>

# 5 Discourses of the 'moment'; PortAventura



# 6 Conclusions

Understanding **what** might trigger key moments in the evolutionary path shaping of places, as well as the associated **'how, why, when and where'** of change – upgrading, conversion, downgrading impacts...

A focus on **positive moments as well as on negative**, critical shocks

Necessarily grounded in **contextual environments**; affected by the local historical and geographical context (scapes and flows)

An heuristic device that focuses attention on 'moments' as complex, context-bound processes that include **several marked elements therein: pre- and post-scapes, triggers and impacts.**

Fits well with recent developments in urban social geography – **cultural political economy** – CPE (Sum & Jessop, 2013) – and **evolutionary economic geography** – EEG (Boschma & Martin, 2010)

Acknowledges the general **'urbanising' nature of tourism development**

**Transferability** - could be applied to any type of place and any industrial sector – flexible, adaptable and with potential as a strategic planning tool

## 7 More on moments...

Sanz-Ibañez, C., Wilson, J., & Anton Clavé, S. (2015). 'Moments' as catalysts for change in tourism evolutionary paths. In P. Brouder, S. Anton Clavé, A. Gill, and D. Ioannides (eds) *Dynamic Destinations. Tourism and Evolutionary Economic Geography*. Farnham: Ashgate (forthcoming)

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# Thanks for your attention!

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