

Tourism, Services and Knowledge Dynamics

European trends and policy implications

1. **Introduction: Manufacturing, services and economic development policy**
2. **Methods: Studying new knowledge dynamics**
3. **Results: Policies that matter**
4. **Policy implications: Look out, look up**

Policy concerns

- EU Lisbon strategy in practice: high-tech, big science, manufacturing clusters ?
- Services, including tourism, sidelined?

EURODITE contributions 2005-2010

- network researching regional knowledge dynamics
- focus on seven selected sectors, including tourism
- sectoral / territorial knowledge dynamics
- firm-level case studies



EURODITE tourism case studies

		Attraction	
		<i>Cultural</i>	<i>Natural</i>
Organi- sation	<i>Individual</i>	Ruhr heritage Skaane film Antalya branding North DK museums	Achterhoek rural North DK coastal
	<i>Collective</i>	Antalya football	Antalya coastal

Strategy:
average (cool KIBS?)

Relative importance of development strategies

	<i>Expansion</i>	<i>Duplication</i>	<i>Modernisation</i>	<i>Creativity</i>
Auto	••	••	••	••
Food	•		•••	•••
ICT	•••	••	••	•
KIBS	•••	•	•••	•
New media	•	•	•••	•••
Tourism	•	•	•••	••
All cases	•	•	•••	••

Strategy:
average (cool KIBS?)

Targets:
average (brainy KIBS)

Relative importance of policy targets

	<i>Hardware</i>	<i>Software</i>	<i>Orgware</i>
Auto	•	•••	••
Bio	••	•	•••
Food	••	•••	••
ICT	•••	•	••
KIBS	•	•••	••
New media	•••	••	••
Tourism	••	••	••
All cases	••	••	••

Strategy:
average (cool KIBS?)

Targets:
average (brainy KIBS)

Instruments:
Information > finance
(culture funding?)

Relative importance of policy instruments

	<i>Autho- rity</i>	<i>Infor- mation</i>	<i>Finance</i>	<i>Organi- sation</i>
Auto	●●●	●	●●	●●●
Food	●	●●	●●	●●
ICT	●●●	●●●	●	●●
KIBS	●	●●●	●	●●●
New media		●●	●●●	●●●
Tourism	●	●●●	●	●●●
All cases	●	●●	●●	●●●

Strategy:
average (cool KIBS?)

Targets:
average (brainy KIBS)

Instruments:
Information > finance
(culture funding?)

Governance:
average (multi-level
media)

Relative importance of policy governance

	EU	Nat	Regional/ local
Auto	●	●●	●●●
Bio	●●	●●	●●
Food	●	●	●●●
ICT	●●	●●●	
KIBS	●	●●	●●●
New media	●●	●●	●●
Tourism	●	●●	●●●
All cases	●	●●	●●●

Strategy:
average (cool KIBS?)

Targets:
average (brainy KIBS)

Instruments:
Information > finance
(culture funding?)

Governance:
average (multi-level
media)

Knowledge types:
symbolic (media science)

Relative importance of knowledge types

	Analytical	Synthetic	Symbolic
Auto	●	●●●	●
Bio	●●●	●●	●
Food	●●	●●●	●
ICT	●●●	●	●●
KIBS		●●	●●●
New media	●●	●●	●●
Tourism		●●●	●●●
All cases	●	●●●	●●

Existing policies key features: Across case-studies

- focus on development of new services
 - often cross-sectoral links (football, planning, food, ...)
- instruments/networks knowledge intensive
 - growing importance of knowledge input/competences

Room for knowledge-oriented policy improvement

- creative generation of market/trend intelligence
 - private partners and public knowledge institutions
- networked destination management organisations
 - with local SMEs and extra-regional/international links



*For link to report,
please e-mail
Henrik Halkier:*

halkier@ihis.aau.dk



halkier@ihis.aau.dk

Knowledge Dynamics, Regional Development and Public Policy

Edited by Henrik Halkier, Margareta Dahström, Laura James,
Jesper Manniche & Lise Smed Olsen

The EURODITE logo, oriented vertically. It features the word "EURODITE" in a blue, sans-serif font, with a green, wavy line underlining the "O" and extending to the left and right.

SIXTH FRAMEWORK PROGRAMME

