

The experience turn in local development and planning

Workshop title:
The experience turn in local development and planning

Date: 16.-17- September 2010

Abstract submission Deadline: June 15 2010

Paper submission Deadline: July 31 2010

Venue: Aalborg University, Dept. of Development and Planning, Aalborg, Denmark

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Aim of the research network

The experience economy represents a turn, not only in business strategies but also in local development strategies. Local politicians and planners increasingly focus on quality of place and quality of life as an aim in itself and as a tool for attracting citizens, tourists and businesses. Businesses, on the other hand, focus increasingly on non-material features of their products such as narratives and images which relate to



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the customers perception. It seems that no city or region can afford to stay unnoticed, and place branding is part of the play of the global competition between places.

The focus of the network is the role of place, spatial narratives and identity in the leisure, culture and experience economy and planning, and the spatial development potentials of these economies in rural as well as urban contexts. The reseach network intends to coordinate, produce and disseminate front line research on the spatial dimensions of the emerging leisure, culture and experience economy.

The network intends to research into the following issues:

- Regions and cities in the experience economy
- Trends in experience demand and consumption: Leisure, culture, places and events
- Event making as a strategic tool in local development
- The construction of experience regions, networks and narratives
- Knowledge and innovation in the experience economy
- Stakeholders of the experience economy and public private partnerships
- Globalisation, mobility and the experience economy
- Social and geographic layers of the experience economy
- Place branding and authenticity
- Typology of experience based urban strategies
- Impact of the financial crisis on the experience economy
- The experience economy in the industrial sector
- The commodification of culture, leisure, experience and its impacts on the cultural and social dynamism of local communities

Workshop focus

The experience turn has found its way to local development and planning strategies at different levels and scales of governance. These strategies reflect and interpret the challenges arising from globalisation and the emerging new economy and develop different kinds of responses to these challenges. As part of this turn places are increasingly seen as loci of consumption of among other things experiences, in stead of as earlier to be regarded mainly as loci of production. The consumer has in a way become 'king' also in local development. The attraction of consumers in terms of new citizens as well as of tourists is thus a key point in most strategies of local

development. The quality of place in terms of amenities has in this context become a major concern, and many actors are mobilised to contribute with innovative ideas as well as financial and other resources to enhance the quality of place, in order to enhance its competitive advantage. This entails strategic planning foci on visibility as well as accessibility, and this focus requires resources on top of what is needed to develop the actual experience quality of place.

Both small and big cities, rural and urban communities have been influenced by this turn, and the resulting strategies are to some extent comparable. Is the experience economy strategy a new version of ‘one size fits all’, and does it work in different kinds of contexts?

The workshop in particular invites studies dealing with the following questions:

- The notion of experience economy in spatial analysis and planning
- In what way an experience turn? Indicators and comparable approaches (culture economy, leisure economy, residential economy).
- How are experience economy strategies constructed in different contexts and places?
- How are experience based strategies argued and motivated? What roles are experience, leisure and culture aspects conceived to play in local development?
- Who are the main stakeholders and actors, and how do they change during the process of strategy building?
- Do experience based strategies provoke new types and scales of spatial governance and planning and vice versa?
- What resources are mobilised in the development of localised experience offerings, and how are they mobilised?
- How can the inherent conflicts related to experience based local development strategies be characterised, how do they evolve, and how are they (potentially) managed?

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- What does the experience turn in planning and development imply to local identities and competences? How are they interlinked?
- Are all sorts of places able to develop successful experience based strategies?
- What kind of networks and partnerships emerge in relation to experience projects and programmes?
- What is the role of the public versus the private sector in building new experience oriented spatial development strategies?
- What is the relationship between the local labour market and the experience based local development strategies in terms of job creation and qualifications?
- What is the relationship between the local industrial development and the experience based local development strategies? Do experience based local development strategies lead to industrial diversification?
- What is the relationship between the local socio-cultural background and the experience based local development strategies?
- Are some types of experience strategies more successful than others, and what are the relevant parameters of success?

Please note that these questions are indicative. However, they may serve as point of departure for organising joint publications.

Workshop purpose

The aim of the workshop is to exchange and develop research within the topics of the workshop. This also entails the sharing of insights from practitioners working in innovation, planning and development.

We aim to communicate the results of the workshop in a journal special issue or edited volume of an international publisher.

In a broader perspective the workshop might be a starting point to the setting up of a wider research programme at the European level.

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Public Targeted

The workshop is open to all researchers, young and experienced, PhD students, practitioners and policy makers with an interest in the Experience Economy and more specifically in the above mentioned topics.

Submission of abstract

We invite all participants to submit a paper proposal in English of up to 2500 characters no later than June 15 2010. The abstracts will be needed for the preparation of the workshop programme. The abstract should be uploaded [here](#).

Submission of full papers

We invite all participants to submit full papers based on their abstracts no later than July 31. The full papers will be needed for the consideration of possible publications. Full papers should be uploaded [here](#).

Registration

Registration form [here](#)

Registration Fee: DKR 1000 (approx EURO 135) (Includes proceedings etc, lunches, morning & afternoon teas, welcome dinner and conference dinner).

The payment and registration has to be made before June 15 2010

PhD students with full paper participate free of charge.

Please pay to the following account:

Bank: Danske Bank

Algade 53, 9000 Aalborg

Account Number: 3201- 9189629

IBAN nr: DK673000009189629

SWIFT CODE: DABADKKK

Payment to: Aalborg University, Fibigerstraede 13, DK-9220 Aalborg

Reference: Name/10-64348-76024

Travel grants

Thanks to RSA support, a limited number of bursaries of up to 250 EUR will be made available to graduate, postgraduate students, young researchers and other participants with financial difficulties, with full papers.

If you are interested in receiving a bursary, please send a short justification to helene@plan.aau.dk at the same time as you submit your abstract explaining how this workshop is relevant for your work and what possible co-financing from your own university you can get. Bursaries will be awarded on the basis of justification of each demand. Furthermore, bursaries will be awarded on a first come, first serve basis. Priority will be given to RSA members.

Location and accommodation

Aalborg has its own airport with frequent flight connections to Copenhagen. The transfer from Copenhagen takes about 45 minutes. The train from Copenhagen airport to Aalborg takes 5 hours. The university is easily accessible by bus from the railway station. In 10-15 minutes bus no 2 will take you to Fibigerstraede. Map of area [here](#). More information on busses [here](#).

We have reserved rooms in the following hotels for you. The city is busy and most hotels are already booked. To obtain the special rate in Scandic remember to tell that you participate at a conference at Aalborg University. Do book before July 1st (Aalborg Søndshjem) or more than two weeks in advance (Cabinn & Scandic) to be sure to obtain a room.

Scandic Aalborg

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