

From distant criticism to constructive engagement

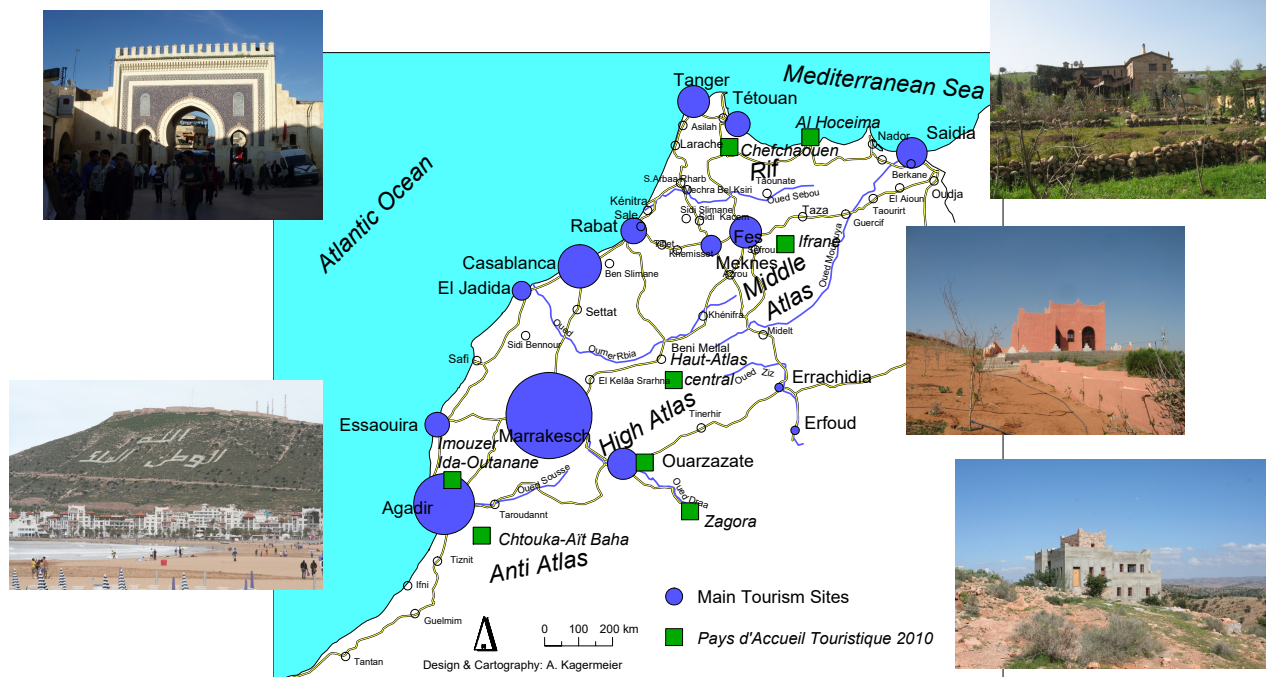
Andreas Kagermeier
Trier University, Germany

Panel : Towards a Research Agenda for Tourism Geography
at the AAG Annual Meeting,
March 29 - April 2, 2016, San Francisco

Fundamental changes in the tourism market

- **Demand side:**
substantial changes and differentiation of lifestyles, values and consumption orientations
=> diversified customer preferences (“hybrid tourist”).
experiences “off the beaten track,” leaving the “tourism bubble” seeking “authentic” settings,.
- **Supply side:**
Former Fordist production scheme, is increasingly complemented by small service providers addressing the niche markets (Long Tail)
- **Information and communication technology:**
Social Web / Long Tail / C2C “word-of-mouth”
Sharing economy facilitated by internet platforms (Airbnb)

New postfordist products ...



Source: authors own photos

... need new governance approaches

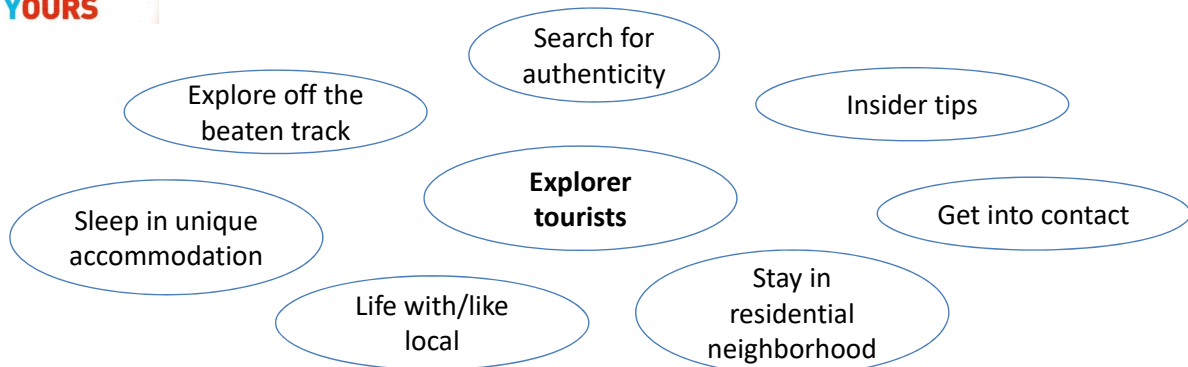
- 1) Traditional hierarchic understanding of an authoritarian state
- 2) Orientation towards central investors from outside the region
- 3) Missing conscience on needs for Governance-Structures amongst the public stakeholders
- 4) Missing competences at the local stakeholders
- 5) No compensation by NGOs / state cooperation
- 6) No established cooperation structures (leadership)



Source: authors own photos



Interests of the Explorer tourists



10 Unusual Things To Do in Berlin: Off The Beaten Track



Theculturetrip.com 2015



VisitBerlin.de 2015

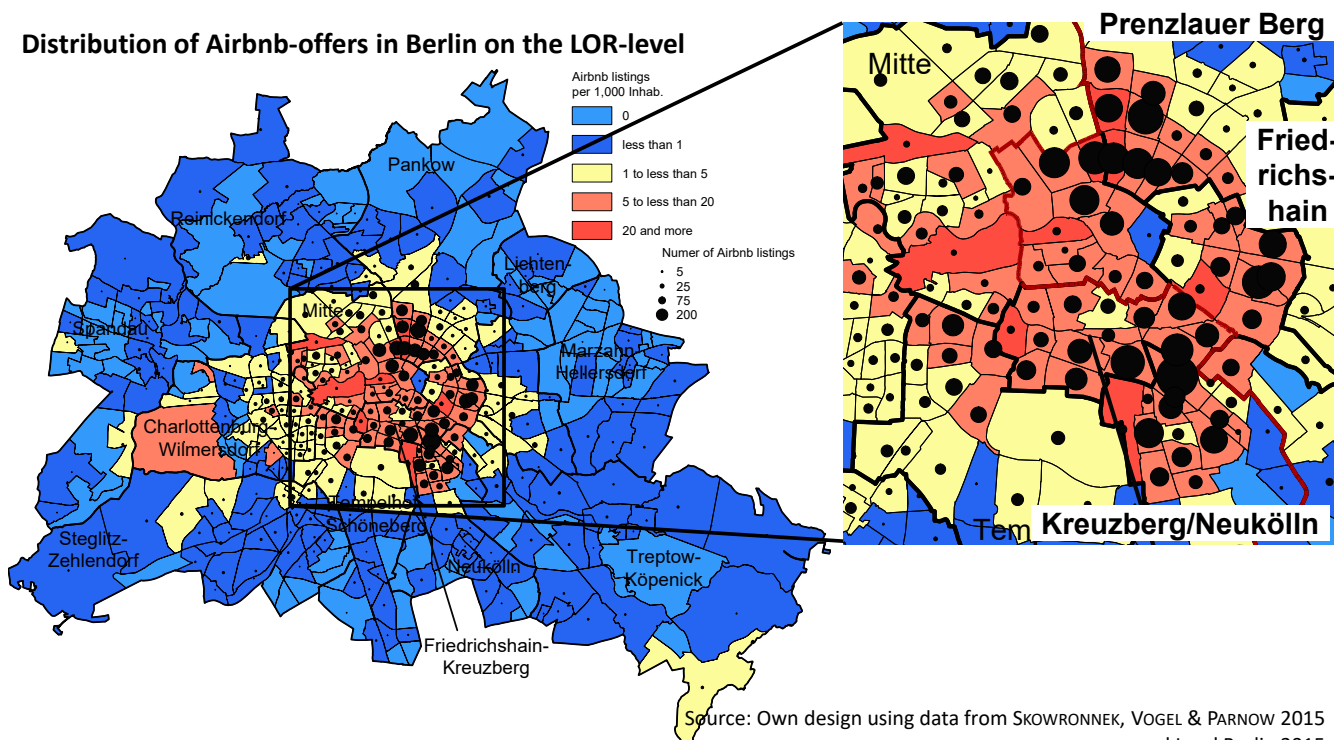
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29 March – 2 April 2016, Slide 5

Airbnb in Berlin

Distribution of Airbnb-offers in Berlin on the LOR-level



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Shifting attitude towards tourists



Invitation for round table discussion:
"Help, the tourists are coming";

Green Party, 2011

ueddeutsche Zeitung.de, 2011)



"No more trolley suitcases anymore" graffiti

(Die Zeit, 2012)



"Berlin doesn't love you"
campaign sticker

(Stors, 2012)

"I hope that settles all" says head of
visitBerlin Burkhard Kieker 2011

*On the interdiction of renting out
apartments by Airbnb*

(Spiegel.de, 2011)

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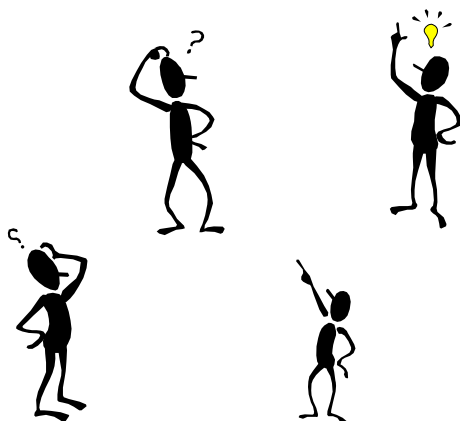
Implications for research in Tourism Geography

- Transformation with consequences on destinations
= one of the core aspects of Tourism Geography
- New management and governance models must be developed
- Social science foundation of TG allows it to take into account developments and conditions on the demand side as well as the more economic aspects of the supply side
- With its broad multifocal perspective, including economic, societal and political factors such as globalisation, sustainability or CSR discourse, Tourism Geography should be capable of engaging itself in the actual development of tourism.

Implications for research in Tourism Geography

- Actual practice of academic Tourism Geography
= view from the ivory tower
- Criticising the actual practice of tourists, tourism professionals or political stakeholders, paying homage to the pure ideal of values and political correctness
- Often insisting on a pure ideal of development first (or sustainability/participation/protection first)
- But: prioritising the interests of tourists and the tourism industry has led to negative impacts in many cases
- Balancing and reconciling divergent interests might be one of the top priorities for Tourism Geography

Thank you for your attention ...



... and I look forward to
a lively discussion!