

# TRC SEMINAR

## From Destination Governance to Destination Design: Old wine in new bottles?

Prof Dr Harald Pechlaner



Fri, 28 July 2017 // 10.30 – 11.30 am

School of Marketing Boardroom, Room 2024, Level 2, Building 408

In the context of the development, governance and management of tourism destinations, aesthetics and/or design elements are barely considered. A first transdisciplinary approach that could enrich the perspective of a destination is the combination of design theory with destination characteristics. Design theory is a suitable approach because it involves a wide range of different disciplines and allows for new perspectives on destinations.

Prof Dr Harald Pechlaner is Professor of Tourism and Head of the Center for Entrepreneurship at the Catholic University of Eichstätt-Ingolstadt, Germany, and Director of the Institute for Regional Development at the European Academy of Bozen/Bolzano, Italy. Since 2014 he is Adjunct Research Professor at the School of Marketing/Curtin Business School in Perth/WA. Furthermore, he is President of the AIEST (Association Internationale d'Experts Scientifiques du Tourisme). Since 2016 Harald Pechlaner is a full member of the European Academy of Sciences and Arts.

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