

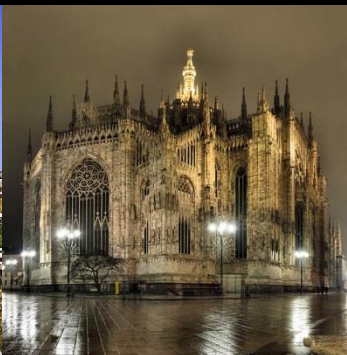


The Experience Economy  
Work Is Theatre & Every Business a Stage  
B. JOSEPH PINE II  
JAMES H. GILMORE



# New Horizons for Cultural Tourism in the Experience Economy

Remarkable Identity  
Gerard van Keken ph.D



# Content

Who is Gerard van Keken?

1. The world is a stage
2. Who wants to be a cultural tourist?
3. What's happening in cultural tourism?
4. Globalization and its consequences
5. Challenges & possibilities for the cultural tourism sector

# ReMarkable Identity/Gerard van Keken

- Project-/eventmanager/researcher  
place branding expert  
Place branding, tourism (rural,  
culinary), history
- Lecturer Netherlands/China
- Ph.d Erasmus University Rotterdam on  
identity, placebranding/placemaking



# 1. The world is a stage

## *The Experience Economy*



*Work is Theatre &  
Every Business a Stage*

B. JOSEPH PINE II  
JAMES H. GILMORE



**‘All the world’s a stage and all the men and women merely players’ (1600, Shakespeare)**

# 1. The world is a stage



**1962, Marshall McLuhan: the Gutenberg Galaxy  
term 'Global village' → 'Global theatre'  
'a theatre, with every human being more or  
less aware of being on-stage and in role'**

- From consumer to producer
- From acquisition to involvement
- From job holding to role playing

# 1. The world is a stage

## *The Experience Economy*



*Work is Theatre &  
Every Business a Stage*

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**Consumption turns into an experience,  
every business is a stage, and work  
becomes theatre**



- Experiences should connect emotionally and should be memorable





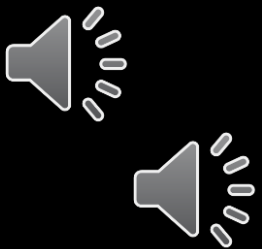
**Cultural tourist ?**

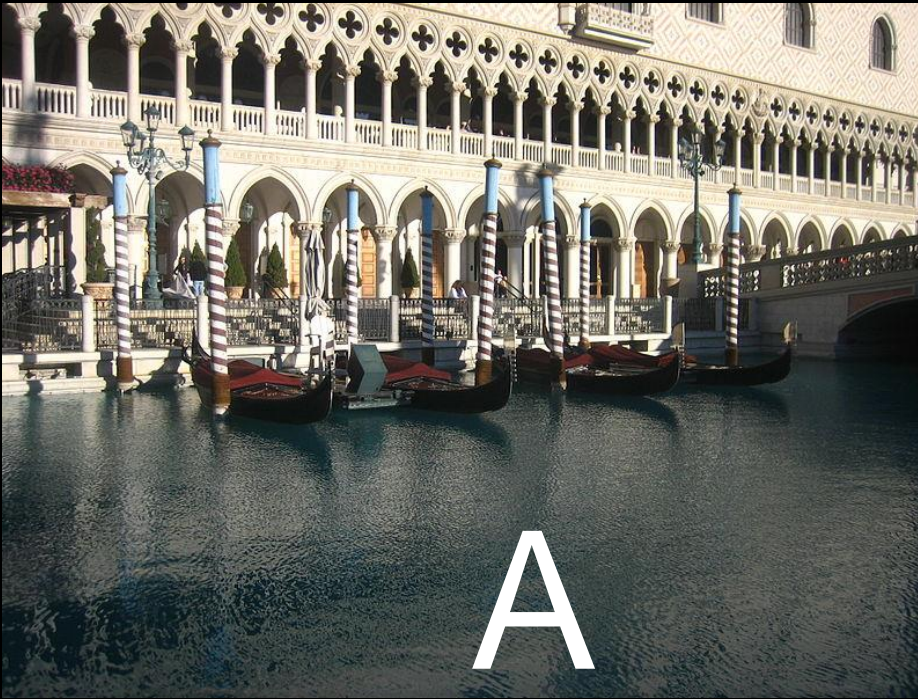


## 2. Who wants to be a cultural tourist?

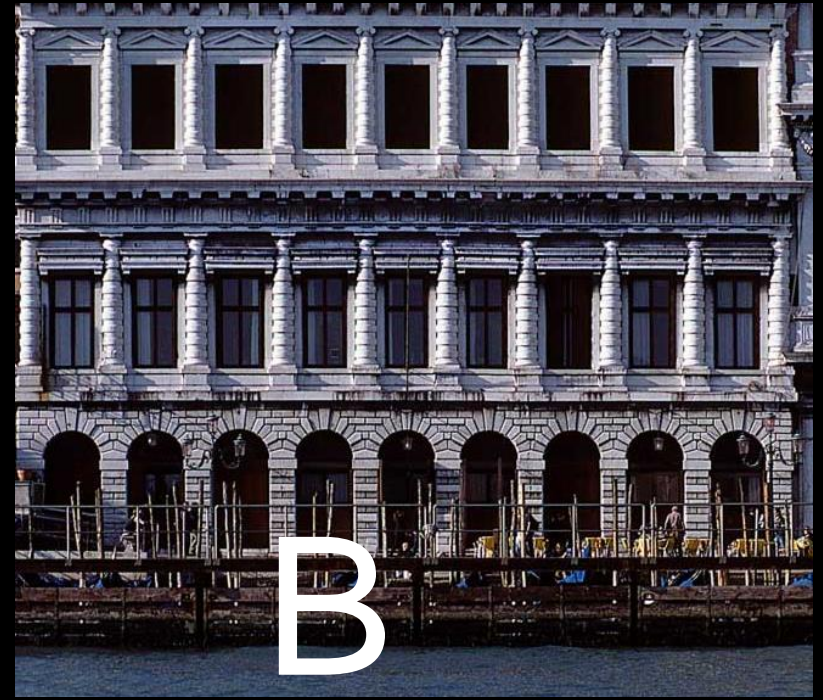
### The rules

- Take a pen and the paper with 10 questions
- 15 seconds to think on every question
- Simple: Choose A, B or C ?
- After 10 questions, we will look at the correct answers





A

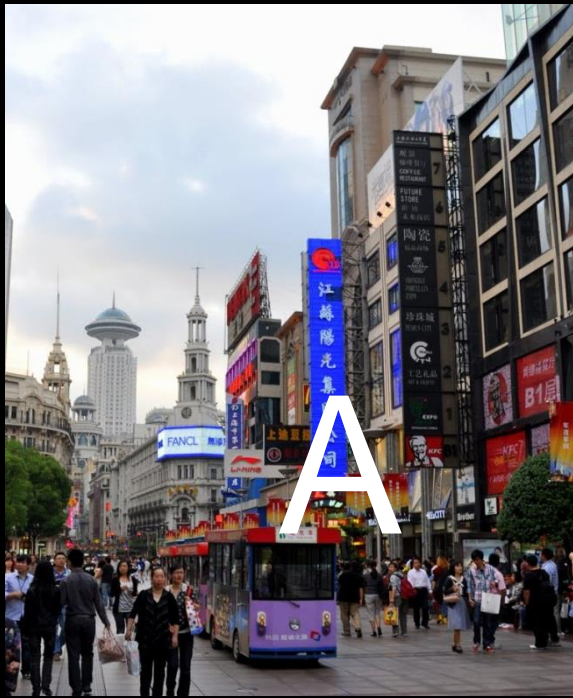


B

C: both



Question 1: Venice is one of the super destinations in Cultural Tourism with enormous drawing power. Which image is the real Venice?



C : both



Question 2: China is becoming more and more a superpower which is also visible in other countries with 'Chinatowns'  
What image is the real China?



Question 3. McDonalds is one of the biggest fastfoodchains In the world? How many restaurants are there worldwide?

The background of the slide is the European Union flag, featuring a blue field with twelve five-pointed gold stars arranged in a circle. The flag is shown with a slight wavy texture, suggesting it is a piece of fabric.

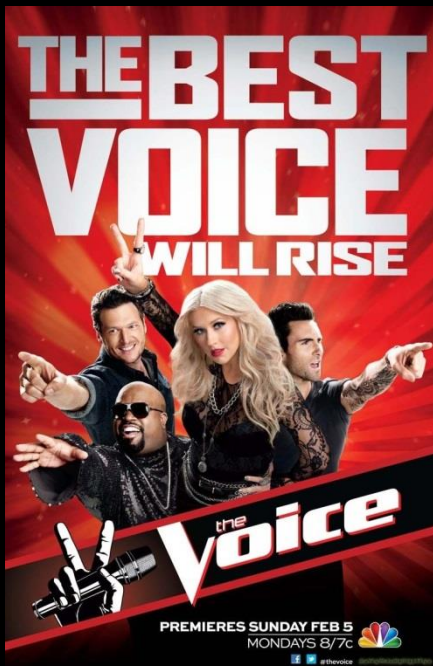
A: 250 Million

B: 500 Million

C: 750 Million

A small grey speaker icon with sound waves, indicating that there is audio content associated with this slide.

**Question 4: How many inhabitants has the EU?**



A: The U.S.



B: The U.K.



C: Holland



Question 5: The voice has become in no time a global TV-format/program. Originally it came from...?

- 
- A. From 10.000 to 700  
B. From 15.000 to 7000  
C. From 3.500 to 700



**Question 6: Languages are dying at a dramatic rate, from an estimated ...? a few hundred years ago to some ... ? today ! How dramatic?**





Question 7. Pizza has become a globalized product what you can eat anywhere. The product isn't any longer connected with a particular place. Which pizza is italian?



A



B



C

Question 8: Fashion is also culture. Or not?

One of the consequences of globalization is that shopping malls, (brand)stores make a lot of cities looking like each other. Paris used to be the city of fashion. Which photo are people in Paris?

B: Stuttgart



A: Lille



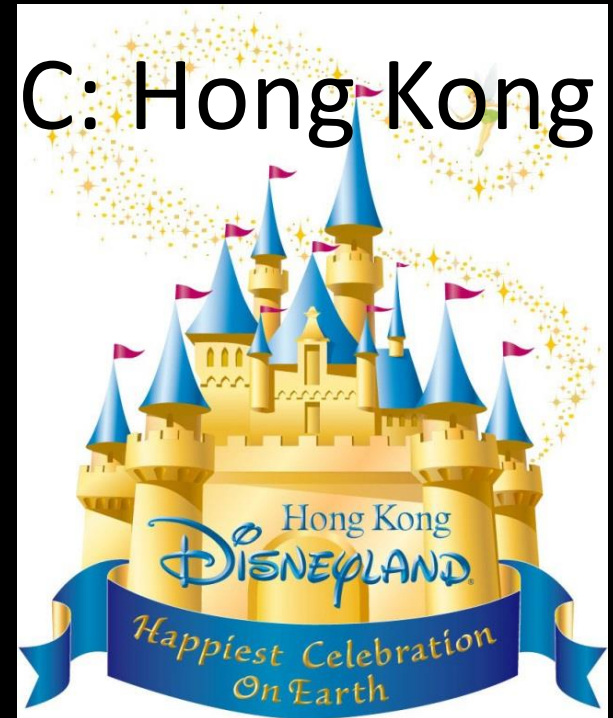
C: Birmingham



Question 9. A lot of cities, regions and countries have the 'me too' disease. Museums with outstanding architecture are a must. Which one is NOT a museum?



C: Hong Kong



Question 10: Disneyland is the often used example of being a unique tourist experience, to be enjoyed worldwide. Which Disneyland will open in a few years?

## 2. Who wants to be a cultural tourist?



The correct answers are....

p.s. if you trust yourself

correct them yourself

If not...ask your neighbour !

## 2. Who wants to be a cultural tourist?

Main conclusions:

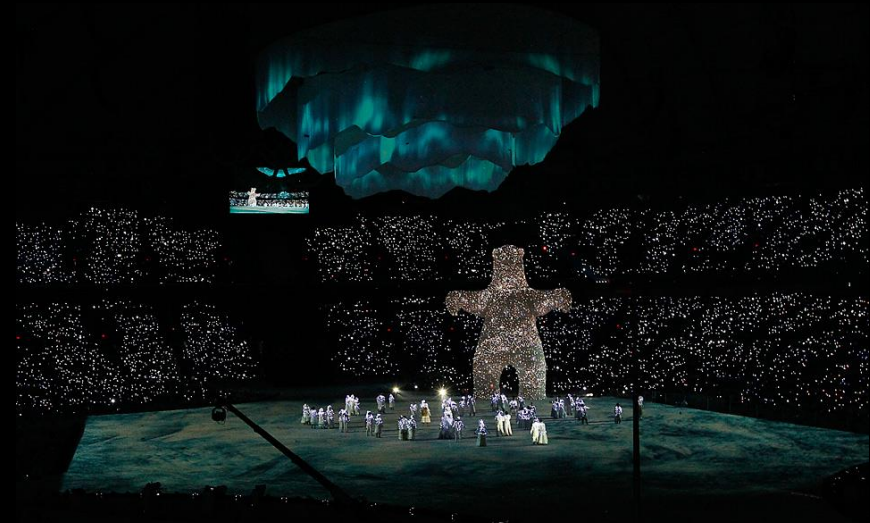
- \* Real or fake, authenticity matters
- \* Also in experiences
- \* The relation between product and place is under pressure
- \* Globalization leads to homogenization





3. What is happening in cultural tourism?

# 3. What's happening in cultural tourism?

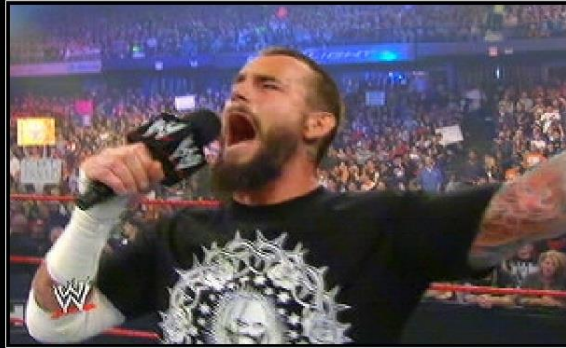


passive

active involvement



# 3. What's happening in cultural tourism?



**SINGING OPERA**  
CM PUNK CAN DO IT BETTER THAN YOU



high culture & mass/popular culture

3. What's happening in cultural tourism?

# ICONOGRAPHY



Guggenheim effect  
Design of museums

# 3. What's happening in cultural tourism?



**Vitra Museum Well am Rhein**



**Museum of Liverpool**



**Salvador dali Museum Figueres**



**Stedelijk Museum Amsterdam**

# FESTIVALIZATION



3. What's happening in cultural tourism?

# SOCIETY of the SPECTACLE

## Lightfestival 'Glow' Eindhoven



3. What's happening in cultural tourism?

ART  
FILM  
FOOD  
MUSIC

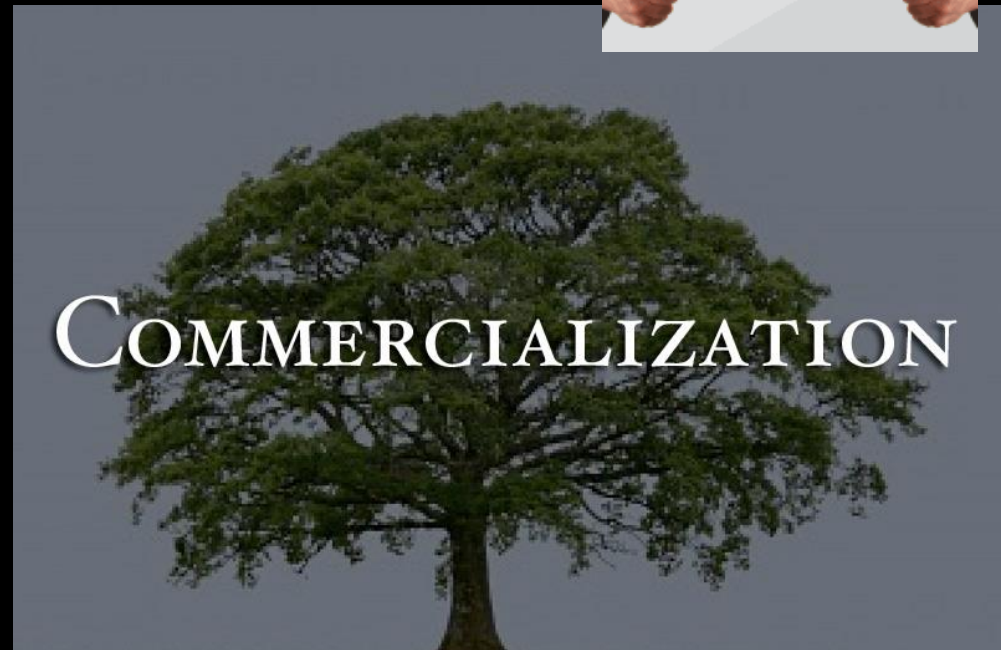


DUTCH  
DESIGN  
WEEK

CREATIVE TOURISM

3. What's happening in cultural tourism?

# 3. What's happening in cultural tourism?



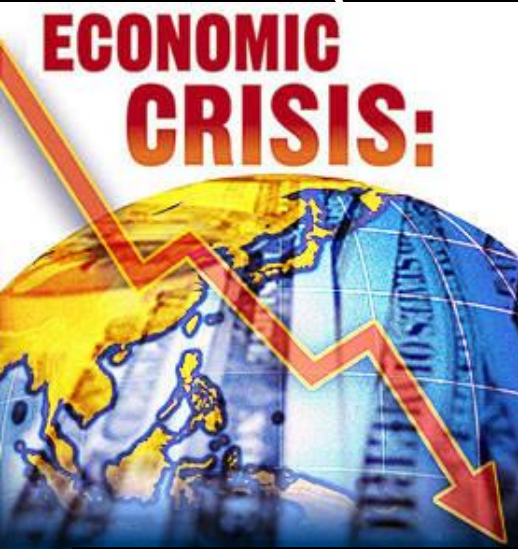
every business a stage → more commercialization and privatisation

Uttermost important  
development



# 3. What's happening in cultural tourism?

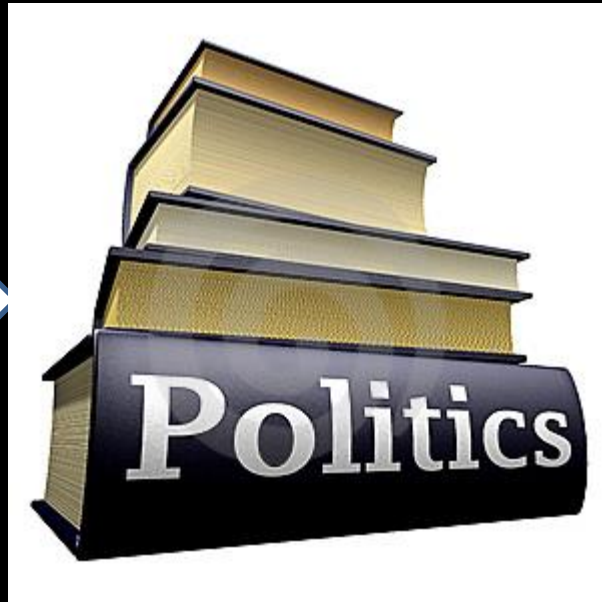
## The (financial) crisis



IDENTITY CRISIS



# 3. What's happening in cultural tourism?



1. Financial system
2. Economy
3. Jobs
4. Banks
5. ...
6. ...
7. ...
8. ...
9. Culture
10. Cultural heritage

# 3. What's happening in cultural tourism?



- Culture/cultural heritage: degraded, decentralized → cultural policies???

# 4. Globalization and its consequences



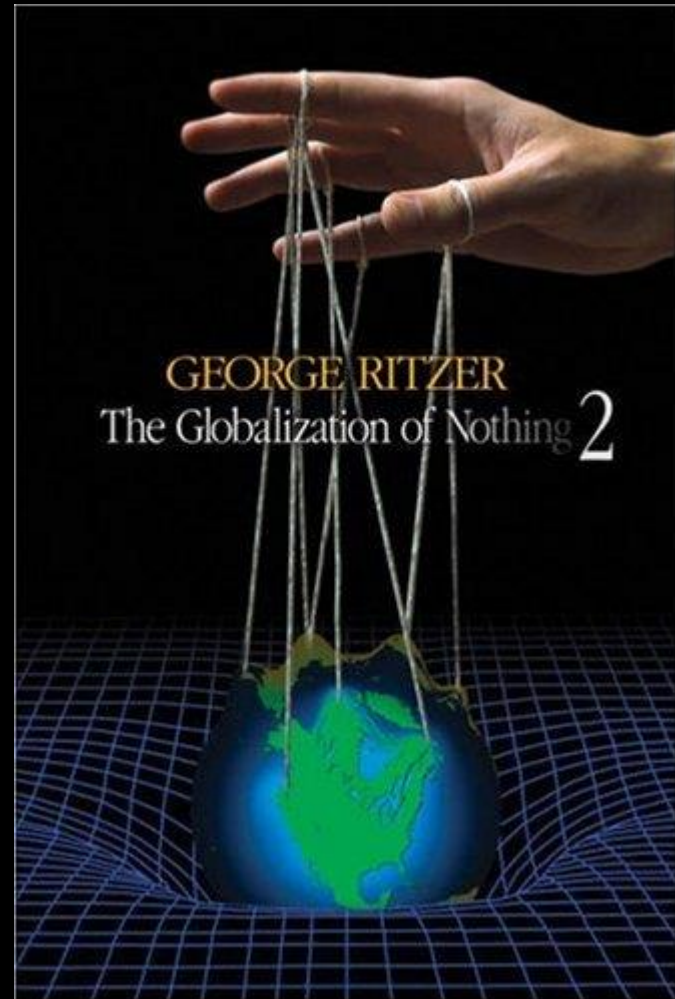
Globalization = interconnectedness)

# 4. Globalization and its consequences



# 4. Globalization and its consequences

- Globalization of nothing
- non-places
- non-persons
- non-things
- non-services
- (and non-events)



# 4. Globalization and its consequences



- ‘Non-places’:  
places without  
identity, history



# 4. Globalization and its consequences

- ‘Non-things’:  
things that lack  
distinctiveness,  
identity;  
interchangeable  
stuff





# 4. Globalization and its consequences



- ‘Non persons’:
  - don’t interact
  - act unlike persons



# 4. Globalization and its consequences

- Non-services:
  - offered by 'non-persons'
  - often about 'non-things'
  - in 'non-places'



# 4. Globalization and its consequences

- From the 'non-world'/ non-places versus



# 4. Globalization and its consequences



a world with care, affection & relations  
= social capital

# 5. Challenges & possibilities for the cultural tourism sector

A paradigm shift: from CULTURE for TOURIST CONSUMPTION towards a paradigm of

- ENGAGING visitors & residents
- in the PRODUCTION of culture as CO-EXPERIENCE
- To bring about TRUSTWORTHY RELATIONS and build SOCIAL CAPITAL



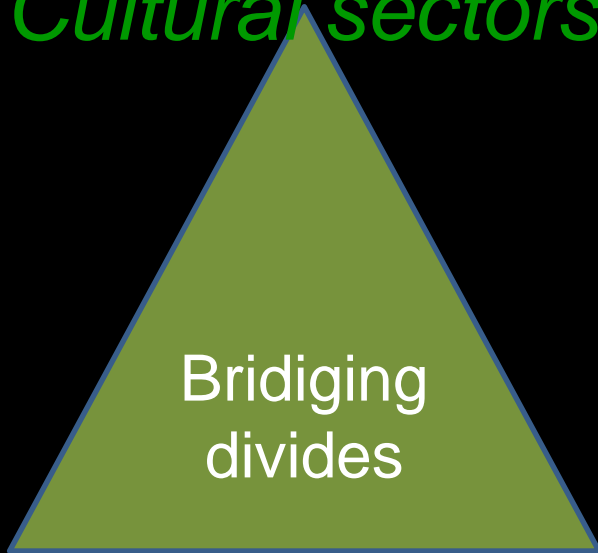


# HOW?

# Challenges & possibilities

## FIRST

*Cultural sectors*



*Enterprises*

*Educational  
institutes*

- in order to:
- converge their resources
  - creativity and innovation

# Challenges & possibilities

## SECOND

- Develop a community of practice with free agents to dream, see, think, plan and act within group decision making







# Challenges & possibilities

## THIRD

- Consider the cultural experience as the cultural umbrella brand where residents and visitors manage the experience environment and interact

because people (hosts & guests) need authentic experiences and spontaneous social interaction

Thank you for inviting me, your attention  
Any questions, suggestions, remarks, complaints  
(except about the quiz)?

