

# **The Experience Economy as a Rural Development Concept – Reflections on the basis of a Masters Degree Programme on Experience Management**

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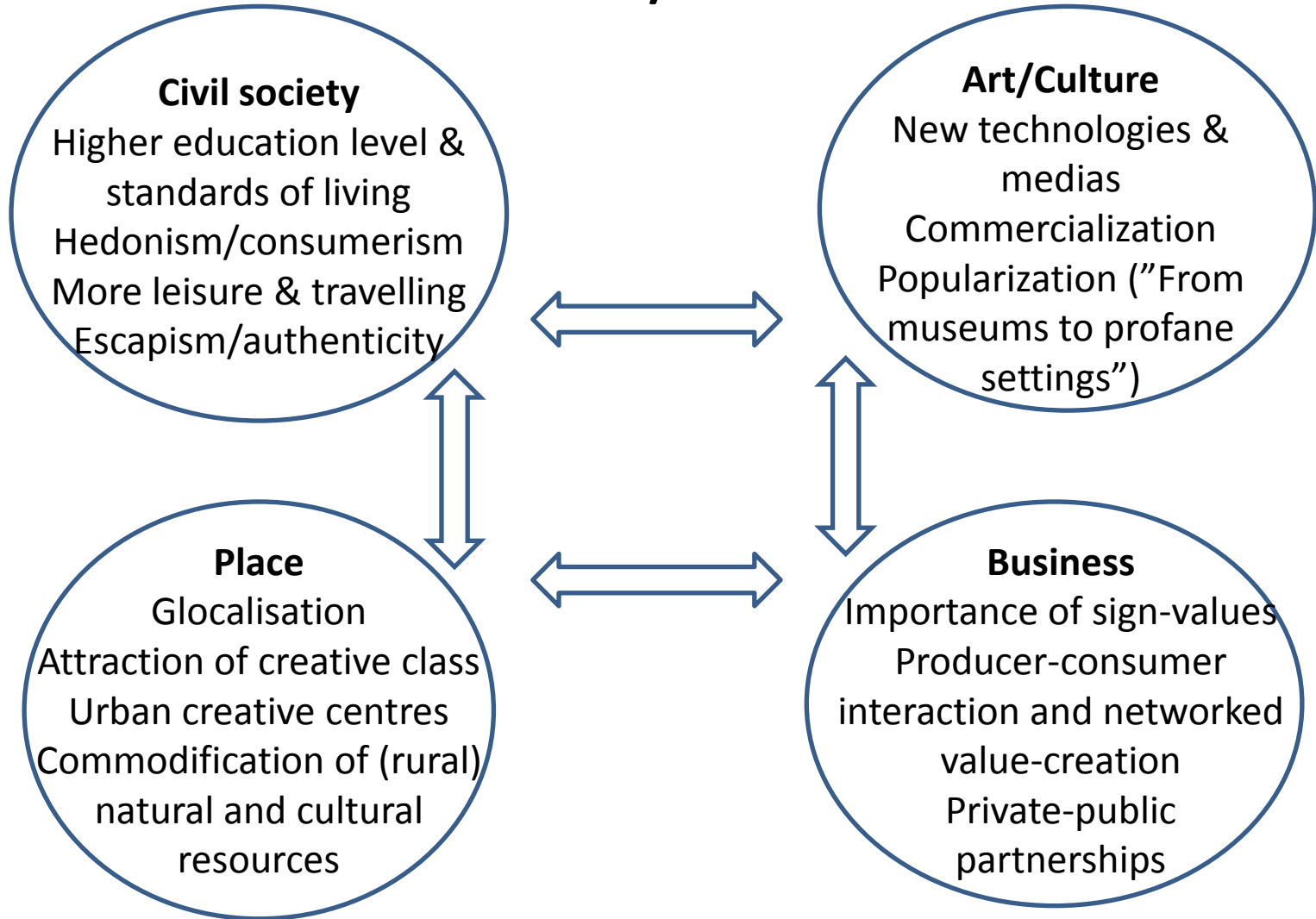
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# Introduction

Our interest is to explore and identify the rural dimensions of the experience economy.

We will do this by theoretically/conceptually reflecting on a unique case material: student case projects in the Masters Degree Programme on Experience Management (MOL) at Roskilde University/Denmark which is offered in a "rural/peripheral version" (MOLLY) at the Centre for Regional and Tourism Research.

# The discursive foundation of the experience economy according to MOL/MOLLY



The distinct aspect of the EE is the close interaction of the production and consumption sides of the market system/ community:

## The Territorial Staging System of Experiences (Jeannerat & Crevoisier, 2010).

e.g.  
knowledge,  
cultural heritage,  
natural environment and  
amenities  
Global/local profile (A. Lorentzen)  
production tools, etc.

e.g.  
knowledge,  
income, mobility,  
cultural heritage, social capital  
(Bourdieu),  
sensitiveness to sustainable  
dev., etc.

Production  
resources

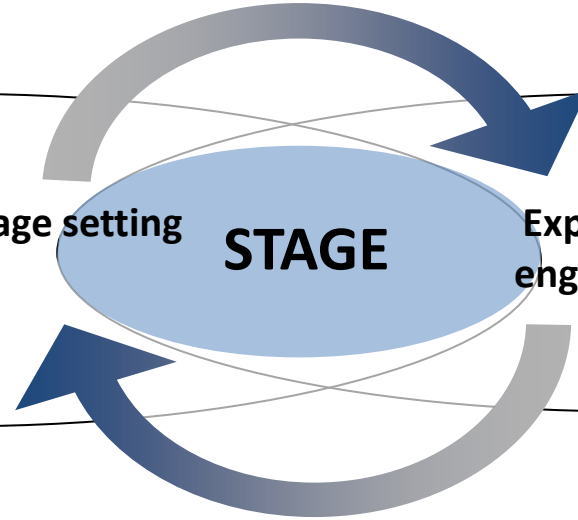


Stage setting

**STAGE**

Experiential  
engagement

Consumption  
resources



Stage setting as an  
experiential resource

Experiential engagement as an  
economic resource

*How to turn production resources  
into stage setting?*

*How to turn consumption resources  
and stage setting into experiential  
engagement?*

*How to create a new economic value out of  
experiential engagement?*

The staging model of Jeannerat & Crevoisier (2010) has a strength in emphasising that the two sides bring specific resources to the stage and that experiences cannot be understood in an isolated production perspective.

Although the terms “production” and “consumption” may imply commercial market contexts, the integrative perspective of the TSS model can/should also be applied on analyses of activities with a less direct commercial perspective, for instance Danish rural municipalities’ use of the experience economy as a local development and planning concept (Lorenzen, 2009).

# Rural Experience Economy characteristics?

The MOLLY student project cases indicate that important characteristics of how the experience economy is thought of and realised in rural contexts are a staging of *placebound resources* and an *engagement* in sustaining and developing a specific place/community.

- Project case works tended to refer to local/regional development problems
- Class room consisted of a horizontal cohesive management layer across local society, which crossed a number of sectoral divides (cross-industries; public/private)
- Unique networks were formed based on class room as neutral territory and project-deadline-crisis experienced together = trust

# Production and consumption resources in the rural experience economy

- **Rural production resources**
  - Traditional rural resources: i.e. Capitalizing on experiential place-bound offerings based on a distinct natural environment and unique cultural heritage
  - Loyalty to the local area, a “patriotism”
  - Strong network formations, bindings
  - Distinct labour market opportunities for highly skilled
  - New interpretations and perceptions of the place
  - Policy actors demanding change
- **Consumption resources**
  - Demand qualities tied to place
  - Affection and loyalty to the place/ heritage
  - Mobility

# Place and Rural Experience Economy

	Innovation of place-bound products (entrepreneurial)	Development of places as part of local strategies
Traditional authenticity (conventions)	<p>Experience elements as add-ons to traditional products</p> <p>Example: Local culinary heritage; agro-tourism</p> <p>Stage: value of rural lifestyle</p>	<p>Experience elements added to natural and cultural heritage resources</p> <p>Example: Schemes to maintain local town life</p> <p>Stage: value of rural lifestyle</p>
Re-invented authenticity (conventions)	<p>Re-invented cultural or other resources</p> <p>Example: Regional food products from Bornholm</p> <p>Stage: urban design and Nordic food quality tied to a place</p>	<p>Re-invented place brand</p> <p>Example: Bright Green Island brand, Wonderfestivall, mybornholm.com</p> <p>Stage: urban lifestyle in a peripheral setting</p>