

## ITM Bachelor 1. Sem 8029: Introduction International Tourism Management

DEMAND MEETS SUPPLY: DESTINATIONS

### Destinations - Spatial and Space-ial

**Tourism changes places into destinations:**

**Land --> Landscape**

**Nature --> recreational area**

**City --> Cityscape, City Bubble**

#### **Nature: Example Forest Stroll**

The idea of "rambling", a nature walk which lasts half a day or so through some forest on Sunday afternoon, seems natural to us.

In fact it was invented by M. C.F. Denecourt in Fontainebleau near Paris in the 1830s.



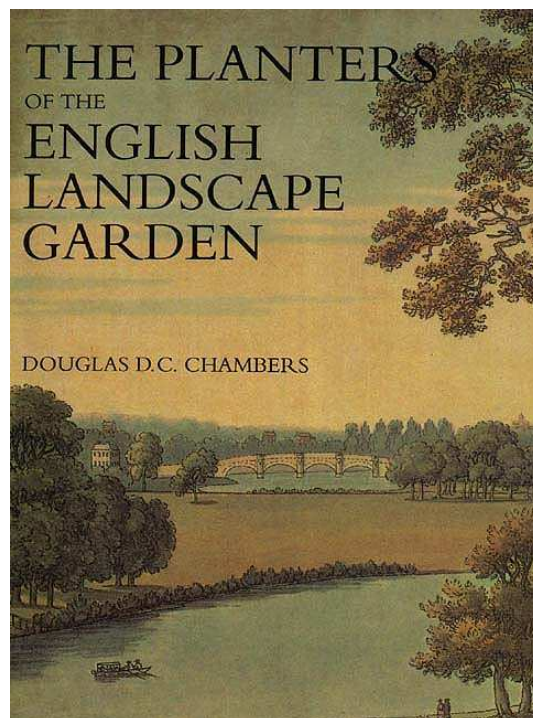
With the help of arrows in blue paint he provided *promenades solitaires* in the royal forest which before seemed inhospitable and impenetrable to urban visitors.

At suitable distances "sights" were placed, brochures describing the walks and special pamphlets for painter were provided and - of course - an outdoor restaurant.

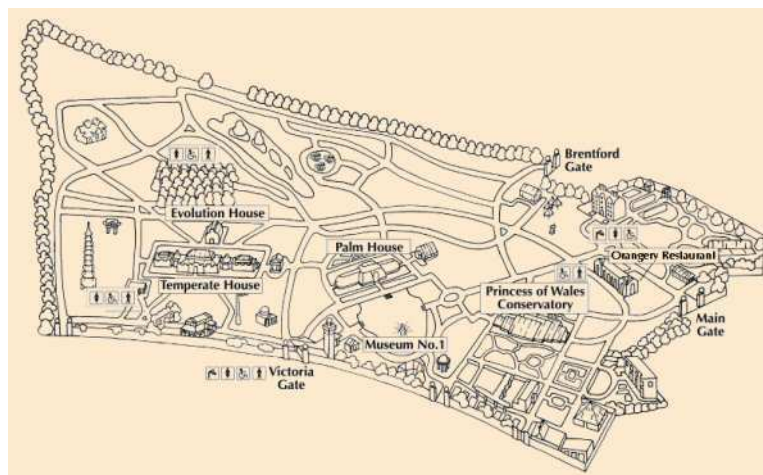
The balance between order and adventure meant that this pastime for urbanites spread rapidly in Europe, helped by the railway and later the automobile, to transform the land around cities into landscapes for "*Naherholung*".

### Nature: Example English Gardens

Rambling areas are cheaper and easier to provide than "English" (in fact Chinese) Gardens, which try to look natural, but are in fact completely man-made (as opposed to French parks which celebrate the triumph of man over nature).



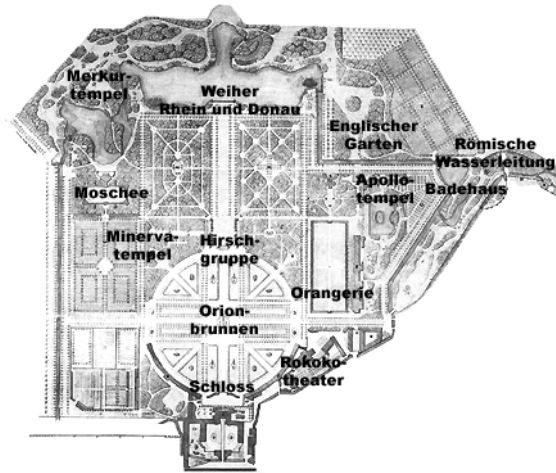
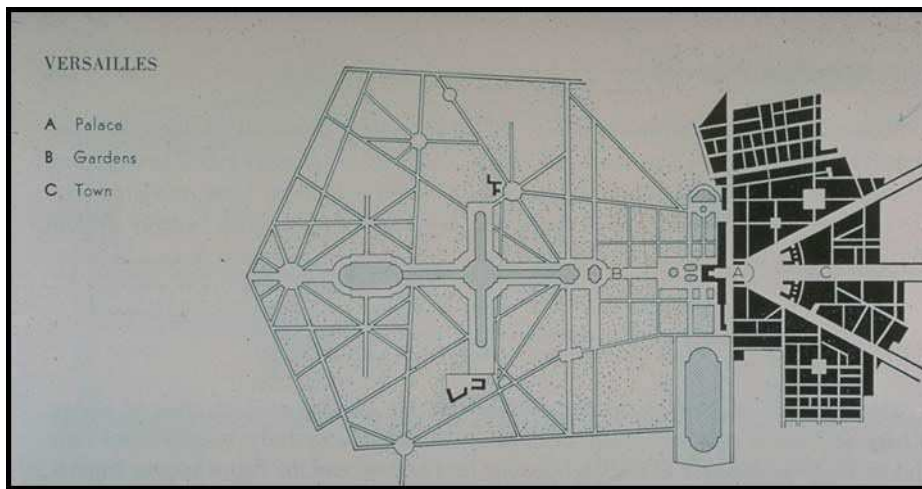
### KEW GARDEN:







Vaux Le Vicomte near Paris



Schwetzingen Schlossgarten

