

# Tourism Dynamics and Destination Creation



Applying Theory into Practice in  
the Tourism Business

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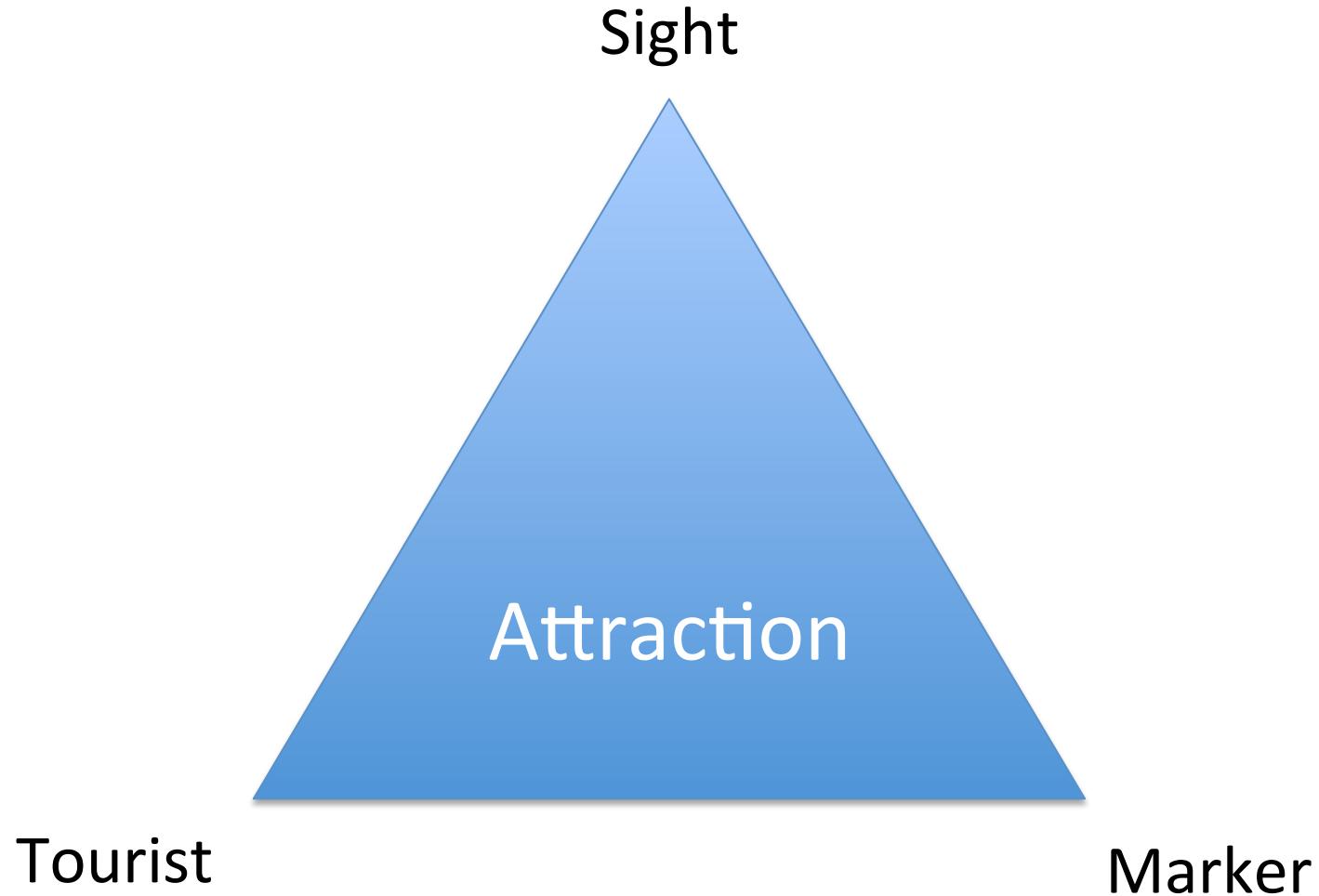
A photograph of four yellowhammer birds perched on a snow-covered, mossy branch. The birds are facing towards the right of the frame. The background is a soft-focus winter scene with snow on the ground and some evergreen branches.

# Ideal vs. Behavioural Norms

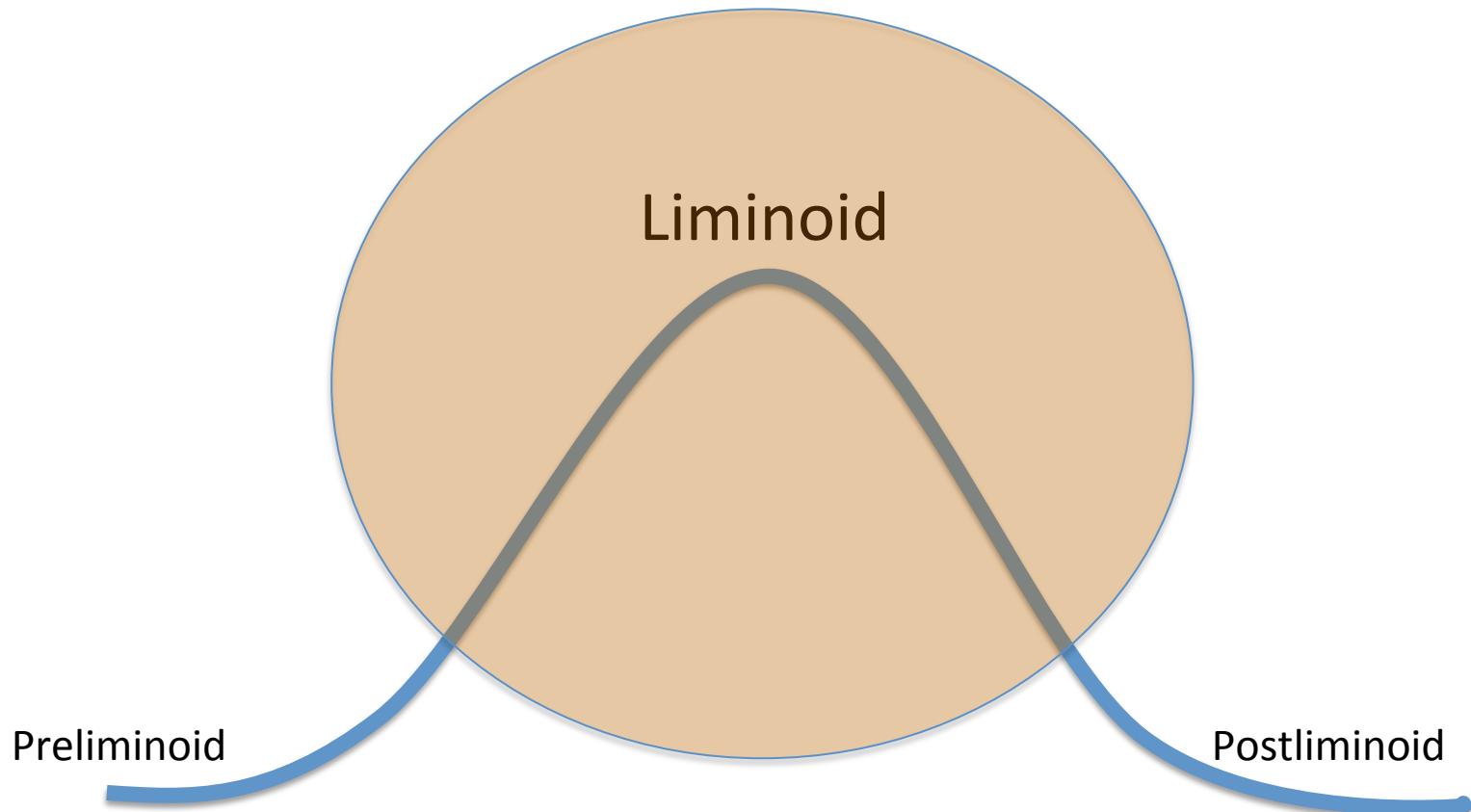
# The Three-legged Chair



# The Attraction Game



# The Fourfold Transition

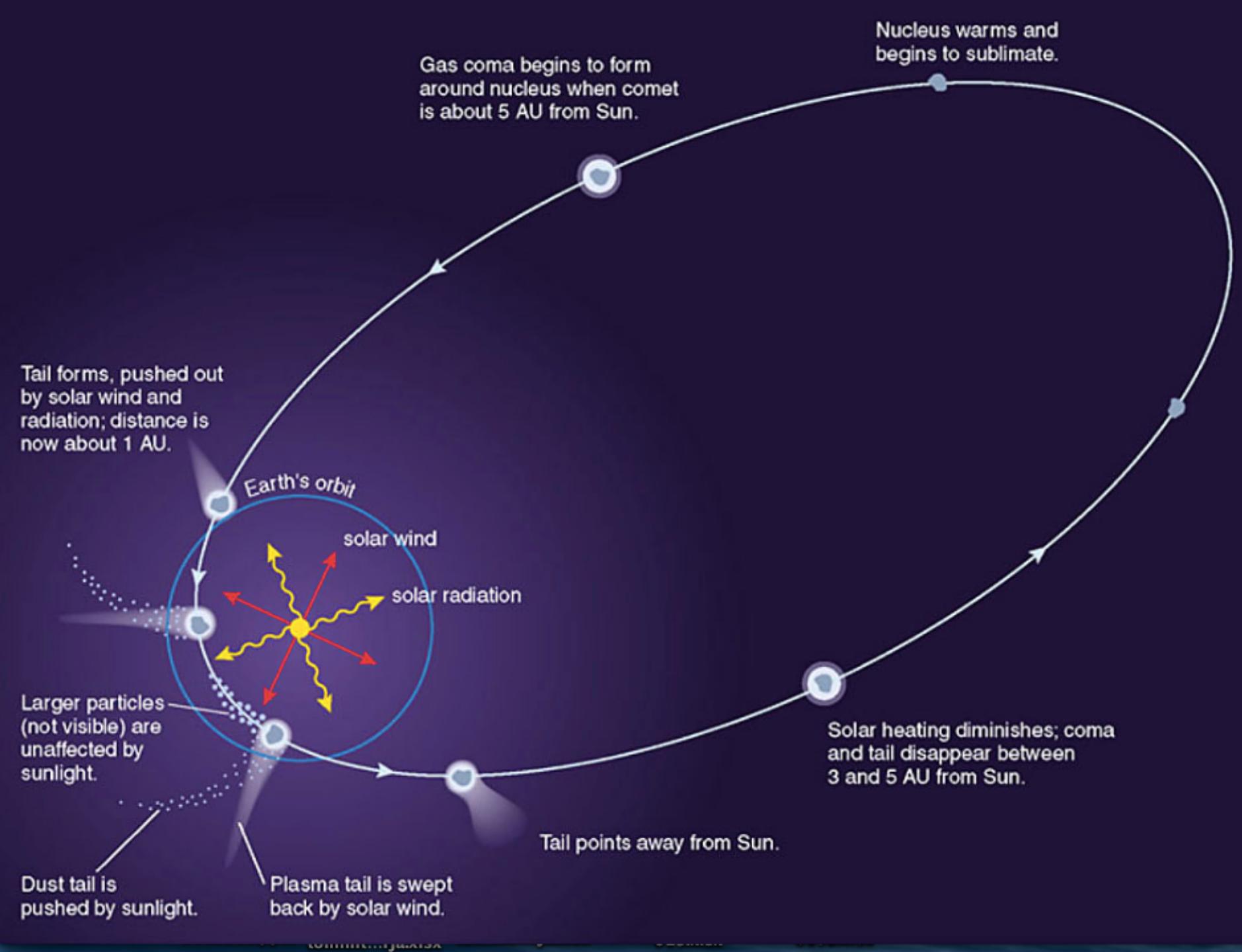


Spatial – from place to placelessness

Temporal – from time to timelessness

Mental – from everyday self to holiday self

Sensory/sensual – from everyday experience to extraordinary

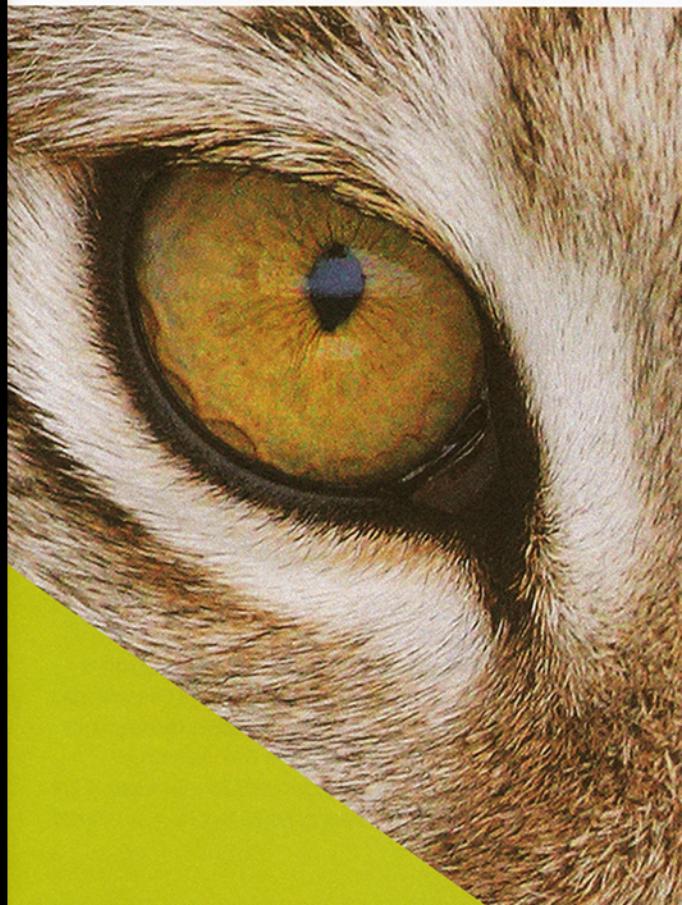


## Networking & the Client's Path



HALTIA

SUOMEN LUONTOKESKUS  
THE FINNISH NATURE CENTRE









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A Bohemian Waxwing bird is shown in profile, facing left. It is perched on a thin brown branch that extends from the bottom right corner. The bird's body is a rich, reddish-brown color. Its most striking feature is its long, deeply forked tail, which is black with prominent white bars. The bird is positioned above a cluster of bright red, glossy berries, likely mountain ash. One berry is captured in mid-air to the left of the bird, having just been shaken off or about to be caught. The background is a clear, pale blue sky.

That's All,  
Folks!