



**Eberswalde University
for Sustainable
Development**

Constructivist Perspective on Landscape and Tourism Semiotics

BIOM&NTM

Prof. Dr. Erik Aschenbrand
Mai 2023



Quelle (alle Bilder): Wikinger Reisen 2017

“A Landscape like a painting”



Quelle (Foto und Zitat): Studiosus 2017

“Our travel tips for you off the beaten track”



Quelle (Foto und Zitat): Wikinger Reisen 2017

“Mallorca – authentic, adventurous, different“



“Discover Namibia's natural spectacles“



Quelle (Foto und Zitat): Wikinger Reisen 2017

Advertising by tour operators shows:

- Landscape (Term 'landscape', descriptions, photos)
- People in the landscape

Similar (statements about) landscape by different actors

→ Tourism Advertising: Discourse on Landscape

→ Construction of (beautiful [worth protecting]) **Landscape**

(what is displayed as „typical“, what is hidden and not shown?)

→ Construction of desirable **Experiences**

→ Construction of **Regions**



Quelle: Wikinger Reisen 2017

Tourism destination management (Steinecke 2013)

Tourism destination management (Steinecke 2013)

- From a management perspective: Ideally, the layout of a marketing destination should be oriented towards the **guests' perception of the space** (Steinecke 2013).

Steinecke, A. (2013): Destinationsmanagement. UVK Konstanz.

Tourism destination management (Steinecke 2013)

Tourism destination management (Steinecke 2013)

- From a management perspective: Ideally, the layout of a marketing destination should be oriented towards the guests' perception of the space (Steinecke 2013).
- Problem of the spatial layout: Who organizes destination marketing? usually associations of municipalities...

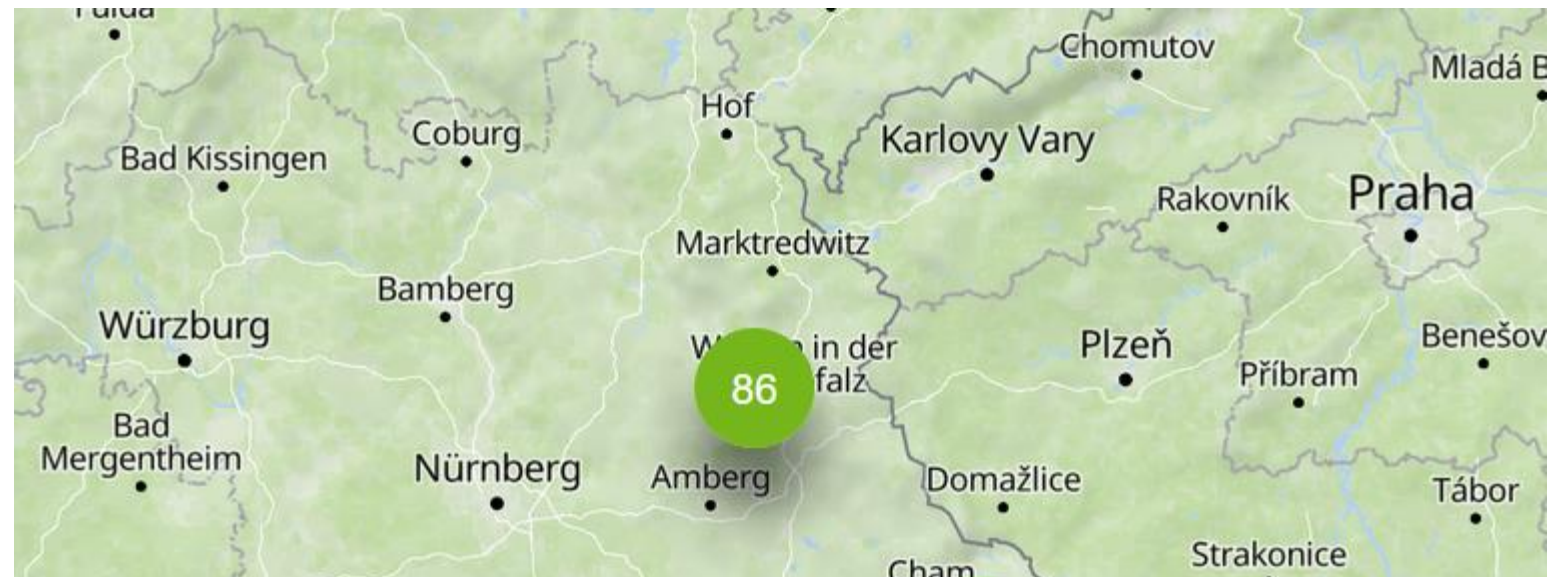
Steinecke, A. (2013): Destinationsmanagement. UVK Konstanz.



Unser Bayern. Dein Bayern!

Traditionell anders





Region Erleben Planen & Buchen

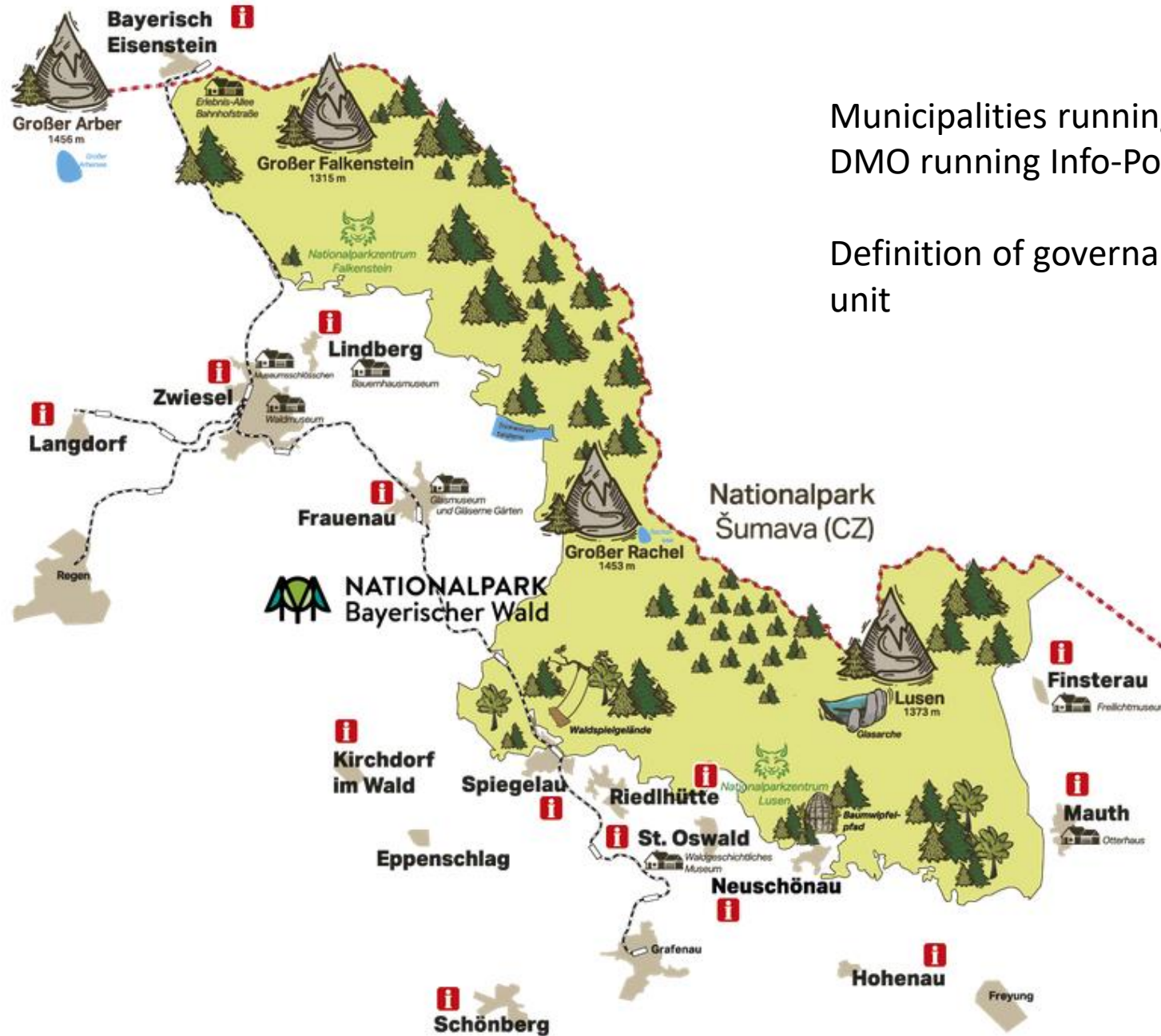
OSTBAYERN
Tourismusverband Ostbayern e.V.



OSTBAYERN
DER SCHÖNSTE TEIL BAYERNS

VOM WALD
DAS BESTE.

FERIENREGION NATIONALPARK
BAYERISCHER WALD



Municipalities running Info-Points →
DMO running Info-Points

Definition of governance/marketing
unit

The Tourism Area lifecycle: Butler (1980)

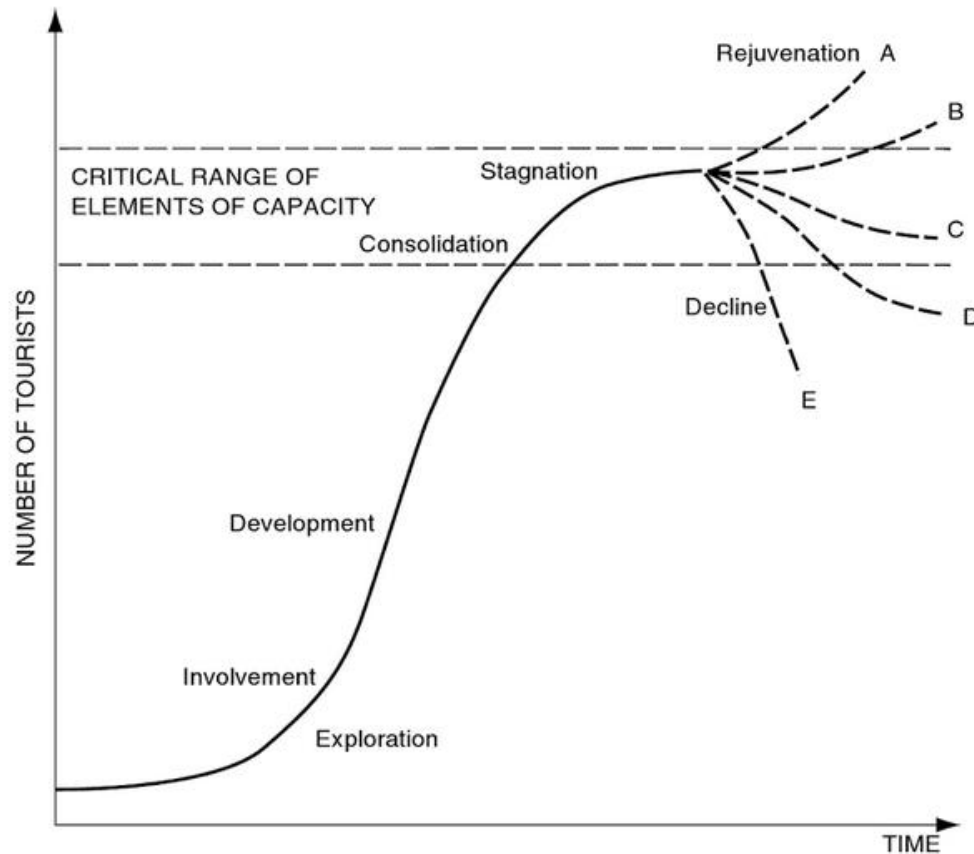
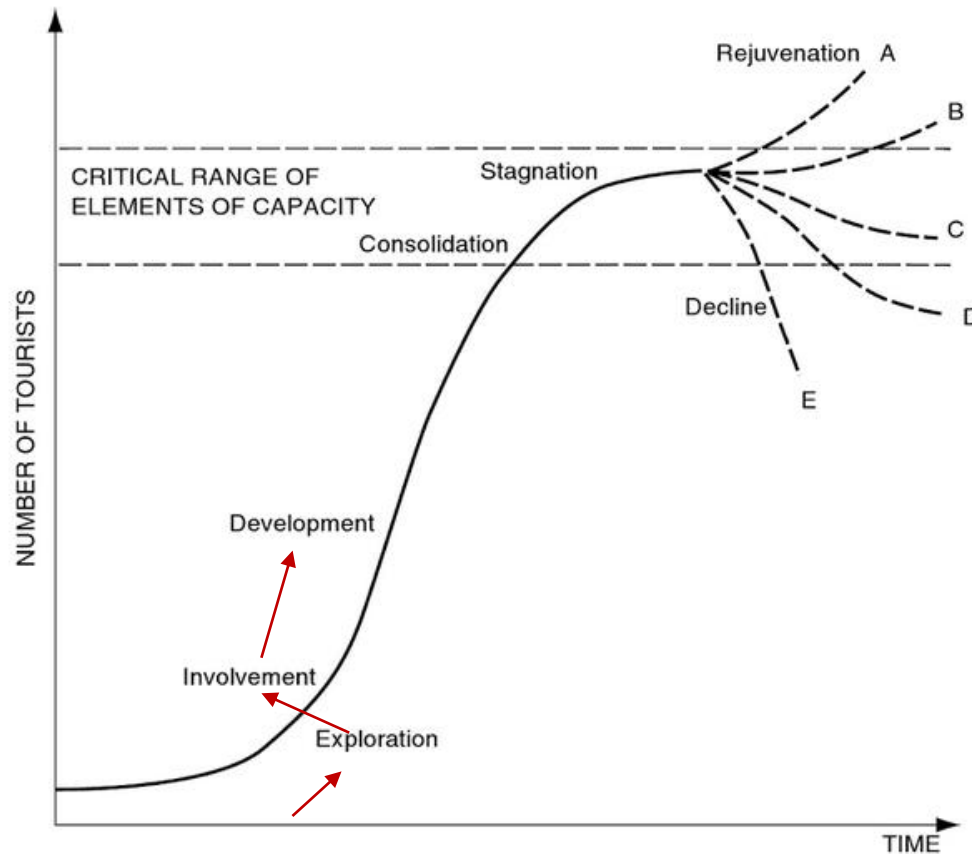


Figure 13.1 A tourism area cycle of evolution
Source: Butler 1980.

Grafik aus: Butler, R. W. (2004): The Tourism Area lifecycle in the Twenty-first Century. In: Lew, A. / Hall, M. / Williams, A. M. (2004) (Hrsg.): A Companion to Tourism. Blackwell Publishing. Malden, USA. 159 – 170

Zuerst in: Butler, R. W. (1980): The concept of a tourism area lifecycle of evolution. Implications for management of resources. *The Canadian Geographer*. 24 (1), 5-12.

The Tourism Area lifecycle: Butler (1980)



What makes the curve rise?

Figure 13.1 A tourism area cycle of evolution
Source: Butler 1980.

Grafik aus: Butler, R. W. (2004): The Tourism Area lifecycle in the Twenty-first Century. In: Lew, A. / Hall, M. / Williams, A. M. (2004) (Hrsg.): A Companion to Tourism. Blackwell Publishing. Malden, USA. 159 – 170

Zuerst in: Butler, R. W. (1980): The concept of a tourism area lifecycle of evolution. Implications for management of resources. *The Canadian Geographer*. 24 (1), 5-12.

1. The constructivist perspective on landscape



Social constructivist perspective on landscape

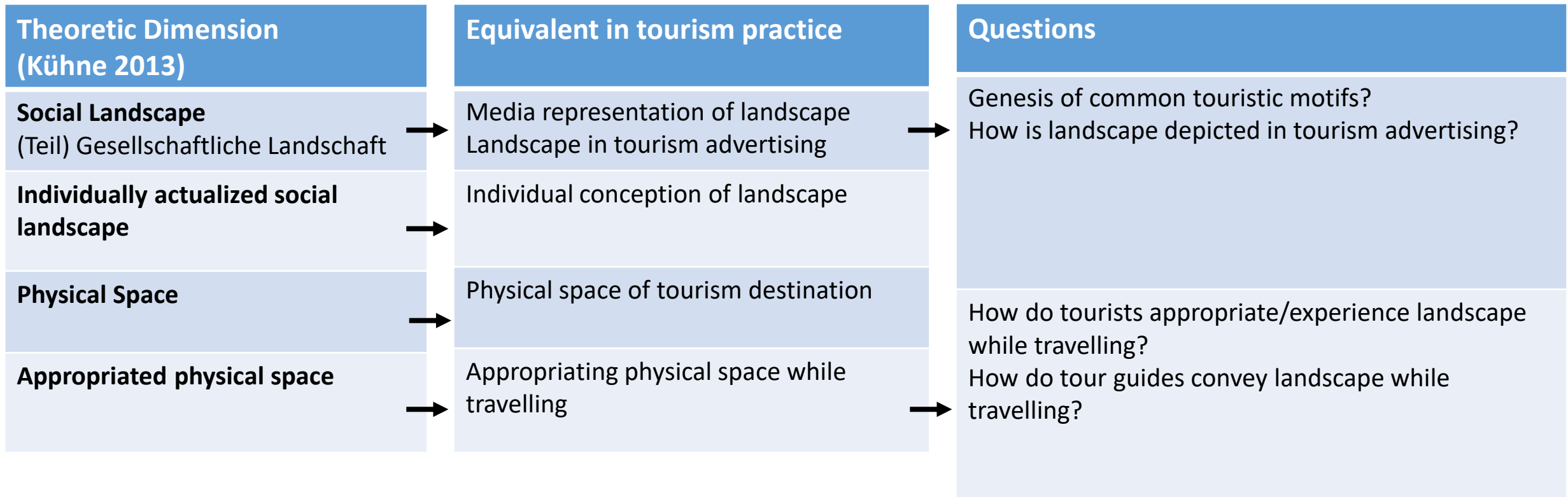
- Landscape as a way of interpreting a perceived constellation of objects (Cosgrove/Daniels 1988, Burckhardt 2011).
- Tree, forest, meadow, landscape = socially learned typifications
- Typification: abstraction enables efficient communication
- Interpretations carried out individually, but based on socially learned typifications (Kühne 2013)

Burckhardt, L. (2011): Warum ist Landschaft schön? Berlin.

Cosgrove, D./Daniels, S. (Hrsg.) (1988): The Iconography of Landscape. Cambridge.

Kühne, O. (2013): Landschaftstheorie und Landschaftspraxis. Wiesbaden.

Four dimensions of landscape – an analytical framework



Landscape



Albert Bierstadt (ca. 1867): Matterhorn.

https://commons.wikimedia.org/wiki/File:Albert_Bierstadt_-_Matterhorn.jpg

Landscape has

- Material
- Individual
- Social

dimensions

Sozialkonstruktivistische Landschaftstheorie
(Kühne 2019):

1. Gesellschaftliche Landschaft
2. Individuell aktualisierte gesellschaftliche Landschaft
3. Physischer Raum
4. Angeeigneter physischer Raum

Kühne, O. (2019): Landscape theories. Springer.

Common ground: Social constructivist perspective and Marketing

Distinction between **emotional** and **cognitive** reference to:

Products

→ Important for designing a marketing strategy

Landscapes

Tourism

Nature Conservation

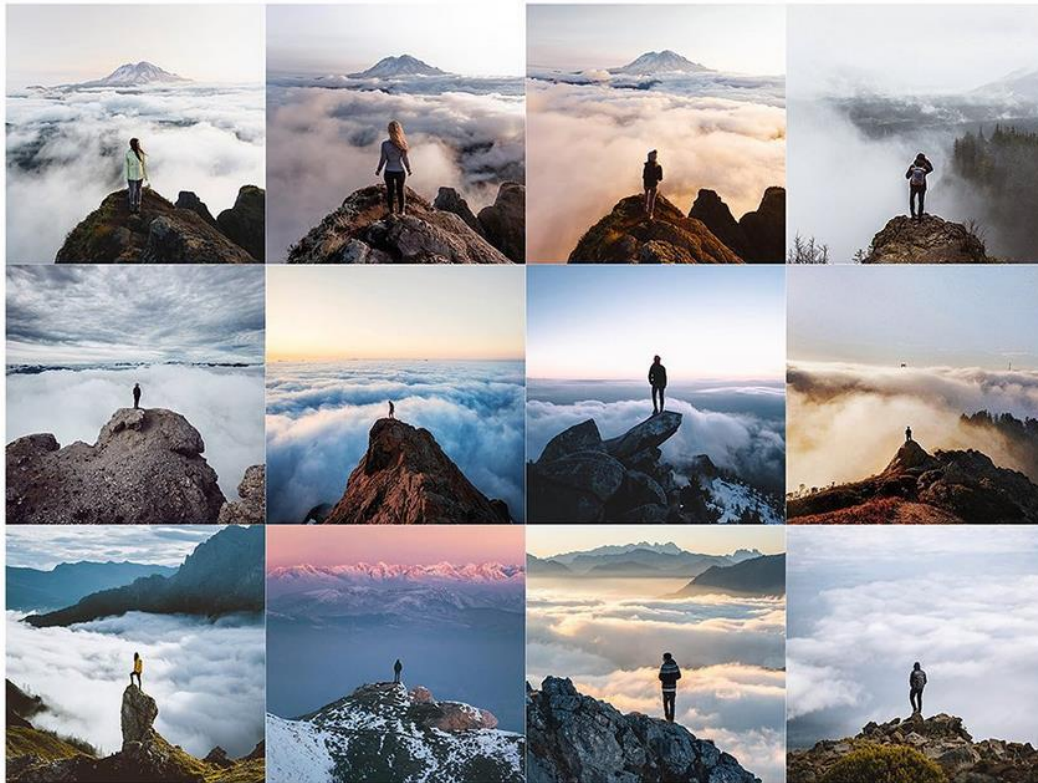
Agriculture

Energy Sector (renewables)

Where are emotional and where are cognitive references to landscape dominant?

Common ground: Social constructivist perspective and Marketing

emotional perspective on landscapes



emmkatj Wanderers above the insta fog?

51 Wo. Gefällt 2 Mal Antworten

missingscape And of course the original 'Wanderer above the sea of fog' by Caspar David Friedrich

51 Wo. Gefällt 5 Mal Antworten

kofigramm 😂😂😂😂

51 Wo. Gefällt 1 Mal Antworten

sahand_gozali 🤔



Gefällt 10.690 Mal

Travel and travel documentations (e.g. pictures)

<https://www.instagram.com/p/B995ZTYnGSx/>

Common ground: Social constructivist perspective and Marketing

cognitive perspective on landscapes



Perspective on landscape integrates: Future and present yield and quality of product

How are yield and quality effected by: weather, technical innovations (mechanical as well as chemical)...

Michael Gäbler (2013): Weizenernte.
https://commons.wikimedia.org/wiki/File:Unload_wheat_by_the_combine_Claas_Lexion_584.jpg

Common ground: Social constructivist perspective and Marketing

cognitive perspective on landscapes?



Nature conservation
Environmental Monitoring

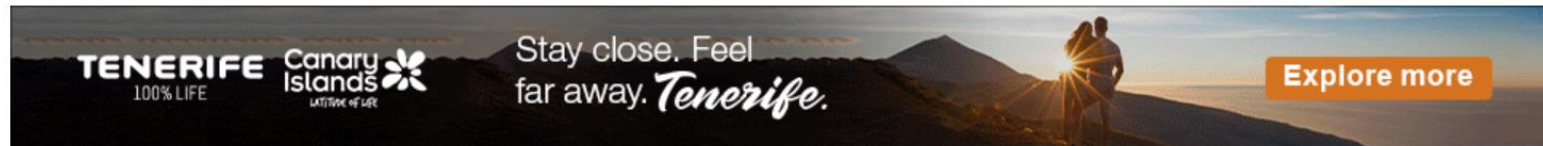
→ Construction of landscape
based on expert knowledge.

Rationalized (using
professional/scientific criteria to classify
observation): **YES**

Rational: ?

Common ground: Social constructivist perspective and Marketing

emotional perspective on products



Emotional marketing tries to **appeal** to the consumer **emotionally** through imagery, colours, music and storytelling. People make a large part of their decisions unconsciously.

Explore, discover and save



→ Transporting emotions and a mood to the customer

Random tour operator online content



Stay in the know with the Expedia app

Get real-time notifications, view your trip details and access mobile-only deals.



<https://www.expedia.co.uk/?siteid=3>

Common ground: Social constructivist perspective and Marketing

cognitive perspective on products

Crop Science | United States

Crop Protection / SeedGrowth / Resource Center / Reward Programs / Who We Are / Our Commitment /  Login



Find a Solution



Herbicides

Stay weed-free with the right herbicides and careful planning.



Fungicides

Keep your crops healthy by combating disease and fungus.



Insecticides

Maintain strong crops by keeping yield-reducing pests out of your fields.



Seed Treatments

Help maximize your investment and per-acre profits with protective seed treatments.



Marketing more oriented on numbers and explaining/quantifying characteristics of the product

→ **Transporting technical data and information to the customer**

<https://www.instagram.com/p/B995ZTYnGSx/>

Differences: Social constructivist perspective and marketing

Main difference: objective/goal/target!

Marketing: Essentialisation → loading objects/landscapes/regions with meaning

Ideal → Myth-making : opposite of rationality. ritual customer behaviour: e.g. buying new iPhone (Holt 2004).

Differences: Social constructivist perspective and marketing

Main difference: goal!

Marketing: Essentialisation → loading objects/landscapes/regions with meaning

Ideal → Myth-making : opposite of rationality. ritual customer behaviour: e.g. buying new iPhone (Holt 2004).

Social constructivist perspective → understanding how meaning is created in social processes („deconstructing“)

Our lives are full of behaviour guiding myths (not just from advertising). Ideal: reflecting them.

2. The constructivist landscape dimensions: a closer look at the social landscape



The social landscape: Examples

- Symbolic relations and cultural representations
→ This is what tourism lives off.



Johann Heinrich Wilhelm Tischbein (1787):
Goethe in der Campagna.



Claude Lorraine (1639): The roman Campagna. Claudes idyllic-arcadian landscapes were at the start of the genre of landscape painting

sublime + lovely = picturesque:

Landscape stereotypes are not invented by the tourism industry

Aschenbrand (2017): Die Landschaft des Tourismus. Springer.



Jaques André Albert Lugardon (1827 - 1909): Cows in the meadow in front of the Eiger and Jungfrau (without date). Bildquelle: Schweizerisches Institut für Kunstwissenschaft 2010. Copyright: Koller Auktionen, Zürich.



Picture from the travel description for the trip WIKINGER Classic Picture Book Landscape in Tyrol (Quelle: Wikinger Reisen 2017)

The social landscape: Examples

- Symbolic relations and cultural representations
→ This is what tourism lives off.

Shan shui (Mountains and water) - Chinese landscape painting genre

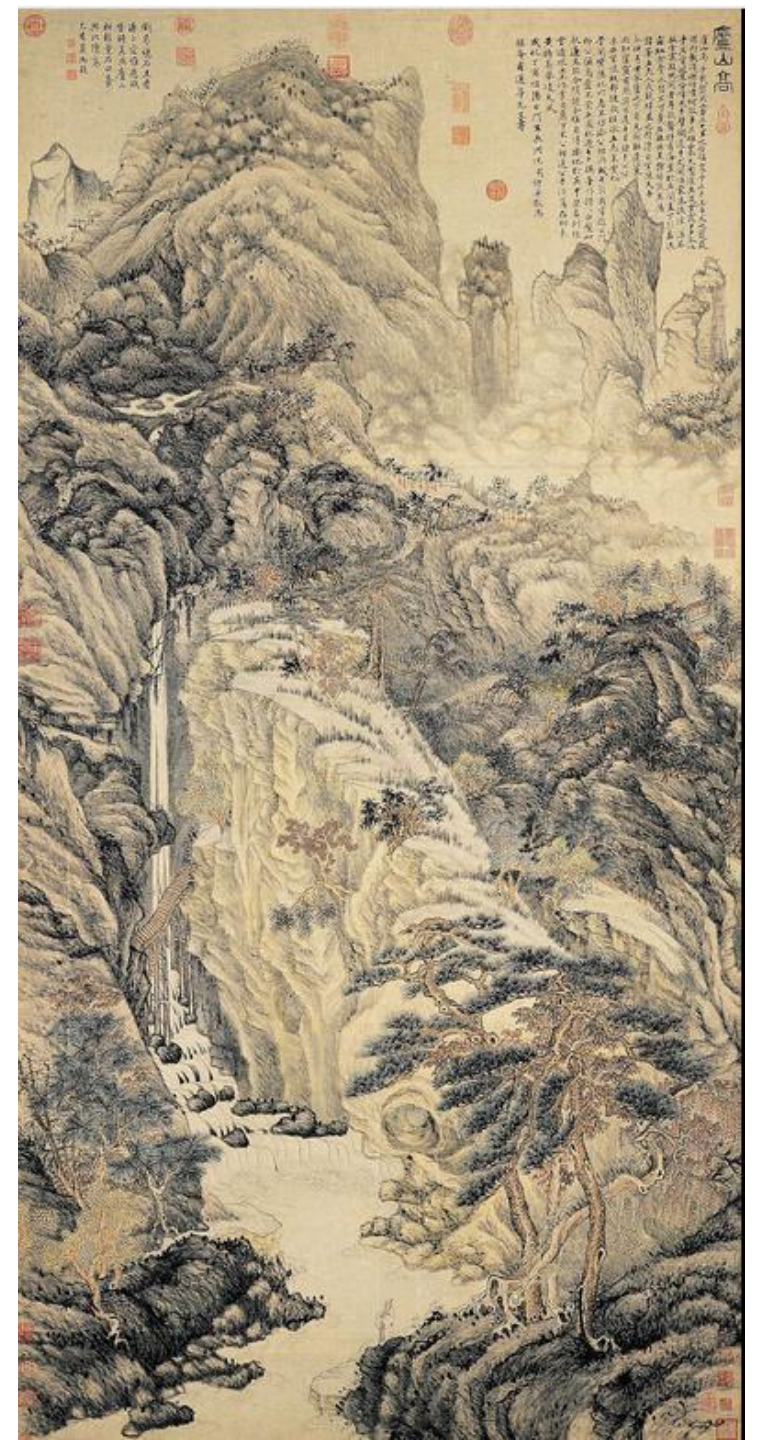
Appreciation of similar landscape features developed in western painting much later with turn towards sublime nature

Mountain: yang

River: yin

indivisible unit

Shen Zhou (1467):
Lofty mountain.



The social landscape: Examples

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Shan shui (Mountains and water) - Chinese landscape painting genre
Appreciation of similar landscape features developed in western painting much later with turn towards sublime nature

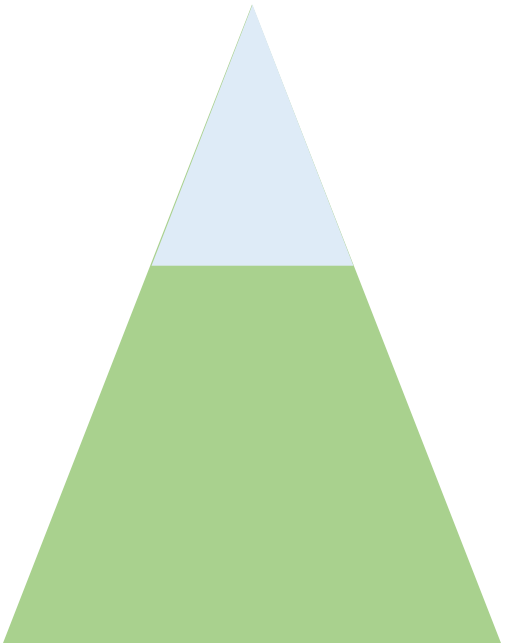
Dai Jin (ca 1450):
travellers through
mountain passes.



The social landscape: Examples

- Symbolic relations and cultural representations
- This is what tourism lives off.

“Mountaineers have played a key role in the history of tourism. The birth of alpinism can be dated to 1787. At that time, Saussure was the first to climb Mont Blanc” (Enzensberger 1958).

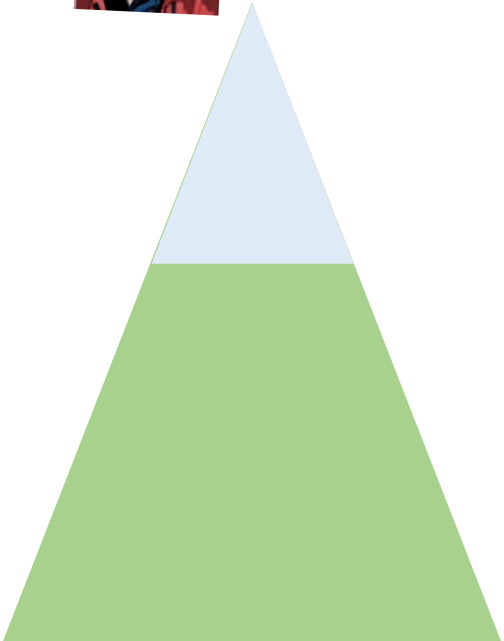




Mount Everest



I have actually
climbed Mount
Everest

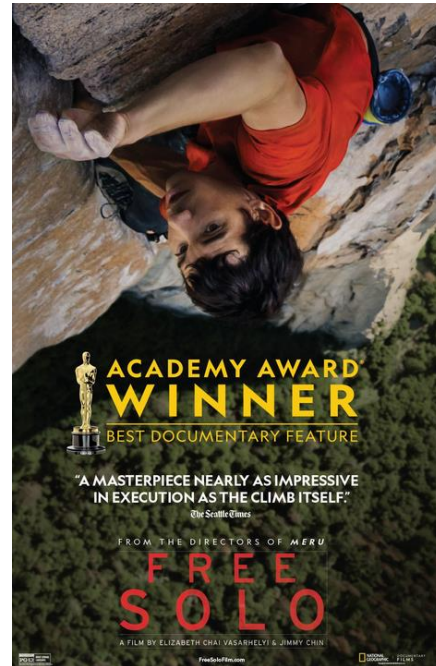




I have actually
climbed Mount
Everest



Adventure Experience Report



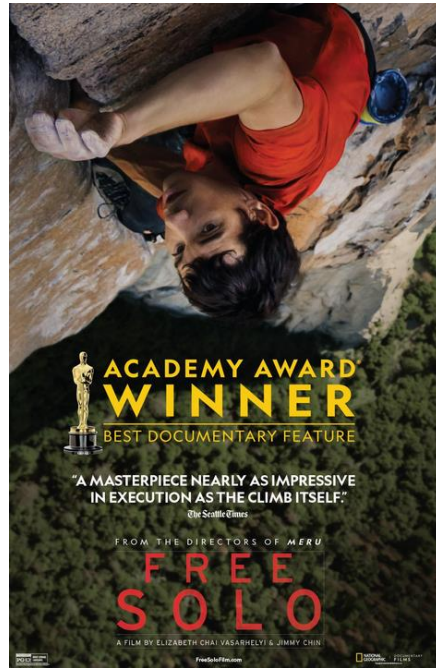
Documentary Movie



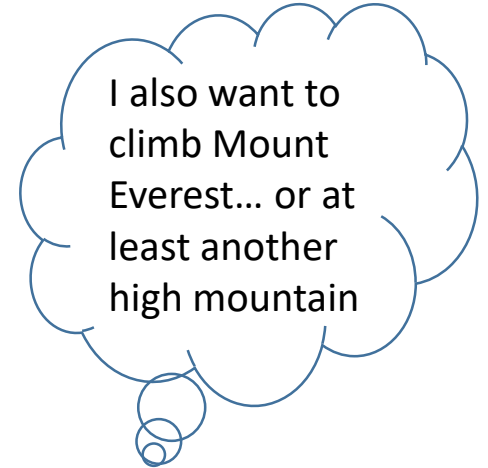
I have actually climbed Mount Everest



Adventure Experience Report



Documentary Movie





42

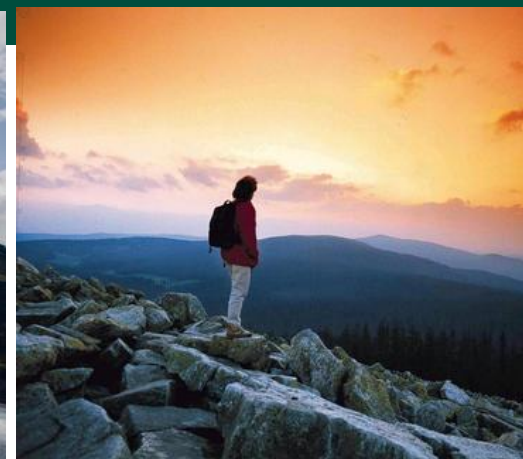
„As the pioneers soon had to realise, mostly to their reluctance, their privileged role did not last. The society whose interests bore them was pursuing its own with them. Whoever gave them fame was already on their heels. The mature bourgeoisie gave them a nimbus, which it hoped to gain for itself by plunging into the repetition of their deeds, which is called tourism“ (Enzensberger, 1958).



**Eberswalde University
for Sustainable
Development**

Tourism semiotics and landscape interpretation

Prof. Dr. Erik Aschenbrand



Quelle (alle Bilder): Wikinger Reisen 2017

5. Dean MacCannels Tourism Semiotics, site sacralization and landscape interpretation



Mac Cannell: Tourism semiotics

[Represents / something / to someone] sign

[marker / sight / tourist] attraction

On-sight marker \leftrightarrow off-sight marker

Marker: „information about a specific sight“ (MacCannell 2013, p. 110)

Mac Cannell: Tourism semiotics

[Represents / something / to someone] sign

[marker / sight / tourist] attraction

On-sight marker ↔ off-sight marker

Sight involvement ↔ marker involvement

New York (AP): Less than an ounce of moon rock went on display at the American Museum of National History, and 42,195 people, the largest one-day crowd in the museum's history turned out to see it. „It looks like a piece of something you could pick up in Central Park“ one 13 year-old boy said. „But its cool that its from the moon“

(As quoted in MacCannell 2013, 113).

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„The important element in (pleseant?) sightseeing need not be the sight“ (MacCannell 2013, 113)

Grimsey / Iceland: Monument to the Arctic Circle



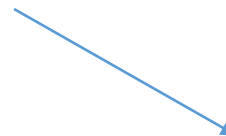


Grenke (2016): Wartburg, Eisenach.
<https://commons.wikimedia.org/wiki/File:WartburgBeiEisenach.jpg>

Sight involvement: what is so great about an old wooden desk?



Marker involvement: Martin Luthers hiding place:
Translation of the new testament → Luther Bible



Grenke (2016): Wartburg, Eisenach.
<https://commons.wikimedia.org/wiki/File:WartburgBeiEisenach.jpg>

Sight involvement: what is so great
about an old wooden desk?



The relationships of markers (signifier) to sights (signified)

Relationship is arbitrary



Sight → marker for NY or USA



Marker → sight



Marker → sight



REISE UND ABENTEUER

Instagram-Tourismus: Warum sich immer mehr Orte wehren

Auf der Suche nach dem perfekten Foto für Social Media pilgern inzwischen so viele Menschen zu den schönsten Flecken der Erde, dass viele Gemeinden und Regionen gegen Overtourismus vorgehen.



Instagram

Wenn Likes und Geotags die Natur zerstören

Tausende Menschen kletterten zu einem natürlichen Becken oberhalb des Königssees in Bayern, um sich in Pose für das Netz zu fotografieren. Der Run auf die perfekten Instagram-Spots macht mittlerweile vielerorts Probleme.

06.07.2021 um 14:23 Uhr - Pia Stenner - in Kultur - 3 Ergänzungen



Die Vorliebe der Instagram-Community für Infinity-Pools lockte Tausende an den Königsbach.

– Alle Rechte vorbehalten IMAGO / Roland Mühlanger

Quelle: Netzpolitik.org 2021: <https://netzpolitik.org/2021/instagram-wenn-likes-und-geotags-die-natur-zerstoeren/>

Discursive demarcations - this is not what the tourism landscape stands for:

- Everyday life, infrastructure, new housing developments
- Poverty, crime, disease (usually faded out, but dominant in other discourses, e.g. news)
- Mass tourism (active permanent demarcation)

Examples of **discursive demarcation**: poverty

- „ The destination of this journey is the splendour of the Orient. It leads far away from the prejudice that India is the land of poverty. In rural Rajasthan, with its castles and residences, there are no slums, but there are ancient traditions. There, the world of the Rajas has been impressively preserved “ (TERRANOVA New years in Rajasthan)
- „ This immeasurable wealth that runs like a golden thread through your journey has not reached everyone. It will still take a while before opportunities are equally distributed. For that long, the Chameleon Foundation will help to alleviate need and give perspectives. Help us, promote smiles, this morning at the Sanshil Foundation for Welfare, which gives women with no hope of social recognition the basic capital to survive in the form of old sewing machines“ (CHAMÄLEON Thar).
- Poverty mostly faded out, except:
- Reaction to other discourses (news): India - Poverty

Examples of **discursive demarcation**: mass tourism

- „[...] Tourists are rare here. We quickly come into **contact with the rural population and learn how life works away from the big cities and tourist centres.**“ (STUDIOSUS 2016 Sri Lanka).
- „ The 11-day trip takes you to two of Africa's most famous reserves on the banks of the Zambezi and Luangwa Rivers in Zambia. There, with selected spotters and safari guides, **you will experience an intact, green nature and a wildlife still unaffected by civilisation and tourism.**“ (TERRANOVA 2016 Sambia).

Distinction chains



Bewertungen lesen ▾



Mein Wikinger



Merkzettel



+49 (0) 2331 904

Reisefinder

Reiseziele ▾

Reisearten ▾

Infos & Service ▾

Über uns ▾



Suche

Bitte trage einen Suchb

Wanderurlaub, der begeistert

„Abseits der großen Straßen die Welt entdecken“, das ist unser Motto seit 1969.



Examples of **discursive demarcation**: mass tourism

- „[...] Tourists are rare here. We quickly come into **contact with the rural population and learn how life works away from the big cities and tourist centres.**“ (STUDIOSUS 2016 Sri Lanka).
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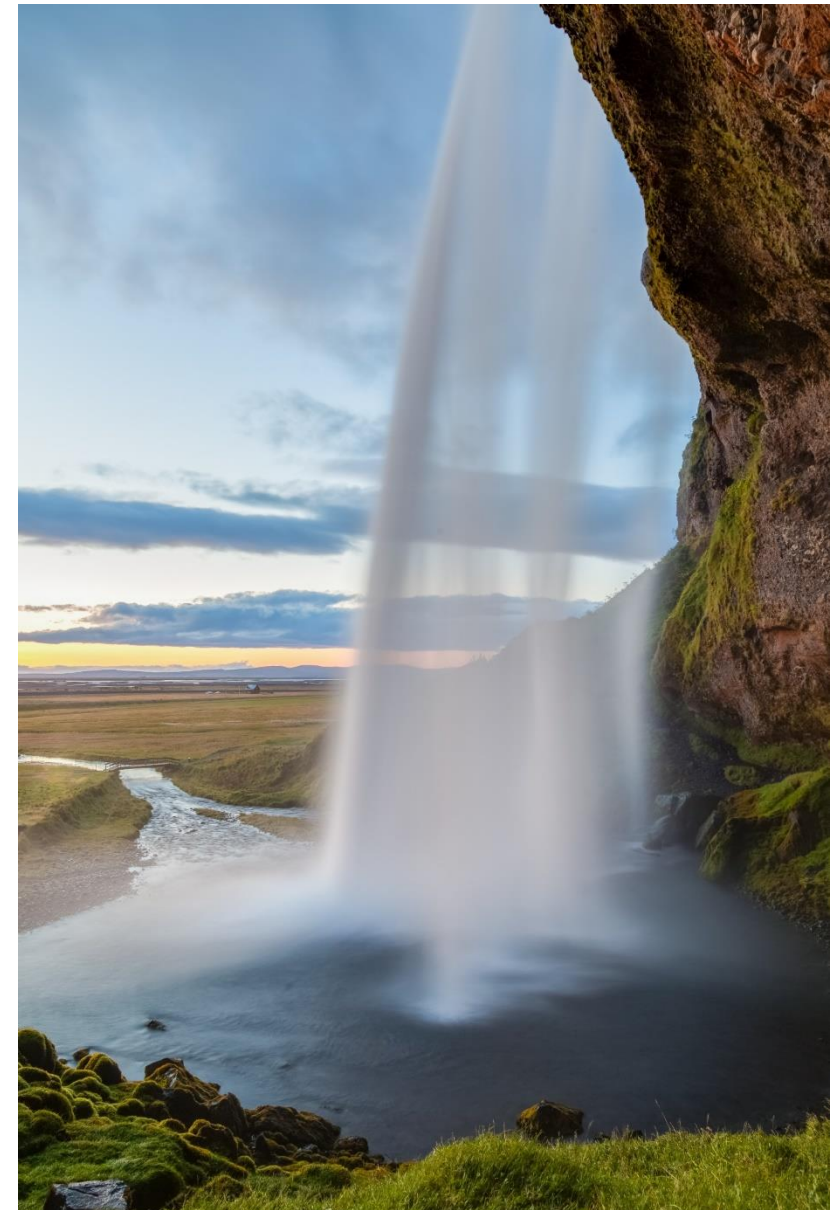
Widespread pattern :

„ We therefore want to defend it [the journey; note E. A.] against the new bureaucratic, mechanical form of mass migration, the travel business. Let us save this small area of adventure in our overly ordered world, let us not allow ourselves to travel as freight of practical agencies, but let us continue to travel in the old-fashioned way of our own free will towards our own goal...“ (Stefan Zweig 2010 [1926]: 71-74).

Seljalandsfoss waterfall/Iceland in advertising (left) and on Wikipedia (right) Stereotypical landscape/nature appropriation: Lonely → Exclusive experience → potential for social distinction



Quelle: links Wikinger Reisen 2017, rechts: Bildquelle: <https://de.wikipedia.org/wiki/Seljalandsfoss>.
Fotograf: Diego Delso



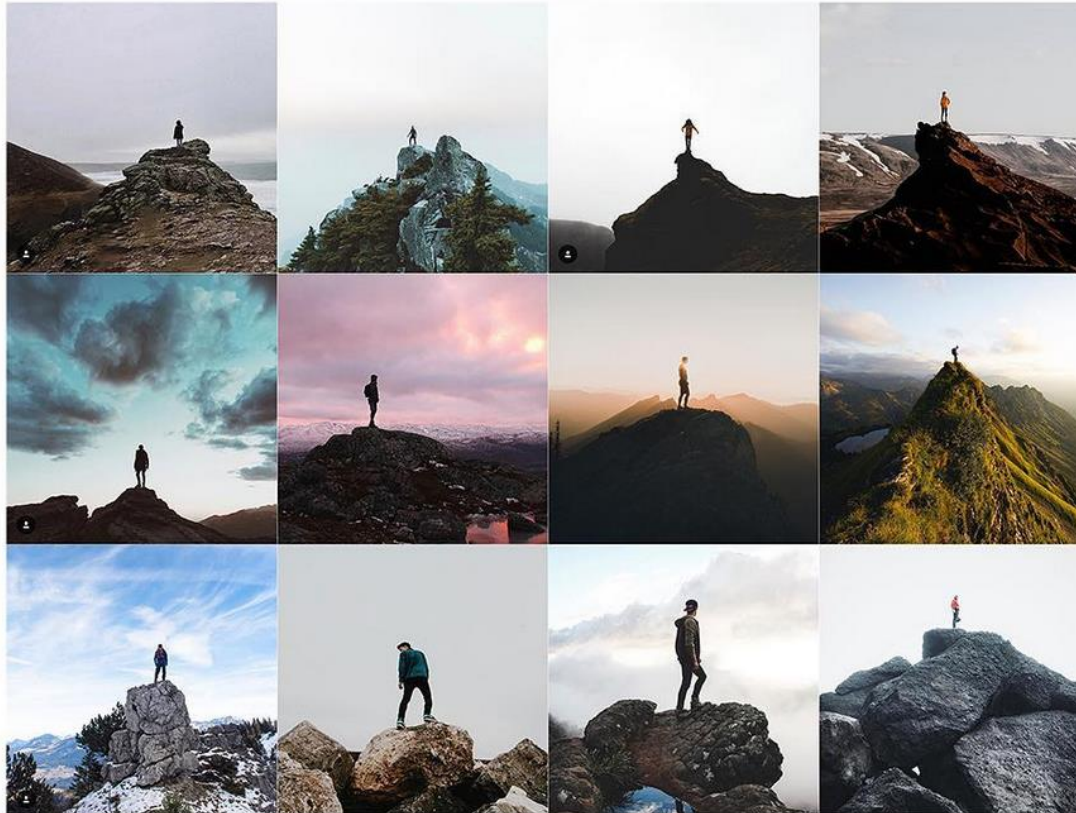
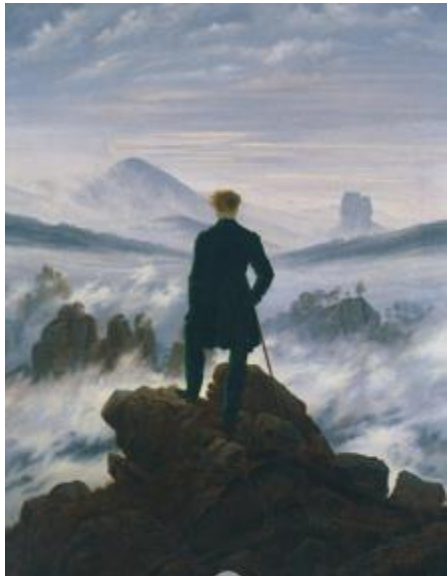
Seljalandsfoss waterfall, alternative perspective:
Visitor infrastructure and crowds of tourists complicate social distinction gain.
Solution: coming in the evening/morning or hiking



Own pictures

John Urry: Romantic gaze and collective gaze Distinction → creation of social capital

Romantic gaze



insta_repeat • Abonnieren

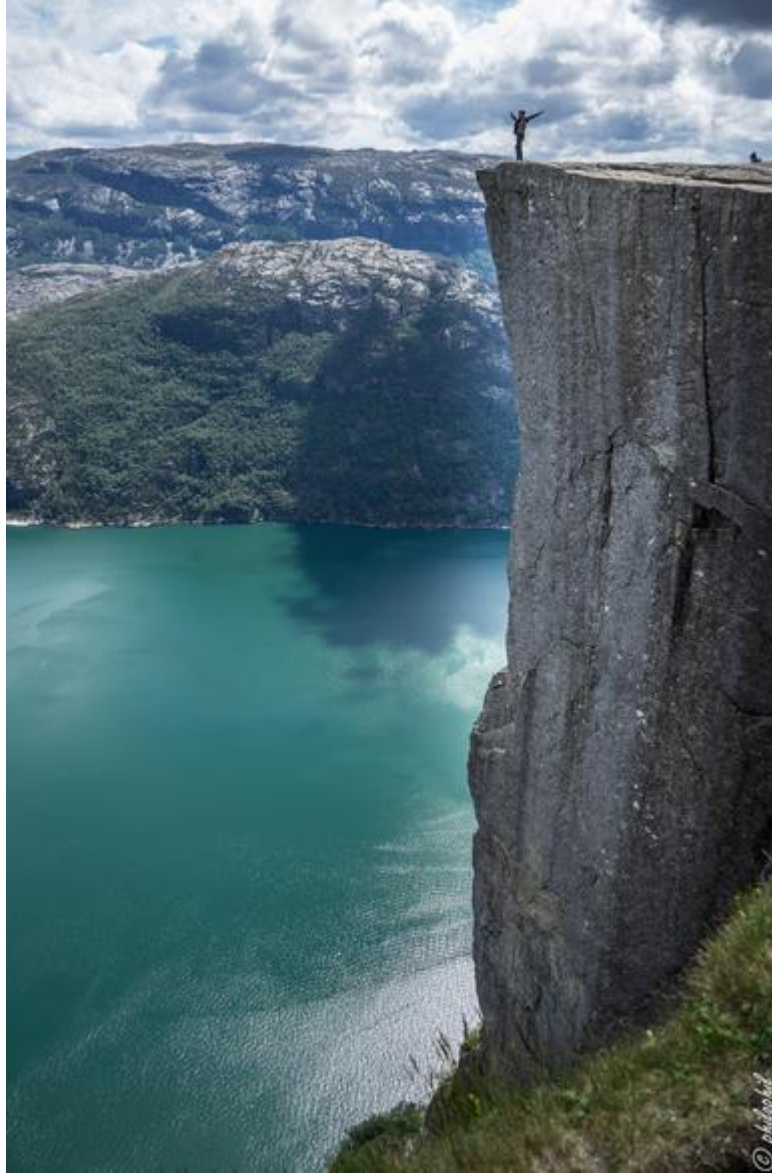
insta_repeat Person centered atop a high point framed against the sky
115 Wo.

+

matt.coburn Too many people reading that damned Neitzche paperback and trying to recreate the cover. You know the book I'm talking about
115 Wo. Gefällt 2 Mal Antworten

patrick_ryland #citizenoftheworld
115 Wo. Antworten

Gefällt 6.000 Mal



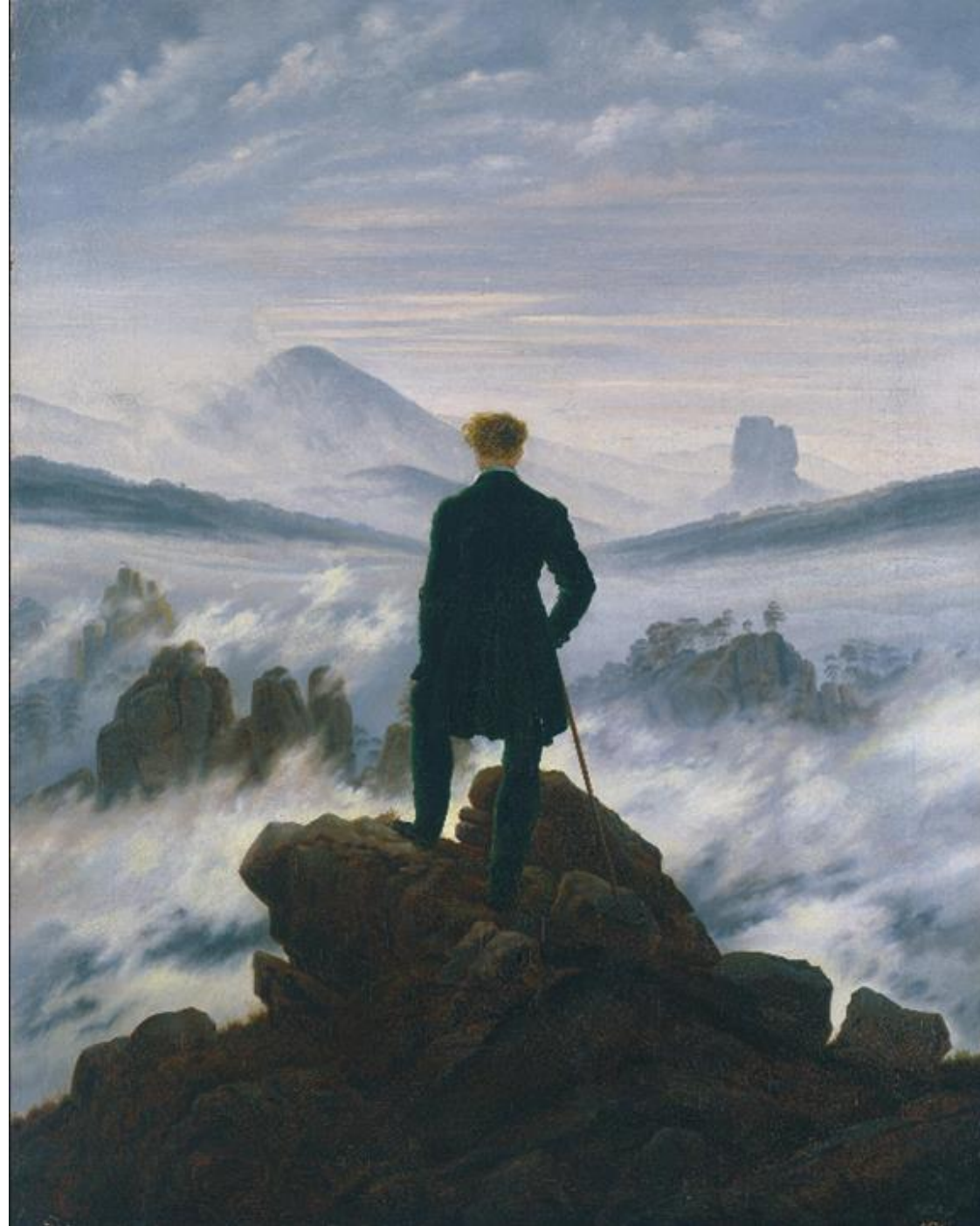
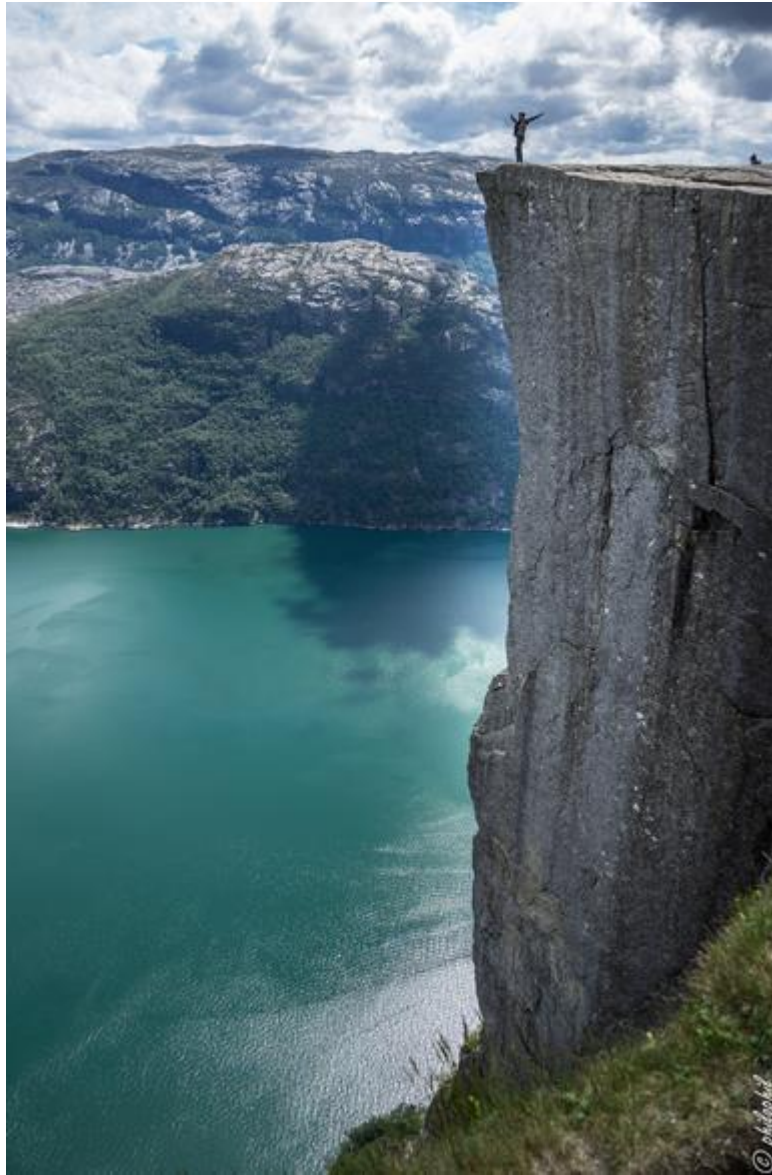
© p.hilgert



Norwegian police called after tourists form long queue at Preikestolen



Norway's Preikestolen/Pulpit Rock. Photo: Ivars Utināns/Unsplash



tourists
en

