

BEYOND PRODUCTION: THE PRESENTIAL ECONOMY

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From Vulnerable Places to Resilient Territories: The Path to Sustainable Development



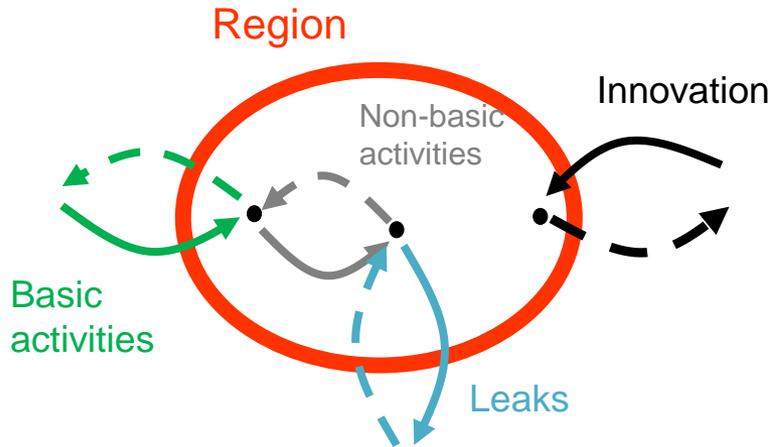
Source: www.horlogerie-suisse.com



Source: www.esl.fr

A FIRST THEORETICAL STEP: THE RESIDENTIAL ECONOMY

Export-base theory (Hoyt (1954),
North (1955))



Ex: La Chaux-de-Fonds (centre of the Watch Valley)

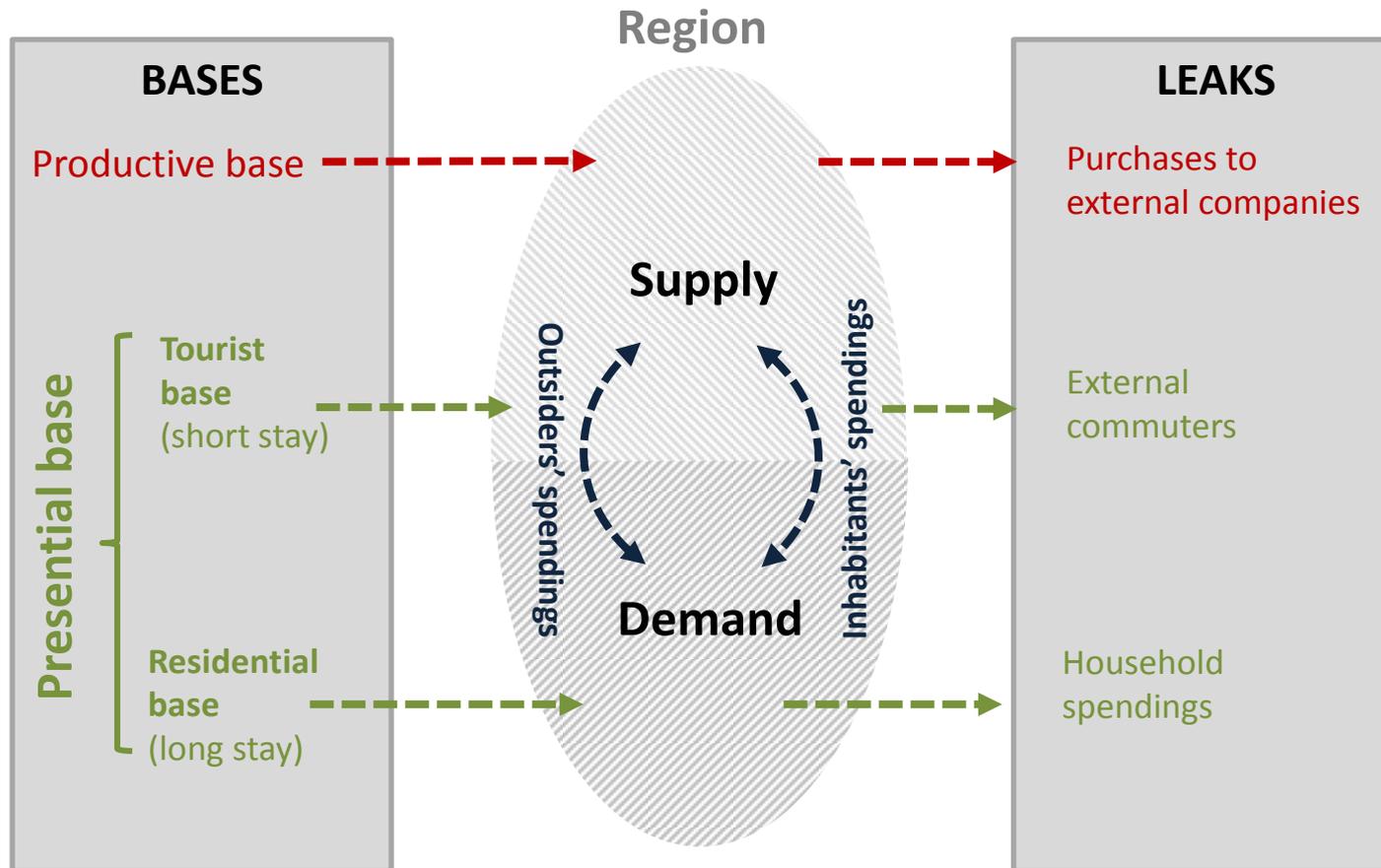


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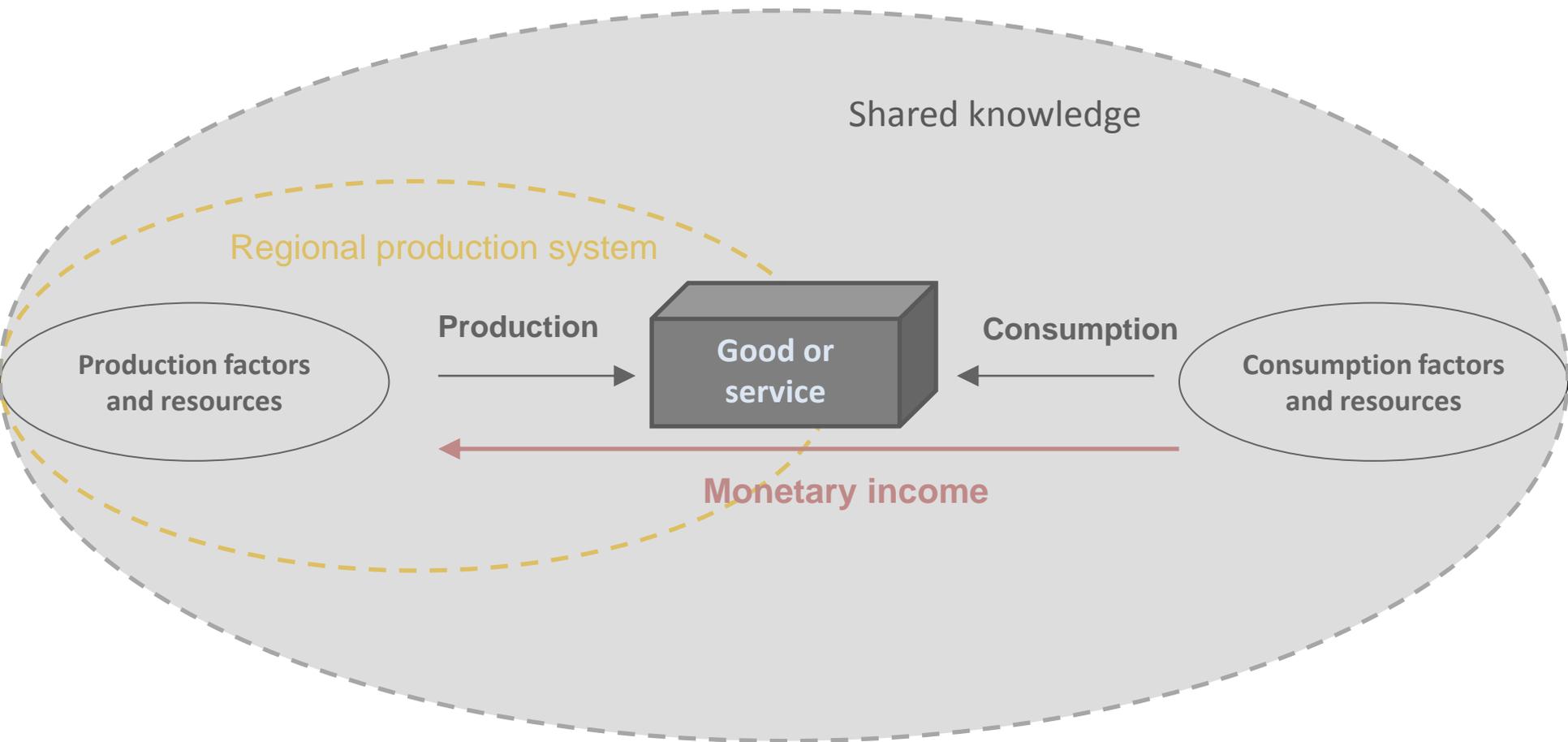
The *revised* export-base theory (Talandier et
Davezies 2009):

- **People's mobility** (commuters, students, retired people, etc.)
 - Income is less and less spent where it is generated.
- **Income transfer** (pensions, allowances (allocations), social security, income of the wealth, etc.)
 - With the increase of transfers, income is less centered on the regional producers.
- **Lifestyles** (Increasing demand of personal services such as wellness, cultural activities, convenience stores, etc.) (Markusen on 2007)
 - Income depends on the attraction of a population thanks to residential services.

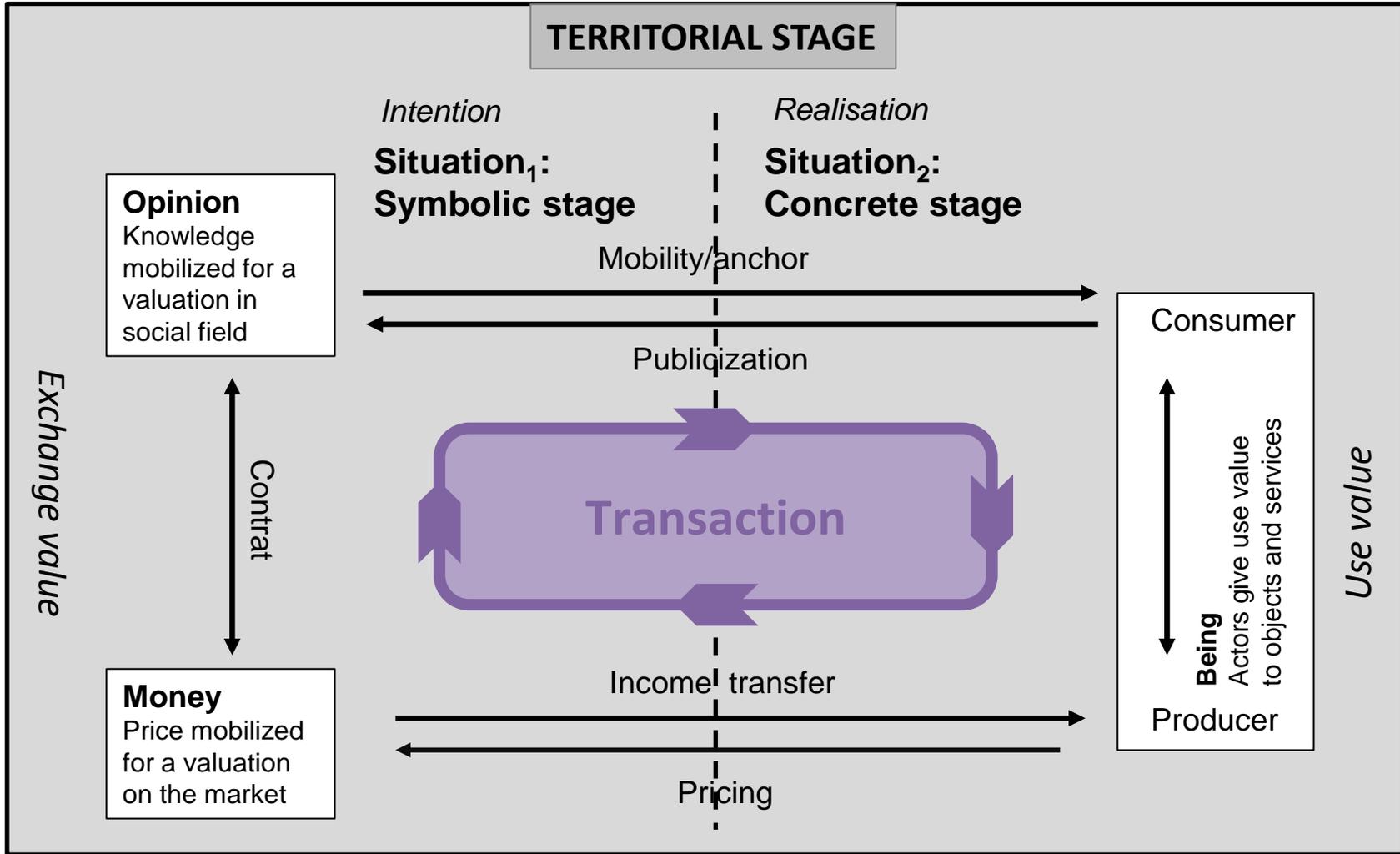
A SECOND STEP: PRESENTIAL ECONOMY (TALLANDIER, 2011)



A THIRD STEP: POSTMODERN VALUE CONSTRUCTION

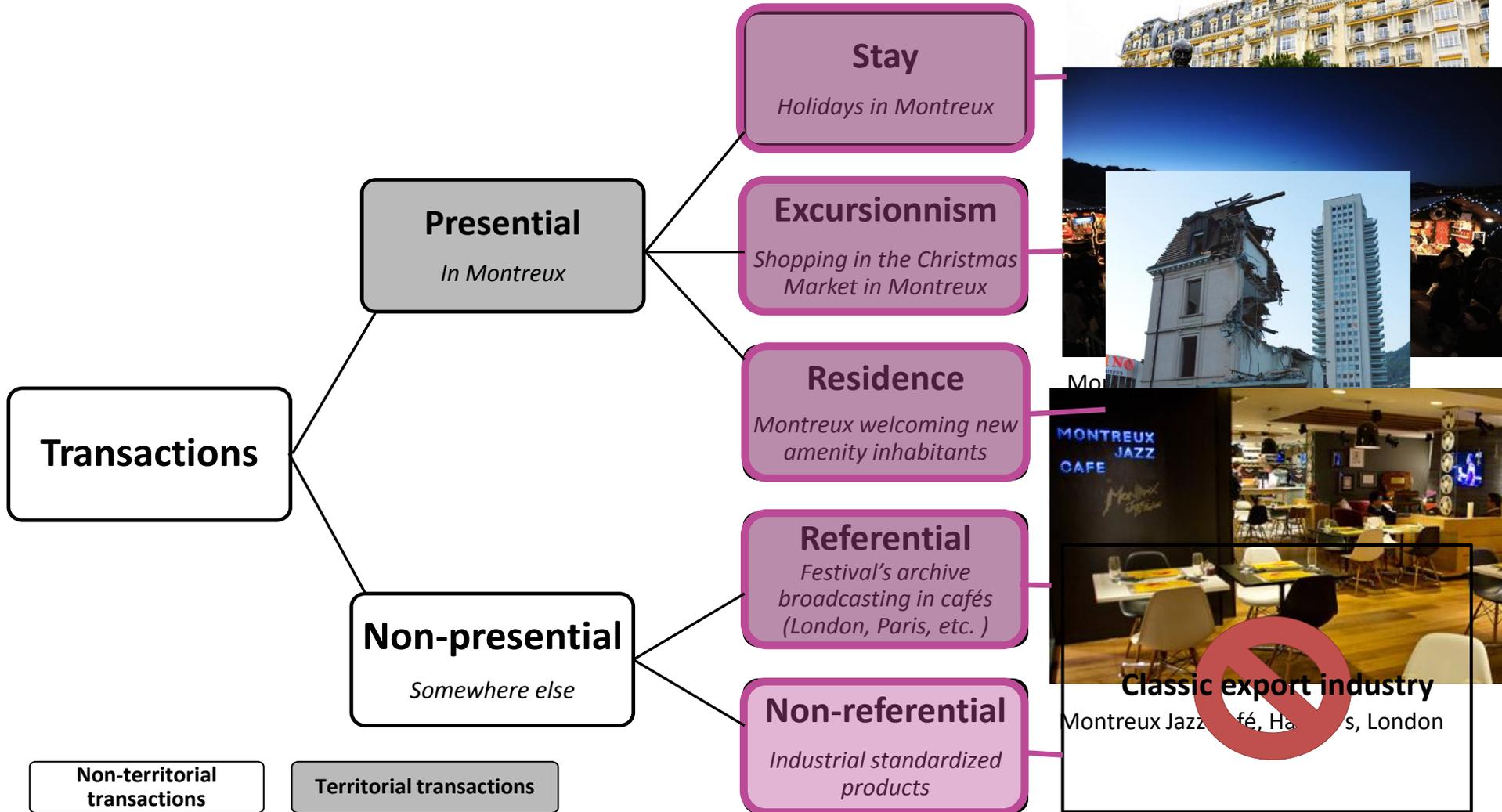


THE TERRITORIAL ECONOMIC TRANSACTION



Source: own elaboration

A TYPOLOGY OF TRANSACTIONS



Source: own elaboration

CONCLUSION

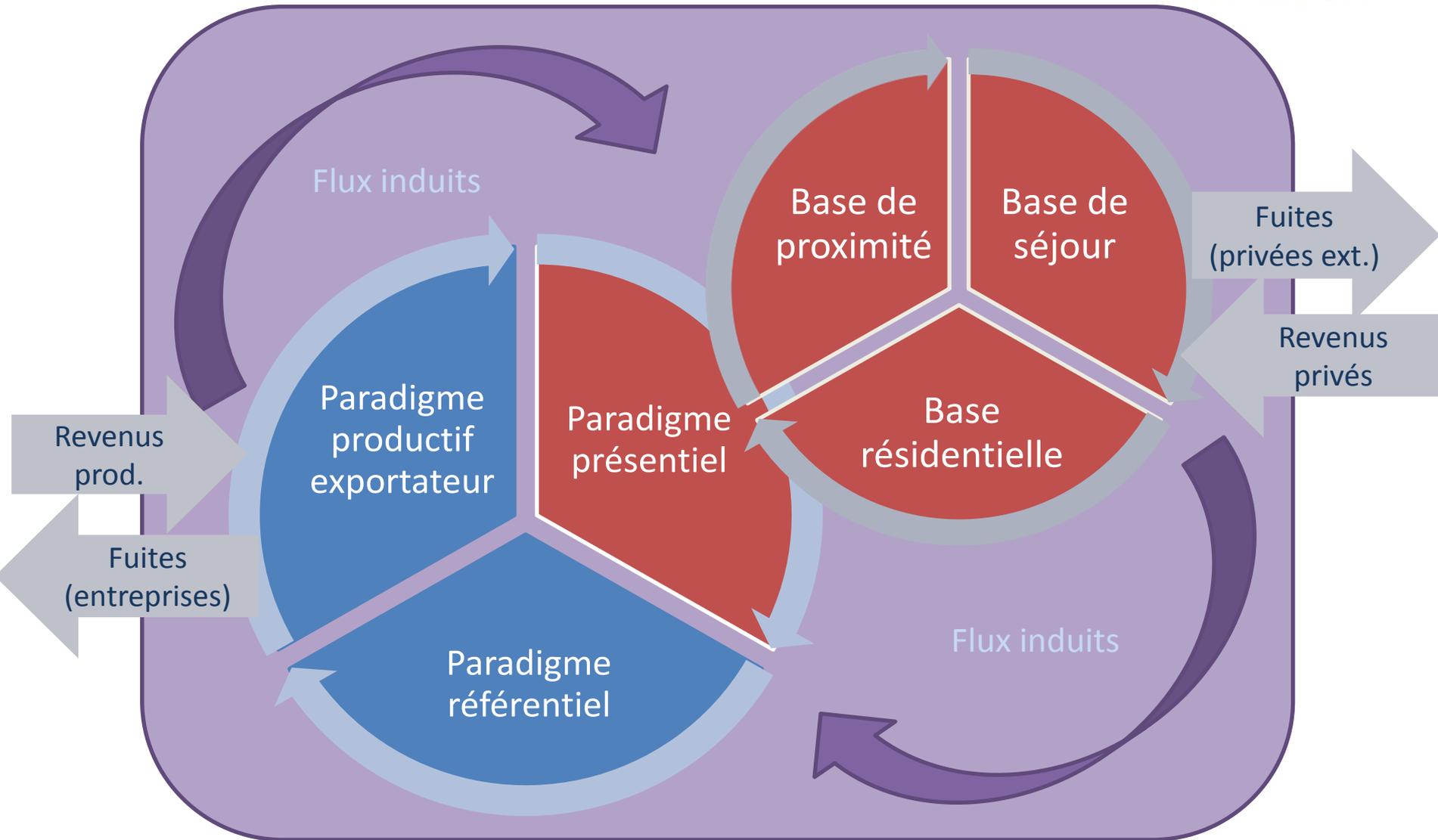
- Territorial development models focus exclusively on value embodied in goods and consequently on the production side.
- Post-modern value creation means to articulate embodied and embedded (symbolic) components. For regions, this means to shift from abstract «markets» to territorial «staging».
- The territorial staging is fundamental for presential activities and for a part of the export productive economy. It allows an increase of their territorial value.

THANK YOU FOR YOUR ATTENTION !

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4. HYBRIDATION DES MODÈLES PRODUCTIFS ET PRÉSENTIELS : VERS UNE «TOURISTIFICATION» DE L'ÉCONOMIE

