BEYOND PRODUCTION: THE PRESENTIAL ECONOMY

GUEX Delphine
CREVOISIER Olivier
Research Group in Territorial Economy (GRET)

University of Neuchâtel (Switzerland)

Regional Studies Association Global Conference 2014, Fortaleza, Brazil
From Vulnerable Places to Resilient Territories: The Path to Sustainable Development

Source: www.esl.fr
Source: www.horlogerie-suisse.com
A FIRST THEORETICAL STEP: THE RESIDENTIAL ECONOMY

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

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.

**Source:** www.esl.fr

Ex: La Chaux-de-Fonds (centre of the Watch Valley)
A SECOND STEP: PRESENTIAL ECONOMY (TALLANDIER, 2011)

**BASES**
- Productive base
- Tourist base (short stay)
- Residential base (long stay)

**Region**
- Supply
  - Outsiders' spendings
  - Inhabitants' spendings
- Demand

**LEAKS**
- Purchases to external companies
- External commuters
- Household spendings
A THIRD STEP: POSTMODERN VALUE CONSTRUCTION

Production factors and resources → Good or service ← Consumption factors and resources

Production → Good or service ← Consumption

Monetary income

Shared knowledge

Regional production system

Guex & Crevoisier – Beyond production: the presential economy

RSA 2014 – Fortaleza 29/04/2014
THE TERRITORIAL ECONOMIC TRANSACTION

TERRITORIAL STAGE

Intention
Situation₁: Symbolic stage

Realisation
Situation₂: Concrete stage

Opinion
Knowledge mobilized for a valuation in social field

Exchange value

Money
Price mobilized for a valuation on the market

Intention

Situation₁: Symbolic stage

Publicization

Pricing

Income transfer

Transaction

Consumer

Consumers give use value to objects and services

Producer

Producers give use value to objects and services

Source: own elaboration
A TYPOLOGY OF TRANSACTIONS

Transactions

Presential
In Montreux

Stay
Holidays in Montreux

Excursionnism
Shopping in the Christmas Market in Montreux

Residence
Montreux welcoming new amenity inhabitants

Referential
Festival’s archive broadcasting in cafés (London, Paris, etc.)

Non-presential
Somewhere else

Non-referential
Industrial standardized products

Non-territorial transactions

Territorial transactions

Source: own elaboration

Guex & Crevoisier – Beyond production: the presential economy

RSA 2014 – Fortaleza 29/04/2014
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!

delphine.guex@unine.ch
olivier.crevoisier@unine.ch

www.unine.ch
DYNAMIQUE DE DÉVELOPPEMENT TERRITORIAL

- Flux induits
  - Paradigme productif exportateur
  - Paradigme présentiel
  - Paradigme référentiel

- Base de proximité
- Base de séjour
- Base résidentielle

- Revenus prod.
  - Fuites (entreprises)
  - Fuites (privées ext.)

- Revenus privés
  - Flux induits

Guex & Crevoisier – Beyond production: the presential economy

RSA 2014 – Fortaleza 29/04/2014
4. HYBRIDATION DES MODÈLES PRODUCTIFS ET PRÉSENTIELS : VERS UNE «TOURISTIFICATION» DE L’ÉCONOMIE

<table>
<thead>
<tr>
<th>Époque</th>
<th>Modèle productif</th>
<th>Modèle présentiel</th>
<th>Résumé</th>
</tr>
</thead>
<tbody>
<tr>
<td>1850-1914</td>
<td>Base productive</td>
<td>Base de séjour</td>
<td>Théorie de la base revisité</td>
</tr>
<tr>
<td>1914-1945</td>
<td>Valeur productive régionale</td>
<td>Vaux de proximité</td>
<td>Modèle présentiel</td>
</tr>
<tr>
<td>1945-1990</td>
<td>Effets induits</td>
<td>«Touristification»</td>
<td>Dynamique de la valeur territoriale</td>
</tr>
<tr>
<td>1990-2014</td>
<td>Théorie de la base</td>
<td>Théorie de la base revisitée</td>
<td>Economies urbaines complexes</td>
</tr>
</tbody>
</table>

Economies sectorielles

Guex & Crevoisier – Beyond production: the presential economy

RSA 2014 – Fortaleza 29/04/2014