

SUMMARY

This work outlines a methodology which facilitates a holistic, participative and normative-ontological future-research and consulting approach in the field of planning. It can be applied especially in situations that are characterized by complex, dynamic systems or imminent paradigmatic changes.

This method, the *KONKRETE UTOPIE* (CONCRETE UTOPIA), is based on the intentions and functions of the political and philosophical utopian thinking but is concretized sectorally as well as regionally. On the one hand the CONCRETE UTOPIA wants to initiate a locally or regionally adapted, qualitative and discursive development. On the other it is an instrument of future-research which aims to experimentally accompany and consult the planning and decision-making processes. This newly defined and further specified method can be implemented at the beginning of a participative planning process or within the framework of a special scientific consulting procedure. But due to its communicative flexibility – the CONCRETE UTOPIA can be presented in the form of a novel as well as for example in the form of an interactive website – lots of other possible practical assignments are thinkable. The CONCRETE UTOPIA shows a lot of advantages compared to other planning procedures which enable it for example to generate a larger amount of participation energy, to inject specific knowledge and know-how or to communicate discursively possible realities.

The concrete scientific example of this planning method is the sector of tourism. The two regional examples are the *Isla de Margarita* and the small town of *Santa Fe/Sucre* in Venezuela. For both regions, which are in totally different development stages concerning tourism, a comprehensive structural and spatial analysis has been carried out. It is quite clear that a special and extensive emphasis has been given to tourism, its development and actual status quo as well as to its supply and demand side. In order to detect the regions' potential and bottleneck factors for a future tourist development various methods have been applied, such as the analysis of existing scientific material and statistics, mapping, expert interviews or, among others, the interview of tourists and hotel managers by means of a questionnaire. The results of the empirical analysis of the two regions show the fundamental structures and the strategic development phenomena, which constitute the basis for a possible compilation of a CONCRETE UTOPIA. The final chapter consists of concrete measures and development projects for both regions which can be considered the foundation and the components of a possible CONCRETE UTOPIA.

Thus, this study develops a new method in the field of a participative, holistic and future-oriented planning heuristic. This method is to be handed over to theoretical discussion and practical implementation. Moreover, the empirical results of the analysis of the two regions do not only serve as a stepping-stone for the formulation of the CONCRETE UTOPIA, but they can be used as autonomous scientific findings which supply strategies for a sustainable tourism and regional development process.