

European learnings on

STRATEGIC CULTURAL TOURISM



Photo: Statens fastighetsverk, Linda Larsson

Six European examples of culture as a driving force in regional tourism.

Friday the 7th May 2010, 9 am – 3 pm at the School of Business, Economics and Law, University of Gothenburg.
Address: Vasagatan 1.

Reväst invites you to a conference on the impact of culture on tourism development. We will learn from six European regions how they have invested in culture to develop regional tourism. The conference will be held in English and is free of charge.

Please register with Gun Nordström at revast@handels.gu.se, before the 3rd May 2010. For further information, please phone +46 31 786 44 15.

PROGRAM:

08.30 **Registration and coffee**

09.00 *Lars Nordström*

– Welcome address

Tomas Olsson, Region Västra Götaland

– The impact of culture on tourism and strategies for cultural tourism in Region Västra Götaland.

Anders Larsson

– Cultural tourism as a long-term integrated strategy for sustainable development in local economy

Malcolm Bell, Head of Tourism VisitCornwall

– Understanding the impact of cultural tourism in Cornwall

Nigel M. Adams, Welsh Assembly Government, Head of Policy and regeneration, Strategy & Partnerships Visit Wales

– The development of cultural tourism in Wales

Teresa Caldarola & Riccardo Vigni,

Tourism Development, Tuscany

– The Via Francigena in Tuscany, a model of governance for a new cultural tourism product

Francesc Iglesias,

Head of Tourism Development, Catalonia

– Catalan Icons, a tool to spread culture in tourism

Päivi Lappalainen, Program Director, Turku Touring

– Aurajoki Experience, how to develop customer-based cultural tourism products?

11.45

Lunch

13.00

Discussion

- How can strategic planning of tourism benefit regional transformation from traditional industrial production towards experience-based services?

- Can cultural tourism be a long-term integrated strategy for sustainable development in local economy?

- The aim of the conference is to place the notion of cultural tourism in a broader context of sustainable regional development.

Mikael Cullberg leads the discussion

Lars Nordström, Riccardo Vigni, Nigel Adams, Teresa Caldarola, Anders Larsson, Päivi Lappalainen, Malcolm Bell, Francesc Iglesias.



Reväst
Styrelsen för regional forskning i Västsverige



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Reväst

Reväst – The Board of Regional Research in West Sweden – functions as a forum and network for information of regional research, both within and outside of West Sweden. They play a communicate role between researchers and those who benefit from research results.

Reväst initiates regional development research at the various colleges in West Sweden on regional development, based on problems identified in West Sweden. The organisation also contributes to building up research expertise in regional science in West Sweden and strives to make international comparisons.



Region Västra Götaland's Cultural Affairs Committee www.vgregion.se

Through dedicated effort and Sweden's largest cultural budget, both in absolute terms and per capita, culture has a self-evident role in the regional social life of. Culture is a basic precondition for active, committed citizens – involvement contributes to democratic development. Culture can make people grow and is very important for employment, regional development and growth in Västra Götaland.

Region Västra Götaland's Cultural Affairs Committee drives the strategic development effort with Kulturvision Västra Götaland as the foundation. The Region drives renewal issues in the area of cultural policy – inquisitively and flexibly in order to capture the new forms of culture of our times. The committee gives assignments to 80 departments, institutions, organisations and associations and every year provides support for about a hundred projects. All to further strengthen the role of culture and practitioners of culture in society.



ECTN www.ectn.eu.com/

The idea behind the European Cultural Tourism Network arose from a conference on Cultural Tourism held in Brussels in February 2003 which was attended by representatives of 17 countries. It was clear from the delegates that a network was required to bring together people working in tourism and the cultural industries throughout Europe.

ECTN is the only network that brings together tourism and cultural industry professionals across Europe, working together to exchange experience and information on best practice.



NECSTouR www.necstour.eu

NECSTouR is an organisation of European regions, whose aim is to develop and strengthen a coherent framework for the coordination of regional development programmes and research on sustainable and competitive tourism.

The network was born in November 2007 in Florence, during Euromeeting conference, when a group of 15 regions, flanked by many important international institutions and stakeholders, signed the Memorandum of Understanding "Towards a European Network for a Sustainable and Competitive Tourism - Policies and Instruments for the Consolidation of a European Strategy for a Network of Destinations of Excellence for a Sustainable and Competitive Tourism".