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THE CREATIVE FUTURE CULTURAL TOURISM AS A SUSTAINABLE AND A GROWING SECTOR

EUROPEAN CULTURAL TOURISM NETWORK'S 3RD ANNUAL CONFERENCE 22-24 NOVEMBER 2006 GOTHENBURG, SWEDEN

The third annual conference of European Cultural Tourism Network will focus on the ways in which cultural tourism can support the sustainable European economic development, foster mutual understanding of cultural diversity and between nations of Europe.

The conference will prepare issues and challenges for a joint meeting between the Committee of the Regions, the Economic and Social Committee and the European Union Parliament of 2007. The aim of the conference is to assemble professionals in culture and tourism to exchange experience and move the issue of cultural tourism forward on the European agenda.

At this year's conference, ECTN INTERREG III C project partners will present their final project report, which includes examples of good practice in cultural tourism development at regional and local level. Discussions will concentrate on how future development of cultural tourism can be strengthened in Europe.

Target groups of the conference are people in charge of planning, decision makers, politicians, businessmen, and representatives of the cultural sector.

The conference will be held at Hotel 11, the Conference Centre, in Göteborg, Region Västra Götaland, Sweden.
www.hotel11.se

Conference Programme

Tuesday 21 November 2006

- 17:30-19:30 ECTN steering group meeting
19:30 Reception at World Culture Museum, Södra Vägen 54, Gothenburg

Wednesday 22 November 2006

- 08:00-09:00 **Delegate Registration**
- 09:00-09.40 **Welcome to Västra Götaland Region and the City of Göteborg**
Representatives of Region and city.
- ECTN Introduction & ECTN INTERREG III C project report**
Nigel Adams, Lead ECTN Partner (15 mins)
- 09:40-10:00 **Cultural Tourism - Shaping the Future of Europe**
The impact of cultural tourism on the development of Europe.
A representative from the EU Commission DG Culture and Education.
- 10:00-10:20 **Cultural Tourism - Creating Regional Development**
Why is cultural tourism important and which role could it play in regional development.
Professor John Lennon, Director, Moffat Centre for Travel and Tourism Business Development Glasgow Caledonian University
- 10:20-10:50 **Events & Cultural Tourism Development**
Professor Donald Getz, Haskayne School of Business, University of Calgary Canada.
- 10:50-11:05 COFFEE BREAK

- 11.05-11:25 **Cultural Tourism - Definitions and Links**
What is cultural tourism and creative industries? Definitions and links.
Associate Professor Margareta Dahlström, Nordregio
- 11:25-11:45 **Cultural Tourism - Transforming Cities**
Case study Göteborg - Creating a Centre of Culture, Education and Event
The industrial city of Göteborg that changed into a centre for culture, education and events.
Professor Lars Nordström, Göteborg University
- 11:45-12:00 General discussion and delegate briefing on arrangements for afternoon workshops.
- 12:00-13:00 LUNCH
- 13:45- 17:00 **Thematic workshops at 4 city locations**
Workshops presentations on relevant findings and issues raised from the ECTN report on cultural tourism in Europe followed by presentation from Västra Götland region and discussion on theme in question.
- 1. Cultural Tourism - Research Development**
Venue: Gothenburg University School of Business, Economics and Law
- Who is the Cultural Tourist and What are they looking for?*
Feedback on ECTN Report relating to value and volume of cultural tourism, needs of cultural tourist and market trends
Julie Russell, Visit Wales with input from other partners, e.g. Market for cultural tourism in Spain - Oviedo/Huelva/Andalucia?(45mins)
- How should research on cultural tourism be developed?*
Göteborg University Atlas Culture and Tourism Survey 2006.
Professor Tommy Andersson., Professor Lena Mossberg, and Associate Professor Bengt Holmgren. (45mins)
- Discussion (1hr 15mins)*
- 2. Cultural Tourism - as a tool for Destination Development**
Venue: Norra Älvstranden, Navet
- What makes a Successful Cultural Tourism Destination? Cultural Tourism as a Catalyst for Social and Economic Regeneration and Management of Cultural Tourism Destinations*
Presentation from Oviedo, of Finland. Maybe input on IQM from Wales. (45mins)
- How could culture and tourism be used as a means for city changes?*
The example of Norra Älvstranden, Navet (Northern river bank, the Nave) - from a shipyard into an area of modern industry, media, bussiness and housing.
MD Mats Karlsson, Johan Ekman. Norra Älvstranden Utvecklings AB, Professor Lars Nordström. (30mins)
- Discussion (1hr 15mins)*
- 3. Cultural Tourism - Powered by Institutions and Education**
Venue: Götaplatsen, Concert Hall
- Employment, Education & Training, Strategic Planning and Partnership*
Huelva/Hungary/Nigel Adams & other ECTN partners (45mins)
- Could cultural institutions and educations act as driving forces?*
MD Ed Smith, Gothenburg Concert Hall (30mins)
- Discussion (1hr 15 mins)*
- 4. Cultural Tourism - Developing Strategic Events**
Venue: Museum of World Culture
- Developing Cultural Tourism Products, Marketing of Cultural Tourism Destination*
Ireland/Andalucia & input from other ECTN partners (45mins)
- How could events be developed into a strategic area for cultural tourism?*
Dr Ossian Stiernstrand (30mins)
- Discussion (1hr 15mins)*
- 19:30 **Evening Reception** - Hosted by the City of Göteborg

Thursday, 23 November 2006

- 09:00-10:00 **Sustainable Cultural Tourism Development**
Cultural tourism the perspectives: of supply, demand and political environment.
Professor, Tommy Andersson. Professor Lena Mossberg and Associate Professor Bengt Holmgren
- 10:30-11:00 COFFEE BREAK
- 11:00-11:30 **Cultural Tourism from a European Cities Perspective**
How could European cities develop cultural tourism?
Mr Claes Bjerckne, President of European Cities' Tourism

- 11:30-12:00 **Cultural Tourism and Challenges for the Future**
Mr Franco Ianniello, Head of the European Union's unit for tourism, DG Enterprises and Industry will outline the future challenges for cultural tourism in Europe. These challenges will form a basis for discussions in the afternoon's workshops.
- 12:00-13:00 LUNCH
- 13:00- 16:00 **Break out discussion groups**
Each workshop starts with a presentation (20mins) on one of the challenges for sustainable cultural tourism development. They will be asked to discuss this from the economic, social and political perspectives taking into account supply, demand and the political environment. The Workshop Chair will report back in the plenary session in order to develop the conference position paper on cultural tourism.
- How could sustainable cultural tourism develop in Europe?**
The basis of the discussion could be the Cardiff declaration, The Europea Nostra declaration on cultural tourism, the ECTN project report and the report from the School of Business, Economics and Law
- How do you create cooperation between the different sectors in tourism economy to achieve momentum and growth?**
The financial connections in cultural tourism - the economy of separate sectors (the hotels make money but not the events that led to more hotel guests)
- Which is the role of the public community and the authorities in the development of cultural tourism?**
Churches Tourism Network Wales
- 16:00-16:30 COFFEE BREAK
- 16:30-17:30 Presentation of views from the work groups. Suggestions for the position paper on the future of cultural tourism in Europe
- 19:30 **Reception & Gala Banquet**
Hosted by Mr Hans Aronsson, President of Västra Götaland's Regional Council.

Friday 24 November 2006

- 09:00- 10:00 **Cultural Tourism as a tool for fostering understanding of cultural understanding - building bridges between cultures**
Speaker to be confirmed to provide general introduction and context of how cultural tourism requires partnership working and how it brings communities together in sectoral and community senses. Presentation from West Sweden and Andalucia regions with examples of cultural tourism projects which facilitate greater understanding of other cultures. Guest speaker from Bagdad on how seeking to develop cultural tourism in future and support from international community.
- 10:10 -10:30 **Arn the Knight.**
Mr Jan Guillou, writer and journalist (to be confirmed)
- 10:30 -11:00 **Arn film project** - building bridges between cultures - work with Swedish Arabic community
- 11:00 - 11:20 COFFEE BREAK
- 11:30 - 12:45 **What could be done in politics to support development of cultural tourism in Europe?**
Panel featuring invited politicians.
- 12:45 - 13.00 **Future ECTN events & conference conclusion**
- 13:00 - 14:00 LUNCH
- 14:00 Optional programmes: opera, theatre, shopping and museums in Gothenburg

Saturday 25 November

Optional programmes in other part of Västra Götalandsregionen

1. Textile tourism, heritage and shopping
2. Arn-land
3. Trollhättan, city of power and creative industries

Saturday 25 November - Optional programmes in other part of Västra Götalandsregionen

1. Textile tourism, heritage and shopping - Textile Design Sjuhärad

<http://textildesign.vastsverige.com>

Sjuhärads history is one marked by entrepreneurial spirit, trading and production. Since the founding of Sjuhärads´ Textile School 1847, knowledge about design and the associated technology has helped to build the basis for the textile industry in Sweden. The needs - or the creation of needs - for textile products continue to be catered for by the local community. Sjuhärads´ textile products are sold far and wide under many well known brand names. The origins of this lie in the skills base in Sjuhärad, which in turn lead to ideas that are original. Sjuhärad is constantly making new history. The textile industry´s global nature continually creates new expressions in the area, which in turn reflects the many different fashion of the industry.

The study tour is arranged by The Sjuhärad Association of Local Authorities.

Preliminary programme

09.00-10.00	Kasthall, Kinna
10.30-11.30	Rydals museum
12.00-13.00	Lunch, Pulsen, Borås
13.15-14.00	The Swedish School of Textiles
14.30-15.30	Textilium & Lager157, Gällstad
15.30-16.30	Discussions
approx. 17.30	Göteborg

Kasthall

www.kasthall.se

Kasthall has been designing and manufacturing unique woven and tufted carpets since 1889. Since its foundation the company has been operating from its own factory in Kinna, an area rich in textile manufacturing history in the west of Sweden. This is where we still make all our carpets today. Over the years, Kasthall has grown to become a leading international designer and manufacturer of carpet.

We work with some of the world´s foremost architects and designer, who ensure that we keep up our high standards. The textile designer Gunilla Lagerhem Ullberg is Kasthall´s in-house chief designer. Since 1987 Gunilla has been designing carpet collections for Kasthall, working together with a highly proficient team traditions of technical colleagues.

Rydals museum

The museum was built 1851 as a spinning mill. It was built by Sven Erikson, Sjuhärads biggest entrepreneur with three weaving mills along the water of Viskan. He also had as much as 1 500 weaving familys in the area that produced textiles by yarn from him. Today the museum shows the textile history and also makes popular exhibitions made by different creative forces.

Astern, Pulsen, Borås

The restaurant is placed in a textile mill and have been preserved in collaboration with culture, commerce and industry.

The Swedish School of Textile

Textile education in Borås dates back to 1866 when the Technical School of Weaving was founded. In 1948 the Textile Institute was established, and in the mid 1980s it was transferred to the University College of Borås as a separate department. Today the Swedish School of Textiles has developed into a national and international resource centre. At the School's disposal are advanced machinery, sewing rooms, facilities for textile printing, machine rooms for weaving and the manufacture of knitwear, and a technical library. In addition, The School of Weaving has unique hand loom weaving equipment.



Today, the Swedish School of Textiles offers the following educational programmes:
(the language of instruction is noted)

Textile Management, BSc/MSc (BSc & MSc in Swedish)

Textile Engineering, BSc/MSc (MSc in English 2004)

Industrial Technology - YTH, UD (Swedish)

Textile Science - Handloom weaving, BSc (Swedish)

Textile Design, BA (Swedish)

Fashion Design, BA (Swedish)

Fashion and Textile Design, MA (English)

Lager 157 & Textilium

www.lager157.com

In Swedens knitwear centre you found many attractive stores, as well as factory shops selling the latest fashions in sport and leisure. Clothes can be bought here for the half price you would expect to pay in the cities. Lager 157 is Sweden´s largest jeans shop with many street fashion brands.

Textilium is maybe the most exiting project in Sjuhärad right now. The unique values, traditions and knowledge of textiles is to be created for a broad public. Textilium planned to be in use 2008.

Discussion

The study tour will end with some discussions about ways and methods for developing cultural tourism beneficial to heritage organisations and the tourist sector as well as communities and industry.

2. Arn-land

Based On A True Story

In 1998 the famous Swedish writer Jan Guillou published the first part of a trilogy of novels about the crusader Arn Magnusson. Arn is a fictional character, but the events and places from the novels are based on historical reality - based on a true story.

The surroundings, churches and ruins still exist in the county, and at the museums there are writings and objects, which together with imagination give us a picture of the Swedish life and their way of living in the kingdoms beginning. It has turned out to be a very successful idea to combine culture with tourism and it has brought many new visitors to West Sweden. It has also inspired many people to study the fascinating history of the kingdoms beginning.

The story of Arn also puts focus on the relationship between Christians and Muslims through history. What can we learn from eachothers civilisations? "We have met before" is the exhibition on tour in Västra Götaland 2006 that puts emphasis on these questions.

The Skaraborg area is also the location for the biggest film project ever in Sweden as the Arnstory is the subject for two movies and one tv-series.

Preliminary programme

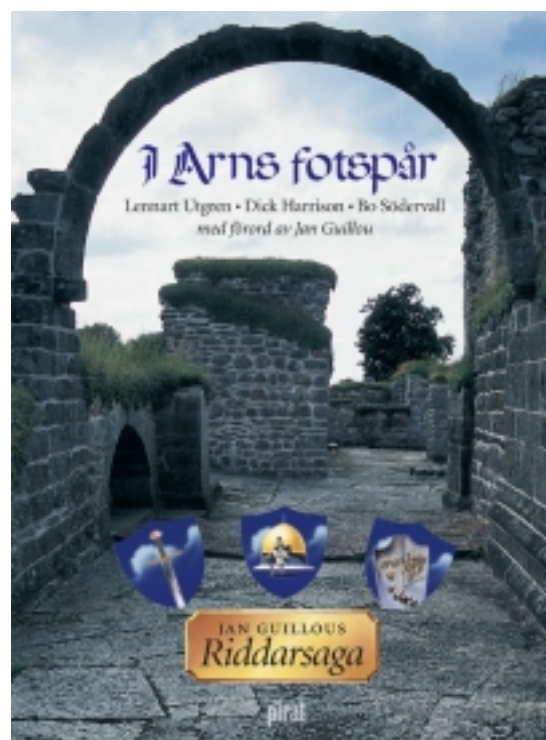
Dept Göteborg	08.00
Forshem, Kinnekulle	10.00
Lunch	12.00
Skara, cathedral and museum	14.00
Discussions	15.00
Göteborg, aprox	18.00

This study tour takes You to the heart of West Sweden, to a part that is referred to as "the cradle of Sweden". The tour covers subjects like:

- church tourism
- culture tourism as a bridgebuilder between different cultures
- film tourism
- saga and fiction - sience and facts - what is right or wrong in creating culture tourism

The study tour is arranged by Västergötlands museum and the Regional Medieval Project

Prel cost: 500 SEK if minimum 10 persons



3. Trollhättan, city of power and creative industries

History, Industry and Tourism in the Göta Älv Valley

Trollhättan is a city in the western part of Sweden (Västra Götaland region) heavily dominated by industry. The industrial development was built around the river Göta älv that runs in a narrow canyon and falls 32 meters in the middle of the city. The first locks in this area were completed in the year 1800 and until the middle of the 2000th century two new lock systems were built, many industries were established and two large waterpower stations were constructed.

Trollhättan is the centre of the northern part of the Göta älv valley and the study tour focus on the connections between tourism, cultural heritage and industrial development in the area.

The aim of study trip and programme was to describe and analyse this situation in Trollhättan and Göta älv valley and discuss ways and methods for developing cultural tourism beneficial to heritage organisations and the tourist sector as well as communities and industry.

The study tour is arranged by Innovatum in Trollhättan.

Preliminary programme

09:00-10:00	Museum of Ropemaking, Älvängen
11:00-12:30	Innovatum and Saab Car Museum
12:30-13:30	Lunch
13:30-15:30	The falls and locks area, Trollhättan
15:30-16:30	Discussions

Museum of Ropemaking, Älvängen



Carlmark's old rope walk in Älvängen, Sweden, was to be demolished in the early 1990s, but fortunately thanks to the skill and hard work of the save the Rope Walk Society the threat was averted. Today the building and machines have been fully restored. The Rope-Walk was designated Industrial Monument of the Year in 1995 and in 1996 a historic building.

www.repslagarbanan.se

Innovatum, Saab Car Museum and the old Nohab area

Innovatum is a Science Park and Science Centre that works with industrial development, education and the industrial heritage in Trollhättan as well as in the Västra Götaland region. Innovatum was established in 1997. In the Innovatum Technology Center you'll find exhibitions with focus on technology, energy, media, design and industrial history.

An exhibition of Saab cars from 1946 to the products of today can be seen here. The museum is redecorated in spring 2005.

Innovatum and Saab Car Museum is situated in the old factory of Nohab, which for over a hundred years was the dominating industry in Trollhättan.



www.innovatum.se

The falls and locks area, Trollhättan



The falls and locks area in Trollhätte early on also attracted tourists, because of the spectacular scenery and the industrial transformation of the area. Today the falls and locks area is a national industrial heritage as well as a living industrial area. The area has a four lock system and two large waterpower station still in operation and it is also a major tourist attraction with more than 300 000 visitors a year.

The visit includes guided tour of the locks, Olidan power station and the release of water in the old waterfall

www.fallochsluss.se

Discussions

The study tour will end with some discussions about ways and methods for developing cultural tourism beneficial to heritage organisations and the tourist sector as well as communities and industry.