

Kultursekretariatet

Referens

Ylva Gustafsson

Datum

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Cultural Tourism as a factor for growth and development in Västra Götaland and Côte d'Azur/Alpes-Maritimes

Draft program

Background

The East Indiaman "Göteborg" will arrive Nice 17 April 2007 and will depart 24 April.

Having been one of the leading regions in world tourism as main destinations of international tourist flows, Nice and Côte d'Azur is today facing a decline in the number of visitors. What role could cultural tourism play in order to make the destination an attractive place for leisure and business tourists as well as for business investors? Could we learn anything from each other?

Seminar Program:

Musée des Arts Asiatiques, Nice

Friday 20 April

Region Västra Götaland will give an Cultural Tourism Seminar on Musée des Arts Asiatiques, Nice on Friday 20 April 10–15 (lunch included)

Time	Program	On stage
10:00	Welcome to the seminar	J-C Mari, ville de Nice J-P Mascarelli, Team Côte d'Azur R Andersson, Region Västra Götaland L Nordström, Region Västra Götaland

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10:20	Cultural tourism as a sustainable and growing sector, Case study: Västra Götaland	T Andersson
10:50	Case study: Côte d'Azur	M Ferre D Charpentier
11:45	Case study: Barcelona	???
12:10	Coffee break	
12:30	Break out discussion: How can European regions further develop cultural tourism?	
13:15	ECTN as a tool for creating a cultural tourism in Europe	Nigel Adams
13:45	Conclusion	

14:00 Lunch at the museum hosted by Team Côte d'Azur

Target audience for the seminar

Politicians and officials of Region Västra Götaland, Alpes Maritimes, Nice
 Tourism Boards of Côte d'Azur, West Sweden
 Members of the ECTN network
 Local business and companies

Working languages in the two seminars

The Cultural Tourism seminar will be held in english with PP presentations in french (?)

Number of participants

25 – 40 persons

Delegates from Region Västra Götaland

Roland Andersson, President of executive board of Region Västra Götaland
 Lars Nordström, President of the cultural committee
 Conny Brännberg, Vice-President of the West Sweden Tourist Board
 Johnny Nilsson, Vice-President of the cultural committee

Tommy Andersson, Ph D; School of Business, Economics and Law,
 Göteborg

Gun Looström, International Secretary; School of Business, Economics and
 Law, Göteborg

Kristian Berg, Director of Cultural affairs
 Ylva Gustafsson, Commissioner
 Tomas Olsson, Commissioner
 Marie Östblom, West Sweden Tourist Board

Delegates from Côte d'Azur

Jean-Claude Mari, maire adjoint, City of Nice
Jean-Pierre Mascarelli, President Team Côte d'Azur

Dominique Charpentier, Managing Director, Team Côte d'Azur
Frédéric Dimance, Ceram
Jean-Paul Alimi, commissioner Nice
Martine Ferre, Ph D, Ceram

Delegates from ECTN

Nigel Adams, coordinator ECTN

Social program

The Cultural tourism seminar will gather at 5 pm for cocktail with snacks onboard the East Indiaman "Götheborg" or at the harbour area.
