

Landscape and Tourism Conference

Gothenburg, Sweden, November 22 – 24, 2010

21st November

7.30 pm **Informal dinner at Gunnebo Castle & Garden to welcome those speakers and delegates who arrive early**
Gunnebo House & Garden is one of Sweden's foremost 18th century estates, in a beautiful location south of Gothenburg. In the restaurant, which is eco-labelled, we enjoy a dinner based on locally produced ingredients.

22nd November

Venue: Gothenburg Concert Hall, Götaplatsen

09:00 am **Workshop**
Drafting of guidelines: Tourism and Landscape Planning
Moderator Mr. Eric Nanchen, Executive Director of the Foundation for Sustainable Development in Mountain Regions, Canton Valais

11:00 am **Registration**

Moderator for the day: Mr. Conny Brännberg, Vice President of the Regional Council, Region Västra Götaland

1:00 pm *The importance of landscapes for tourism – the impact of tourism on landscapes*

Welcome speech and opening of conference
Mr. **Kent Johansson**, President of the Regional Development Committee, Region Västra Götaland

Mr. **Mads Randbøll Wolff**, Senior advisor, Nordic Council of Ministers

Mr. **Mikko Härö**, Chair of the Steering Committee for Cultural Heritage and Landscape (CDPATEP), Council of Europe

Mr. **Valentino Izzo**, European Commission, DG Enterprise and Industry, Tourism unit

Mr. **Oreol Porcel Montané**, Director RECEP-ENELC

Ms. **Cristina Scaletti**, Presidency of NECSTouR, Minister for Culture, Tourism and Commerce, Region Tuscany

2:30 pm **Coffee break**

3:00 pm *Landscape versus Tourism - a challenge for sustainable development?*

Cultural Routes of the Council of Europe: ways to discover the European Landscapes

Dr. Eleonora Berti, Policy Officer, European Institute of Cultural Routes, Council of Europe

Challenges and opportunities in the development of sustainable tourism

Mr. Murray Ferguson, Sustainable Rural Development Director, Cairngorms National Park Authority, Scotland

Landscape as a resource for sustainable development of tourism. The case of the touristic planning in Andalusia

Professor Arsenio Villar Lama, University of Seville, Andalusia

Drafting of Guidelines for tourism and landscape planning in Europe

Report from workshop; Mr. Eric Nanchen, Executive Director at Foundation for sustainable development in mountain regions, Canton Valais. Mr. Malcolm Bell, Head of Tourism Visit Cornwall, Cornwall Council. Mr. Francesc Iglesias, Strategic Planning Manager, Management Department, Catalan Tourist Board, Catalonia. Mr. Tomas Olsson, Region Västra Götaland

5:00 pm **Closing summary**

Bus transfer to the restaurant Wasa Allé:

7.00 pm From Best Western Hotel Göteborg

7.15 pm From Hotel Avalon

7:30 pm **Dinner at restaurant Vasa Allé, Vasagatan 24**

Dresscode: Lounge Suit/Cocktail Dress

23rd November

Venue: Gothenburg Concert Hall, Götaplatsen

Moderator for the day: Mr. Franco Ianniello, former head of tourism unit DG Industry and Enterprise European Commission

9:00 am *Shared knowledge -A southern European perspective*

Tourism and Landscapes in Catalonia

Mr. Francesc Iglesias, Strategic Planning Manager, Management Department, Catalan Tourist Board, Catalonia.

Landscape planning for Tourism in Catalonia

Mr. Oreol Porcel Montané, Director RECEP-ENELC

Tourism and Landscape - a planning perspective

Mr. Jaume Mateu i Lladó, Spatial Planning Director, Consell de Mallorca, Balearic Islands.

Destination Mallorca - a media perspective

Ms. Kristina Lindström, School of Business, Economics and Law, University of Gothenburg, Västra Götaland

10.30 am **Coffee break**

11.00 am *Shared knowledge - A northern European perspective*

Tourism & Landscape: between conflict and common interests

Professor Christophe Clivaz, L'Institut Universitaire Kurt Bösch, Switzerland

Destination Copenhagen - a commercial perspective

Mr. Peter Hansen, Business Development Director, Wonderful Copenhagen

Spatial planning and tourism - creating a sustainable balance

Mr. Malcolm Bell, Head of Tourism VisitCornwall, Cornwall Council

Implementation of the European Landscape Convention in Sweden

Ms. Anita Bergensträhle-Lind, Deputy Head of Sustainable Management Department, Swedish National Heritage Board. Member of Steering Committee for Cultural Heritage and Landscape (CDPATEP), Council of Europe

12.20 pm **Lunch at the Concert Hall**

1:30 pm *A practical planning and destination perspective*

Changing climate and landscapes - planning tourism in the future

Ms. Mary Stack, Environmental Planning Officer, Environment & Planning, Board Failte

Tourism in the Landscape

Mr. Paolo Bongini, Manager Tourism, Region Tuscany

Civilscape as a resource in tourism and landscape

Dr. Gerhard Ermischer, Secretary-General, Civilscape

The European Landscape Convention and tourism in the peri-urban agrarian landscape

Dr. Linda Mavian, Responsible of the Office for the Protection of the Historical and Cultural Identities, Spatial and Land Planning Directorate, Veneto Region

Slow Food Movement driving Tourism and Landscape planning

Ms. Gun Rudquist, Swedish Ark Commission, Slow Food

3:20 pm **Coffee break**

- 4:00 pm **Panel discussion - Best practice for Planning Landscapes and Tourism**
Led by Mr. Eric Nanchen, Executive Director at Foundation for sustainable development in mountain regions, Canton Valais
- 5:00 pm **Closing summary**
- Bus transfer to Lisebergs Wårdshus:**
7.00 pm From Best Western Hotel Göteborg
7.15 pm From Hotel Avalon
- 7:30 pm **Traditional Christmas Dinner at Lisebergs Wårdshus, Sofierogatan 5**
Dresscode: Smart Casual

24th November

Venue: Gothenburg Concert Hall, Götaplatsen

Moderator for the day: Mr. Franco Ianniello, former head of tourism unit, DG Industry and Enterprise, European Commission

9:00 am *Participation and planning – Nordic development*

Nordic co-operation

Professor emeritus Lars Nordström, The Norden Association

Relational Tourism - Challenges and capabilities for Northern EU Countries and islands.

Professor Giovanni Ruggieri, University of Palermo and OTIE

The interaction of landscape and infrastructure as a potential tool for regional development and tourism.

Ms. Malin Andersson, Development Strategist, Swedish Transport Administration

Attractions and landscape protection in regional planning

Mr. Helge Kolstad, Member of County Council, Östfold County Council

Spatial Planning - creating opportunities for tourism growth

Mr. Anders Tysklind, National Park Manager, The County Administrative Board of Västra Götaland

10:40 am **Coffee break**

The Telemark canal as part of an attractive regional park

Mr. Per Espeli, senior adviser, Telemark County Council

Biosphere reserves in participatory processes –

Lake Vänern Archipelago and Mount Kinnekulle Biosphere Reserve

Ms. Johanna MacTaggart, Project Manager, Biosphere Area

Panel discussion

Conference closing summary

Mr. Lars Nordström, President of the Cultural Affairs Committee, Region
Västra Götaland

1:00 pm **Lunch at the Concert Hall**

Post Seminar

Venue: **Nordiska Folkhögskolan, Kungälv**

2.00 pm **Bus transfer to the Nordiska Folkhögskolan, Kungälv**

3:00-6pm **Culture and landscape - a Bohuslän experience**

Mr. Björn Jonsson, Director, Södra Bohuslän Tourism

Dr. Mia Larsson, Centre of Tourism, University of Gothenburg

25th November

Post Seminar

Venue: **The Nordic Watercolour Museum, Skärhamn, Tjörn**

10.00 am **“Future Trends in Coastal and Island Tourism from a Sustainable
Perspective”**

Post Seminar

Venue: **Swedish Rural Economy and Agricultural Societies, Skara**

10.00 am **“The European Landscape Convention - an opportunity for the civil society
organizations in Västra Götaland?”**

