

Welcome to the Tourism and Landscape Conference

Organised by NECSTouR, RECEP/ENELC and Region Västra Götaland

Göteborg, Sweden
November 22 - 24, 2010

What does a landscape mean for tourism and what does tourism mean for a landscape?

The landscape has always been one of the tourism industry's most important resources in attracting new visitors. But what has been done in spatial planning to support the sustainable use of landscape as a resource for tourism? What role does tourism play in the development and conservation of a landscape?

We are pleased to welcome you to Göteborg, Sweden, for three interesting days. The event is directed towards Tourism planners, Politicians and Officials, Spatial planners and members of ENELC and NECSTouR. Delegates are invited to attend all three days or to choose the days in which they wish to participate.

Day 1 (22 Nov):

In the morning there will be a joint workshop between NECSTouR and RECEP/ENELC as an immediate preparation for the conference. The aim of the workshops is to present 10 concrete proposals of how to work with tourism and landscape planning within regions.

The official opening of the conference will take place after lunch. Representatives from the European Commission, Council of Europe and other institutions will give an introduction to the topic.

Day 2 (23 Nov):

The day will give a broad presentation of best practices and experiences from all over Europe. The focus of the day is seminars and panel discussions. Practitioners, researchers and decision makers will come together to learn from each other and advise Europe how to go further, developing tourism and landscapes.

Day 3 (24 Nov):

The conference's last day will focus on the Nordic dimension and the preconditions and plans for the future. Of special interest is how to create further collaborations between regions in a pan-European perspective.



REGION
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What kind of landscape planning is needed for tourism? What are the challenges?

Tourists are attracted to beautiful landscapes where they can both enjoy the nature and get a taste of the lives of the local people. The landscape sets the stage for a great tourism experience. A landscape is in constant change. It gets affected by climate change, urbanisation, infrastructure and alternative energy. All these changes can be positive or negative for tourists when they experience the landscape. All future changes can create new opportunities. However, to have a positive outcome it is important to have a clear understanding of the complexity of a landscape. That understanding is essential in making wise decisions to create a sustainable tourism industry that can bloom in a well-planned landscape.

During the conference we will discuss:

- 1 Strategic landscape planning that involves tourism
- 2 Biospheres – a meeting point between the tourism industry and sustainable development
- 3 Roads and railway as an asset in a landscape
- 4 South Europe and North Europe – what different conditions do they face when planning for tourism?

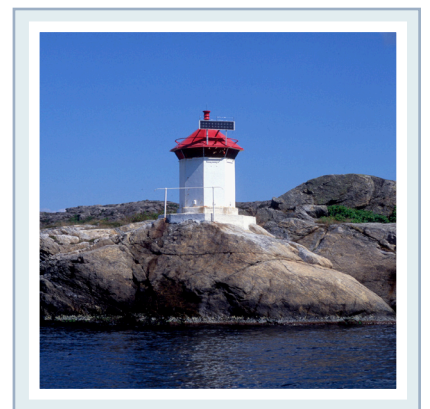
Venue: Gothenburg Concert hall (www.gso.se)

Costs: Participation in this event is free (accommodation and travel costs to be paid and booked by the delegate).


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Websites: www.necstour.eu/necstour/home.page
www.recep-enelc.net
www.vgregion.se
www.vastsverige.com

Accommodation: If you book one of these hotels mention NECSTouR to get the discounted rate. All the chosen hotels have an environmental profile.



Hotel	FIRST HOTEL AVALON (will be certified with "Svanen" later this year)
Price	Moderate single: 1590 SEK/night/room Business: 1790 SEK/night/room Superior: 1990 SEK/night/room
Booking	Direct link for discounted rates http://www.netbook.se/specialoffer/109043/145852/NECSTOUR&_lang_ID=en_GB or call the reception +46 (0)31-7510200
Website	www.avalonhotel.se/en/aboutavalon/
Mention Necstour when booking to get the discounted rate	

Hotel	BEST WESTERN HOTELL GÖTEBORG 
Price	Moderate single: 1290 SEK/night/room
Booking	Call the reception +46 (0)31-752 28 00
Website	http://www.hotellgoteborg.se/
Mention NECSTouR when booking to get the discounted rate	

Hotel	Slottsskogens vandrarhem och Hotel 
Price	Moderate singel: 560 SEK/night/room
Booking	Call the reception +46 (0)31-426520
Website	http://www.sov.nu
Mention NECSTouR when booking to get the discounted rate. To be guarantee a room book before 15/9.	

For other accommodation alternatives please contact:
the Tourism Information Centre: +46 (0)31-368 42 00

Travel to Gothenburg: <http://www.vastsverige.com/en/West-Sweden/Getting-to-West-Sweden-and-Gothenburg1/>

Registration: Online <http://www.vgregion.se/tourism>

Last day for registration 22 October 2010

Welcome to West Sweden and Gothenburg



West Sweden, with Gothenburg as its gateway, is a region of rare beauty made up of three areas, each with distinctive characteristics. These include the pristine lakes and forests of Dalsland, a quiet wilderness teeming with wildlife; the rocky coastline of Bohuslän, scattered with skerries and fishing villages; and Västergötland, a blissful swathe of countryside stretching inland and home to historical sites, picturesque manor houses, gardens and atmospheric castles.

Gothenburg, Sweden's second largest city, is an up and coming short break destination where cultural attractions, entertainment, nature and places of interest are never far away. The city is gaining a reputation as one of northern Europe's gourmet capitals, boasting five Michelin-starred restaurants, and is particularly noted for its seafood. Gothenburg is a very clean and green city and offers eco-friendly accredited hotels and the world's largest fleet of bio-gas buses.

Liseberg, is one of the biggest attractions in Gothenburg and home to Scandinavia's largest amusement park. Liseberg offers entertainment, attractions, restaurants and accommodation of the highest standard. In winter, the park takes on a completely different guise; the trees shimmer with over four million sparkling Christmas lights and there is an ice rink, large Christmas market and everything else that makes the festive season. The crowning of Lucia takes place at Liseberg every year – a very big tradition in Sweden.

Kungssportsavenyn, is probably the most famous street in Gothenburg. Here can you just have to walk up and down to feel the pulse of the nearby restaurants and shops. The actual "Avenue" was created in the 1860s and 1870s as a result of an international town planning competition. The houses were richly decorated in Renaissance style. Unfortunately several of the houses have since been demolished, but even today there are some left to admire. On the top of the avenue street you will find Gothenburg Concert Hall.

Gothenburg Concert Hall is a world-famous building, dating from 1935, designed in a pioneering architectural style. The Concert Hall is the home stage of the Gothenburg Symphony Orchestra. Its acoustics are still considered amongst the finest in the world.

