



Strategies for a competitive and sustainable tourism sector

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Björn Ohlén
Developer Heritage
Culture development
administration, Region
Västra Götaland
CHRISTA-project



**Interreg
Europe**



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The PRISMA Västra Götaland cooperation platform for the revitalisation of industrial cultural heritage



- Description

- Västra Götaland has an exciting industrial history and is still a strong industrial region in a rapid transformation
- There are many different organizations interpreting this transformation in different ways.
- The majority of them are associations that run small museums in rural former industrial sites.
- In 2015, we formed the collaboration platform Prisma Västra Götaland.
- In the CHRISTA project, we developed an action plan for sustainable heritage tourism .

- Results

- Common vision and long-term goals
- Annually updated joint action-plan
- Common website with story-telling about Industrial heritage in the region
- Common planning of seminars, open days etc.
- A stronger player/regional partner in pushing issues about Industrial heritage

- Long term cooperation renewed every 3:rd year by an agreement
- Budget: each partners ordinary budget + 180 000 € Culture Board VGR
- Responsible organization: Cultural Development Administration, VGR



Prisma VG

– regional heritage tourism group



PRISMA
VÄSTRA GÖTALAND

- **Description**

- Regional heritage tourism group started 2019 as a result of CHRISTA
- Regional authorities, museums and NGO:s in VG in cooperation
- Over-all goal to strengthen the role of heritage in the tourism sector an especially the role of NGO:s in sustainable tourism.
- Coordinates and initiate actions to strengthen heritage tourism
- Close cooperation with the regional Tourism Board (part of the group)

- **Results**

- Now coordinating four of the partners ongoing tourism projects
- Development of a mobile interface guide for small sites (Innovation and digitization)
- Organizes courses in guidance for small sites (Intepretation)
- Developed coordination and division of responsibilities with regional tourism organization
- Partner in BeCULTOUR project (H2020)

- Long term cooperation
- Budget: each partners ordinary budget + projects total budget 400 000€
- Responsible organization: Cultural Development Administration coordinating role



Thank you!

Björn Ohlén
Developer VGR
bjorn.ohlen@vgregion.se



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