

# HERITAGE OF INDUSTRIAL SOCIETY AND SUSTAINABLE TOURISM

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Action plan  
CHRISTA 2018-2020



REGION  
VÄSTRA GÖTALAND

Projekt: CHRISTA

Partner organisation: **Västarvet/ Region Västra Götaland**

Other partner organisations involved (if relevant):

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NUTS2 region: **Västsverige**

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## Part II – Policy context

The Action Plan aims to impact:

- Investment for Growth and Jobs programme
- European Territorial Cooperation programme
- Other regional development policy instrument

Name of the policy instrument addressed:  
Västra Götalands Regionala Kulturplan 2020-



European Union  
European Regional  
Development Fund

This action plan has been developed with the support of the European Union through Interreg Project CHRISTA 2016-2018.

## Heritage of industrial society and sustainable tourism

In 2014 was the start of a development initiative concerning the heritage of industrial society in Västra Götaland region. Västarvet (the nature and cultural heritage administration for the Västra Götaland region) was appointed to lead the initiative. The past couple of years Västarvet together with other stakeholders have built a long-term collaboration platform called Prisma Västra Götaland. In Prisma national, regional, municipal and volunteer cultural stakeholders collaborate to highlight the heritage of industrial society.

Prisma has a webpage [www.prismavg.se](http://www.prismavg.se) where stories from industrial society are collected along with information about places, sites and attractions. This initiative is a part of the Intereg project CHRISTA 2016-2020. The first two years of CHRISTA the focus has been on exchanging experience and best practice with the other parties involved in the project and developing a plan for the coming two years of work. This action plan has been adopted and accepted by the stakeholder partners in Prisma Västra Götaland.

# Cultural heritage tourism today

The tourism industry in Sweden is growing, and so is the interest in cultural tourism, history and cultural heritage. Recently the Swedish Agency for Economic and Regional Growth published a study of what international tourist and business travelers spend their time doing in Sweden. The study showed that visitors often go to environments with cultural values and visit museums. VisitSweden comes to the same conclusion in their analysis. In 2011 16,7 million tourists from abroad visited Sweden and 20 percent of them listed visiting a museum and 7 percent can be said to have »visiting a museum« as their primary reason to go. 3,3 million out of 18 million museum visit was by international tourists.

Culture tourism is one of three prioritized areas of tourism development in West Sweden (along with culinary and nature tourism). Cultural heritage tourism is dominated by many small actors with a significant portion of them being co-operative societies or non-profit organisations. This is especially true for cultural heritage sites. These attractions often have unique settings and intriguing stories to tell but are usually on the outside of the tourism soft infrastructure and the need for developing competencies is great if cultural heritage sites are to become stronger actors within the tourism industry.

The official report for the Swedish government *Ett land att besöka - En samlad politik för hållbar turism och växande besöksnäring (SOU 2017:95)* puts the spotlight on culture tourism among other things, and its importance and room for improvement are emphasised. The report also raises the issues facing cultural environments and volunteer work. »The report recognises the great need to highlight the volunteer work being done and the connection between volunteer work and business.« The report goes further and states that »there is a problem when tourism grows, and more and more people are expected to contribute to tourism development and that problem is a lack of competence in the volunteer sector about what tourism is and what actions are needed to attract and attend to visitors, but also to develop and sell services to Swedish and international tourists.« »It is therefore important that there is support for the small-scale sites so that they can fill their important role in the tourism soft infrastructure.« The report summarises that there is »need for actions that address the need for competence of small-scale sites for the volunteer organisations to be able to add to the collective attraction of a destination. To stimulate volunteer work and contribute to generation renewal and promoting new knowledge for volunteers could be shown to be important contributions

to the long-term development of sustainable tourism and growing tourism industry.«

The current destination management organisation for the Västra Götaland region focuses on the tourism entities that have achieved a certain level of quality and success and that have products and services that are marketable on different markets (Sweden, Nordic, World). Among the sites that showcase cultural heritage, there are a few such entities, and most of the sites are run by volunteers outside the soft infrastructure of the tourism system. Quality is not dependent on the way a site is run or its size. A small site may offer a fantastic experience that also attracts international tourism.

We see the need for a regional support function that can act to assist those who wish to be a part of the tourism soft infrastructure. Since there is already an established platform for cooperation for sites and entities in the Västra Götaland region in the form of the Prisma platform, we find it reasonable for one of the parties involved in the platform to be assigned this task for the period 2020-2023. This task is not intended to build competing soft infrastructure but rather to increase tourism competence for volunteer entities and to give the opportunity for more entities to develop into semi-commercial territory and thus will have access to the soft infrastructure already in place. This is along the lines of increased cooperation between the regional soft infrastructure of tourism and culture.

Stories are an intangible cultural heritage that has become increasingly important for the tourism industry. The cultural heritage sector possesses these stories but is not well equipped to package them for the tourism market.

Another strong trend is that visitors want to experience and take part in what is considered unique for the destination. Strong ties to a sense of place and local entities are therefore increasingly important. The sites with less sense of place have an important role to fill in order to strengthen the destination.

Digitalisation rapidly changes the logistics of the entire tourism industry. Presence in digital channels is essential in order to attract visitors. The sites managed by volunteers have to step up their work in order to be digitally present in these channels.

There is reason to believe that more cultural heritage sites could be stronger points of attraction for tourism in the region and be reasons to go for both Swedish and foreign visitors. To develop more points of attraction, we need to look at the whole scale of sites, not just established non-volunteer entities.

# Action plan

## CHRISTA 2018-2020

The following actions are planned for 2018-2020 to strengthen cultural heritage tourism industry in Västra Götaland region.

### **The role of Prisma in cultural tourism in the Västra Götaland region.**

We want to develop the cooperation platform Prisma Västra Götaland to be the platform where cultural heritage stakeholders coordinate their efforts to strengthen cultural heritage sites. (primarily sites focused on industrial heritage)

### Strategic level

#### **Prisma VG is assigned the regional task to support small-scale sites.**

The sites that do not fit the Sweden, Nordic, World criteria are left outside the soft infrastructure which would help them grow and become a part of the tourism industry. Our goal is that the creation of such a support structure will be a part of the next regional Kulturplan.

#### **Political clarification on roles and task assignment within the regional tourism industry.**

Cultural heritage stakeholders have a role to play in the development of healthy and robust culture tourism, but the issues often end up in a vacuum between different political areas and administrative sectors. Clarification of roles between industry and cultural heritage sector would be desirable.

### Improved deployed approaches

#### **Common approach cultural heritage – tourism industry**

A common approach needs to be agreed between cultural heritage sector and the tourism industry to develop capacity, avoid doing the same work twice and use the competence of each sector. How can cultural heritage stakeholders' knowledge of cultural heritage be used as an intangible asset for the industry and how can the industry's knowledge on how to successfully run a tourism attraction support each other?

#### **Increase knowledge about interpretation.**

We need to improve the way we create great experiences for visitors. This is done through educational courses and the exchange of best practice approaches. In 2019 we will arrange a course in interpretation through Interpret Europe.

**Prismavg.se as a common source of knowledge for cultural heritage and tourism industry.**

We collect stories in prismavg.se that can be used as a driver for tourism, among other things. Stories in prismavg.se can give detailed information to those who are looking for it in tourism channels like www.vastsverige.com.

**Increase quality of industrial heritage sites through increased customer focus.**

We will develop our sites and attractions through better use of customer views. In 2018 this will be achieved through the CHARTS method for our 13 prioritised sites and attractions. The result will be used for improving quality for 2019.

**Increase the use of social media and digital channels.**

We need to better use and make use of digital channels and social media both for marketing and development purposes. In 2018 we will be scanning for how the sites are managed and perceived in social media. Our chosen indicator is »more satisfied visitors«, so this scan will be repeated in 2019 to see if the approaches deployed have been fruitful.

Pilot projects

**Development of an industrial heritage route in the Västra Götaland region.**

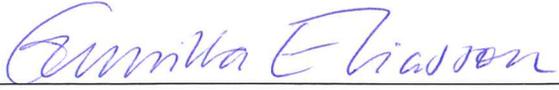
A first step is taken through a collaboration project between Rydal museum, Textilmuseet and Glasets Hus in Limmared.

**Development of a smartphone interface and smartphone guide in prismavg.se.**

A beta version of a smartphone guide was launched in 2017/2018 through the CHRISTA project. This guide will be developed further and offered to more sites than the beta test group.

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Date: 2018-07-02

Signature: 

Stamp of the organisation (if available):

**Västra Götalandsregionen**  
**Västarvet**