

## ECTN INTERREG IIIC Project

### Template for Contact details (as per Microsoft Outlook)

Full Name	
Job title	
Company	Lars Nordstrom: Västra Götaland Globalisation,
Address details Street  City State/Province Zip/Postal Code Region Country	Eger City Sweden
Business Tel Country code Area code Local number	
Home Tel	
Mobile Tel	
Fax	
Email	
Web page address	

## Template for case studies

<b>Organisation (English)</b>	Lars Nordstrom: Västra Götaland Globalisation,
Organisation (in original language)	
<b>Contact details</b>	
Full Name	
Job title	
Address details	Sweden
Business Tel	
Mobile Tel	
Fax	
Email	
Web page address	
Legal Status of organisation	
Title of the Institution / Project in English	A challenge for Cultural Tourism and the European Region
Title of the Institution / Project in Original Language	
Summary of Case study/project	List of problems and challenges that European Tourism has to face.
Organisations Concerned	
Case study/Project detailed description	<p><b><u>Challenges</u></b></p> <ul style="list-style-type: none"> <li>-- Deindustrialisation - Companies are moving elsewhere due to better competition. They need to develop their service sector. That raises the question of how the public service sector will be financed.</li> <li>-- Combating unemployment – The only way to sustain economic growth is to increase jobs in the service sector to replace lost jobs from the manufacturing sector.</li> </ul>

<p>Case study/Project detailed description cont....</p>	<p>To increase tourism we need to change the structure of country- making it more accessible to tourists. There could be plans to move into music</p> <p><b><u>Regional committee in Brussels</u></b></p> <ul style="list-style-type: none"> <li>-- There are great uncertainties about the future of the EU. There are budget and constitution concerns.</li> <li>-- People seem to loo negatively at the EU. It is due to the high unemployment rate because lots of companies are moving elsewhere</li> <li>-- Countries who try to open up their economy will be more successful. The tourist sector has increased by 10% in Europe.</li> <li>-- The tourism sector is very similar to the manufacturing sector There are due to globalisation and also price transparency within the EU.</li> <li>-- There is always interest in traditional culture.. We have to develop an “exclusive product” that does not have to be low cost</li> <li>-- Tourism will become a growing market. Life expectancy is growing along with wealth. Therefore retired people are very important.</li> <li>-- Low birth rates mean that people can travel more easily with their family. Families are increasingly only having one child.</li> <li>-- European Culture is a spin-off of globalisation.</li> <li>-- Europe must make adjustments to accommodate Indian and Chinese tourists e.g. translations in Chinese and Indian languages</li> <li>-- Tourist sectors need governmental support.</li> </ul> <p><b><u>Three problems facing the growth of tourism:</u></b></p> <ul style="list-style-type: none"> <li>-- Security problems</li> <li>-- Energy price: Flying costs and the cost of fuel will increase as more and more flights will cause greater environmental damage.</li> <li>-- Congestion: Too many people visiting attractions may be counter productive.</li> </ul>
<p>Outputs</p>	