

## ECTN INTERREG IIC Project

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

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### Template for case studies

<b>Organisation (English)</b>	Welsh School of Hospitality
Organisation (in original language)	
<b>Contact details</b>	Professor Eleri Jones
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Legal Status of organisation	
Title of the Institution / Project in English	USING CULTURE TO CREATIVELY INNOVATE TOURISM PRODUCTS AND DEVELOP A SENSE OF PLACE THE CASE OF MONMOUTHSHIRE
Title of the Institution / Project in Original Language	
Summary of Case study/project	The Monmouthshire : sense a place and partnerships
Organisations Concerned	Wales Tourist Board, Welsh School of Hospitality, Adventa
Case study/Project detailed description	<b><u>Defining a sense of place</u></b> •Set of personal, family, and community stories which include features of place

- Embedded body of knowledge about a place: the history, legends, geography, geology, flora and fauna
- A feeling that communities and people are special and distinct from anywhere else
- Non-material characteristics which create the 'soul' or 'spirit' of a place

**Wales Tourist Board's sense a place Toolkit**

- WTB research (2000) identified cultural identity and history as motivators but disappointing experiences
- Cultural Tourism Strategy
- Sense of Place toolkit
  - improve quality and enhance the tourism product across Wales
  - boost business in a competitive market
  - work with distinctly local products
- Selectively customise Sense of Place

**Monmouthshire**

- Located in Southeast Wales
- Monmouthshire is where Wales and England meet
- The character of the county has been shaped by invasions and other historical events
- In 2003, tourism generated over £101 million

**Adventa**

- Adventa is Monmouthshire's Leader+ programme, funded by the European Agriculture and Guidance Fund, Welsh Assembly Government and Monmouthshire County Council
- It is a European initiative aimed at encouraging and supporting high quality rural development with an emphasis on co-operation and networking

**The Project aim & objectives**

Research and develop a 'Sense of Place' training module for Monmouthshire

**Objectives:**

- develop the cultural identity of Monmouthshire (landscape, people and heritage);
- give local tourism providers the knowledge and skills to celebrate the special qualities of the area and communicate these to others;
- identify how tourism businesses can incorporate Sense of Monmouthshire into their business practices to enhance the visitor experience and improve their business;
- raise awareness of Adventa's aims;

	<ul style="list-style-type: none"> <li>•provide a local dimension for the WTB's 'Sense of Place' toolkit;</li> <li>•add value to Welcome Host and Welcome Host Monmouthshire</li> </ul> <p><u>Methodology</u></p> <ul style="list-style-type: none"> <li>•Desk research:             <ul style="list-style-type: none"> <li>–Key strategies</li> </ul> </li> <li>•Key stakeholder interviews</li> <li>•Participant observations</li> <li>•CD-ROM development</li> <li>•Dissemination events</li> </ul> <p><u>Themes</u></p> <ul style="list-style-type: none"> <li>•The People of Monmouthshire</li> <li>•Working with the Welsh Language: Being Seen and Heard in Monmouthshire</li> <li>•Exploring Inside and Out: Buildings of Monmouthshire</li> <li>•Dining at Monmouthshire's Great Table: Food and Drink</li> <li>•Creative and Visual Monmouthshire: Arts and Crafts</li> <li>•Monmouthshire's Great Outdoors</li> </ul>
Outputs	<p><u>Benefits of a sense of Monmouthshire</u></p> <ul style="list-style-type: none"> <li>•Everyday qualities are often part of a holiday experience and can add value and enrich that experience.</li> <li>•Developing a Sense of Monmouthshire helps people identify with the area and each other, inspiring and empowering local communities.</li> <li>•Sense of Monmouthshire defines identity through natural and man-made features and local produce.</li> </ul>