

**ECTN INTERREG IIC Project**

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

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### Template for case studies

<b>Organisation (English)</b>	Wales Tourist Board
Organisation (in original language)	
<b>Contact details</b>	Julie Russell
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Web page address	<a href="http://www.industry.visitwales.co.uk">www.industry.visitwales.co.uk</a>
Legal Status of organisation	
Title of the Institution / Project in English	Iaith Economi Welsh Language and developing "a sense of place"
Title of the Institution / Project in Original Language	
Summary of Case study/project	This presentation underlines the importance that cultural authenticity and language can have in tourism development and the economy of the country.
Organisations Concerned	Wales Tourist Board, Welsh Language Board, Iaith Economi
Case study/Project detailed description	Iaith Economi/Language Economic Development is a discussion group established to take forward research and development which will better inform the relationships between the economy and language at strategic and operational levels.. Established on the premise that all aspects of economic development have some effect directly or indirectly on the Welsh language.  Aims of Iaith Economi are to:

	<ul style="list-style-type: none"> <li>➤ Develop a programme of action which will generate economic &amp; linguistic benefits</li> <li>➤ Bring together aspects of economic and language development</li> <li>➤ Build upon what already exists in order to add extra value</li>   <li>➤ The Wales Tourist Board (WTB) recognises the vital role that our culture and the Welsh language plays in differentiating Wales from competitors. To support implementation of the cultural tourism strategy for Wales, WTB has developed Sense of Place toolkit to assist businesses:             <ul style="list-style-type: none"> <li>➤ Defining their own sense of place</li> <li>➤ Raise awareness that using Welsh gives a competitive edge</li> <li>➤ Identify good practice and share it</li> <li>➤ To support the use of welsh language, produce and products</li> <li>➤ Working with others for mutual benefit</li> </ul> </li> </ul> <p>Working with the Welsh Language Board, WTB has developed a workshop 'Welsh is good for business' under the umbrella of Sense of Place. This joint initiative draws attention to the economic advantage that can be gained by businesses that use Welsh. Supporting the aims of Iaith Economy in addition to National Cultural, Tourism and Economic strategies, and Welsh Language Policies.</p>
Outputs	<p>Supports strategic objectives of Welsh Assembly Government, aimed at realising economic benefit from Welsh language..</p> <p>Practical guidance for tourism businesses wishing to use the Welsh language.</p>