

ECTN INTERREG IIC Project

Template for Contact details (as per Microsoft Outlook)

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Template for case studies

Organisation (English)	TMPL Consultants
Organisation (in original language)	
Contact details	Peter D COX
Full Name	
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Address details	26 Mortimer Road Pontcanna Cardiff CF11 9JZ
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Legal Status of organisation	
Title of the Institution / Project in English	The needs of Individual cultural tourists Expectations, experiences, explanations
Title of the Institution / Project in Original Language	
Summary of Case study/project	Views, analysis, conclusions about cultural tourist's expectations
Organisations Concerned	TMPL Consultants, ECTN,
Case study/Project detailed description	<ul style="list-style-type: none"> - What describes the cultural tourist's expectations? - What might they expect here in Wales? - Definition by World Tourism Organisation: the movement of persons for essentially cultural motivations

<p>Case study/Project detailed description cont....</p>	<p><u>What then is culture?</u></p> <ul style="list-style-type: none"> - Culture = civilisation - A way of seeing a particular sense of place the sum of the mores and folkways of society <p>What might these mean in Wales? Think as a cultural tourist...</p> <p><u>The culture - does it fit reality?</u></p> <ul style="list-style-type: none"> - Big Pit - Gulbenkian Prize Winner 2005 - Before the miners' strike 1984-85 25,000 employed in the industry - The NMGW employ 150 more people than work in mines today - One deep coal mine – Tower Colliery, a unique worker's cooperative <p><u>How is the cultural experience shaped?</u></p> <ul style="list-style-type: none"> - The cultural entrepreneur <ul style="list-style-type: none"> Institutional: eg Big Pit Private: eg The Armless Dragon - Shaping the culture itself <ul style="list-style-type: none"> eg Cardiff Singer of the World <p><u>The baggage of tourism and culture</u></p> <ul style="list-style-type: none"> - Stereotypes - real and not reality - We, ourselves impact on the experience - as much indeed as the artefact itself <p><u>Authenticity</u></p> <ul style="list-style-type: none"> - We seek it, and destroy that which we seek - At Big Pit the miners will die - In Cardiff Bay the culture of the Bay has been destroyed <p><u>What have we found?</u></p> <p>Is cultural tourism about</p> <ul style="list-style-type: none"> meeting expectations? determining the culture itself? relating to reality? or just about money, urban regeneration, status, celebration, guilt? <p><u>The challenges</u></p> <ul style="list-style-type: none"> - to understand and celebrate our own culture and be clear about the stereotypes that surround it - making money is ok – sharing experience might be better - the cultural tourist changes everything, no consumption is without cost - seek to share the experience
<p>Outputs</p>	

