

## OECD SEMINAR

### A NEW DESIGN FOR TOURISM

**CULTURE, TOURISM AND CREATIVE INDUSTRIES: DRIVING FORCES FOR LOCAL DEVELOPMENT**

**26-27 February 2009**

***Festspielhaus/Festival House***

**Bregenz, Austria**

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#### CONTACTS

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Vorarlberg Tourismus Gmbh	OECD Centre for Entrepreneurship, SMEs and Local Development	Austrian Federal Ministry of Economics Family and Youth
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## **OBJECTIVES**

The OECD Tourism Committee has completed a study entitled “Increasing the Attractiveness of Places through Cultural Resources”. Many OECD countries have contributed to this project by submitting case studies and experience reports. The analysis report identified a number of long-term challenges, including the integration of cultural, tourism and national/local development strategies. This will be the main focus of the seminar.

The Region of Vorarlberg in Austria is a highly-developed region in terms of economy and tourism. As many other mature tourism destinations in OECD countries, it is exposed to increasing international competition from a growing number of destinations.

A possible solution to this challenging situation is the implementation of tourism strategies which capitalise not only on the unique landscape but also on the tangible and intangible cultural assets, by initiating and marketing new and attractive forms of cultural tourism, encompassing the cultural heritage as well as contemporary cultural expressions and forms. These topics are of great interest to all stakeholders in the region (culture and tourism authorities, entrepreneurs, etc.). Multi-sectoral co-operation on a regional/local basis (tourism industry, cultural institutions, municipalities, other institutions, local and regional actors, etc.) is considered to be the major ingredient for increasing the attractiveness and competitiveness of Vorarlberg as a successful tourism destination.

Integrated development strategies, which include diverse topics such as living in, working in, investing in and visiting a region, are becoming state-of-the-art in regional planning processes. Visitors and inhabitants alike should receive the benefits of development. It is important for policy makers as well as for regional economic, touristic and cultural planners to think and act in an integrated way and constantly to consider the interdependence of tourism and culture for the people living and working in the region as well as for its visitors.

The seminar will discuss trends and developments and present successful international, national and sub-national case studies. It will contribute to the dissemination of the results of the OECD study and continue to enrich the discussion process in this field.

## AGENDA

**THURSDAY, 26 February 2009**

<b>morning</b>	<b>09:00 – 12:30</b>	<p><b>Technical Visit 1</b> (optional – see page 5 for details)</p> <p>"Architecture, design and cultural Heritage – ingredients for a unique tourism brand"</p> <p style="text-align: center;"><i>Marina HAEMMERLE, Managing Director, Vorarlberg Architecture Institute, Dornbirn, Austria</i></p>
	<b>12:00 – 13:30</b>	<b>Registration</b>
	<b>12:30 – 13:30</b>	<i>Buffet lunch</i>
	<b>13:30 – 14:15</b>	<p><b>Opening session</b></p> <p>The seminar will be chaired by the OECD</p> <p>Welcome by <i>Karl Heinz RÜDISSER, State Councillor, Bregenz, Austria</i></p> <p>Remarks by</p> <p style="text-align: center;"><i>Sergio ARZENI, Director, Centre for Entrepreneurship, SMEs and Local Development, OECD, Paris, France</i></p> <p style="text-align: center;"><i>Elisabeth UDOLF-STROBL, General Director for Tourism, Austrian Federal Ministry of Economics, Family and Youth, Vienna, Austria</i></p>
	<b>14:15 – 15:00</b>	<p><b>Keynote address</b></p> <p>"Culture and tourism as driving forces for economic development and location branding"</p> <p style="text-align: center;"><i>Greg CLARK, City and Regional Development Advisor, Cities and Regions, London, United Kingdom</i></p>
	<b>15:00 – 15:30</b>	<i>Coffee break and networking opportunity</i>
	<b>15:30 – 17:15</b>	<p><b>Workshop 1</b></p> <p>"Art, culture and creative industries as driving forces for regional/local development – how can tourism benefit from this?"</p> <p style="text-align: center;"><i>Christian SCHUETZINGER, Managing Director, Vorarlberg Tourism, Bregenz</i></p> <p style="text-align: center;"><i>Helmut STEURER, Managing Director, Business Location Vorarlberg, Dornbirn, Austria</i></p> <p style="text-align: center;"><i>Celes DAVAR, Managing Director, Earthrhythms, Onanole, Canada www.earthrhythms.ca</i></p> <p style="text-align: center;"><i>André BRICE, Managing Director, Film Location Switzerland, Vevey, Switzerland</i></p>
	<b>17:15 – 17:45</b>	<b>Closing remarks</b>
	<b>19:30 – 22:00</b>	<b>Evening programme</b> at Kunsthaus Bregenz

**FRIDAY, 27 February 2009**

<b>morning</b>	<b>09:00 – 09:15</b>	<b>Opening remarks</b> <i>Christian SCHUETZINGER, Managing Director, Vorarlberg Tourism, Bregenz, Austria</i>
	<b>09:15 – 11:00</b>	<b>Workshop 2</b> "Cultural events: A driving force for local economic and tourism development"  <i>Georg STEINER, Managing Director, Linz Tourism, Austria</i> <i>Alexander BIERMANN, Managing Director, Ruhr Tourism, Essen, Germany</i> <i>Gerhard WALTER, Director, Lech Zürs Tourismus, Lech, Austria</i>
	<b>11:00 – 11:30</b>	<i>Coffee break and networking opportunity</i>
	<b>11:30 – 12:15</b>	<b>Showcase: Kunsthaus Bregenz (KUB) – Art and Landscape</b> <i>Eckhard SCHNEIDER, General Director, Pinchuk Art Centre, Kiev, Ukraine</i>
	<b>12:15 – 12:30</b>	<b>Closing Remarks</b>
	<b>afternoon</b>	
<b>15:00 – 18:30</b>		<b>Technical Visit 2</b> (optional – see page 6 for details) "Dynamic design, art and cultural identity: how to create a successful blend of traditional and contemporary designs for a holiday destination"  <i>Renate BREUSS, Managing Director, werkraum Bregenzerwald, Egg, Austria</i> <i>Herlinde MOOSBRUGGER, Managing Director, Bregenzerwald Tourismus, Egg, Austria</i>

## Technical Visit 1

### "Architecture, design and cultural heritage – ingredients for a unique tourism brand"

Thursday, 26 February 2009, 09:00 – 12:30

The Rhine Valley in Vorarlberg can rightly be called the creative and industrial powerhouse of the region. More than a dozen internationally-renowned companies are located within a range of 50 km on the eastern side of the Rhine River. The region also boasts major cultural and creative companies and institutions. From the Kunsthaus Bregenz (modern art gallery) and the Bregenz Festival on Lake Constance, the Rolls-Royce Museum and the "Inatura" - an innovative natural history museum - in Dornbirn, the remarkable Renaissance Palace, the ancient Jewish Quarter and the Jewish Museum in Hohenems, to the picturesque old town of Feldkirch with the mighty Schattenburg Castle and the avant-garde "Feldkirch Festival", visitors from all over the world are attracted year after year and cultural tourism is developing into a major economic factor.

At the same time, the Rhine Valley is the region's prime business destination due to its export-oriented, world-renowned, highly creative companies, such as Zumtobel Group (light design), Wolford AG (textiles), Doppelmayr (cable cars), Blum and Grass (kitchen fittings), Collini (applied surfaces), S.I.E. and Omicron (electronics) or Rauch Fruchtsäfte (fruit juices).

Such companies have enthusiastically embraced all aspects of the Creative Industries - modern architecture as well as innovative design – to secure effectively their world-wide competitiveness as well as their regional standing. To strengthen their unique product lines, famous architects and designers are invited to develop innovative products. Business partners from all over the globe are impressed by how architecture and design have a lasting and profound effect on international image and regional importance.

Architectural tourism as a growing business segment in Vorarlberg has attracted architects, architectural students and an international public from many countries.

The technical visit will deliver a first-hand experience of how this unique blend of Creative Industries, modern architecture, innovative design and cultural heritage is both supporting and enhancing regional tourism development, by creating a unique cultural tourism brand. Its basis is cross-sectoral partnerships of regional planners, artists, creative designers, architects and tourism experts who have all laid the groundwork for success.

#### Partners:

Vorarlberg Architecture Institute (V.A.I.), Dornbirn  
Business Location Vorarlberg Inc. - Wirtschafts-Standort Vorarlberg GmbH (WISTO), Dornbirn

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#### AGENDA TECHNICAL VISIT 1

THURSDAY, 26 February 2009

09:00 – 12:30	<b>Technical Visit</b> (optional): "Architecture, design and cultural heritage – ingredients for a unique tourism brand" Marina HAEMMERLE, Managing Director, Vorarlberg Architecture Institute, Dornbirn, Austria
09:00	Participants meet in front of the Festspielhaus, Bregenz, for departure on a half-day technical visit.  Bregenz: Schoeller 2 Welten (office building, "Kosmos" theatre, innovative living, shops) Lustenau: Millenium Park (S.I.E., Buchdruck Lustenau, New Logic/Wipro, Prisma Development) Dornbirn: Inatura, Campus Design Hall Hohenems: Historical Jewish Quarters and Kunstraum Otten
12:30	Return to the Festspielhaus for a buffet lunch

## Technical Visit 2

### "Dynamic design, art and cultural identity: how to create a successful blend of traditional and contemporary designs for a holiday destination"

Friday, 27 February 2009, 15.00 – 18.30

The Bregenzerwald region is a paradise for all those who appreciate nature, authenticity and tradition combined with modern elements. The valley between Lake Constance and the Arlberg mountain, which was once completely covered in woods ("Wald" meaning woods), is one of the prime holiday destinations in Vorarlberg. Today, the valley's prosperity is based on agriculture, trade and tourism and a unique and often stunning blend of dynamic architectural design and a rural tradition, all of this combined with a surprisingly strong cultural identity.

Wood and glass are the main materials used in contemporary architecture of the region. Bold combinations of the old and the new attract architecture enthusiasts from all over the world.

The "werkraum bregenzerwald" (Bregenzerwald Crafts Shop) is the platform for new handicraft production in this region. 90 innovative handicraft enterprises are joining forces in order to combine high-quality handicraft products and new technologies with up-to-date design. In the "werkraum depot" in the rural village of Schwarzenberg, members of the association present furniture and objects for everyday use. The exhibits range from tables, chairs, sofas and portable chests of drawers or sports toboggans to tailor-made clothes and shoes.

Only a short walk from the "werkraum depot", the "Schubertiade" music festival with around 100 concerts, lieder recitals and master courses throughout the year, attracts some 46,000 music lovers from all over the world.

The "Bregenzerwald Cheese Street" is a co-operation of experts in different fields. The members of this network offer cheese and local product-tasting sessions throughout the year and reveal some secrets on the production of cheese. At the "Bregenzerwald cheese cellar" in Lingenau many thousands of cheeses are stored to age. The shop also offers a wide range of local cheese to try and buy. The partnership of regional planning institutions, regional tourism offices, tourism enterprises and Creative Industries are the vital base of the above-mentioned show-cases.

Partners:

Vorarlberg Architecture Institute (V.A.I.), Dornbirn, Austria

werkraum bregenzerwald (Bregenzerwald Crafts Shop), Egg, Austria

Hotel Post, Bezau, Austria

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## AGENDA TECHNICAL VISIT 2

Friday, 27 February 2009

<b>15:00 – 18:30</b>	<b>Technical Visit</b> (optional) "Dynamic design, art and cultural identity: how to create a successful blend of traditional and contemporary designs for a holiday destination" Renate BREUSS, Managing Director, werkraum Bregenzerwald, Egg, Austria Herlinde MOOSBRUGGER, Managing Director, Bregenzerwald Tourismus, Egg, Austria
<b>15:00</b>	Participants meet in front of the Festspielhaus, Bregenz, for departure on a half-day technical visit to the Bregenzerwald Region Schwarzenberg: werkraum depot, Hotel Hirschen, traditional farm houses, Angelika Kauffmann Saal, "Schubertiade Festival" Bezau: Hotel Post
<b>18:30</b>	Return to the Festspielhaus, Bregenz

## PRACTICAL INFORMATION

### Vorarlberg ([www.vorarlberg.travel](http://www.vorarlberg.travel))

In the heart of Europe, where four countries (Austria, Germany, Switzerland and the Principality of Liechtenstein) meet, Vorarlberg is Austria's westernmost state, the smallest one in area and population (2.601 km<sup>2</sup> and 380 000 inhabitants). Despite its size, Vorarlberg boasts the best natural diversity within narrow confines of any tourist destination in Europe: 80 km from the "mediterranean" shores of Lake Constance (400 m altitude) to the glacier-topped peaks (3 000 m altitude) of the Silvretta range.

### Venue

Renovated in 2006, the Festspielhaus (Festival House) boasts a new, extraordinary design with optimised technology and modern furnishings and can accommodate up to 2 150 persons. In 2004, it received the APEX-Award from the International Association of Congress Centres as one of the three best congress centres in the world.

### Travel information

By air: nearest airports are (distance in km to Bregenz)

- Zurich – Switzerland (120 km) – direct trains to Bregenz available
- St. Gallen/Altenrhein – Switzerland (24 km) – airport shuttle to Bregenz available
- Friedrichshafen – Germany (32 km) – airport shuttle to Bregenz available.

By rail: there are direct train connections to Bregenz from Vienna, Zurich and Munich.

### Hotels in Bregenz

		Single Room	Double Room	Double Room (single occupancy)
<b>Messmer****</b>	<a href="http://www.hotel-messmer.at">www.hotel-messmer.at</a>	EUR 85	EUR 134	EUR 108
<b>Mercure****</b>	<a href="http://www.mercure.com">www.mercure.com</a>		EUR 134	EUR 108
<b>Bodensee***</b>	<a href="http://www.hotel-bodensee.at">www.hotel-bodensee.at</a>	EUR 50	EUR 88	EUR 76
<b>Ibis***</b>	<a href="http://www.ibishotel.com">www.ibishotel.com</a>	EUR 60	EUR 60	EUR 80

### For hotel reservation please contact:

Convention Partner Vorarlberg  
[www.convention.cc](http://www.convention.cc)  
6901 Bregenz/Austria  
T +43 (0)5574 43443 23  
F +43 (0)5574 43443 4  
Contact: Marion HEHLE ([marion.hehle@convention.cc](mailto:marion.hehle@convention.cc))

### On-line Registration:

[http://www.vorarlberg.nethotels.com/cpv/english/oecd\\_meeting\\_09](http://www.vorarlberg.nethotels.com/cpv/english/oecd_meeting_09)

## **Hotels, Transfers and Conference Organisation**

Convention Partner Vorarlberg  
c/o Bodensee-Vorarlberg Tourismus  
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P.O. Box 16  
6901 Bregenz/Austria  
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F +43 (0)5574 43443 4  
Contact: Marion HEHLE ([marion.hehle@convention.cc](mailto:marion.hehle@convention.cc))

## **Social Programme**

The organisers will propose an optional programme for a skiing weekend (e.g. Arlberg ski areas, Montafon, or Bregenzerwald) or a cultural weekend in the Vorarlberg region.

Registration contact: Marion HEHLE (see above)

## **Partners**

Vorarlberger Landesregierung (State Government of Vorarlberg)  
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