

Conference Report

Centre for Tourism and Cultural Change



Researching Destination Management, Policy and Planning: Linking Culture, Heritage and Tourism

Riga, Latvia, 24-25 September 2007

Researching Destination Management,
Policy & Planning:
Linking culture, heritage and tourism
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Centre for Tourism and Cultural Change
Leeds Metropolitan University, United Kingdom

www.tourism-culture.com



Feedback

"Well done in organising such a successful event and gathering of academics and experts from the four corners of the globe. It was such a diversified crowd, which brought with it interesting and challenging perspectives covering all the issues of destination, cultural heritage and tourism."

Mohammed Bouhniss,
City University London, UK

"Thank you very much for the conference that you brought to Latvia. It was not only interesting for us but at the same time useful, as we could not only listen to presentation, but also meet specialists and get contacts."

Kristine Berzina, University of Latvia

"Thank you for organising such an excellent conference – in all respect a noteworthy event which will be remembered long after."

Hans-Christian Andersen,
Newcastle Business School, UK

"Very many thanks for all your efforts in putting on the conference - it was the perfect combination: papers that really interested me, excellent networking and a brilliant venue"

John Beech, Coventry University, UK

I would also like to thank you for the very interesting event! It has been a pleasure to meet you and to have a chance to get an overview on the current international tourism strategies and theories.

Roberto Maggioni, MAGGIONI
destination management- tourist
marketing, Berlin, Germany

Culture(s) and heritage, both tangible and intangible are at the heart of the visitor experience of destinations. At the level of policy making and planning, the importance of destinations' unique and distinctive cultural attributes for the tourism sector is commonly articulated, at least rhetorically. The management of cultural and heritage assets for tourism is also a critical issue for destinations. However, working connections and collaboration between agencies and stakeholders in these domains are often weakly developed in practice. Inter-disciplinary research at the interface of the complex linkages between these sectors and professional interests has much to contribute to terms of critical, reflective debate on key issues affecting the relationships between culture, heritage and tourism at the destination level.

Research in destination policy, planning and management also explores the competitive opportunities and pressures associated with the emergence of new and diverse international tourist markets. Such research makes a critical contribution in the development of creative and sustainable strategies for the culture, heritage and tourism sectors in destinations.

The conference was held at the University of Latvia in Riga's city centre and in partnership with the parallel held Study Visit 2007 of the European Union of Tourist Officers (EUTO). Delegates represented some 25 countries and the papers covered a wide variety of topics and case studies.

The conference was opened Alan Vella, DG Enterprise and Industry/ European Commission; Aira Andriksone, Head of the Tourism Division/ Ministry of Economics of the Republic of Latvia; Uldis Vitolins, Director of the Latvian Tourism Development Agency; and Josann Cutajar, University of Malta.

Debate, discussion and networking took place throughout the whole event. As well as the academic programme, delegates experienced Latvian culture and traditions via music and dance performances by local groups that were accompanying the conference dinner. The dinner was hosted by the Minister of Economics of the Republic of Latvia and held in the Latvian National Railway Museum. In addition, the conference's social programme included a visit to the well-known restaurant and tourist attraction the LIDO restaurant, which is the largest log house in Europe.

The proceedings of this conference (CD ROM) are available for purchase (£19.50 including postage and packing). Please go to our website (www.tourism-culture.com) to download and order form or contact us at ctcc@leedsmet.ac.uk.

Collaboration with Partners

This conference was organized in partnership with the European Union of Tourist Officers (EUTO), Ministry of Economics of the Republic of Latvia / Department of Tourism Development and the University of Latvia. We hope that this will be the first in a series of collaborations that combine excellence in research with the best professional practice in the field of international tourism and culture.



Opening ceremony and welcoming addresses of the EUTO Study Visit and CTCC Conference



Conference Dinner at the Latvian National Railway Museum with performances by a Latvian choir and dance group



Animated post-conference debates while enjoying excellent Latvian food and drinks in the LIDO Restaurant

CTCC

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