



Culture and Heritage Added value to Regional policies for Tourism Sustainability
CHARTS

Workshop E: *Quality Criteria, April 28th - May 1st 2013, Gothenburg, Sweden*

Sunday, April 28 th , 2013	
13:00-17:00	ECTN General Assembly, Hotel Eggers, Drottningstorget (see map)
20:00	WELCOME DINNER, Hotel Eggers, Drottningstorget (see map)

Monday, April 29 th	
08:30	Registration at the venue in Dicksonska Palatset, Parkgatan 2 (see map)
Session 1:	
09:00	Welcome, Mr Lars Nordström, vice pres of the Cultural committee, Region Västra Götaland
09:15	CHARTS – actions and achievements, Mr Manos Vougioukas, Project coordinator CHARTS
09:30	Quality Criteria in Cultural Tourism, workshop led by Prof Bo Bergman, Chalmers univ.
10:30	Donors point of view: Counting beans, ticking boxes or hearing cats – approaches to measuring the quality of cultural destinations, Mr Peter Cole, Strategy director, Wales
10:50	Culture Destination Quality Net – Case Turku Castle, Ms Kaisa Kutilainen, Project producer at Turku Museum Centre
11:10	Quality Assurance System, Mr Robert Cullen, West Sweden Tourist Board
11:30	Quality Criteria in Cultural Tourism, continuation of workshop
12:30	LUNCH
Session 2:	
13:30-17:00	Walking workshop in the city, Johan Öberg, University of Gothenburg
20:00	DINNER at Dicksonska Palatset, Parkgatan 2 (see map)

Tuesday, April 30 th , 2013		
08:30	Workshop 2: Emotional map from yesterday's walking workshop (in smaller groups)	
10:30	Workshop 3: Who is the customer? (in smaller groups)	
11:40	EU Tourism Policy actions – the Commission's approach to ensure service quality and sustainability: Ms Krisztina Boros, Policy Officer in the European Commission	
12:15	Presentation from Greek Nation Tourism Organization	
12:30	Concluding session: Recipient partners needs and actions – Welsh Government CADW, VTA Latvia, NIRD Romania, GNTO Greece - Next step for transfer of good practice on Quality Criteria, Moderator: Mr Manos Vougioukas, Project coordinator CHARTS	
12:55	Closing remarks, Mr Kostas Chalevas, President of European Cultural Tourism Network, ECTN	
13:00	LUNCH	
14:30	Study tour to the subcultural Göteborg, House of Win Win, Järntorget	CHARTS Steering group 14:30-17:30 Hotel Eggers
17:30	DINNER at The Göteborg Opera, Chrstina Nilssons gata (see map)	



19:00	The Barber of Seville, The Göteborg Opera
Wednesday, May 1 st , 2013	
08:30-16:00	Study Tour to the West coast: Watercolour museum in Tjörn, The Herring Museum at the island of Klädesholmen. Lunch at "Salt and herring". Depart at 08:30, back in Gothenburg (or in Landvetter airport for those who prefer) at 16:00. If you need to be back earlier, contact us and we will find a solution.

Logistics for Gothenburg, Region Västra Götaland, Sweden

Practicalities

Venue: Dicksonska Palatset, Parkgatan 2, Gothenburg
See location on map: <http://kartor.eniro.se/m/9OuNJ>

Websites: www.vgregion.se/en/
www.vastsverige.com/en/West-Sweden
www.goteborg.com

Airports: Landvetter Airport: 20 minutes north of Gothenburg
Gothenburg City Airport: 20 minutes south of Gothenburg
Airport buses to the city: every 30 minutes
The bus stops at Centralstationen (The Central Station) next to Hotel Eggers.



Travel to Gothenburg: www.vastsverige.com/en/West-Sweden/Getting-to-West-Sweden-and-Gothenburg1

Accommodation: **All attendees must make their own reservations for accommodation**
BEST WESTERN Hotel Eggers
Standards single: 1 250 SEK/night/room
When makings reservations, **please use ref. nr. 222886**
Telephone the reception on +46 (0)31 333 44 40
www.hoteleggers.se
info@hoteleggers.se

Maps: Will be sent to your mail adress before the visit

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