



Heritage and Sustainable Development

European Heritage Heads Forum 20100604



” The care of the landscape predicates that both natural and cultural interests are maintained and are able to work together. Culture and cultural heritage environments are of vital importance to tourism, rural development and local and regional growth.”



Heritage and Tourism in Sweden 2010

- Increasing inbound and domestic tourism - particularly visits with a non-business purpose
- The economy generated through culture and heritage mostly benefits other sectors of tourism. Only 5 % of the tourism economy is fed back into the culture and heritage sector
- Culture and heritage are often underestimated parts of the regional growth. In spite of this they make up 10 % of the ERDF
- Investments in culture and heritage therefore act as a sustainable stimulus in a crisis-economy. But how do we manage in a critical situation?



Knowledge-based Innovation and Development!

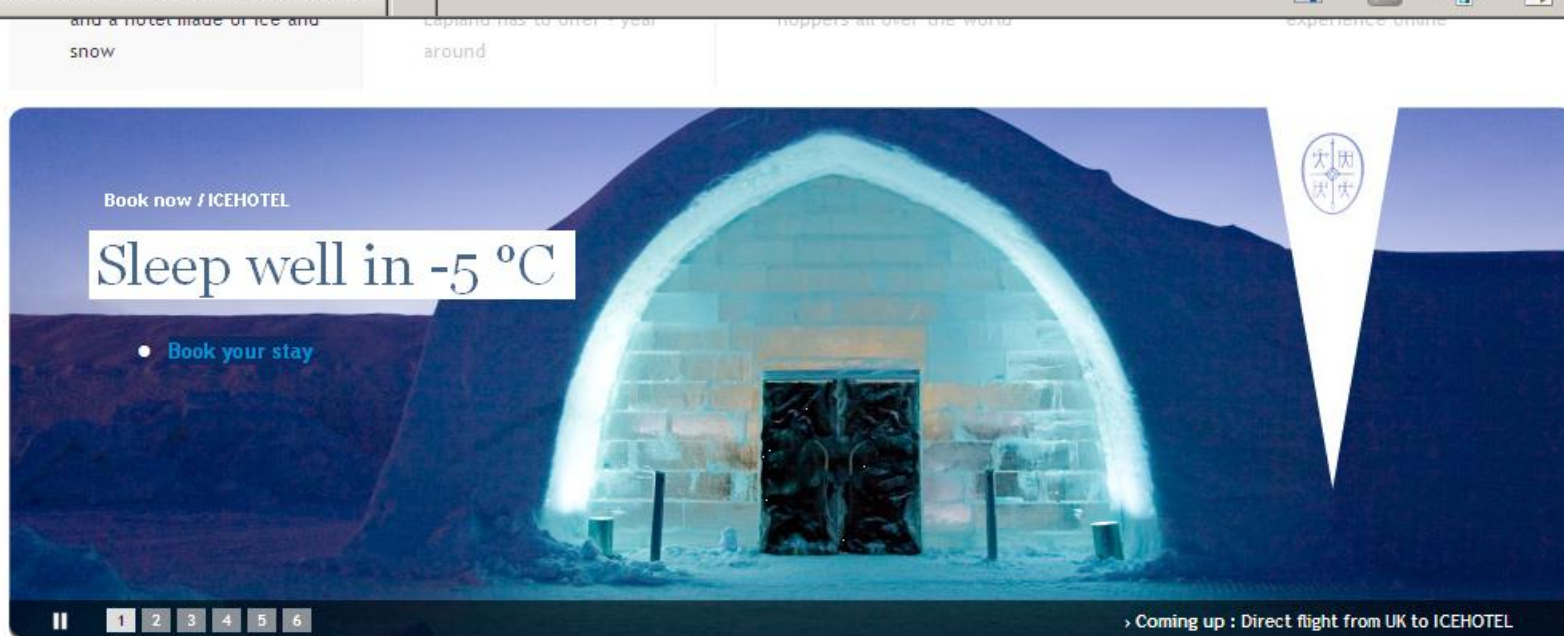
- Knowledge about tourism and local conditions
- Improve the power of innovation
- Stimulate cooperations

Strong and Sustainable Destinations!

- Improved quality of the experience
- Environmental demands
- Design of destinations and facilities
- Accessibility models – comparative advantage







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Welcome to ICEHOTEL

The winter season 2010/2011 will be the twentyfirst in order for ICEHOTEL in Jukkasjärvi. An over twenty-year journey from an Igloo of 60 square meters to the world's largest hotel of ice and snow at about 5500 square meters. But first we will celebrate the return of the summer with a buffet of adventures that take place under the Midnight sun. Welcome to Lapland.



ICEHOTEL presents ICEBAR, ice sculpting and activities in the Midnight sun. Welcome to the summer when the night becomes day and the adventures begins

After a successful winter with snow, ice, dog sledding and snowmobile tours, ICEHOTEL continues to celebrate it's 20th anniversary and launches completely new adventures with one thing in common. They all take place when the summer is bright and offer a special atmosphere thanks to the Midnight sun.



> [Extreme architecture](#). How to build a hotel of ice and snow from scratch each year.

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Benefits and Risk

Landscape

The care of the landscape predicates that both natural and cultural interests are maintained and are able to work together

Entrepreneurship and Innovation

Heritage as a factor in economic development

Accessibility

Commercial development of places and digital data

