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-SEMINAR-

SUSTAINABLE TOURISM PERSPECTIVES FROM EUROPE

UST PROJECT

Upskilling municipal staff competences
on planning and managing sustainable tourism

9-11 APRIL 2024
DA MATTEO, VALLGATAN 5, GÖTEBORG



WWW.USTPROJECT.EU



WWW.FACEBOOK.COM/UST.PROJECT

FALKÖPING
KOMMUNEN



APRIL 9TH



Stakeholders' day

09.00 - 09.30

Presentation of the project - Project status – What is sustainability?

09.30 - 11.00

Stakeholders' presentations

11.00 - 11.30

Coffee break

11.30 - 12.30

SDGs group discussion

12.30 - 13.30

Lunch

13.30 - 15.00

Content discussion - internal testing

15.00 - 16.00

Site Visit Da Matteo, introduction to the FIKA culture

16.00

Self-guided tour in the area

20.00

Dinner

APRIL 10TH



Guest Speakers' Day

09.00 - 09.30

Introduction and presentation of UST

09.30 - 10.30

Focus partners best cases

10.30 - 11.00

Fika

11.00 - 13.00

Discussions about the partner's cases, the content and feedback from the invited experts

13.00 - 14.00

Lunch

14.00 - 15.00

Place development in the wake of tourism
Inspirational lecture, *Kristina Lindström*

15.00 - 15.30

Discussions, feedback, integration in the UST project

15.30 - 16.30

Looking for your lens: reflections on professional knowledge for upskilling abilities

Inspirational lecture, *Joakim Forsemalm*

16.30 - 17.30

Breakout sessions – Workshops

19.00

Dinner

APRIL 11TH



Take aways, reflections and steps forward

09.00 - 09.30

Sum up of the days

09.30 - 10.30

Inspirational Lecture (TBA)

10.30 - 11.00

Fika

11.00 - 12.00

Reflections

SPEAKERS



**KRISTINA
LINDSTRÖM**

PLACE DEVELOPMENT IN THE WAKE OF TOURISM

April 10th. 14.00-15.00

With a Ph.D. in human geography from the the School of Business, Economics and Law at the University of Gothenburg, Sweden and, over 20 years of research in human geography and tourism (currently at the University of Stavanger), my main research interests revolve around place development in the wake of tourism, particularly focusing on the challenging role of tourism as a strategy in the sustainability transition. I will give a talk about the notion of sustainable tourism and the necessity of unlocking the full potential of tourism governance for the realization of sustainability strategies in alignment with the UN Global Sustainability Goals.



**JOAKIM
FORSEMALM**

LOOKING FOR YOUR LENS: REFLECTIONS ON PROFESSIONAL KNOWLEDGE FOR UPSKILLING ABILITIES

April 10th. 15.30 - 16.30

Sustainability is, at its core, a state in which complexity has been reduced and we have managed to overcome our challenges. How do we get there? A necessary starting point is in yourself. What are your abilities and capabilities as a professional? How do you look at the world and what does it mean – for tourism to become sustainable?

During this session, you will learn more about your perspective – and how it converges or diverge from the perspective and competences amongst those you work and/or interact with. What can you see with your "lens"? And how does such reflectiveness help us upskill knowledge?

After an introductory lecture, you will workshop with others around your table. It will be a reflective circle during which we will relate this theoretical approach to some well-known places and objects. What do we see in them? Why do we see them differently?

The session is lead by Joakim Forsemalm, associate professor in ethnology, currently active as a researcher and network facilitator within the real-estate and construction sector, focusing on organizational learning and capacity building amongst urban development professionals.