

Best practice 29: Bergen Tourist Board, Norway.

Scale: Urban

Stage of tourism development: Mature

Main objective: Destination promotion/ Improve urban quality of life

Categories of effects:

Effects on urban governance

- Sustainable partnerships
- Stakeholder participation

Effects on quality of life

- Cultural practices and representations
- Urban economies
- Environment
- Social life, local values and traditions

The Bergen Tourist Board is responsible for marketing the City of Bergen as a Tourist Destination. The tourist Board has 366 members. The members are in addition to the City of Bergen, a number of private and public partners. There are 65 partners that are involved with accommodation, all from 5 star hotels to B&B, 83 restaurants and cafés, 18 companies working with transport, 13 traveling agents, 143 shops and companies that deliver goods to the tourist industry, 6 art galleries and 28 museums. The goal of the Bergen Tourist Board is to promote Bergen as a positive tourist destination through coordinating all parties that work in different parts of the tourist industry. Through this cooperation it is possible to present all aspects of the city of Bergen as a tourist destination. Improving Bergen as a tourist destination is done through strategic planning and organising. The tourist board employs 150 people, and has 4 main departments: Tourist information centre, Department for recreation and leisure, Conference department and Bergen Guide Service. Through the development of the long term strategic plan for tourism development, and the two-year activity plan the Bergen tourist board has managed to promote Bergen as a tourist destination in an excellent way. This has been possible because all parties involved in tourism, both public and private, have worked together in one organization, and with the same goal, a sustainable tourist development.

Source: Bergen Tourist Board.

Link:

<http://www.visitbergen.com/default.asp?sp=NO&p=143&layout=1&bhcp=1>