

Cultural-Touristic Network Altenkirchen – Perspective in Development

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Abstract

Altenkirchen is situated in Westerwald/Raiffeisen region of Germany (between the cities of Bonn, Cologne, Mainz and Wiesbaden) and in addition to the 7,000 city inhabitants includes 42 municipalities with a further 24,000 people. It is a city torn between the local and global economies, between living space and non-places of movement and between its small historical centers and the open countryside (Sieverts, 2003).

The city has only a limited chance to present itself on the national market as there are no particular visible highlights; neither in production, nor tourism potential. It is undisputed that cities are currently competing (both intra and internationally) to increase economic power, produce creative milieus, protect soil and reduce socio economic differences to keep and attract young and well educated residents.

In order to counterbalance Altenkirchens main disadvantages a search for a model oriented solution was initiated. The municipality of Altenkirchen approached us in this connection to create a concept for strengthening economic and cultural issues.

Keywords: cultural-touristic networks, economies of scope, sustainable local development, local competitive advantage