

Logic of business networks clustering culture and tourism - findings in the Altenkirchen region

Univ.Ass. Mag. Marijana Srećković
Dr. Karin Drda-Kühn
Univ.Prof. DI Dietmar Wiegand
Dipl.-Ing. Sanja Zerlauth*

Abstract

Business networks attain more and more importance in nearly all business sectors. Akultour.net, a business network in Altenkirchen, located between Cologne and Frankfurt, combines cultural and touristic offers in an area with low residential density. Its over two year scientific advice, combined with international case studies of other municipalities and considerations of net-business theory enable for the first time an outline of a theoretical framework concerning the logic of successful culture-touristic business networks in rural areas.

Diagonal networks offer significant competitive advantages, as they are focused on differentiation and have the capability to innovate and combine multi-sectoral offers. Culture-touristic networks in areas with low residential density have the potential to improve regional living conditions and create income and employment for local population.

Keywords:

Rural areas, creative clusters, business networks, culture tourism.

* Univ.Prof. DI Dietmar Wiegand, Technische Universität Wien, Fachbereich Projektentwicklung und –management, Gusshausstrasse 30/E260-P, A-1040 Wien, Austria, wiegand@tuwien.ac.at;

Dr. Karin Drda-Kühn, Verein Kultur und Arbeit e.V. – Association Culture & Work, Goethestr. 10, D-97980 Bad Mergentheim, Germany, kdk@kultur-und-arbeit.de

Dipl.-Ing. Sanja Zerlauth, Technische Universität Wien, Fachbereich Projektentwicklung und –management, Gusshausstrasse 30/E260-P, A-1040 Wien, Austria, sanja.zerlauth@tuwien.ac.at;

Univ.Ass. Mag. Marijana Srećković, Technische Universität Wien, Fachbereich Projektentwicklung und –management, Gusshausstrasse 30/E260-P, A-1040 Wien, Austria, sreckovic@tuwien.ac.at