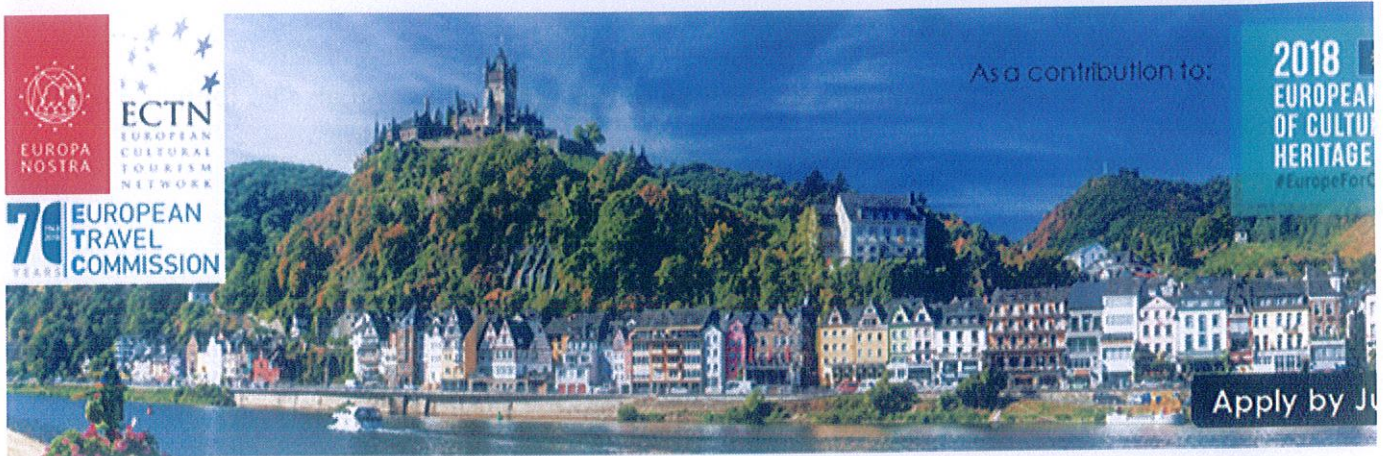


**Applications are open** to all tourist destinations across Europe, tourism boards and associations, destination management organisations, local and regional authorities, and cultural NGOs. We encourage you to apply and to disseminate this information to your members, partners and any other organisations or destinations which may be interested.



## Awards: Cultural Heritage as an Asset for Responsible and Sustainable Tourism

Applicants can apply in one of the following heritage-related **categories**:

1. Religious and Pilgrimage
2. Coastal and Maritime
3. Cultural Landscapes
4. Industrial and Military
5. Historic Houses, Villages and Cities
6. Transnational Thematic Products
7. Contributions by Cultural and Creative Industries (CCIs)

The applications will be assessed according to the following **criteria**:

1. Relevance to the EYCH2018 objectives – link to the objectives
2. Technical content of actions
3. Evidence of success
4. Sustainability of the actions
5. Ability to attract visitors from outside Europe to lesser known destinations
6. Synergies with silver tourism, family tourism and/or youth tourism activities
7. Involvement of the local community

Winners will be announced at the Awards Ceremony to be held during the **11th International Conference for Cultural Tourism on 25-27<sup>th</sup> October in Pafos, Cyprus** recognised as examples of excellence inspiring other tourist destinations and stimulating further development of sustainable and responsible cultural tourism initiatives.

Application forms and detailed description are attached to this email. They can also be found on our corporate website at this [link](#).

Please **apply by July 1<sup>st</sup> 2018**.

If you have any further questions about the Awards please do not hesitate to contact us.

Best regards,

## **IULIA NICULICA**

PARTNERSHIPS MANAGER | EUROPEAN TRAVEL COMMISSION



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p: [+32 2 548 90 00](tel:+3225489000)

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# Awards



ECTN  
EUROPEAN  
CULTURAL  
TOURISM  
NETWORK



Special Edition:

**Cultural Heritage as an Asset for  
Responsible and Sustainable Tourism**

in partnership with:



and

EUROPEAN  
TRAVEL  
COMMISSION

## Application Form

as a contribution to:



2018   
EUROPEAN YEAR  
OF CULTURAL  
HERITAGE  
#EuropeForCulture



# Application Form

This application form should be sent by **1 July 2018 / 17.00 CET (Central European Time)**  
to: [awards@culturaltourism-net.eu](mailto:awards@culturaltourism-net.eu)

## PART 1 Title and Context

**TITLE of the Application** *(describe the achievement in one line)*

**Which heritage-related aspect of cultural tourism is most applicable to your application?**  
*(please, tick only one box)*

- Religious and Pilgrimage
- Coastal and Maritime
- Cultural Landscapes
- Industrial and Military
- Historic Houses, Villages and Cities
- Transnational Thematic Products
- Contribution of Cultural and Creative Industries (CCIs)



**ECTN Awards 2018 Special Edition**  
 Cultural Heritage as an Asset  
 Responsible and Sustainable Tourism

**PART 2 Candidate**

<b>SUMMARY OF INFORMATION</b>	The initiative, action, project, strategy etc. (see title provided under part 1) is implemented in:	
	Tourist destination(s)	
	Region(s)	
	Country(s)	

<b>CONTACT DETAILS</b> (of the legal representative of the destination or attraction, action, initiative)	<b>Name</b> <i>(title, first name, last name)</i>	
	<b>Function</b>	
	<b>Organisation</b>	
	<b>Address</b>	
	<b>Telephone</b>	
	<b>Mobile phone</b>	
	<b>Email</b>	
	<b>Website</b>	

<b>PROJECT MANAGER</b> (if not identical to the legal representative)	<b>Name</b> <i>(title, first name, last name)</i>	
	<b>Function</b>	
	<b>Organisation</b>	
	<b>Address</b>	
	<b>Telephone</b>	
	<b>Email</b>	
	<b>Website</b>	



## **PART 3 Statement**

*This brief statement should cover the aims of the project, action, initiative etc. its achievements and results within the selected heritage-related aspect of cultural tourism, the partners involved, implementation process, budgetary constraints, phases of development, possible findings, events, approximate total cost, and **the qualities which make it outstanding in a European context and particularly in relation to the [EYCH 2018](#) and its objectives** (see [legal base](#) for a list of objectives).*

**1 page maximum**

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**ECTN Awards 2018 Special Edition**  
Cultural Heritage as an Asset  
Responsible and Sustainable Tourism

**PART 4 Supporting materials**

*This section should include links to: Location Plan (if applicable, preferably to the scale of 1:10 000, on which the site is clearly marked), documentation (regional and state policies, destination, project, initiative etc.), latest report, statistical data, and presentations (with information regarding where and to whom this was presented), video online, etc. To complete the dossier, please, annex or reference to this section all supporting materials with valid online links. **1 page maximum***

Empty box for supporting materials.



## ECTN Awards 2018 Special Edition

Cultural Heritage as an Asset  
Responsible and Sustainable Tourism

### PART 5 Evidence of Success

#### Photographs

Good quality colour photos (10 maximum) showing clearly the overall situation and important details of the submitted project, initiative, action, etc. with references to sources online. If applicable, photos can include BEFORE and AFTER views, preferably from the same viewpoint, laid out together in the dossier. Wherever possible, please include photos of the work(s) in progress. All photos should be clearly captioned.

To complete the dossier, please, annex or reference to this section all photos with links online.

#### Video and documentaries

Latest video and documentaries (if applicable) in good quality with reference to sources of the submitted projects, actions, initiatives etc. (online, URL added).

#### Publications / Articles appeared in media

Links to the articles published in the media between the period 2015-2017 or scans in pdf (3 maximum) attached.

#### Communication

Social media accounts (please provide links):



**ECTN Awards 2018 Special Edition**  
Cultural Heritage as an Asset  
Responsible and Sustainable Tourism

**Declaration of entrant**

I wish to submit the above-named entry to the Destination of Sustainable Cultural Tourism Award 2018.  
I have enclosed the required documentation and agree to the conditions set up by the Awards scheme.

I confirm that I have obtained permission from the owners of the copyright, for ECTN, ETC and Europa Nostra to freely use the photographs and material submitted (and others subsequently requested) for all purposes of communication, publication and promotion of the Awards.

Name

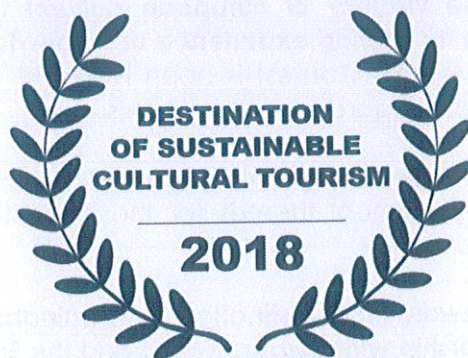
Designation

Signature

Date



# Awards



**Special Edition:**

## **Cultural Heritage as an Asset for Responsible and Sustainable Tourism**

in partnership with:



and

**EUROPEAN  
TRAVEL  
COMMISSION**

**as a contribution to:**



## About the Awards

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Cultural tourism is the fastest growing sector of European tourism and can contribute both to the sustainability and competitiveness of tourism in the European Union and beyond and to the sustainable future of heritage sites and local communities.

Cultural tourism products and services are important factors for sustainable development, contributing to the protection and promotion of cultural heritage, the extension of the tourism period as well as increasing heritage awareness of tourists and host communities, and regional GDP and its multiplier effects.

**These Awards enhance the visibility of European cultural tourism destinations, create a Europe-wide platform for sharing experience and knowledge and promotes networking between destinations.** The Awards Contest is open to tourist destinations across Europe, for showcasing results and outputs regarding cultural tourism.

The Awards Contest is based on an existing contest which has been organised since 2014 by ECTN around annual themes for the benefit of destinations, communities, businesses, citizens and visitors.

**This special edition of the Awards for Destination of Sustainable Cultural Tourism in Europe is organised by ECTN in partnership with Europa Nostra and the European Travel Commission, as a contribution to the European Year of Cultural Heritage in 2018.**

## Call for Entries

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The 2018 theme contributes to the **European Year of Cultural Heritage 2018 (EYCH 2018)**, and in particular to one of the ten European Initiatives, namely **“Tourism and heritage: promoting sustainable and responsible cultural tourism”**.

The Awards will be given for achievements by cultural tourist destinations which have produced **significant results related to enhancing visitor experience while respecting traditions and involving local communities.**

The Awards will cover the following **heritage-related** aspects of cultural tourism:

1. **Religious and Pilgrimage**
2. **Coastal and Maritime**
3. **Cultural Landscapes**
4. **Industrial and Military**
5. **Historic Houses, Villages and Cities**
6. **Transnational Thematic Products**
7. **Contributions by Cultural and Creative Industries (CCIs)**

The applicants must address one of the above aspects. Award winners will be recognised as **examples of excellence** inspiring other tourism destinations and stimulating further development of sustainable and responsible cultural tourism initiatives.

Award winners will be announced at the **Awards Ceremony** to be held during the **11<sup>th</sup> International Conference for Cultural Tourism** on the theme **“Cultural Heritage as an Asset for Responsible and Sustainable Tourism”**, organised by ECTN on **25-27 October 2018 in Pafos, Cyprus**. The finalists will be invited to the ECTN Conference 2018 and to the Awards ceremony. The organiser and partners will not reimburse any costs for attending the Awards ceremony.

## Who can apply?

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The Joint Awards are open to all tourist destinations across Europe, local and regional authorities, tourism boards and associations, destination management organisations, cultural NGOs.

## Application forms & deadlines

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The application form can be downloaded in Word format on the website:  
[www.culturaltourism-network.eu/award-2018.html](http://www.culturaltourism-network.eu/award-2018.html)

Detailed instructions on how to fill in the application form are provided in the application form itself.

Please fill in all sections of the application form in English (applications in other languages will not be considered). Please sign, scan and/or add a digital signature and send it by e-mail with all relevant supporting documents to: [awards@culturaltourism-net.eu](mailto:awards@culturaltourism-net.eu).

**No paper version of the application is needed – electronic submission only!**

**Applications must be submitted by the 1 July 2018 | 17.00 CET (Central European Time).**

By submitting the application, applicants authorise the publishing of their data on the organiser and partners' websites  
[www.culturaltourism-network.eu/award-2018.html](http://www.culturaltourism-network.eu/award-2018.html)  
[www.europanostra.org](http://www.europanostra.org) / [www.etc-corporate.org/](http://www.etc-corporate.org/)

Material submitted may be published with due acknowledgement to the applicant.

## Awards Jury

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The Awards Jury will be composed of relevant experts from various European countries, to be appointed by ECTN, Europa Nostra and the European Travel Commission.

The Jury's decision shall be final. The Jury will not accept requests for additional information or justification of their decision once the awardees have been selected.

## Awards Criteria

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The Awards Jury will assess the quality of all applications according to the following criteria:

- 1. Relevance to the EYCH2018 objectives**
- 2. Technical content of actions**
- 3. Evidence of success**
- 4. Sustainability of the actions**
- 5. Ability to attract visitors from outside Europe to lesser known destinations**
- 6. Synergies with silver tourism, family tourism and/or youth tourism activities**
- 7. Involvement of the local community**

## Concluding Remarks

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This is non-profit initiative. Therefore, the Awards do not consist of any type of monetary prize and does not aim to give any type of economic advantage to the applicants and winners. No financial or contractual obligations will arise neither for ECTN, nor for the partner organisations, Europa Nostra and the European Travel Commission.

The Awards organiser and partners or their members and employees or contractors shall not be responsible nor liable in negligence or otherwise howsoever in respect of any inaccuracy or omission in the Awards procedure. They shall not be liable for any direct or indirect or consequential loss or damage caused by or arising from any information or inaccuracy or omission herein. They also shall not be liable for any use of the information concerning the Awards.

## WE LOOK FORWARD TO RECEIVING YOU RAPPLICATION!



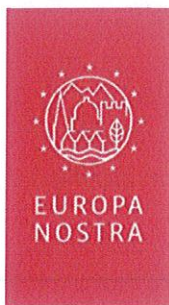
#sustainabledestination2018

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@ectn\_eu

@europanostra

@ETC\_Corporate



EUROPEAN  
TRAVEL  
COMMISSION



*The Destination of Sustainable Cultural Tourism Award has been initiated by [CHARTS project](#), co-financed by the European Regional Development Fund and made possible by the EU INTERREG IVC programme in 2014, continued with support from CHRISTA Interreg Europe Project 2016-2020*