

Award



Theme:

**Cultural Values, Diversity and Heritage:
pillars of sustainable tourism for development**

in the framework of



About the ECTN Award

Cultural and heritage tourism is the fastest growing sector of European tourism and can contribute to the sustainability and competitiveness of tourism in the European Union and beyond.

Culture and Heritage tourism products are important factors for sustainable development; contributing to the protection of natural and cultural heritage, the extension of tourism period as well as increase awareness of tourists and host communities, regional GDP and multiplier effects.

The ECTN Award enhances the visibility of European cultural tourism destinations, creates a platform for sharing experience and knowledge Europe-wide and promotes networking between destinations.

The ECTN Award is based on a contest around annual themes for the benefit of destinations, communities, businesses, citizens and visitors.

The Award contest is open to tourism destinations across Europe, for showcasing achievements of results and outputs regarding cultural tourism.

ECTN Award 2017

The 2017 theme is devoted to the UN '**International Year of Sustainable Tourism for Development**' (IY2017) with focus on key area:

'Cultural Values, Diversity and Heritage', concerning results of actions which have been implemented and which have produced significant results and achievements by destinations related to:

1. Cultural values contribution to sustainable tourism
2. Cultural diversity: synergies or barriers for tourism development?
3. Heritage interpretation facilities for cultural tourism
4. Sustainable management of heritage sites
5. Cultural tourism as a driver for sustainable development
6. Smart destinations: requirements for cultural tourism
7. Place marketing and branding of cultural destinations
8. European Heritage Label initiatives

Candidates must address at least one of the above sub-themes.

Winners will be recognised as **examples of excellence** inspiring other tourism destinations and stimulating further development of cultural tourism initiatives.

One overall winner and two runners-up will be awarded.

The Winners will be announced at the Award ceremony and receive the Award prizes during the 10th international conference for cultural tourism on theme "**Cultural Values, Diversity and Heritage: Pillars of Sustainable Tourism for Development**", to be held on **20 – 21 September 2017 in Sibiu, Romania**, organized by ECTN.

All candidates will be invited to the ECTN conference 2017 and the Award ceremony.

WHO CAN APPLY?

The ECTN Award is open to all tourism destinations across Europe.

Timing & Application forms

The application form can be downloaded in Word format at the website:

www.culturaltourism-network.eu/award-2017.html

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

Please, also enclose/attach in the last part of the application any supporting documents in English you wish to submit together with the application.

Please, fill in all the sections of the application in English (applications in other languages will not be considered), sign, scan and send it by e-mail with all necessary additional materials to: coordinator@culturaltourism-net.eu .

**Applications can be submitted by the 1 September 2017
24.00 CET (Central European Time).**

Applications received after the deadline will not be accepted.

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

Award Commission

The ECTN Award Commission (panel of judges) will be consisted of experts from various countries appointed by ECTN Board.

Award Criteria

The Award Commission will assess the quality of all applications according following five criteria:

1. Technical content of actions
2. Evidence of success
3. Sustainability of the actions
4. Added value to Sustainable Tourism for Development
5. Contribution to Europe 2020 targets.

Concluding remarks

The ECTN Award does not consist of any type of monetary prize and does not want to give any type of economic advantages to the applicants and winners. It is a no-profit initiative. No financial or contractual obligations will arise for the ECTN members by the application to the Award.

Neither the ECTN President, nor ECTN Board, nor the ECTN members, nor any of its employees or contractors shall be responsible or liable in negligence or otherwise howsoever in respect of any inaccuracy or omission in the ECTN Award 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 be not liable for any use of the information concerning the ECTN award.

Applicants authorise by submitting the application the use of their data by all ECTN members as listed in the website www.culturaltourism-network.eu/award-2017.html

Material submitted will be published with acknowledgement to the Applicant.

WE LOOK FORWARD TO RECEIVING YOUR APPLICATION!



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@ectn_eu



ECTN network



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