

Awards



ECTN Awards



Special Interest Tourism development and promotion based on Cultural Heritage

in partnership with:

EUROPEAN
TRAVEL
COMMISSION



Supported by:



Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



Cultural route
of the Council of Europe
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About the Awards

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 in sustainable development, contributing to the protection and promotion of cultural heritage, the extension of the tourism period, as well as increasing heritage awareness among tourists and host communities, regional GDP and its multiplier effects.

These Awards enhance the visibility of European cultural tourism destinations, create a platform for sharing experience and knowledge and promotes networking between destinations. The Awards Contest is open to tourist destinations across Europe, to showcase their results and outputs in sustainable cultural tourism under seven selected categories.

The Awards have been organised since 2014 by ECTN around annual themes, for the benefit of destinations, communities, associations, businesses, citizens and visitors.

The 2020 edition of the Awards for 'Destination of Sustainable Cultural Tourism' is organised by ECTN in partnership with Europa Nostra, the European Travel Commission and NECSTouR, supported by 'The Phoenicians' and 'Iter Vitis' Cultural Routes of the Council of Europe. It follows on from the 2018 edition of the Awards which was held as a contribution to the 'European Year of Cultural Heritage' (EYCH2018) and the 2019 edition, by a similar partnership and aims to contribute towards the legacy of EYCH2018 through the 'European Framework for Action on Cultural Heritage' and other EU initiatives.

Call for Entries

The 2020 overall theme is: **'Special interest tourism development and promotion based on Cultural Heritage'**.

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 **2020 Awards** address the following **heritage-related** aspects of **sustainable cultural tourism**:

- 1. Industrial Heritage**
- 2. Maritime, Coastal and Aquatic Heritage**, supported by 'The Phoenicians Route' cultural route of the Council of Europe
- 3. Innovation and Digitalisation in Sustainable Cultural Tourism, towards Smart Destinations**
- 4. Transnational Thematic Tourism Products**
- 5. Wine Tourism**, supported by the 'Iter Vitis' cultural route of the Council of Europe.

The applicants must address one of the above themes. Award winners will be recognised as **examples of excellence** inspiring other tourist 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 **13th International Conference for Cultural Tourism** on the theme of **'Special Interest Tourism development and promotion based on Cultural Heritage'**, organised by ECTN on **22-24 October 2020 in Krk/Rijeka, Croatia**.

The selected finalists will be invited to the ECTN Conference 2020 and to the Awards Ceremony. The organiser and partners will not reimburse any costs for attending the Awards Ceremony, but the conference fee will be waived for up to two persons per finalist.

ECTN may offer free membership for one year to suitable winners (regional / local authorities, tourism boards / associations and destination management organisations).

Who can apply?

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

Application form, Declaration & deadline

The Application form and the required Declaration can be downloaded in Word format from the website:

www.culturaltourism-network.eu/award-2020.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 the Declaration, scan and/or add a digital signature and send both the Application form and the Declaration together by e-mail to: awards@culturaltourism-net.eu .

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

Application forms without the accompanying signed Declaration or with any incomplete fields will not be eligible.

Applications must be submitted by 1 July 2020 – 17:00 CET (Central European Time) at the latest.

By submitting the application, applicants authorise the publishing of their data on the organiser and partners' websites:

www.culturaltourism-network.eu

www.europanostra.org

www.etc-corporate.org

www.necstour.eu

www.fenici.net

www.itervitis.eu

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

Awards Jury

The Awards Jury will be composed of experts from several European countries, appointed by ECTN, Europa Nostra, the European Travel Commission, NECSTouR, the Phoenicians and Iter Vitis Cultural Routes.

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

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

- 1. Relevance to the legacy of 'European Year of Cultural Heritage 2018': 'European Framework for Action on Cultural Heritage' and the 'Barcelona Declaration'**
- 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. Innovative nature of the actions**
- 7. Involvement of the local community**

Concluding Remarks

This is a 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, the European Travel Commission and NECSTouR.

The Awards organiser, partners and supporters 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 YOUR APPLICATION!



#culturaldestination2020



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 @europanostra
 @ETC_Corporate
 @NECSTouR
 @IterVitis



in partnership with:



Network of European Regions for a Sustainable and Competitive Tourism

NECSTouR

supported by:



Cultural route of the Council of Europe
 Itinéraire culturel du Conseil de l'Europe



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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 by [CHRISTA Interreg Europe Project](#) 2016-2020
www.interregeurope.eu/christa

with support by EU co-funded projects [Cult-RinG](#) & [Cult-CreaTE](#) Interreg Europe, [FOODBIZ](#) Erasmus+
www.interregeurope.eu/cult-ring www.foodbiz.info www.interregeurope.eu/cult-create

The 2018 Awards have been as a contribution to:



2017 Awards in the frame of:



2019 Awards in the frame of EU co-funded projects:

