

# Awards



## Relaunching European Tourism through Cultural Heritage & Digitalisation

in partnership with:

**EUROPEAN  
TRAVEL  
COMMISSION**



**NECSTour**  
European Regions for  
Competitive and Sustainable Tourism

Supported by:

**EAA** European Association  
of Archaeologists

**interpret europe**  
European Association for Heritage Interpretation



and in the framework of:



## 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, as well as to the sustainable future of cultural assets, 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 culture and 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 several selected categories each year.

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

**The 2022 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 European Association of Archaeologists (EAA), Interpret Europe and the ReInHerit Horizon2020 CSA. 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, 2020 and 2021 editions, by a similar partnership that aims to contribute towards the legacy of EYCH2018 through relevant EU initiatives.**

## Call for Entries

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The **2022** overall theme is: '**Relaunching European Tourism through Cultural Heritage & Digitalisation**'.

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 host communities**.

The **2022 Awards** address the following **heritage-related** aspects of **sustainable cultural tourism** development and promotion:

1. **Cooperation between Museums and Cultural Heritage Sites** (including European Heritage Label sites), in relation to the 'ReInHerit' Horizon2020 CSA
2. **Medieval Heritage and Archaeology** (supported by EAA – European Association of Archaeologists)
3. **Digitalisation in Sustainable Cultural Tourism, towards Smart Destinations**
4. **Transnational Thematic Tourism Products, including European Cultural Routes** (involving at least two countries)
5. **Promoting European Heritage to Young Visitors and Travellers** (in the framework of the 'European Year of Youth 2022').

The applicants must address one of the above themes and present projects/initiatives that have been completed during the past 3 years. Award winners will be recognised as **examples of excellence** inspiring other tourist destinations and stimulating further development of **sustainable cultural tourism** initiatives.

Award winners will be announced at the Awards Ceremony to be held during the **15th International Conference for Cultural Tourism** on the theme of '**Relaunching European tourism through Cultural Heritage and Digitalisation**', organised by ETCN on **19-22 October 2022 in Krk, Croatia**.

The selected finalists will be invited to the ECTN Conference 2022 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.

## **Who can apply?**

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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, cultural routes, festivals and cultural NGOs.

## **Application form, Declaration & deadline**

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The Application form and the required Declaration can be downloaded in Word format from website: [www.culturaltourism-network.eu/award-2022.html](http://www.culturaltourism-network.eu/award-2022.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](mailto: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 June 2022 – 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](http://www.culturaltourism-network.eu)  
[www.europanostra.org](http://www.europanostra.org)  
[www/etc-corporate.org](http://www/etc-corporate.org)  
[www.necstour.eu](http://www.necstour.eu)  
[www.interpret-europe.net](http://www.interpret-europe.net)  
[www.reinherit.eu](http://www.reinherit.eu)

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

## **Awards Jury**

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The Awards Jury will be composed of experts from several European countries, appointed by ECTN, Europa Nostra, the European Travel Commission, NECSTouR, as well as EAA, Interpret Europe and ReInHerit Horizon2020 Coordination and Support Action (CSA).

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 applications according to the following criteria:

- 1. Relevance to the selected category and content quality**
- 2. Evidence of success** (number of visitors increase in the off-peak season, visitors' satisfaction, locals' satisfaction, increase in the average spend of tourists, increase in the spend to the local product, contribution to employment, publicity)
- 3. Tourism Sustainability – Sustainable Development of Tourism** (Economic, Social, Environmental)
- 4. Ability to attract foreign visitors, including from outside Europe and to lesser known destinations**
- 5. Innovative character, techniques or tools**
- 6. Involvement of the local community**
- 7. Synergies with the EU Green Deal and Climate Action (SDG 13)**
- 8. Inclusive Tourism aspects** (facilitating family holidays, social tourism)
- 9. Contribution towards post-pandemic tourism recovery and resilience.**

**Candidates should specify how their application meets the above criteria.**

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## 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), nor the supporting organisations (European Association of Archaeologists, Interpret Europe & ReInHerit Horizon2020 CSA).

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!



#culturaldestination2022

#europeforculture



@ectn\_eu  
@europanostra  
@ETC\_Corporate  
@NECSTouR  
@InterpretEurope



in partnership with:

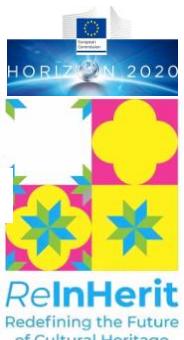
**EUROPEAN TRAVEL COMMISSION****NECSTouR**

European Regions for Competitive and Sustainable Tourism

supported by:



in the framework of:

**INTERREG IVC**  
INNOVATION & ENVIRONMENT  
REGIONS OF EUROPE SHARING SOLUTIONS

The 'Destination of Sustainable Cultural Tourism Awards have 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 Interreg Europe projects CHRISTA (2016-2020), Cult-RInG (2017-2021), Cult-Create (2018-2022) and ReInHerit Horizon2020 CSA (2021-2024)

[www.interregeurope.eu/christa](http://www.interregeurope.eu/christa) [www.interregeurope.eu/cult-ring](http://www.interregeurope.eu/cult-ring) [www.interregeurope.eu/cult-create](http://www.interregeurope.eu/cult-create) [www.reinherit.eu](http://www.reinherit.eu)



2018 Awards as a contribution to:

2017 Awards in the framework of:



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



2021 Awards in the framework of:

International Year of Creative Economy for Sustainable Development  
2021

and

