



# EDEN

Discover Europe's  
hidden treasures

Tourism and Regeneration  
of Physical Sites



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# Foreword by **Commissioner Tajani**

## **EDEN CELEBRATES FIVE YEARS OF KEEPING EUROPE AT THE FOREFRONT OF SUSTAINABLE TOURISM**

This year, the **European Destinations of Excellence (EDEN)** Award celebrates its fifth year of showcasing Europe's rich culture, history and its distinct talent for first-class sustainable tourism. Europe is the world's favourite tourist hotspot, enjoying over 40% of the global market share. EDEN is a flagship initiative from the European Commission which works to maintain Europe's position as the world leader in tourism and to uphold its reputation for social responsibility and sustainability. Since the launch of the awards in 2007, EDEN's 98 winning destinations in 26 participating countries have become a significant presence in today's highly competitive tourism sector.

This year's theme 'Tourism and Regeneration of Physical Sites' is about tourist attractions which have taken disused or neglected locations, be it an old military site or derelict mine, and transformed them into economically viable, culturally sensitive attractions, unique to the history and people of the region. The award seeks out non-traditional destinations; this year's theme has seen some particularly outstanding examples of imaginative and unusual tourism concepts. In this fast changing world economy, I feel this theme provides a dynamic platform for the best of Europe's ingenuity and creativity in tourism.

The awarded destinations have not only created new value from locations in decline, they have also re-imagined local heritage, bringing it to life for a new generation and providing a catalyst for wider local regeneration. The focus on sustainable and quality-based development ensures that local inhabitants are consulted and involved in the process, protecting local history and cultural heritage. And because EDEN destinations are non-traditional and have lower visitor ratings, the award promotes lesser-known attractions, helping to redress the imbalance in tourism flows.

EDEN destinations are managed in partnership between public authorities, tourism service providers and local communities, helping destinations plan for a sustainable future. The EDEN Network also ensures that the legacy of EDEN remains long after the award ceremony in Brussels. This year saw a particularly tough competition, with some fascinating entries, so if you're looking for something different for your holiday and are concerned about your impact on the environment and local populations, EDEN destinations may just surpass your expectations.

### **Antonio Tajani**

Vice-President of the European Commission,  
responsible for Industry and Entrepreneurship  
European Commission



# The EDEN Project

## The Initiative

The **European Destinations of Excellence** (EDEN) seeks to promote sustainable tourism development models across Europe. The initiative, which launched in 2006, is based on national competitions that take place every year and result in the selection of a tourist 'destination of excellence' for each participating country. Through the Award, EDEN draws attention to the values, diversity and common features of these European tourist destinations. It enhances the visibility of these emerging locations, creates a platform for sharing good practices across Europe and promotes networking between awarded regions.

The key feature of the selected destinations is their commitment to social, cultural and environmental sustainability. The recipients of the award are emerging, little-known European destinations located in the EU Member States and candidate countries participating in the project. The EDEN initiative helps to spread the sustainable practices used in the winning locations across Europe and to turn these places into all-year-round tourist destinations. The process therefore also helps to decongest over-visited tourist destinations.

This European quest for excellence in tourism is developed around an annual theme, chosen by the Commission together with the relevant national tourism authorities. The themes so far include:

Rural tourism in 2007, Intangible heritage in 2008, Protected areas in 2009, Aquatic tourism in 2010 and Regeneration of physical sites in 2011.

So when planning your next holiday, why not consider an EDEN destination? With 98 impressive locations to choose from, across five different themes, there is bound to be an EDEN destination for you. Go off the beaten track and explore Europe!

## **2011 THEME: TOURISM AND REGENERATION OF PHYSICAL SITES**

Now in its fifth year, the European Destinations of Excellence theme for 2011 is Tourism and Regeneration of Physical Sites. The selected EDEN 'hidden gems' have all played a key role in making their region a wonderful and memorable place to visit. All twenty-one winning destinations from EU Member States and Candidate Countries have successfully regenerated physical sites of local heritage. These once disused sites have now been converted into remarkable tourism attractions, driving growth within the local economy and providing job opportunities for the inhabitants.

With such a broad theme, the possibilities are truly endless, and all the winning destinations have something unique to offer. The awarded projects range from old railway lines that have been converted into scenic nature trails for walking and cycling, derelict industrial sites revived into art workshops and galleries, an abandoned swimming pool transformed into a museum showcasing local history and much more. These neglected sites once played a role in European and in some cases international history, and today, through well-considered sustainable regeneration projects, both locals and visitors can once again enjoy these sites, discover the area's past and learn about traditional ways of life.

Discover Europe's hidden treasures.

# Countries Participating in EDEN 2011



 EU Countries participating in EDEN 2011

 Candidate Countries participating in EDEN 2011

 EU Countries not participating in EDEN 2011

 Tourism & Regeneration of Physical Sites  
(destinations awarded in 2011)

# Austria **City of Gmünd/Carinthia**

## **DID YOU KNOW?**

**... that Gmünd hosts one of the most popular Art and Handcraft markets in Austria each summer, attracting craftsmen and women from all over Europe.**

## **SIGHTSEEING TIPS**

- **visit the Valley of Malta, part of the spectacular National park Hohe Tauern, and the Kölnbreinsperre, Austria's highest dam. Here you can take a walk or bike ride and see spectacular Austrian countryside with its mountainous terrain and stunning views**
- **visit the Nockberge National Park, a walking and hiking paradise within Austria**

**Panoramic view of the City of Gmünd/Carinthia**

## **WELCOME TO GMÜND/CARINTHIA**

The small medieval town of Gmünd is hidden in southern Austria, on the edge of Hohe Tauern and Nockberge national parks. Its prime location between three hiking and skiing resorts ensures that there is something for everyone to explore. A rich cultural programme all year round allows visitors to experience the diverse heritage of the town and its surrounding area. You can attend concerts, theatre productions, watch dance shows, visit several exhibitions and meet some of the resident artists during their workshops. The whole town celebrates art, and therefore is rightfully known as the 'artists' city'.

## **THE HISTORY**

The name Gmünd comes from the word 'münden', meaning 'to flow', which is quite befitting as the town is located on the junction of two rivers, Lieser and Malta. The town was built to be a fortified market town. Gmünd was founded by the Archbishop of Salzburg in the 13th century. Its initial purpose can still be seen in the architecture of the city, the old castle, the market square and the well preserved town walls. Gmünd is a member of the European Walled Towns. Today Gmünd is a city that breathes art. There are exhibitions all year round at various venues. The old castle has an extensive literary, music and cabaret programme. The ancient city tower 'Stadtturm' is home to four floors of exhibition space, where numerous famous national and international artists have exhibited their work.

## **REGENERATION AND REVIVAL**

For the local authorities and residents, the protection and upkeep of the old town, its architectural and cultural heritage has always

been very important. The city has witnessed large-scale renovation projects aimed at preserving its flair and ambience, while also protecting its historic structures in an innovative way. The historical buildings have been carefully renovated and repainted. For the last 20 years, Gmünd has consistently focused on art and culture – and today the city is a fine example of how a strong cultural commitment can enable the development of a city. Over the same period, 15 abandoned historic buildings have been carefully converted into stunning public spaces, such as galleries, arts and crafts workshops, artists' studios, sculpture gardens, all of which, add to the enchanting appearance and atmosphere of Gmünd. The private cultural initiative, 'Kulturinitiative', the city's administration and various networks of cultural and marketing organisations have worked collaboratively to strengthen the local economy and improve the quality of life for inhabitants and visitors.

## **SUSTAINABLE TOURISM IN THE AREA**

The revival of the medieval town and its transformation into an energetic art district has positively affected the whole region and its efforts to boost tourism. The town has recognised its potential and through the help and promotion of its cultural initiatives and enthusiastic residents, Gmünd is today known as a centre for art and culture, and it continues to attract more visitors each year. Local craftsmen are eager to show and share their skills with visitors and their works are often exhibited in the city's galleries or local markets. The town's spectacular natural heritage, its pristine forests, rivers and magnificent mountains are also cherished and protected by the locals. The development of tourism is planned in a way that does not disturb nature, rather benefits and preserves it.

# Belgium **Marche-en-Famenne**

## **DID YOU KNOW?**

... that you can discover Marche-en-Famenne and the surrounding region on a horse-drawn carriage.

## **SIGHTSEEING TIPS**

- visit the Museum of the Famenne, located in a beautiful 18th Century house. It offers a fascinating insight into the town's history, from prehistoric times to the present
- discover the stringed-instrument school and learn about the different stages involved in creating string instruments. While you're there don't forget to take a look at the impressive collection of violins on display
- enjoy a walk in Fond des Vaulx – a valley perfect for discovering the local flora and fauna. A circuit has been specifically adapted for the needs of disabled visitors. Take a picnic and relax in the sunshine

The restored medieval Juniesse Tower in Marche-en-Famenne

## **WELCOME TO MARCHE-EN-FAMENNE**

Marche-en-Famenne is situated in the Wallonian region, between the valleys of the Lesse and Ourthe rivers. This regenerated town, in close proximity to Brussels, Maastricht and Liège is today a thriving economic zone. The municipality consists of the town of Marche along with 12 surrounding villages.

Combining rural traditions with a vibrant urban feel, the destination offers a unique blend of the old and new. The town of Marche is known for its stunning architecture, museums and historical churches. Strolling through the old town is an absolute must and a perfect way to discover more about the region's history.

In the middle of three different natural regions (Famenne, Ardenne and Condroz), the area also offers ample opportunities to get away from city life. Cycling and hiking are just two of the many options for those seeking an active holiday.

## **THE HISTORY**

Marche-en-Famenne is steeped in a rich history stretching back centuries. In the middle ages, it was a small settlement and one of the dependencies of the Abbey of Stavelot. By the 13th Century when the city walls were built, it was a flourishing trading town. Heavily damaged at the end of the 17th Century, the city was further targeted during the French Revolution, when troops entered the town and closed down the convent. In recent years however, thanks to various development projects, the city has undergone a revival and is now a popular cultural and tourism spot.

## **REGENERATION AND REVIVAL**

Regeneration and maintenance of urban and rural sites in Marche-en-Famenne has been a major priority for the local authorities. Ten of the municipality's most prominent landmarks have now been restored, including many architectural monuments which had suffered severe damage. The Juniesse Tower, the only remaining section of the medieval fortress of the city, is now a lutherie school and museum, and the medieval castle of Jemeppe in the village of Hargimont is now a venue for seminars and conferences. Several historical buildings like the former church and college of the Jesuits, the Old Granary House or the Dochain House were converted into hotels or restaurants, offering remarkable hospitality to the thousands that visit the town. These are just a few examples of how the local authorities are breathing new life into old sites, and through a carefully monitored restoration and redevelopment programme, are ensuring the survival of the town's rich cultural history.

## **SUSTAINABLE TOURISM IN THE AREA**

Sustainable development that respects the history and natural environment of the area is a priority for Marche-en-Famenne. Currently, there are several new projects in place to develop more pedestrian and cycle paths which will connect the outskirts of the area to the city centre. Promoting cycling as a means of transport is a key feature of the area's development plans. As well as new cycle routes, there are signs, parking bays and other facilities to encourage cycling. The growth in tourism has also had a positive impact on local businesses, with a growth in guided tours and tailored family holiday packages.

# Croatia Pustara Višnjica

## WELCOME TO PUSTARA VIŠNJICA

Višnjica is an estate situated in the east of Croatia. It is surrounded by beautiful lime and chestnut tree gardens and old pine and maple trees. The beauty and tranquillity of this place is mesmerising. Pustara Višnjica is located in the Slavonia region in Virovitičko-Podravka County, just 13 km from Slatina. The word Pustara comes from an old Hungarian word 'puszta', which meant 'land used for raising cattle and breeding horses'. This type of land was once a common feature across the Croatian landscape, but after many years of neglect, Pustara Višnjica is now the only working Pustara in the country. The fascinating landscape, mild climate, fresh air and clear water, as well as the culture and history of this place have had a great influence on regeneration of the region. Today, Višnjica offers something for everyone. It's the perfect destination for those looking for peace and quiet as well as those looking for adventure. Horseback-riding, cycling, hiking and swimming are just some of the activities on offer.

## THE HISTORY

The first mention of Pustara Višnjica dates back to the 19th century when it was a working farm used to breed horses. In the early 20th century it was a self-sufficient estate, with over 200 inhabitants, the biggest in Slavonia. There was a school, shop, clinic, power station, distillery, theatre and various sporting facilities all on site. With the economic crisis that developed in the area in the late 20th century, most of the inhabitants left and the whole estate experienced a steep decline. The deteriorating situation was obvious from the dilapidated exterior of the buildings and poor health of the animals on the farm. Eventually, the new owner of the estate recognised the potential of this place and decided to introduce several regeneration projects.

## REGENERATION AND REVIVAL

The regeneration of Pustara Višnjica is based on the idea of returning back to nature and revitalising the values of a healthy lifestyle through tourism. Connecting agriculture and traditional local activities to sustainable tourism, was a new proposition and one of the key challenges. Today, there are numerous regeneration programmes in Pustara Višnjica, including: the development of rural tourism, horse breeding, and the cultivation of sweet potato, grains and medicinal herbs. The 19th Century buildings have been restored and given a new purpose; the old residential buildings are now workshop studios. Here you can learn the art of cooking and traditional jewellery or pottery making. The old stables have been restored and over 70 horses, of various breeds, now thrive on the land. The development also now includes riding and cycling paths, ideal for discovering the beauty of the region and its surroundings

## SUSTAINABLE TOURISM IN THE AREA

Care for the natural environment, recognising the importance of the local traditions and the need to attract more tourists to this destination are key elements of the regeneration process in Pustara Višnjica. New ideas are being developed, while preserving authentic traditions. Some innovative initiatives in agriculture have received international acknowledgment and several awards for successful agricultural development. There are also new bicycle and riding trails planned along the Drava embankment, which will connect the region to the network of European cycling paths. The trails will have a recreational and educational character, and will include natural, historical and cultural sites. The introduction of various sporting activities and events ensure that there is year-round entertainment which is crucial for maintaining the flow of visitors. The introduction of new activities has also created greater job opportunities for the locals.

## DID YOU KNOW?

... that the noble Pejačević Croatian family, the original owners of Pustara Višnjica, was the first to produce champagne in Croatia.

## SIGHTSEEING TIPS

- take a walk or cycle through the Papuk Geopark, the biggest park in the area. The Točak peaks are also worth a visit
- don't forget to try the local cuisine. Višnjica is a fabulous restaurant that offers a wide selection of dishes, using local ingredients
- if you are looking for something more active, have a go at quad biking or paintballing on the broad plains that surround the property

An old building that has been converted into a residential hostel

# Cyprus **Kalopanayiotis**

## **WELCOME TO KALOPANAYIOTIS**

The small village of Kalopanayiotis is situated in the Marathasa region, on the northern slopes of the Troodos Mountain Range, 700 meters above sea level. This beautiful village offers traditional architecture, thermal springs and lush green valleys. The tiled rooftops, stunning balconies, quiet courtyards, cobblestone paths and ancient churches all contribute to the elegant setting. Kalopanayiotis is also famous for its thermal springs. The healing properties of these springs were famous in antiquity, when the Romans, Byzantines and Franks used to visit the village. The Setrachos River, along with numerous water-mills and natural springs provide a tranquil and peaceful atmosphere.

## **THE HISTORY**

The village of Kalopanayiotis was founded in the 11th century. The cultural heritage of Kalopanayiotis includes chapels that date back to the 11th century. Most of the chapels and churches in Kalopanayiotis are of great archaeological value, such as the churches of Ayios Heraclidios, Ayios Ioannis Lampadistis and the Latin chapel which are part of the Lampadistis Monastery with its well-preserved frescoes. The Monastery is also listed on the UNESCO World Heritage List. Prior to the early 1970s, Kalopanayiotis was a popular holiday destination; famous for its mild temperatures, beautiful monastery and therapeutic mineral springs. However, lack of access to the seafront and to the prosperous plains of Lefka and Morfou led to a steady decline in the number of visitors to the village.

## **REGENERATION AND REVIVAL**

In recent years, the local authorities with the support of the Government and the European Union have initiated several regeneration projects in order to revive the village. For the authorities perceiving its

rich architectural and cultural identity was a core aspect of the programme, and this is reflected in all the initiatives executed. For example an old school next to the Monastery of Agios Ioannis Lampadistis has been renovated and transformed into a museum. It now hosts an impressive collection of Byzantine art, ecclesiastical artefacts and antiques. The house of National Martyr Lavrentios is another example of sustainable regeneration at its best. This glorious building has been restored and converted into a cultural and conference centre for the community. Also a number of houses have been renovated into agri-tourism accommodation. For the local authorities, it was also important that the village regained its reputation as a great therapeutic center with healing springs. Today, the ancient spa village of Kalopanayiotis is a regenerated destination, ready to welcome guests from Cyprus and beyond. It is a place that combines sightseeing, nature, health and tradition, in a truly beautiful way.

## **SUSTAINABLE TOURISM IN THE AREA**

Development of tourism in Kalopanayiotis calls for various sustainable measures. Luckily, the issue of seasonality experienced in most tourist destinations is not a factor here. There is always something to do, and the mild temperature continues to pull in visitors all year round. Nature lovers can walk, jog or cycle along nature trails and quiet rural roads. There is also the opportunity to go fishing in the dams, visit the cottage industries in Kalopanayiotis and the picturesque village of Troodos. At the fantastic spa centre, which combines old architecture with modern interior designs, visitors can unwind in the swimming pool, sauna, and steam baths or enjoy a massage. With a number of cafés and restaurants in the village and along the Setrachos valley, visitors can enjoy the scrumptious local cuisine, fruits, homemade sweets and drinks.

## **DID YOU KNOW?**

**... that Kalopanayiotis is famous for the churches of Ayios Heraclidios, Ayios Ioannis Lampadistis and the Latin chapel which are part of the Lampadistis Monastery with its well – preserved frescoes.**

## **SIGHTSEEING TIPS**

- **try soutzoukos, a local sweet made from grapes and almonds. Several shops in Kalopanayiotis sell this local delicacy**
- **visit the trout farm next to the Kalopanayiotis dam, where fishing is permitted**
- **enjoy a walk through the nature trail which leads to Kykkos Water Mill, a monument of 17th century which was recently renovated**
- **join a daily excursions – from Kalopanayiotis. There are traditional villages with small factories producing local products, monuments and museums and traditional restaurants**

**A traditional stone building**

# Czech Republic **Slovácko**

## **DID YOU KNOW?**

... that **Bat'a Canal** was named after the renowned shoe-maker and entrepreneur **Tomáš Baťa**.

## **SIGHTSEEING TIPS**

- take a cycling tour through the vineyards of **Slovácko**. The **Polešovice**, **Petrov-Plže** and burghers wine cellars in **Uherské Hradiště** are just some of the highlights en route
- for an insight into history, visit some of the historical monuments in the region – the **Buchlov castle**, chateaux in **Buchlovice**, **Milotice**, **Valtice**, **Lednice**, **Mikulov**, the **Cistercian Monastery and Basilica in Velehrad**
- to enjoy all that nature has to offer, choose one of the nature trails in the **Pálava**, **Dolní Morava**, **Bílé Karpaty** and **Chřiby**

**The windmill in Kuželov during the Hornácko Folk Festival**

## **WELCOME TO SLOVÁCKO**

The authentic region of **Slovácko** is situated in the south east of the Czech Republic, bordering Slovakia and Austria. The geographical location and impressive historical heritage make this region a truly fascinating destination. The mild climate, mountains, lush forests and rivers give **Slovácko** its unique ambience.

The vast culture and tradition of the region is visible in the everyday lives of the locals. For example, the old buildings with their white-washed walls and colourful flower ornaments around the windows have been well preserved. There is also a wide variety of gourmet specialities on offer, using traditional recipes that have been passed on from one generation to the next. The combination of cultural, historical and natural sites will ensure a great stay for everyone who comes here.

## **THE HISTORY**

The historical significance of **Slovácko** can still be felt today. Numerous archaeological findings indicate that settlements have existed here since pre-historic times. The region became very important during the Moravian era in the 8th and 9th centuries. An open-air archaeological museum in **Modrá** village exhibits the Great Moravian fortified settlements from central **Pomoraví**. The tradition of wine-making dates back to the 12th century; today **Slovácko** is home to the largest vineyards in the Czech Republic, producing some of the best wines in the country. There are both small family-owned as well as large scale vineyards. The wine making methods used here form part of the unique local heritage.

## **REGENERATION AND REVIVAL**

In recent years, local authorities have carried out several regeneration projects to harness the incredible tourism potential of **Slovácko**. One of the most remarkable projects is the **Bat'a Canal**, a 65 km long historical waterway offering an unconventional way to explore the region. Previously, the canal was used to transport coal to a power station in **Otrokovice**. Today, this navigable canal invites tourists to explore **Slovácko** from a different perspective. Various sites and monuments are dotted along the waterway, such as the **Ratíškovice Railway 'Museum in a Carriage'**. The museum presents interesting facts about the history of mining and contemporary railway lines in the **Hodonín** District. Other testaments of the local industrial history, such as, wind and watermills or the distillery have also been renovated.

## **SUSTAINABLE TOURISM IN THE AREA**

The locals take pride in their culture and history and are keen to preserve and share this with visitors, through organised tours and festivals. In 2005, the traditional male dance 'verbuňk' was given the prestigious accolade, **UNESCO Masterpieces of the Oral and Intangible Heritage of Humanity**. The sustainability agenda is right at the heart of every regeneration project. The unique and environmentally-friendly, **Bat'a Canal**, provides stable ecosystems by maintaining a constant water-level in oxbow lakes and a sufficient groundwater-level in riparian forests. Furthermore, shipping regulations limit the speed on the canal to 8 km/hour to protect the surroundings and to maintain peace and tranquillity. There is also a trail alongside the canal for visitors wishing to cycle, skate or walk in a peaceful environment.

# Estonia **Lahemaa National Park Manors**

## **WELCOME TO THE THREE MANORS OF LAHEMAA NATIONAL PARK**

The Lahemaa National Park, in the north of Estonia, just 70 km away from Tallin is the largest nature park in the country. It covers 725 km and has a diverse landscape – endless plateaus, coastal plains, several waterfalls, beaches and forests. Rich and diverse flora and fauna complement the beautiful landscape. Lahemaa is a perfect place to rest and enjoy the natural environment.

In this beautiful setting, you can find three Manors – Palmse, Sagadi and Vihula. Each of the Manors is unique, yet all three of them have common features which complement the beautiful surroundings.

## **THE HISTORY**

The Manors have an exceptionally interesting history. All three were built at different periods, yet they share similar architecture. The oldest manor is Vihula which was built in the 12th century; during the Great Nordic War, the manor and its surroundings were destroyed and were supposedly rebuilt in the latter half of the 18th century. After nationalisation in the 20th century, it was used as a school and a farm. Palmse manor was first mentioned in 1287 when it belonged to the Tallin's St. Michael's nunnery. The house itself was built in 1782, and has had several owners since then. After World War II, it was used as a summer camp for children. Sagadi manorial estate was found in 1469, and the building of mansions was completed in 1753. Thanks to the regeneration program all three manors were restored, and today, they are open for visitors and locals to enjoy.

## **REGENERATION AND REVIVAL**

The 20th century was a rather challenging era for the manors. Economic decline and nationalisation led to the misuse of the Manors and their subsequent decay. Fortunately, in the last few decades a lot has been done to restore the historical beauty of the complex. Palmse was the first of the three to be completely renovated and was developed into an open-air museum, hosting lots of events, such as: music concerts, wine tasting and traditional food festivals. Sagadi house is now home to the Nature School and the Forest Museum. Hiking trails of different lengths offer walking opportunities and there are also guided excursions to the forest from the house. Tourists and locals can now visit the house and learn about the natural heritage of the region. Vihula is now a luxury holiday and eco-spa resort, offering an array of body treatments using local herbs. It is a perfect escape from the bustling life of the city. Extensive collaborative efforts between the tourism authorities and local entrepreneurs ensured a diverse holiday package, which offer guided tours, excursions, spa packages and other programmes catering for every visitor.

## **SUSTAINABLE TOURISM IN THE AREA**

All three Manors have been regenerated with significant consideration for the environment. While attracting more visitors and encouraging tourism is crucial to the local economy, preserving the cultural and historical value of the region and its natural beauty is also important. During the restoration process only environmentally-friendly materials were used and energy-saving solutions implemented. Educational sessions and useful materials are available for the locals and visitors interested in preserving and improving the environmental fabric of the region.

## **DID YOU KNOW?**

**... that there is a 'Kissing' tower at the Vihula Manor, which was previously used by the country squire to entertain guests and today is a romantic spot for married couples.**

## **SIGHTSEEING TIPS**

- **taste some local wines at the Palmse manor. There are tasting sessions in the wine cellars**
- **visit the Forest Museum at Sagadi Manor, a former granary and carriage house. Here you can see more about the history of the region**
- **why not go on a Viking long-ship adventure in Käsmu and learn about the history and traditions of the Vikings**
- **board a long-ship and listen to sailors tell their stories. It is a great experience for anyone interested in history**

**The regenerated Vihula Manor**

# France **Roubaix**

## **DID YOU KNOW?**

**... that in 1928 Roubaix invented the mail order service.**

## **SIGHTSEEING TIPS**

- **the famous Paris-Roubaix bicycle road race ends in Roubaix. See if you can spot the names of biking legends engraved in stone along the city's cobbled roads**
- **visit Roubaix's fashion district and 'À l'Usine' – a former factory turned into an outlet store**
- **Carolyn Carlson is the Director of the National Choreographic Centre in Roubaix, famous for its unique dance performances**

**A former factory with a new life**

## **WELCOME TO ROUBAIX**

Roubaix is a small city situated in the Nord department in northern France, close to the city of Lille. Founded in the ninth century, it is the second biggest city in the Nord Pas de Calais region with a population of 98,796. In the Middle Ages, Roubaix was famous for its textile industry and wool production. Nowadays, the city is also well known for its policy on regeneration 'Ville Renouvelée', which seeks to transform this industrial setting into a sustainable city. Roubaix has undergone many changes which have transformed the facade of the city whilst maintaining its heritage and charm. An example of one such metamorphosis is an old swimming pool that was converted into a museum of fine arts. This and many other developments have made Roubaix a unique destination worth visiting.

## **THE HISTORY**

The textile industry in Roubaix has its roots in the Middle Ages, during the rule of Jean and Pierre de Roubaix. Weaving became a local cottage industry and the lords of the city established an international trade in textiles. During the industrial revolution, Lille-Roubaix-Tourcoing became the second largest textile region in the world, exporting large volumes of textiles, especially wool. In the 1960s, the regional economy went through a crisis and the textile industry experienced a steep downturn, resulting in mass unemployment, the withdrawal of investment and social decline. It was only in the early 1990s that the local authorities introduced a policy to revive the city's economy and improve its image through urban regeneration.

## **REGENERATION AND REVIVAL**

Local authorities in Roubaix see culture and heritage as the key to the city's economic recovery and various sites have been given new life – from a garage converted into a theatre to a swimming pool which now functions as a museum. The swimming pool was built in 1932 by Albert Baert and was one of the finest and most sophisticated of its time. It was a strong symbol of Roubaix identity until it was closed in 1985 due to safety concerns. The community's attachment to the building certainly saved it from being demolished. In 2001, following an international competition, the swimming pool was reopened as a museum – 'la Piscine – Musée d'art et d'industrie'. The facade of the building was preserved, while the interior was adapted to host permanent and visiting exhibitions. La Piscine highlights the industrial past of the city, exploring its cultural heritage and offers visitors an insight into the city's history.

## **SUSTAINABLE TOURISM IN THE AREA**

Roubaix is largely unknown to tourists, but the situation is fast changing with the introduction of new initiatives. The process of urban regeneration is only one component of the city's policy towards a sustainable city. An eco-friendly transport system including cycle paths and bike hire have also been introduced and parkland, such as Parc de Barbieux, provides attractive green spaces in the urban landscape. The tourism policy itself is proving to be an essential element in reviving the local economy, as new cultural activities and shopping opportunities are attracting more and more visitors each year.

# Greece Municipality of Delphi

## WELCOME TO THE MUNICIPALITY OF DELPHI

According to legend, when Zeus sent out two eagles from the ends of the universe to find the 'omphalos', the centre of the world, they met in Delphi. The Delphi region at the south-western spur of Mount Parnassus is an enchanting destination in the heart of Greece. It is a place of harmony and serenity, where the sea meets a jagged coastline, capes, islets and mountains. It is a place of great contrasts; with snowy-white mountain peaks which run down to beaches and crystal clear waters. The municipality of Delphi unites several regions: Amfissa, Delphi, Desfina, Galaxidi, Itea, Gravia, Parnassos and Kallieon. Each region tells a different story and offers an array of tourist attractions.

## THE HISTORY

The history of ancient Delphi dates back to prehistoric times and Greek mythology. Between the 6th and 4th century BC, the Delphic Oracle, was at its peak and was delivered by the priestess Pythia. Cities, rulers and ordinary individuals consulted the Oracle and its consultations were of special importance, especially those over the founding of the Greek colonies. Amfissa, the capital of the municipality was in ancient times the metropolis of Esperioi Lokri. Galaxidi, a city with a strong nautical tradition had more than 100 sailing vessels sailing in the seas all over the world during the 18th and 19th centuries.

The old neighbourhood of Harmaina, situated to the south of Amfissa castle, has a long history of leather tanning that dates back to the 16th century. Its leather technique was famous for making leather durable.

## REGENERATION AND REVIVAL

The regeneration plan of Harmaina began in the 1990s as a part of a wider plan to showcase the amphitheatric city of Amfissa as a major tourism thematic park. Under this initiative, numerous restoration projects took place including, the reconstruction of some old leather tanneries, the antique water supply system and the reconstruction and lighting of the alleyways. Today, few tanneries still operate and Harmaina is a tranquil neighbourhood which exudes a special charm and warmth.

## SUSTAINABLE TOURISM IN THE AREA

Systematic efforts have been made in recent years to highlight the Old City of Amfissa. Architects used special sustainable techniques to preserve the original ancient construction methods.

The region is also known for its clear blue waters. The 'Blue Flag Beaches' are perfect spots to relax and enjoy the Mediterranean sun. Hiking trails take the visitors through the main attractions, many of which have been made accessible for disabled visitors.

As a tourism destination, the region offers many opportunities to explore its cultural and natural beauty. Tourist can enjoy the archaeological Site of Delphi and the archaeological museums of the region, visit Harmaina, the Byzantine churches and Galaxidi, the city with vast architectural and cultural heritage, on the Gulf of Corinth. For those looking for an adventure, rock climbing mountaineering, paragliding are just some of the activities on offer. And, as expected, the local cuisine and wine make every meal time a feast worth remembering.

## DID YOU KNOW?

... Delphi dates back to 4,000 B.C.

## SIGHTSEEING TIPS

- visit the olive grove of Amfissa, a green and grey sea of over 1,5 million olive trees
- visit the Archaeological Site of Delphi, a UNESCO 'World Heritage Site' and admire the Temple of Apollo, the Stadium and the theatre (6th – 4th Cent. B.C.)
- visit the Nautical Historical Museum of Galaxidi, with its gallery of authentic paintings of sailing vessels and famous nautical stamp collection
- climb Mount Giona (2,508m), the highest mountain in central Greece and cross its famous ravine and summits for an exciting adventure

Panoramic view of the City of Galaxidi

# Hungary **Mecsek**

## **DID YOU KNOW?**

... that a carnival called **Busójárás** takes place at **Mohács**. It is a colourful event often compared to the carnival in Venice.

## **SIGHTSEEING TIPS**

- the **Nádor Gallery** exhibits the works of contemporary local, international artists. It is situated in an old hotel building in Pécs
- to see the hidden treasure of Mecsek, take a tour inside the **Trió cave**
- have an exciting day in the adventure park, **Mecsextrem**

**A picturesque monument**

## **WELCOME TO MECSEK**

The Mecsek region is situated in the southern part of Hungary. Its defining features are a green landscapes, vineyards and Mediterranean climate. Fig, almond and chestnut trees are very common here due to mild temperatures. There are several cities and towns to explore in the region, such as: Pécs, a Roman city, with buildings that date back to the second century, and Villány, a small town best known for its wines. The Mecsek region offers countless possibilities for active, as well as cultured holidaymakers. The region is renowned not only for its beautiful scenery, but also for its historical and cultural heritage. There is something for everyone to explore.

## **THE HISTORY**

The region has a very long history, interesting sites and building from different eras. For example, Pécs still has an ancient Christian cemetery near the Saint Hill. In the city of Pécsvárad, there is a castle which dates back 1,000 years. These are just a few of Mecsek's attractions which make it an interesting destination for discovering the cultural heritage of Hungary.

## **REGENERATION AND REVIVAL**

Several projects were initiated to increase the breadth of tourist attractions in the region. Mecsek's disused industrial and cultural heritage sites were renovated and given a new purpose. The Benedictine cloister, a castle in Pécsvárad, famous for its healing qualities, has now been converted

into a museum and a hotel. One of the most prominent transformations that took place in the city of Pécs was the new culture and art quarter, built around the famous Zsolnay Factory. Today, the old factory still produces its famous porcelain. But there is also now space for exhibitions and presentations, a visitors' centre providing information about cultural events and activities, numerous cafes as well many other amenities. Over 200,000 visitors come to the Zsolnay Cultural Quarter every year. With different parts of the quarter dedicated to different activities, it has been one of the most impressive success stories in the region. Another highlight is Orfű, a resort with lakes, forests and beautiful parks. There are significant developments in progress here, such as an aqua park, water-tourism centre, an open courtyard and cycle paths. There is also a Mill Museum, where millers mill wheat and sell homemade bread.

## **SUSTAINABLE TOURISM IN THE AREA**

The local tourism authority supports sustainable development and encourages practices that support social, economic and environmental development in the long term. The growth in tourism and the continuous development of tourist attractions has also boosted the employment opportunities in the region. For example, the castle of Pécsvárad employs exclusively local people. Locals also get free entrance into the castle. Regular markets and fairs allow craftsmen and farmers from the region to present and sell their produce. Local volunteers play an active role in designing tourist programmes.

# Iceland **Stykkishólmur Municipality**

## **WELCOME TO STYKKISHÓLMUR MUNICIPALITY**

Stykkishólmur is small fishing village, with a population of over a thousand people. It is situated in the west of the island, to the north of the Snæfellsnes peninsula. For many years, the village relied on fishing as its primary source of income. However, the decline in the number of scallops left the local economy devastated.

To encourage growth, the council decided to nurture a new industry in the village, tourism. Today, after several years of extensive regeneration projects, the village has a new image and agenda. The old houses in the centre have been given a new lease of life, and the locals are thrilled to share their village with visitors.

## **THE HISTORY**

Fishing has always been one of the main industries in Iceland; there were hundreds of fishing villages along the coastline of the island. Stykkishólmur was first established in the 16th century as a trading centre.

## **REGENERATION AND REVIVAL**

Throughout the regeneration process, the local council focused on four clear objectives, these were: to protect the local cultural heritage; to revive the historical prestige of the village; to offer a wide range of tourism attractions; and to increase the environmental awareness of locals and visitors. These objectives were met through several

initiatives. Restoring the old village to its former glory was a crucial aspect of the process. Instead of replacing the old buildings, the municipality decided to renovate them. An extensive study was conducted about the history behind these houses. Based on this insight, the authorities decided on how best to utilise the buildings. For example, renovated residential houses were converted into guest houses, maintaining all original features.

## **SUSTAINABLE TOURISM IN THE AREA**

The authorities in Stykkishólmur have worked hard to minimise the effects of tourism on the environment. They have introduced several initiatives to help educate residents and visitors about the environment. The town was the first municipality in Iceland to receive the prestigious Blue flag eco-label for its harbour and the first place in Europe to get the EarthCheck environmental certification.

In driving sustainable tourism, more jobs and opportunities for economic growth have been created. Young residents, who once may have left the village for a better life elsewhere, are now deciding to stay in the village and contribute to its growth. There is now a great sense of pride in the village, with some residents offering visitors free tours of the village.

Stykkishólmur is today a role model for other Icelandic municipalities looking to adopt sustainable policies.

## **DID YOU KNOW?**

**... that Jules Vernes located the entrance to the centre of the earth in the mysterious Snæfellsjökull glacier close to Stykkishólmur.**

## **SIGHTSEEING TIPS**

- a tour around the Snæfellsnes peninsula is an absolute must. Here you can enjoy the magnificent fjords, ocean and serenity of this place
- visit the Volcano museum, curated by famous volcanologist, Haraldur Sigurdsson. As well as a tour around the museum, Haraldur also offers free lectures on volcanoes to visitors
- don't forget to try the local specialty, dried fish. It is available in several stores in the village
- visit the Norska húsið (Norwegian house), a museum on local folk culture, which tells the story about region's history

**The idyllic Stykkishólmur Municipality**

# Ireland **The Great Western Greenway,** **Co. Mayo**

## **WELCOME TO THE GREAT WESTERN GREENWAY**

The Great Western Greenway cycle trail skirts the rugged Atlantic coast of Co. Mayo in Western Ireland. It offers stunning panoramic views over the vast seascape of Clew Bay, its archipelago of drowned drumlin islands, the vast Nephin mountain range and Bellacragher Bay. You can enjoy a wide range of activities when visiting Westport, Newport, Mulranny and Achill Island, such as: walking, golf, sea kayaking on the blue flag beaches, shore and sea angling, fine dining and excellent leisure facilities. The 42 km Great Western Greenway offers an exhilarating and safe cycling experience for all the family with gentle gradients, through some of the most spectacular landscapes and seascapes in Europe.

## **THE HISTORY**

The line was developed in 1894, under the Balfour Light Railways Act, to counter poverty and forced emigration, which was endemic along the route. To develop tourism, the iconic Midland Great Western Railway Hotel opened in Mulranny in 1897 complete with electric light and service standards modelled on Buckingham Palace. New walks were created on Look Out Hill, including the unique Victorian causeway built across Trawoughter bay to access Mulranny's blue flag beach. Over a dramatic century the railway hotel witnessed civil war, closure of the railway line in 1937 and major tragedies associated with forced emigration. Economic decline continued, leading to the closure of the hotel itself in 1984. Ironically, by the turn of the 21st century, the region's

finest built heritage, the former railway line and hotel, had declined into dereliction. With the disused railway line and bridges, the grandness of its past was now ebbing from living memory.

## **REGENERATION AND REVIVAL**

A decade of community led regeneration was to undo a century of decline when the region's decaying built railway heritage was sensitively renewed for future generations to enjoy. The former Mulranny railway hotel was reopened in 2005 inspiring a community led initiative to redevelop the Mulranny Causeway and the Victorian walking trails into a high amenity loop walk accessing three European designated Natura 2000 sites. Finally, 73 years after closure, the Great Western Railway Line re-emerged into the Great Western Greenway cycling trail, linking Mulranny and Newport to the Westport and Achill cycle hubs, creating a unique cycling friendly destination.

## **SUSTAINABLE TOURISM IN THE AREA**

The natural environment has also benefitted from regeneration. The degraded Rosmurrevagh Machair at Mulranny, one of Europe's rarest habitats, was rejuvenated receiving the national Notice Nature Award for protection of biodiversity in 2007.

Conservation of Ireland's best remaining Old Irish Goat herd at Mulranny has commenced to establish the purity of the breed and realise their potential as a major tourism attraction for the region.

## **DID YOU KNOW?**

**...that sea angling trips on Clew Bay are offered by expert locals who are known as the finest skippers in the west of Europe.**

## **SIGHTSEEING TIPS**

- **visit the Atlantic Drive & Secret Garden Achill, the most westerly public garden in Ireland**
- **make an environmentally friendly electric cycle tour with Electric Escapes 'cycling for softies'**
- **Participate in an art class to practice painting, glass bead making or many other crafts**

**The redeveloped  
Mulranny Causeway**

# Italy **Montevecchio, City of Guspini**

## **WELCOME TO MONTEVECCHIO, REGENERATION AND REVIVAL CITY OF GUSPINI**

Guspini is a beautiful Mediterranean town situated on the south-west coast of Sardinia. It is a fascinating town with an immaculate landscape, warm climate and ancient architecture. Monte Linas, Mount Arcuentu and Mount Maiori mountains dominate the landscape. Dunes, woodlands and the Mediterranean Sea add to the beautiful scenery. The coastline is impressive, stretching 46 km, with stunning sandy beaches. In the region there are waterfalls dotted around the town and several forests surrounding it, such as: Gentilis park and Perd'e Pibera park, the latter being the largest park in the area. There are also several interesting places worth visiting just outside Guspini, such as Montevecchio, a small village 10 km away from the city. It is one of the oldest mine sites in Italy, and galena was the main mineral. Today, there is an eco-museum in Montevecchio which exhibits the history of the region, its main activities and the everyday life of the locals. Exploring Guspini and its surrounding areas is truly rewarding.

### **THE HISTORY**

Montevecchio was first mentioned in history, as a mining village back in the Phoenician and Roman times. Active mining in the village began in the late 19th century with the arrival of entrepreneurs to the village who saw the potential of the mines. The Piccalinna mine was discovered in 1874 and closed in 1981. Sant'Antonio mine, one of the most impressive mines, was opened in the middle of the 19th century. It was one of the better developed mines, with extensive shafts in the village. In 1988, after almost a century of mining, the mine was closed due to a decline in productivity and the quality of the produce. The mine ceased production in 1991, which led to an immediate mass migration out of the town, with locals seeking employment and a new start elsewhere.

Soon after the mining industry collapsed, the town lost not only its main source of economy, but its charm. The upkeep of the town centre was no longer a priority and the effects of the economic decline were visible on the streets of Montevecchio.

Through the regeneration programme which began last decade, Montevecchio is today a prosperous tourist destination. The mines have been converted into tourist attractions. The old buildings with vast architectural heritage have also been refurbished – and the Art nouveau style of the buildings has been restored to their former glory. For example, the Direzione, built in the 1870s and designed as a managerial house by Giovanni Antonio Sanna have been renovated and open to visitors. A special cultural tour has been designed to bring together different elements of the town: the mines, rural crafts, traditions and residential houses. This integrated approach to showcasing the town's history has been a huge tourist attraction.

### **SUSTAINABLE TOURISM IN THE AREA**

Montevecchio is considered to be one of the most important natural reserves. It is home to several endangered species which are currently under municipal protection. The town also has a wealth of local crafts and traditions such as pottery, jewellery, embroidery, knife craftsmanship and many others – and it was important that this was considered and preserved. Montevecchio is also famous for its gourmet products, such as honey, ovine cheese, bread and typical sweets made with almond and hooney. These products are still made using traditional recipes. For local craftsmen, the numerous festivals throughout the year offer a great opportunity for them to introduce their produce to visitor.

### **DID YOU KNOW?**

... that in 1908 after several bloody fights between miners involving knives, it was decided that for safety reasons the traditional Sa Guspinesa knife would be made with a blunt blade.

### **SIGHTSEEING TIPS**

- take a walk around Mount Maiori, the mountain is particularly noted for its beautiful oak forest at the summit
- visit Sardara thermal baths which have been famous for their healing properties since ancient times.
- take a walk in the San Sisinnio (Villacidro) park which has a grove of a thousand year-old olive trees

**The regenerated Municipality of Guspini**

# Latvia **Ligatne Village**

## **DID YOU KNOW?**

...that the paper factory in Ligatne exports 70 to 80 per cent of its produce.

## **SIGHTSEEING TIPS**

- take a walk through **Vienkoči Park, situated on Ligatne River. Here you will find various wooden sculptures and have the chance to learn how to make wood furniture during a workshop**
- visit the **Kempju Lutheran Church built in the 19th century. The architectural style of the building is unique to Latvia**
- visit the **Ligatne nature reserve, home to various animals such as bear, lynx, roe deer and red deer**

**The beautifully restored Ligatne paper mill**

## **WELCOME TO LIGATNE VILLAGE**

The scenic village of Ligatne is situated in the north of the country, 75 km away from Riga. This part of the country is often called the heart of Latvia, with its countless legends, cities, castles. In many ways, it characterises Latvian identity. Located in one of the most beautiful spots in the famous Gauja National Park, Ligatne owes its picturesque scenery to the stunning sandstone cliffs on the banks of the Ligatne and Gauja rivers. Magical caves, clear waters and lush green trees paint an unforgettable picture.

## **THE HISTORY**

The history of Ligatne began over 200 years ago, and the famous paper mill has been producing paper for nearly as long. The steady supply of fast flowing water from the Ligatne River made the village the perfect site for a paper mill. The historical centre of Ligatne, its beautiful buildings and the mill feature on the list of monuments of national importance. The paper mill is also one of the oldest mills in Europe. It flourished in the 19th century when it produced 'tzar paper' exclusively for the Russian monarchs. The Ligatne paper mill has been in operation since it was opened, except for short period during the World Wars. It has remained at the centre of community life and has maintained its status as the largest employer in the region. Nowadays, Ligatne is an interesting holiday destination, with the number of visitors increasing year on year thanks to various regeneration initiatives.

## **REGENERATION AND REVIVAL**

The decline in productivity at the mill in the 20th century had direct impact on the village and local economy. An overall regeneration initiative sought to preserve the mill and ensure it remained a working mill. Today, there are various tours and excursions at the mill, where people can learn about the different techniques of paper-making and recycling. You can also learn about the history of the factory, life in the village and the factory workers. Other initiatives include the creation of The Gauja National Park in 1975. The park provides a protected environment for endangered animals, trees and plants from across the country.

## **SUSTAINABLE TOURISM IN THE AREA**

Sustainable tourism is actively supported and promoted by the local council. Cooperation between various tourism bodies, local entrepreneurs and residents was important to ensure that the project met its objectives. Today Ligatne is once again a thriving community. As well as implementing sustainable tourism measure, the green agenda is also upheld within other industries. Ligatne paper mill is not only the single local producer of paper in Latvia, but it also plays a crucial role in its recycling. All the paper produced is made from recycled paper. The company encourages the locals not to waste paper, but to recycle it, in order to protect the local forest. Extensive nature trails located in the Gauja National Park allows visitors to walk or cycle through it and enjoy the park's beauty. Its rich flora and fauna are protected by the local authorities and the local communities.

# Lithuania **Rokiškis Manor**

## **WELCOME TO ROKIŠKIS MANOR**

The small town of Rokiškis is 160 km to the north of Vilnius. Here you will find the Rokiškis Manor – a splendid park and former residence of Count Ignotas Tyzenhauzas. It was built in 1801 and served as the permanent family residence of the Count for many generations. The manor, with its park, greenhouses, ponds and zoological garden was very popular in the region. The diverse cultural programme and rich music tradition attracted both locals and people from neighbouring towns. After several decades of neglect, Rokiškis Manor is regaining its popularity, and today its doors are open to visitors from all over the world. One of the local highlights, the Rokiškis Regional Museum, has held over 77,000 exhibits, including fine art pieces, paintings, sculptures, ancient books, documents, coins and archeological findings.

## **THE HISTORY**

Rokiškis Manor remained the residence of the Lithuanian Tyzenhauzas family for nearly two centuries. This magnificent home with its majestic park hosted events which were the highlight for local high society. Unfortunately, World War II brought devastation to the Manor; many pieces of art and architecture were destroyed. After the war the property became a state-owned farm. Later, various cultural institutions were established at the Manor in order to protect what was left of it. The House of Culture, a library and a museum were opened. Rokiškis Manor managed to regain its original beauty only after several years of careful restoration and renovation. Today, Rokiškis Manor is a splendid place that offers many cultural attractions, showcasing the history of the building and the region. Various educational tours are organised which tell the story of the Manor, from its foundation to its regeneration.

## **REGENERATION AND REVIVAL**

Restoration works took place in Rokiškis Manor at the end of the 20th century. Redevelopment and revival as well as the creation of a new tourist spot became key priorities for the local authorities. Due to the misuse, the residence had lost a lot of its original charm. Most of the buildings were in bad condition and for a very long time no activities were organised in the Manor. The situation has changed dramatically after a large-scale restoration project was implemented. Today the complex is a significant tourist attraction in the region. One of the most important places is the Rokiškis Regional Museum, which was moved to the Manor House in the 1950s. It is dedicated to the history and culture of the Manor and the region, and it hosts several permanent exhibitions and over twenty visiting exhibitions each year.

## **SUSTAINABLE TOURISM IN THE AREA**

The preservation of Rokiškis Manor is part of a large project aimed at sustaining tourism in the region. Each year more and more visitors come to Rokiškis, and tourism authorities are keen on keeping it that way. For this reason they pay special attention to giving new functions to old buildings. For example, various tours focusing on different themes and periods are organised which people of every age group can enjoy. Also, traditions dating back to the times of the Tyzenhauzas' have been kept. An example of this is the chamber concerts still performed in the house. The development of the tourism industry is closely linked with the cultural heritage of the destination as well as with the needs of the local people.

## **DID YOU KNOW?**

**... that Konstantinas Tyzenhauzas – a famous ornithologist, founded a laboratory of natural sciences in the Rokiškis Manor Park.**

## **SIGHTSEEING TIPS**

- **visit the 'Rokiškis L. Šepka' sculpture park which was commissioned to commemorate Lithuania's most famous sculptor, Lionginas Šepka**
- **visit the unique Museum of Christmas Cribs, which hosts the only collection of cribs in Lithuania**



**The regenerated Rokiškis Manor**

# Malta **Għarb**

## **WELCOME TO GĦARB**

Għarb is a tranquil small village situated in the west of Gozo Island. It is one of the oldest settlements on the island, best known for its local crafts, deep-rooted culture, ancient architecture and pristine landscapes. The local Council has always championed conservation projects. A great success story and a key achievement of the island's regeneration efforts is the revival of Wied il-Mielah, from wasteland to a magnificent rural destination.

## **THE HISTORY**

The village, which dates back to Neolithic and Bronze Ages, has maintained its Mediterranean flare, offering pleasant weather, elegant ancient architecture and exquisite culinary delights. The village clearly upholds its traditional values, whilst embracing modern life. Local crafts remain popular, traditional dishes are served in cafes and restaurants and a distinctive local dialect is still widely spoken even by younger generations. Today, Għarb is a unique place – a true hidden gem for those looking for real relaxation and to experience a remarkable culture.

## **REGENERATION AND REVIVAL**

Wied il-Mielah is a project that has earned incredible success in the quest towards sustainability and eco-tourism. Wied il-

Mielah, which literally means 'salty valley', now forms one of the most important landscapes in Għarb. This stunning location combines rubble walls and valley basins with rich flora and fauna. For a very long time, Wied il-Mielah was abandoned and was merely used as wasteland.

The misuse of the site motivated the local Council to take action and revive Wied il-Mielah. The main aim of the regeneration project was to make it an outstanding rural destination. The project included restoration of the location to its natural state and reconstruction of the rubble walls, while also making it a sought after tourist destination. A cultural aspect was also considered during the restoration works, and today the valley is included in some of Gozo's most important festivities.

## **SUSTAINABLE TOURISM IN THE AREA**

The revival of Wied il-Mielah is a key part of the overarching project aimed at encouraging sustainable tourism in Gozo. As well as eco-tourism, the island is implementing several other green ventures such as eco-friendly travel schemes and green energy sourcing including solar powered security cameras. The local Council is constantly looking for sustainable ways to improve the region.

## **DID YOU KNOW?**

**... a total of 9617m<sup>3</sup> of debris and rubbish were cleared from the valley and a total of 931m of rubble walls were constructed.**

## **SIGHTSEEING TIPS**

- **stop at the Għarb Folklore Museum which hosts a collection of local arts and traditional crafts**
- **check out the Sanctuary of Ta' Pinu, a grand basilica building surrounded by countryside**
- **go and see the Għarb Church Basilica, a baroque style church dedicated to the Visitation of Our Lady to St. Elizabeth**

**The breathtaking Għarb Church Basilica**

# The Netherlands **Veenhuizen**

## **WELCOME TO VEENHUIZEN**

Veenhuizen is a small Dutch village, situated in the north of the country in the province of Drenthe. Over the past two decades dramatic changes have taken place in the community. The village, which served as a colony for the re-education of homeless people and children, has radically changed over time to become an outstanding tourist destination, famous for its history and unique heritage. The town is also surrounded by forests, valleys and offers splendid culture and architecture. Fochteloeerveen is perfect for bike rides and is also worth visiting for its rich plant life. The connection between Veenhuizen and the surrounding countryside is very strong, dating back to the 19th century when the colonies worked the land and cultivated the wilderness.

## **THE HISTORY OF VEENHUIZEN**

In the 19th century, the Netherlands went through a serious economic downturn and widespread poverty swept the country. General Johannes van den Bosch thought poverty could be eradicated through education and discipline; he therefore established several working colonies in Veenhuizen. In 1822 van den Bosch's company 'Maatschappij van Weldadigheid' (Company of Benevolence) hosted poor families from the cities, widows, orphans and the homeless. Children received an education while adults worked. By the end of the 19th century, this approach was abandoned and the colony was converted into a prison. Veenhuizen remained isolated from the rest of the country for many years. The penal colony was closed in 1986 and Veenhuizen became a simple rural village once again. However, the grid pattern of the village streets is a constant reminder of its past.

## **REGENERATION AND REVIVAL**

Following the end of its prison era, many buildings in Veenhuizen were abandoned and the local economy, which depended on the prison, collapsed causing unemployment to rise. It was decided to regenerate the local economy by promoting the history of the site and the unique character of the former prison colony. Veenhuizen is today an unusual rural tourist destination, with a variety of cultural and natural attractions. The old buildings have been given a new purpose while preserving their unique architectural styles. A good example of this is Maallust, a former grain mill and storage space. This has now been converted into a brewery and a cheese farm. The former drugstore along with the kitchen and the hospital is now a hotel and health centre. The sleeping quarters of the cotton factory have been converted into guest lodges for visitors. Several art galleries and museums have also opened which showcase the unique history of the village. Veenhuizen currently welcomes approximately 160,000 visitors each year.

## **SUSTAINABLE TOURISM IN THE AREA**

Tourism authorities and policy makers in the Netherlands place a high priority on sustainable development and the regeneration of Veenhuizen is a perfect example of this in practice. The local authority seeks to involve and engage all stakeholders – residents, entrepreneurs and visitors – in preserving and revitalising the village. Local economy and people benefit from regeneration projects, as new jobs are created. The sustainable development of agriculture is encouraged; regional and organic products are used in tourists accommodations. Environmental friendly modes of transport are promoted, cycling and walking is encouraged. By striking a balance between environmental, economic and cultural aspects, Veenhuizen is becoming an increasingly attractive spot for tourists, as well as a village with vast opportunities for its residents.

### **DID YOU KNOW?**

**... that you can stay in the prison museum and rent one of the rooms there.**

### **SIGHTSEEING TIPS**

- **visit the Prison Museum to learn about prison life in Veenhuizen**
- **go walking in the surrounding forests – Roden, Norg or Drent-Friese Wold – beautiful secluded spots with some rare wildlife**
- **visit the Glass Museum and learn about the glass-making techniques and Dutch glass artists**

**A regenerated residence in Veenhuizen**

# Poland **Żyrardów**

## **WELCOME TO ŻYRARDÓW**

Situated in the heart of Poland in the Mazovia Voivodeship region is Żyrardów. Just 45 km away from Warsaw, Żyrardów is most famous for its linen factory, established in 1829 by the Łubieński brothers. It soon became the largest linen factory in Europe. The historical centre of the city was occupied by the factory settlement. It included homes for the workers, churches, schools, canteens and other local amenities. Today, it is the one of a few urban centres in Europe that has been completely preserved and a unique example of the so-called model town or garden city. The downtown centre of Żyrardów is a stunning architectural testament, characterised by red-brick buildings and well planned street, with green fields that separate residential areas from the industrial zone. As well as offering an insight into life at the factory and its history, Żyrardów offers numerous possibilities for active holidaymakers. Excellent cycling paths (especially near the Bolimowski Natural Landscape Park), and canoeing trips along the Rawki River ensure a great holiday for everyone.

## **THE HISTORY**

Development of Żyrardów began with the rapid growth of the linen factory. The owners of the factory played an instrumental role in shaping the direction of the town's development. By the second half of the 19th century, under the watchful supervision of the owners, Karol August Dittrich and Karol Hielle, Żyrardów factory became the largest linen producer in Europe. At its peak, the factory was the market leader in the Polish textile industry and employed nine thousand workers. Flax table cloth and serviettes

from Żyrardów became well known and recognised worldwide. The factory survived the terrible devastation of both World Wars. However, some decades later, with the political changes in Poland in the late 20th Century, the textile industry was brought to an abrupt closure.

## **REGENERATION AND REVIVAL**

The regeneration project began in 2004, when the city council decided to renovate the central part of the city, which was the former factory settlement. Regeneration was mainly focused on rebuilding and renovating an area of estate housing, bringing back to life the industrial buildings and reviving production and trade activities. Today, almost all of the factory's buildings have been restored. The old buildings now have new functions – the Old Linen Spinning Plant and the New Linen Spinning Plant built in 1913 are now flats, restaurants and shops.

## **SUSTAINABLE TOURISM IN THE AREA**

Żyrardów is a culturally rich town and has a lot of potential to become a great tourist centre. The city council takes this task seriously and wishes to protect the existing flair of the city and its unique urban landscape. For example, the facades of the buildings, street planning, parks and palaces remain unchanged. Various cultural events organised in the city aim to tell the story of the city to visitors and to highlight the importance of the cultural heritage in the area. Further, by attracting new investments into the city, new jobs are created for the local residents.

## **DID YOU KNOW?**

**... that the name Żyrardów comes from the name of the first director of the linen factory and inventor of the linen spinning machine Philippe de Girard.**

## **SIGHTSEEING TIPS**

- **take a walking tour around the city centre. Don't miss the old market square, the workers' houses from 19th century, the nursery school dating back to 1875 and the Church of Virgin Mary of Consolation – one of the biggest temples in Mazovia**
- **visit the Karol Dittrich Junior Villa one of the most impressive buildings in Żyrardów, surrounded by a charming park. It is now the Western Mazovia Museum**
- **visit the Linen Manufacturing Plant where you can watch original old spinning machines and buy beautiful linen tablecloths**

**Żyrardów panorama**

# Portugal **Faial Nature Park**

## **WELCOME TO FAIAL NATURE PARK**

Faial is an island in the Azores archipelago, located about 1,500 km west of Lisbon. It is one of nine islands that make up the archipelago, situated to the far west of the Central Group of the Archipelago. Travelling around the Island, you will find a fantastic diversity of flora, fauna, geological structures, culture and local traditions. Also on this beautiful island is Faial Nature Park, a truly unique spot with distinctive surroundings. The park is home to endangered species and rare plants.

## **THE HISTORY**

The Azores' natural and cultural diversity is extraordinary. Faial offers its visitors the chance to explore volcanic terrain, climb the dormant crater of Capelinhos Volcano, enjoy the green moss-covered landscape and admire the intriguing Pico Mountain. There are several hidden treasures in Faial, such as: churches with impressive art collections, museums exhibiting precious carvings in whalebone and fig wood and the dark walls of the old fortress that once protected the town from pirates. This rich heritage requires careful preservation, and this is the main objective of the Faial Nature Park.

## **REGENERATION AND REVIVAL**

The creation of the Faial Nature Park was a major step towards ensuring that the island's treasures are managed responsibly and in a sustainable way. The park includes 13 protected areas that extend through 30 square kilometres of land and 189 square kilometres of sea. Recent meas-

ures to improve the park and make it more accessible to tourists include the opening of new cultural institutions and information points, with better information. The council also revised specific tour programs and excursions to ensure they met the needs and interest of the visitors. For example, the old groundskeeper's house is now the main house of Faial Nature Park. Here, visitors can learn about the park, choose trails and learn about the local biodiversity. Similarly, the old whaling station (Fábrica da Baleia) was restored and converted into cultural and educational centre. The areas surrounding the park are also worth exploring. Pico, the neighbouring island offers stunning views across its vineyards; the dark basalt terrain is a wonderful contrast to the white summit of the 2,350 meters high, snow covered volcano.

## **SUSTAINABLE TOURISM IN THE AREA**

Due to the rich natural heritage of Faial Island, sustainable practices are crucial for the preservation of the rare species that live there. At the heart of the project to create the park was the quest for sustainable management. Collaborative efforts between local and municipal authorities provided the much needed synergy that helped to create a protective institution, which ensures the preservation of these species. Creating a park that would appeal to tourists was also important. With the introduction of the new institution, visitors to the island are able to learn more about the park and its protected species. Disabled visitors are also welcome as their needs have been specifically taken into account.

## **DID YOU KNOW?**

**... The Azores islands were dominated by volcanic eruptions. In 1957 to 1958, the eruption of Capelinhos volcano enlarged Faial Island.**

## **SIGHTSEEING TIPS**

- **take a walk in Faial's Botanic Garden. With an area of 8,000 square meters, it is a place of extraordinary beauty. Visit the garden and enjoy its color and vitality**
- **visit the Capelinhos Volcano Interpretation Centre, which offers an insight into the lifespan of volcanoes**
- **climb up the Cabouco's viewing point, one of the best viewing points of the Island**

**Majestic view over Faial Nature Park**

# Slovenia **Idrija**

## WELCOME TO IDRİJA

The oldest Slovenian mining town of Idrija is situated in the western part of the country in Goriška Region. Famous for its mercury mine and lace making, Idrija is a fascinating destination with spectacular scenery. Picturesque mountains, pristine forests and Lake Wilde create a breath-taking landscape. Its rich cultural, natural and industrial heritage is treasured by local people proud of their history.

Rejuvenated cultural heritage attractions and well-preserved natural landmarks are attracting more and more visitors to the town. The areas surrounding Idrija offer various activities throughout the year, from fishing and skiing to hiking and swimming. There are numerous art galleries, museums and exhibition halls for Idrija's lace-making school, which host vast collections dedicated to local history and crafts. And, if you're feeling hungry, don't forget to try some of local specialities such as idrijski žlikrofi, bakalca and smukavc.

## THE HISTORY

Idrija's story dates back to the 15th century, to the accidental discovery of mercury by a local tub maker 'Škafar'. Following this discovery, Idrija began opening its doors to the world and soon became famous for its 'liquid gold'. In the 18th Century a Holy Trinity Chapel was constructed at the end of 'Anthony's Shaft', the original entrance and oldest part of the mine. Miners prayed at the chapel for a safe return home, before descending some 1,000 steps to begin their work 200 metres under the ground. Today,

several shafts have been turned into a museum, enabling visitors to journey several meters underground and experience something of what the miners felt hundreds of years ago. The Municipality Museum reveals the mine's geological treasures and offers a glimpse into its history, describing the miners' lives and work underground.

## REGENERATION AND REVIVAL

After 500 years of operation the mercury mine closed, heavily impacting the local economy and employment prospects for people in Idrija. Since its closure, local authority projects have regenerated local landmarks, attracting new tourists to Idrija, helping the local economy to recover and flourish. The projects were aimed at reviving industrial heritage and preserving the natural environment. New activities such as the Lace festival, sports marathons, new hiking and cycling routes, contribute to making Idrija such an interesting and unique destination.

## SUSTAINABLE TOURISM IN THE AREA

The local authorities focused on the preservation of natural, cultural and technical heritage. The effect of half a century of mining is evident today in the minds of local inhabitants, who are acutely aware of their impact on the local environment. Their concern is seen through the support and care that locals give to new sustainable projects that focus on reviving local traditions. Introducing a new infrastructure to support tourism is also done in a way that does not detract from the area's natural beauty.

## DID YOU KNOW?

...that the famous botanist **J.A. Scopoli** was a practicing doctor in Idrija.

## SIGHTSEEING TIPS

- visit Realka, the first Slovenian non-classical secondary school
- take a walk in Zgornja Idrijca Regional Park, spanning over 4,000 hectares, it is a spectacular place to discover Idrija
- pay a visit to the small town of Spodnja Idrija, which is situated in the valley of the Idrijca river. It is most famous for the baroque pilgrim church Our Lady of the Assumption

The Gewerkenegg Castle in Idrija

# Spain **Trasmiera Ecopark**

## **WELCOME TO TRASMIERA ECOPARK**

Trasmiera Ecopark is a cultural and environmental project by Arnuero county. Arnuero is one of municipalities in the beautiful Cantabria region. The region is best known for its stunning beaches and warm climate. However, the local authorities in Arnuero wanted to broaden its appeal as a holiday destination, whilst conserving the remarkable natural environment of the County. With this in mind, they decided to launch the Ecopark, a cultural and historical hub, often referred to as 'an open-air museum'. The park, overlooked by lush forests and hills, is a wonderful showcase of what Arnuero has to offer; great natural environment, cultural heritage and history.

## **THE HISTORY**

Ancient monasteries and churches showcase the vast history of the region. Cantabria was once considered a strategic region due to its geographic location. In the 20th century, the region became a popular holiday destination for the royal family with their residence in the Palace of Magdalena. Also various health, cultural and sporting activities improved the image of the destination and made it popular among tourists. However for many years, the cultural history of Cantabria remained untold until the launch of Trasmiera Ecopark.

## **REGENERATION AND REVIVAL**

The Trasmiera Ecopark initiative began in 1998. The project enlisted the support of several professionals: architects, historians, environmentalists and engineers. The overarching aim here was to maintain the historical identity of the region and restore its cultural heritage. Several landmarks were regenerated and given a new purpose. For example, the Santolaja old tide mill was turned into an 'Observatorio de las mareas' or 'Observatory of tides' – an information center, educating visitors on coastal tides and its role in shaping the region. An old school was turned into an Observatorio del Arte (Art Observatory), which serves as an exhibition centre for local and international artist. World-famous artists, such as Cristóbal Toral, Javier Pérez, José Luis Sánchez, Gloria Torner and Roberto Orallo have had exhibitions here.

## **SUSTAINABLE TOURISM IN THE AREA**

Trasmiera Ecopark is a pioneering project in Spain in terms of sustainable development. Local authorities pay special attention to this agenda and have introduced various educational programs for visitors and the locals on the issue of sustainability, the local ecosystem and how best to preserve it. Joyel Salt Marshes Visitor's Centre provides an extensive insight into the history of the region and the daily lives of its inhabitants. Visitors can join guided tours or explore the region for themselves, following one of the several cycling and hiking trails now available.

## **DID YOU KNOW?**

**... Over 15,000 school children from Cantabria have visited the park since it opened. For many of the children, this was their first insight into their cultural heritage.**

## **SIGHTSEEING TIPS**

- **visit the Iglesia de la Asuncion, previously a church, this impressive venue has now been converted into exhibition center for local artists**
- **visit the incredible Santa Olaja tide mill, which still uses the force of the tides to grind wheat**
- **visit the Cabrahigo Tower – a 15th century tower which represents an impressive example of gothic architecture**
- **visit the stunning beaches and soak up the sunshine**

**The lush environment of Trasmiera Ecopark**

# Turkey Hamamönü-Altındağ Ankara

## DID YOU KNOW?

... that the poet of the Turkish National Anthem, Mehmet Akif Ersoy lived in Hamamönü.

## SIGHTSEEING TIPS

- there are plenty of museums to visit, check out the Anatolian Civilizations Museum, winner of the 1997 'European Museum of the Year' award and the Ulucanlar Prison Museum
- visit Mehmet Akif Cultural Park and Mehmet Akif Literature Museum where you can learn more about the poet and the author of the Turkish National Anthem
- don't forget to visit the Hacı Musa (Seyfeddin) Mosque, founded in 1421, famous for its wooden framework and gates

One of the restored buildings in the Hamamönü district

## WELCOME TO HAMAMÖNÜ-ALTINDAĞ ANKARA

Each year Turkey offers up its rich heritage, diverse culture and mysterious legends to visitors from all over the world. An unforgettable adventure awaits anyone who visits Turkey, and the capital, Ankara, is a popular choice for many holidaymakers. What you may not know is that Ankara also holds some of the country's best kept secrets; spectacular locations that are yet to be discovered. One of them is the Hamamönü district in Altındağ (meaning 'old Ankara') in the middle of the city. Following a recent and remarkable restoration process, Hamamönü has re-emerged as an attractive place to live in and visit.

The district of Hamamönü is now a unique place that reflects both the traditional styles of the Ottoman Empire and the Turkish Republic. Located in the oldest part of the city, Hamamönü offers various leisure and shopping opportunities as well as cultural activities.

## THE HISTORY

Hamamönü's story dates back to Ankara's early days and bears witness to several milestones in Turkey's history. It was the residence of the founding delegation of the Turkish Republic in the 1920s and was a lively area, housing artists and prominent cultural figures. It was also a trading hotspot with a market and small shops which sold virtually everything imaginable. Sadly, from the 1950s the district began to slide into decline; illegal building construction, deteriorating socio-economic situation and rising crime forced out many inhabitants and damaged the historical beauty of the district.

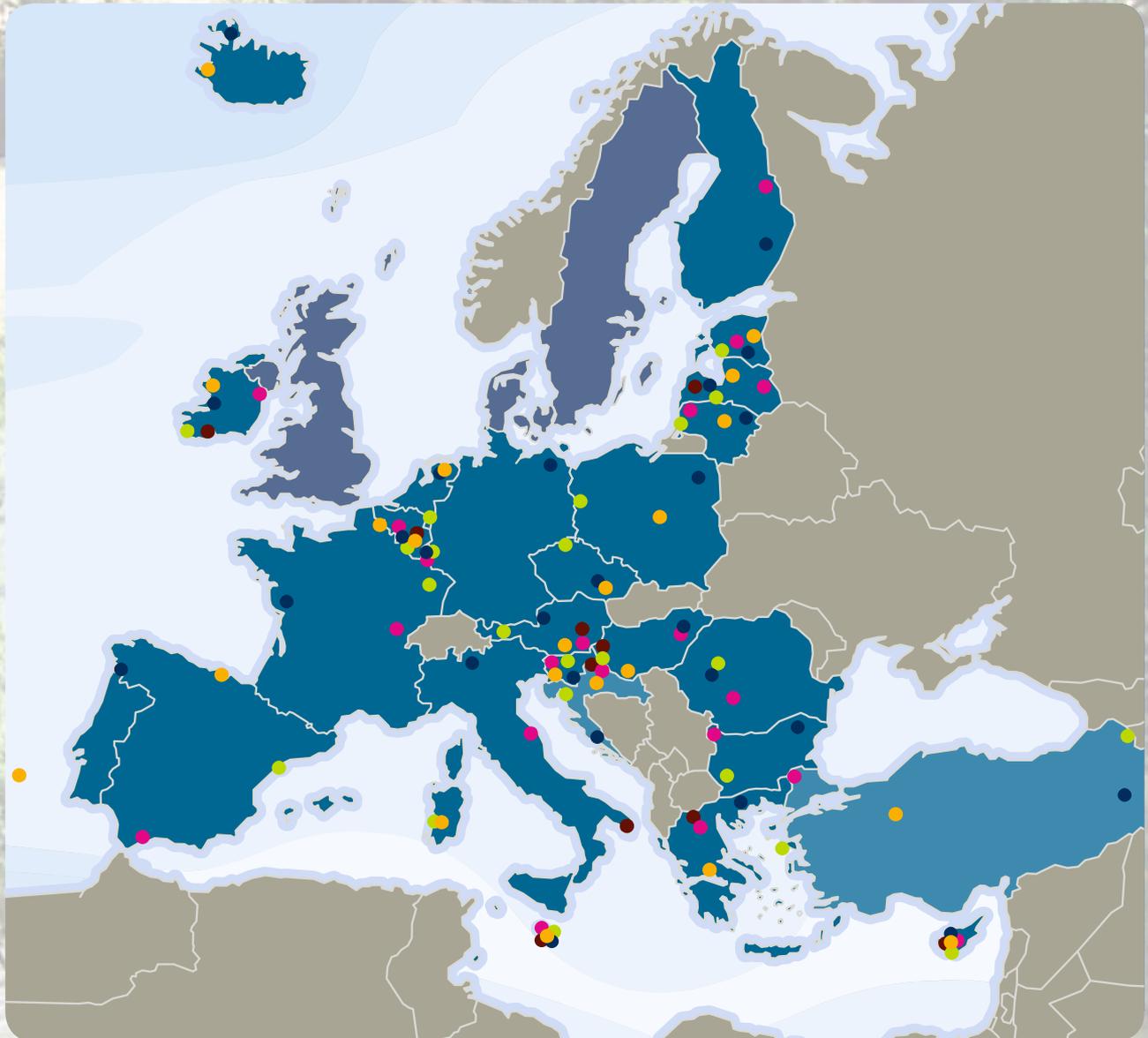
## REGENERATION AND REVIVAL

The regeneration of Hamamönü district became a priority for Ankara Cultural Tourism because of its historical interest and central location. Altındağ Municipality worked hard to restore the original charm of the district, attract inhabitants back and make it an interesting destination for tourists. Many buildings were reconstructed or completely rebuilt and several streets were pedestrianised. Since 2006, Hamamönü has seen restoration and expansion projects in 250 locations, including masjids and mosques from the Seljuk era. An area of around 210 hectares was reconstructed and 33 sites were registered with the Cultural and Natural Heritage Preservation Board. Today, Hamamönü is a popular place for locals and tourists alike, its treasures and history unveiled for a new generation to enjoy.

## SUSTAINABLE TOURISM IN THE AREA

One of the main goals of the reconstruction process is to create an urban living museum to allow people to go back in time and discover Hamamönü's past. The municipality has introduced various initiatives to improve the environment and to sustainably manage tourist flow. One such innovation is electronic horseless carriages – an environmentally friendly way of travelling short distances and an attraction for tourists. In their efforts to restore the historic ambience of the district, local authorities organise various cultural and literary events which celebrate traditional Turkish values. The municipality also supports local businesses returning to Hamamönü. Market spaces entice tourists with local souvenirs, but also support the local economy offering tradesmen access to new markets for their traditional crafts.

# Countries participating in **EDEN 2007–2011**



 EU Countries participating in EDEN

 Candidate Countries participating in EDEN

 EU Countries non participating in EDEN

 Rural tourism  
(destinations awarded in 2007)

 Tourism and intangible heritage  
(destinations awarded in 2008)

 Tourism and protected areas  
(destinations awarded in 2009)

 Aquatic tourism  
(destinations awarded in 2010)

 Tourism & Regeneration of Physical Sites  
(destinations awarded in 2011)

# EDEN Destinations 2010 **Aquatic Tourism**

## **SEELENTIUM (AUSTRIA)**

Seelentium is a stunning destination, with nine lakes, five nature reserves along the waterfront and the largest moor complex in Austria. For total relaxation amid picture perfect scenery, enjoy a swim in one of the numerous warm-water lakes.

[www.seelentium.at](http://www.seelentium.at)

## **THE LAKES OF EAU D'HEURE (BELGIUM)**

These five lakes are perfect examples of how a man-made body of water can work in harmony with nature to create the perfect waterside destination. Go kayaking, windsurfing or rafting on the lakes. For something different, join the amphibious bus tour to see more of what the region has to offer.

[www.lacsdeleaudheure.be](http://www.lacsdeleaudheure.be)

## **SILISTRA REGION (BULGARIA)**

This beautiful region is best known for its impressive natural heritage, diverse wildlife and interesting historical sites that date back to the Roman era. Take a boat trip along the river to the fishing villages and tuck into local fresh seafood cuisine.

[www.ss.government.bg](http://www.ss.government.bg)

## **NIN (CROATIA)**

Beautiful sandy beaches, natural mud known for its healing qualities, quaint Croatian churches built between the 9th and 12th centuries and the smallest cathedral in the world are just some of the attractions on offer in Nin. The town offers excellent opportunities for vacations and recreation activities. [www.nin.hr](http://www.nin.hr)

## **KATO PYRGOS (CYPRUS)**

A small ancient village in West Cyprus, Kato Pyrgos can confidently boast of having some cleanest beaches on the Island. You can even spot dolphins out on sea from the shoreline. Fishing is a way of life and a source of income for locals; visitors can buy fresh fish straight from the boat! [www.ekk.org.cy](http://www.ekk.org.cy)

## **BYSTRICKO (CZECH REPUBLIC)**

Located on the northeastern tip of the Moravian Highlands, this peaceful region features several rivers, creeks and dams, and unique flora and fauna. There is something for everyone; from peaceful rivers and lakes for those looking to relax and unwind to rowing clubs, fishing or swimming for the more active traveler.

[www.info.bystricenp.cz](http://www.info.bystricenp.cz)

## **LAKE VÖRTSJÄRV (ESTONIA)**

This vast lake, the second largest in the Baltic states, is home to several fishing villages and an impressive historic fishing vessel – the kalepurjekas. Võrtsjärv offers recreational opportunities for people seeking culture, nature and active holidays. Its sustainable approach to tourism successfully unites the past and the present. [www.vortsjarv.ee](http://www.vortsjarv.ee)

## **SAIMAA HOLIDAY (FINLAND)**

Located in the middle of the largest lake in Finland, Saimaa Holiday offers an array of active pursuits from ice-skating and canoeing to fishing safaris and seal-watching tours. Whilst the beauty and tranquility of the lake is a clear asset to this destination, it is also the strong local tradition and cuisine that makes the area special. Don't miss a stint in a traditional Finnish sauna – finished with a leap into the lake, of course. [www.saimaaholiday.net](http://www.saimaaholiday.net)

## **THE GRAND SITE DU MARAIS POITEVIN (FRANCE)**

This picture perfect region is the largest wooded marshland on the Atlantic coast and one of the richest natural habitats in France. The abundance of plant life here is best viewed from the labyrinth of waterways which run in all directions through the dense foliage. Over the years painters, storytellers, writers and photographers have each in turn captured the history and spirit of this mysterious and unusual place. [www.parc-marais-poitevin.fr](http://www.parc-marais-poitevin.fr)

## **WESTERN POMERANIAN RIVER DISTRICT (GERMANY)**

Situated on the south coast of the Baltic Sea, this region offers pristine and largely undiscovered nature and an impressive cultural heritage that dates back to the Slavic and Vikings. Take a canoe trip along the river to spot the region's abundant wildlife, which includes kingfishers, beavers, and if you're really lucky, white-tailed eagles.

[www.abenteuer-flusslandschaft.de](http://www.abenteuer-flusslandschaft.de)

## **PREFECTURE OF SERRES (GREECE)**

Serres is a modern bustling city, with broad streets, open squares and beautiful gardens. Tour the villages to discover authentic provincial life and experience wonderful hospitality. Don't miss the traditional fire dancing in Agia Eleni. [www.kerkini.gr](http://www.kerkini.gr)

## **LAKE TISZA (HUNGARY)**

Hungary's largest man-made lake supports a wide range of bird life as well as Europe's largest field of blossoming water lilies and fringed water lilies. Take a sunrise or sunset tour around the lake to really appreciate the beauty of this tranquil spot.

[www.turakozpont.hu](http://www.turakozpont.hu)

## **THE WESTFJORDS REGION (ICELAND)**

Away from the rest of Iceland and sparsely populated, Westfjords is characterised by dramatic fjords and towering angular cliffs rising sharply from the deep blue seas. Take a dip in one of the region's thermal pools and enjoy the peace and quiet. If timed perfectly, you may even see the northern lights.

[www.westfjords.is](http://www.westfjords.is)

# EDEN Destinations 2010 **Aquatic Tourism**

## **LOOP HEAD PENINSULA IN CO. CLARE – KILKEE (IRELAND)**

The Loop Head peninsula is famous for its impressive cliffs that dive dramatically into the sea, the incredible diversity of marine and bird life and the beach resorts that date back to Victorian times. Enjoy a walk along the cliff tops of this isolated peninsula; soak up the dramatic scenery and observe the seabirds.

[www.LoopHead.ie](http://www.LoopHead.ie)

## **MUNICIPALITY OF MONTE ISOLA (ITALY)**

The largest inhabited lake island in Italy, Monte Isola rises in the middle of the blue lake Iseo giving the lake its impressive and dramatic appearance. Enjoy its charm, cultural sites and the wonderful local Italian cuisine. [www.comune.monteisola.bs.it](http://www.comune.monteisola.bs.it)

## **SEA RESORT JŪRMALA (LATVIA)**

The largest resort city in the Baltic States, Jūrmala is known for its mild climate, sea, therapeutic mud and mineral water. This destination is a real paradise for water sports enthusiasts and offers a breadth of activities including yachting Nordic walking and kite surfing. [www.jurmala.lv](http://www.jurmala.lv)

## **ZARASAI REGION (LITHUANIA)**

Famous for its beautiful lakes and forests, the Zarasai region offers a diverse natural environment and cultural heritage. Voted cultural capital of Lithuania in 2008, the destination hosts numerous festivals from early spring through to late autumn. Time your visit to coincide with one of these events and discover the ancestral traditions of the region. [www.zarasai.lt/tic](http://www.zarasai.lt/tic)

## **THE NATURE PARK OF THE UPPER SÛRE (LUXEMBOURG)**

Upper Sûre Lake is the largest area of water in Luxembourg and a great spot to try your hand at various water sports. The surrounding rivers are popular with canoeists and there are several cycle routes, suitable for all abilities in the area.

[www.naturpark-sure.lu](http://www.naturpark-sure.lu)

## **ISLA (SENGLA) (MALTA)**

One of Malta's oldest cities, Isla was founded in the 16th century and is one of the most heavily fortified areas on the island. It is a gem enclosed by spectacular bastion, with commanding views still guarding the Grand Harbour as it did centuries ago. There is a strong religious influence here so don't miss the Basilica of Our Lady of Victories, built to commemorate the great siege victory in 1581. [www.islalocalcouncil.com](http://www.islalocalcouncil.com)

## **WATERREIJK WEERRIBBEN WIEDEN – GIETHOORN & THE WETLANDS (THE NETHERLANDS)**

This is the most extensive area of wetland in Northern Europe. A wonderfully scenic spots, crossed by numerous canals and peppered with high bridges and thatched farmhouses. Don't miss seeing local entrepreneurs extracting peat and growing reed.

[www.ervaarhetwaterrijk.nl](http://www.ervaarhetwaterrijk.nl)

## **THE BIEBRZA VALLEY AND WETLANDS (POLAND)**

Biebrza is one the biggest national parks in Europe and a rare biologically marshlands of the continent. The Biebrza River floods each spring, turning meadows into lakes. For a fascinating wildlife expedition, join the winter Elk Safari. [www.tratwybiebrza.pl](http://www.tratwybiebrza.pl)

## **GEOAGIU BĂI (ROMANIA)**

Right in the heart of the historical region of Transylvania, is Geoagiu Bai. With mild winters and pleasant summers, this is a great holiday destination all year round. To unwind enjoy hot mineral water baths, thermal mud and herb treatments or visit the impressive Clocota waterfall for a bracing dip. [www.geoagiu.ro](http://www.geoagiu.ro)

## **RIVER KOLPA (SLOVENIA)**

With a water temperature of up to 30 degrees, this ancient river is the perfect place for a relaxing dip. Travel along the green river valley and swim at the foot of numerous waterfalls, before enjoying the local cuisine in one of the picturesque villages.

[www.kolpariver.eu](http://www.kolpariver.eu)

## **A GUARDA (SPAIN)**

A Guarda is one of the oldest traditional fishing villages in Galicia. Known as the 'Capital of lobster', this destination offers fantastic local cuisine, beautiful coastal beaches, estuary and landscapes. Tuck into a fresh seafood platter in one of the many restaurants before strolling around the historic centre where 16th century buildings line the cobbled streets. [www.aguarda.es](http://www.aguarda.es)

## **BITLIS-NEMRUT CRATER LAKE (TURKEY)**

The Bitlis-Nemrut is largest crater lake in Europe, with several hot springs that average 40 degrees in winter and 60 degrees in summer. The unique location of the lake, several volcanoes and its rich historical heritage attracts thousands of visitors each year. Relax and unwind in one of the thermal baths around the lake and marvel at the stunning volcanic landscape.

[www.bitlis.gov.tr](http://www.bitlis.gov.tr)

## Tourism and Protected Areas

### **GROSSE WALSERTAL BIOSPHERE PARK** (AUSTRIA)

The Grosse Walsertal Biosphere Park is made up of the Alps, endless valleys and rich farmlands. Visitors are invited to explore the beauty and cultural heritage of this majestic park. You can go hiking, join sightseeing tours or simply enjoying the magnificent scenery of the Alps. [www.walsertal.at](http://www.walsertal.at)

### **VIROINVAL NATURE PARK** (BELGIUM)

Situated in the south of Charleroi in Belgium, the Viroinval Nature Park has a rich culture and artisanal heritage. To get a taste of the local traditions, join one of the numerous events and festivals in the park. [www.viroinval.be](http://www.viroinval.be)

### **TOWN OF BELITSA** (BULGARIA)

Belitsa is one of 'nature's phenomena', known for its stunning panoramic views dominated by mountains. You can visit the Dancing Bear Rehabilitation Park. It is a sanctuary for rescued bears before re-introduction into the wild. [www.belitsa.com](http://www.belitsa.com)

### **NORTHERN VELEBIT NATIONAL PARK** (CROATIA)

Northern Velebit is one of the more recent parks in Croatia. It is a hidden gem for explorers and alpine sports enthusiasts. Hiking or cycling through lush forests, cross-country skiing are just some of the activities on offer. [www.np-sjeverni-velebit.hr](http://www.np-sjeverni-velebit.hr)

### **VOUNI PANAGIAS** (CYPRUS)

Vouni Panagias is a truly unique destination, with rich history and marvelous nature. Ancient oak trees, historical monuments, rich flora and fauna will ensure an unforgettable journey for every visitor. [www.panagiavillage.org](http://www.panagiavillage.org)

### **BOHEMIAN SWITZERLAND NATURAL PARK** (CZECH REPUBLIC)

The Bohemian Switzerland Park is a truly inspirational place. Rugged mountains are complemented with several natural attractions and remarkable sites such as the Decinsky Sneznik, the oldest stone tower in the Czech Republic. [www.ceskesvycarsko.cz](http://www.ceskesvycarsko.cz)

### **SOOMAA NATIONAL PARK** (ESTONIA)

This park is most famous for its unique fifth season, the high water season, which is essential for the beautiful flora and fauna that thrive here. It is home to almost 200 different bird species, as well as various animals – lynx, wolves and brown bears. [www.soomaa.ee](http://www.soomaa.ee)

### **THE NORTHERN VOSGES REGIONAL NATURAL PARK** (FRANCE)

A truly timeless wonder, this park is defined by complex landscapes, sandstones, hot springs and several water features. It has one of the world's best glass and crystal makers, and the local cuisine alone is worth the visit. [www.parc-vosges-nord.fr](http://www.parc-vosges-nord.fr)

### **LESVOS** (GREECE)

The third largest island in Greece, Lesvos offers stunning beaches, pristine nature and rich history. Lesvos Petrified Forest was formed 20 million years ago and today maintains a vast concentration of fossilized tree-trunks and plant remnants trapped in volcanic rocks. [www.lesvos.gr](http://www.lesvos.gr)

### **IROTTKŐ NATURE PARK** (HUNGARY)

Situated in the West Transdanubian region, Irottpkő Nature Park is known for its varied landscapes and rich, fertile soil. The park offers exciting hiking tours, spectacular views and cycling trials. [www.naturpark.hu](http://www.naturpark.hu)

## Tourism and Protected Areas

### **SHEEP'S HEAD PENINSULA (IRELAND)**

Sheep's Head Peninsula is a peaceful, unspoilt peninsula with some of the best scenery Ireland has to offer. Due to its close proximity to the Gulf Stream, it also offers the mildest climate in Ireland and a breadth of activities for everyone.

[www.thesheepsheadway.ie](http://www.thesheepsheadway.ie)

### **PROTECTED MARINE AREA PENISOLA DEL SINIS (ITALY)**

Located in the central western coast of Sardinia is Penisola del Sinis. The region offers an enchanting insight into the culture and tradition of this region. [www.areamarinasinis.it](http://www.areamarinasinis.it)

### **TERVETE NATURE PARK (LATVIA)**

Latvia's Tervete Nature Park is a mystical region with an epic past. A visit to the three castle mounds offers a glimpse into history. The beautiful Swan Lake, famous for bird watching and fishing, is certainly worth a visit. [www.mammadaba.lv](http://www.mammadaba.lv)

### **NEMUNAS RIVER DELTA REGIONAL PARK (LITHUANIA)**

Nemunas River Delta Regional Park is best known as Lithuania's natural wonder. The melting of the glacier at the end of the Ice Age created the meadows, rivers, lakes and the Curonian Lagoon. Surrounding towns offer a great opportunity for tourists to explore local culture and traditions. [www.siluteinfo.lt](http://www.siluteinfo.lt)

### **COMMUNE OF SCHENGEN (LUXEMBOURG)**

With its name craved into the EU history, Commune of Schengen is also known for its natural environment and exquisite wineries. The 'White Road' tour runs through gorgeous lands dotted by numerous wineries, so wine-tasting is a must when visiting this region. [www.schengen-tourist.lu](http://www.schengen-tourist.lu)

### **LOCALITY OF MELLIEHA (MALTA)**

Mellieha is a site of historical importance and one of Malta's most pristine regions. It offers wonderful climate, beaches and a fine coastline. The picturesque landscapes on its coast are truly enchanting, with trails leading to spectacular view-points.

[www.mellieha.gov.mt](http://www.mellieha.gov.mt)

### **PARK GRAVENRODE (THE NETHERLANDS)**

This region in contrast to the rest of the Netherlands offers rolling hills and rising landscapes. For nature lovers, there are the amazing Mondo Verde Gardens. The gardens rest on the Limburg region's hillsides, providing unrivalled views.

[www.vvvzuidlimburg.nl](http://www.vvvzuidlimburg.nl)

### **BIRD REPUBLIC (POLAND)**

The Landscape Park is a protected area that lies on the lower section of the Warta River Valley. It is a bird-sanctuary and also a dedicated member of the Nature 2000 Network.

[www.hoopoe.com.pl](http://www.hoopoe.com.pl)

### **APUSENI NATURAL PARK (ROMANIA)**

Tucked away in the Apuseni Mountains, the Natural Park is dominated by green forests, blue waters and white limestone. One of the main attractions is the massive underground labyrinth which also shelters a spectacular underground lake.

[www.parcapuseni.ro](http://www.parcapuseni.ro)

### **SOLČAVSKO (SLOVENIA)**

The Alpine scenery of Solčavsko offers breathtaking natural sites. The three mighty glacial valleys are the main highlight of any stay. The region also has over 20 waterfalls. The 80-meter high Rinka, is the most spectacular. [www.logarska-dolina.si](http://www.logarska-dolina.si)

### **EBRO DELTA NATURE PARK (SPAIN)**

Ebro Delta Nature Park is one of the most exotic places in Spain. This peaceful and beautiful spot is a perfect place to unwind and recharge. [www.parcscatalunya.net](http://www.parcscatalunya.net)

### **KARS (TURKEY)**

Kars region is truly enchanting. One of its main highlights is Lake Kuyucuk, famous for its amazing bird-watching facilities. Kar is also a prime spot for sightseeing and trekking.

[www.kuyucuk.org](http://www.kuyucuk.org)

## Local Intangible Heritage

### **STEIRISCHES VULKANLAND (AUSTRIA)**

Local people are at one with nature in Steirisches Vulkanland, an area characterised by its stunning volcanic rock formations. Thermal springs, monuments, folk art and glass factories open to the public will make your stay unforgettable.

[www.vulkanland.at](http://www.vulkanland.at)

### **ATH (BELGIUM)**

The irresistibly beautiful old city centre of Ath, surrounded by two nature reserves – the 'Hills' and the 'Slopes' of the Escaut, play host to a medieval festival featuring a masquerade procession of giants. [www.ath.be](http://www.ath.be)

### **BELOGRADCHIK (BULGARIA)**

Belogradchik is steeped in myth and tradition. Surrounded by Balkan mountains, expect to discover an ancient Thracian fortress, wine tastings, a summer folklore festival and lectures at the planetary observatory. [www.belogradchik-bg.com](http://www.belogradchik-bg.com)

### **ĐURĐEVAC (CROATIA)**

Famous for its linen production, traditional weaving workshops are just as popular with visitors as trips to the area's sand dunes and picturesque vineyards. Don't forget to sample the local specialty; an array of delicious cakes. [www.tz-djurdjevac.hr](http://www.tz-djurdjevac.hr)

### **AGROS (CYPRUS)**

The rosewater industry and the rose festival in May are at the heart of Agros' cultural heritage, but there is much more to discover. Extensive hiking paths cross a breathtaking landscape and diverse historical and cultural sites as well as mouth-watering traditional Cypriot cuisine are something to write home about.

[www.agros.org.cy](http://www.agros.org.cy)

### **VILJANDI (ESTONIA)**

There is always a song to be sung in Viljandi. Music fills the air in this Estonian Hanseatic town, where passionate locals host a unique puppet festival and several other music and dance celebrations. [www.viljandi.ee](http://www.viljandi.ee)

### **WILD TAIGA (FINLAND)**

Wildlife watching is a must in Finland's Wild Taiga. Visit one of the country's biggest music festivals and the Berry Picking World Championship. [www.wildtaiga.fi](http://www.wildtaiga.fi)

### **THE TOURIST WINE ROUTE OF THE JURA (FRANCE)**

On the Tourist Wine Route of the Jura in Eastern France, visitors are invited to experience an 80 km wine route from Salinsles-Bains to Saint-Amour and explore the region's rich natural habitat, traditions as well as delectable local dishes.

[www.laroutedesvinsdujura.com](http://www.laroutedesvinsdujura.com)

### **GREVENA (GREECE)**

The south-west region of Western Macedonia Stone is perfect for the adventure seeker, offering mountain climbing, trekking, hiking and skiing. Discover Grevena's charming cultural and historical heritage firsthand. [www.grevena.gr](http://www.grevena.gr)

### **HORTOBAGY (HUNGARY)**

Hortobagy is home to the largest uninterrupted natural grassland in Europe, its national park, inhabited by traditional herdsmen, covers 80,000 hectares. Hortobagy's international equestrian days also draws many visitors each year.

[www.hortobagyikht.hu](http://www.hortobagyikht.hu)

## Local Intangible Heritage

### **CARLINGFORD AND THE COOLEY PENINSULA** (IRELAND)

Surrounded by lush forest parks and an equestrian and trekking centre, Carlingford is filled with ancient buildings and enchanting streets which tell tales of bygone settlements stretching far back in area's local history. [www.carlingford.ie](http://www.carlingford.ie)

### **CORINALDO** (ITALY)

Surrounded by mountains, Corinaldo's historical centre has medieval and renaissance influences and houses historic theatres, galleries, religious monuments and spectacular gardens. Shopping enthusiasts will also discover artfully crafted local wares. [www.corinaldo.it](http://www.corinaldo.it)

### **RĒZEKNE** (LATVIA)

The ruins of Rēzekne Castle on the banks of the river date back to the 13th century and provide the perfect setting to discover traditional Latvian pottery. The Latvian city lies amidst impressive scenery filled with beautiful meadows, picturesque lakes and hidden paths through idyllic woods. [www.rezekne.lv](http://www.rezekne.lv)

### **PLATELIAI** (LITHUANIA)

The borough of Plateliai draws visitors to its rich natural park and its ancient farmsteads and Samogitian folk architecture. In February and March, the colourful Shrove Tuesday Carnival is the highlight of the year, offering traditional customs, handicrafts and culinary treats. [www.zemaitijosnp.lt](http://www.zemaitijosnp.lt)

### **ECHTERNACH** (LUXEMBOURG)

Echternach's vibrant dance procession has taken place for over 500 years and is reason enough to pay this Luxembourgian city a visit. Echternach also offers unique themed walks through a scenic mountainous landscape. [www.echternach-tourist.lu](http://www.echternach-tourist.lu)

### **SANTA LUCIJA** (MALTA)

Encircled by hills, the small village of Santa Lucija in Kerzem on the island of Gozo boasts a host of monuments and natural water springs. The 'seven-course meal', Ikla tan-Nanna servinc, a traditional form of dining, and the spiritual 'Santa Lucija by Night' festival of lights are unique to this part of the Mediterranean. [www.santalucija.com](http://www.santalucija.com)

### **HOREZU DEPRESSION** (ROMANIA)

At the bottom of the Capatanii Mountains, five distinct tourist destinations offer a rich diverse community and natural environment. Local shepherd culture influences the cuisine and souvenirs such as enamelled pottery will provide treasured mementos of your stay. Be awe-inspired by gorges in picturesque forests, orchards and bat caves. [www.horezuonline.ro](http://www.horezuonline.ro)

### **THE SOČA VALLEY** (SLOVENIA)

Situated in the heart of the Julian Alps, the area is proud to be Europe's oldest national park. Slovenia's first alpine botanical garden and snow-covered peaks provide a perfect view sloping all the way down to the sea. [www.dolina-soce.com](http://www.dolina-soce.com)

### **SIERRA DE LAS NIEVES** (SPAIN)

In the province of Malaga, nine towns and districts offer unique architectural features and diverse cultural heritage. Discover pottery workshops and thematic tours of the olive harvest. Local highlights include a UNESCO biosphere nature reserve and the world's biggest peridotite massif. [www.sierranieves.com](http://www.sierranieves.com)

### **EDIRNE** (TURKEY)

Edirne has so much to offer, from extraordinary mosques, monuments and magnificent palaces to bazaars and caravanserais. Also look out for the ancient bridges that cross Edirne's three rivers – Meric, Arda and Tunca. [www.edirneint.bel.tr](http://www.edirneint.bel.tr)

# EDEN Destinations 2007 **Rural Tourism**

## **PIELACHTAL** (AUSTRIA)

Situated in the Mostviertel region in lower Austria, Pielachtal is a picturesque valley known for its 'Dirndl' cherries. Learn about sustainable horticulture practices in the region as well as local herb and fruit processing techniques. [www.pielachtal.info](http://www.pielachtal.info)

## **DURBUY** (BELGIUM)

Located in southern Belgium at the foot of the Ardennes, Durbuy offers visitors the relaxation of a peaceful rural retreat and an extensive network of nature trails through untouched forests.

[www.durbuy.be](http://www.durbuy.be)

## **SVETI MARTIN NA MURI** (CROATIA)

The local community in Sveti Martin na Muri was the first to adopt sustainable rural development practices in Croatia. It is also perfect location for sport lovers, offering a range of sporting and recreation facilities. [www.svetimartin.hr](http://www.svetimartin.hr)

## **TROODOS** (CYPRUS)

Troodos is steeped in tradition – its wood-roofed churches are designated UNESCO World Heritage sites and its colourful village festivals offer an exciting array of local delicacies.

[www.visitcyprus.com](http://www.visitcyprus.com)

## **FLORINA** (GREECE)

Eight municipalities with spectacular mountain ranges offer ski enthusiasts exceptional ski slopes and a wealth of recreational opportunities, complete with eco-friendly lodgings and delicious traditional cuisine. [www.florina.gr](http://www.florina.gr)

## **ORSEG** (HUNGARY)

Crisp, fresh air and lush green meadows provide a relaxing setting for visitors interested in outdoor activities, such as horseback riding, fishing, guided tours and trips to educational environmental protection centres. [www.onp.nemzetipark.gov.hu](http://www.onp.nemzetipark.gov.hu)

## **CLONAKILTY DISTRICT** (IRELAND)

Situated on Ireland's dramatic south-west coastline, visitors can expect to find farmers' markets offering local produce, traditional festivities, museums and a local marshland and wildlife refuge.

[www.clonakilty.ie](http://www.clonakilty.ie)

## **SPECCHIA** (ITALY)

Specchia in southern Italy is famous for its traditional Mediterranean recipes and original products, spoiling visitors with a delicious feast of flavours and offering a glimpse into the secrets behind the production of local delicacies. [www.specchia.info](http://www.specchia.info)

## **KULDIGA** (LATVIA)

'The Latvian Venice' houses Europe's longest brick bridge across the River Venta and the highest waterfall in Latvia. Kuldiga also features ancient ruins and a variety of rural activities, including local textile workshops. [www.kuldiga.lv](http://www.kuldiga.lv)

## **NADUR** (MALTA)

Nadur, on the island of Gozo, is the perfect blend of culture and natural heritage and has a sustainable approach to rural tourist activities supported by local inhabitants

[www.nadur.gov.mt](http://www.nadur.gov.mt)

# The EDEN Network

## WHAT IS THE EDEN NETWORK?

The EDEN Network brings together winning EDEN destinations to harness their combined energy and passion for sustainable tourism and promote the rich variety of Europe's lesser-known holiday destinations. The network facilitates networking between winning destinations and provides an open platform for discussion and the sharing of best practice and information around tourism and sustainability.

## THE STORY OF THE EDEN NETWORK

The 30 winning destinations from the first two years of the EDEN project signed a memorandum of understanding in Brussels on European Tourism Day 2008, establishing the EDEN Network. The so-called 'Declaration on a European Network of Destinations of Excellence for Sustainable Tourism,' was an official commitment to collaborate with each other and exchange information and knowledge around tourism development. After three years of exchanging ideas, a dynamic network has been established and plans are underway to build on this solid foundation. In 2011, members adopted a mission statement and strategy, establishing common ground for a long-term action plan. Following the EDEN Awards in September and the addition of 2011 EDEN destinations, the network will grow to 98 members and include destinations from 26 European countries.

## THE EDEN NETWORK'S VISION

With the support of the European Commission, the EDEN Network aspires to be an important contributor in the promotion of Europe as a leader in sustainable, high-quality tourism.

The EDEN Network seeks to be an influential voice and an authority on sustainable tourism for government institutions,

tourism bodies, the media, tour operators and tourists. When such stakeholders want to find out what works in sustainable tourism today and what to look out for in the future, the EDEN Network seeks to be their first port of call.

## THE EDEN NETWORK CHAMPIONS SUSTAINABLE TOURISM IN EUROPE BY:

- Showcasing the value and diversity of emerging European tourist destinations to the media, tourists, tour operators and institutions
- Supporting its members in adopting best practices
- Persuading other destinations in Europe to adopt sustainable tourism development models

## A STRATEGY FOR THE FUTURE

The first strategic objective of the EDEN Network is to build trust among members by increasing the network's visibility. To achieve this goal, a label initiative has been outlined. Destinations will benefit from international promotion of the label, creating cost efficiencies on international marketing. The second objective is for the network to connect destinations to national governments, agencies (such as National Tourism Organisations), universities, and similar international networks. This will increase the financial, lobbying, and logistical capital of the destinations.

## ORGANISATIONAL STRUCTURE

The network is an international not-for-profit association with a light management structure on three levels: the General Assembly oversees the strategic direction of the network, the Steering Committee implements plans and projects, and Working Groups provide arenas for discussion and project development. ▶

# The EDEN Network

## CURRENT PROJECTS

The business plan recognises that there is a disparity in financial and managerial capacity of the destinations and has two project models which reflect this. 'Common projects' are core marketing and lobby activities carried out on behalf of the entire network by the Steering Committee. 'Pilot projects' are activities designed and financed by individual or multiple destinations. One of the current common marketing projects is the launch of a new website. The concept behind the website is a platform which promotes destinations by telling stories and sharing memorable experiences from destinations. At the same time, a group of seven EDEN destinations spread across Europe is launching the 'Treasure of EDEN' project. The project centres around the development of a treasure hunt, in which intrepid holidaymakers receive a stamp in their EDEN passports at each destination. Once enough destinations have been reached, travellers receive the title and benefits of an 'EDEN Star Traveller'.

## PROJECTS IN THE PIPELINE

EDEN Network meetings are an important source of new ideas to help raise the visibility of destinations. Projects in the pipeline include:

- The production of TV programmes in several countries and languages promoting EDEN destinations.
- The appointment of a global EDEN Ambassador (an international celebrity who has recognised sustainability credentials).
- The organisation of special cultural events (folk music contests, dance festivals, art fairs, etc.) aimed at enhancing visibility off-season.

In addition, special projects will target local young people in order to raise awareness of EDEN to younger generations. 'The EDEN Children Award' is one proposal to help achieve this by rewarding innovative presentations about EDEN given by children living in EDEN destinations.

## SUSTAINABLE TOURISM AND THE EDEN NETWORK

The EDEN Network seeks to improve the balance between supporting local communities, protecting the environment, respecting cultural heritage and making sure guests are satisfied and destinations are financially viable businesses.

A sustainable tourism destination is where:

- Destinations and local communities are committed to preserving natural and cultural heritage and to reducing their environmental footprint
- Tourism operators run profitable businesses and are therefore able to reinvest in their business and attract and retain local skilled workers
- Guests return to visit destinations and recommend them to their friends and family after having an unforgettable experience and receiving outstanding services

The EDEN Network constantly pushes the sustainability agenda in every aspect of its work whilst ensuring destinations remain competitive and economically viable. The EDEN project is about different countries and destinations coming together to ensure that Europe remains at the forefront of the rapidly expanding market for sustainable tourism and the EDEN Network is a vital element in guaranteeing its success.

# Longing for an **EDEN holiday?**

To learn more about your favourite EDEN 2011 destinations, visit their website or contact the project leader:

<b>Austria</b>	City of Gmünd/Carinthia	<a href="http://www.stadtgmuend.at">www.stadtgmuend.at</a>	kultur.gmuend@aon.at
<b>Belgium</b>	Marche-en-Famenne	<a href="http://www.maisontourisme.nassogne.arche.be">www.maisontourisme.nassogne.arche.be</a>	infotourisme@marche.be marianne.diels@marche.be
<b>Croatia</b>	Pustara Višnjica	<a href="http://www.visnjica.hr">www.visnjica.hr</a>	ksenija.plantak@gmail.com visnjica@visnjica.hr
<b>Cyprus</b>	Kalopanayiotis	<a href="http://www.kalopanayiotis.com">www.kalopanayiotis.com</a>	stavros@eea.com.cy
<b>Czech Rep.</b>	Slovácko	<a href="http://www.slovacko.cz">www.slovacko.cz</a>	info@slovacko.cz josefhapak@slovacko.cz
<b>Estonia</b>	Lahemaa National Park Manors	<a href="http://www.sagadi.ee">www.sagadi.ee</a> ; <a href="http://www.palmse.ee">www.palmse.ee</a> <a href="http://www.vihulamanor.com">www.vihulamanor.com</a>	monikasooneste@hotmail.ee
<b>France</b>	Roubaix	<a href="http://www.roubaixtourisme.com">www.roubaixtourisme.com</a>	direction@roubaixtourisme.com contact@roubaixtourisme.com
<b>Greece</b>	Municipality of Delphi	<a href="http://www.delphi.gr">www.delphi.gr</a>	fokye@otenet.gr
<b>Hungary</b>	Mecsek	<a href="http://www.mecsekimeglepetesek.hu">www.mecsekimeglepetesek.hu</a>	gasz.bernadett@gmail.com
<b>Iceland</b>	Stykkishólmur Municipality	<a href="http://www.stykkisholmur.is">www.stykkisholmur.is</a> <a href="http://www.snaefellsnes.com">www.snaefellsnes.com</a> <a href="http://www.west.is">www.west.is</a>	gyda@stykkisholmur.is
<b>Ireland</b>	The Great Western Greenway, Co Mayo	<a href="http://www.mulranny.ie">www.mulranny.ie</a> <a href="http://www.greenway.ie">www.greenway.ie</a>	matthew_carolan@hotmail.com nginnelly@eircom.net
<b>Italy</b>	Montevecchio, Municipality of Guspini	<a href="http://www.minieramontevecchio.it">www.minieramontevecchio.it</a>	sindaco@comune.guspini.vs.it elio.gola@comune.guspini.vs.it
<b>Latvia</b>	Ligatne Village	<a href="http://www.visitligatne.lv">www.visitligatne.lv</a>	info@visitligatne.lv inese.okonova@gmail.com
<b>Lithuania</b>	Rokiškis Manor	<a href="http://www.rokiskis.lt">www.rokiskis.lt</a>	muziejus@rokiskyje.lt savivaldybe@post.rokiskis.lt
<b>Malta</b>	Għarb	<a href="http://www.gharbnat.com">www.gharbnat.com</a> <a href="http://www.lc.gov.mt">www.lc.gov.mt</a>	gharb.lc@gov.mt
<b>Netherlands</b>	Veenhuizen	<a href="http://www.veenhuizenboeit.nl">www.veenhuizenboeit.nl</a> <a href="http://www.kopvandrenthe.nl">www.kopvandrenthe.nl</a>	Elzaline@obveenhuizen.nl
<b>Poland</b>	Żyrardów	<a href="http://www.zyrardow.pl">www.zyrardow.pl</a> <a href="http://www.wirtualnyspacer.zyrardow.pl">www.wirtualnyspacer.zyrardow.pl</a>	jgrzonkowski@zyrardow.pl
<b>Portugal</b>	Faial Nature Park	<a href="http://www.parquesnaturais.azores.gov.pt/en/faial-eng">www.parquesnaturais.azores.gov.pt/en/faial-eng</a>	Joao.MB.Melo@azores.gov.pt
<b>Slovenia</b>	Idrija	<a href="http://www.idrija-turizem.si">www.idrija-turizem.si</a>	sanja-marija.pellis@idrija.si sabina.vidmar@idrija.si
<b>Spain</b>	Trasmiera Ecopark	<a href="http://www.ecoparquedetrasmiera.com">www.ecoparquedetrasmiera.com</a>	ramonmeneses@terra.es
<b>Turkey</b>	Hamamönü-Altındağ Ankara	<a href="http://www.altindag.bel.tr">www.altindag.bel.tr</a> <a href="http://www.hamamonu.com.tr">www.hamamonu.com.tr</a>	a.peruzhan@gmail.com

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