

2011

TOURISM AND REGENERATION OF PHYSICAL SITES

The 2011 EDEN Award focuses on the regeneration of physical sites. The winning destinations have regenerated a physical site of local heritage (e.g. an industrial, transport infrastructure, agricultural or a military site) and converted it into a tourist attraction to be used as a catalyst for wider local regeneration.

Twenty-one destinations were awarded the title of "2011 European Destination of Excellence in Tourism for the Regeneration of a Physical Site" and these are: **City of Gmünd/Carinthia** (Austria), **Marche-en-Famenne** (Belgium), **Pustara Višnjica** (Croatia), **Kalopanayiotis** (Cyprus), **Slovácko** (Czech Republic), **Lahemaa National Park Manors** (Estonia), **Roubaix** (France), **Municipality of Delphi** (Greece), **Mecsek** (Hungary), **Stykkishólmur Municipality** (Iceland), **The Great Western Greenway, Co Mayo** (Ireland), **Montevecchio, Municipality of Guspini** (Italy), **Ligatne Village** (Latvia), **Rokiškis Manor** (Lithuania), **Għarġ** (Malta), **Veenhuizen** (Netherlands), **Żyrardów** (Poland), **Faial Nature Park** (Portugal), **Idrija** (Slovenia), **Trasmiera Ecopark** (Spain), **Hamamönü-Altındağ Ankara** (Turkey).

A GUIDE FOR RESPONSIBLE TOURISTS

The EDEN destinations are unique regions typified by exemplary beauty and cultural diversity. When you visit an EDEN destination, please respect some key guidelines:

- Use local transport and hospitality services. This will help you get to know the region and people better while contributing to the local economy.
- Remember to respect the environment, leaving behind only your footprints and no trace of passage or rubbish. Keep to paths, do not disturb plants, animals and their environment.
- Open your mind to the local culture and be tolerant and respectful of diversity, cultural traditions, resources and practices.
- Contribute to the local economy by purchasing locally produced souvenirs, such as handicrafts and food specialties.

THE EDEN NETWORK

The EDEN Network's main overarching objective is to champion sustainable tourism across Europe. It seeks to achieve this by:

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

All awarded destinations sign a memorandum of understanding, the "Declaration on the European Network of Destinations of Excellence for Sustainable Tourism". This is an official commitment by members to work together and to share information on sustainable tourism across the network.

With the support of the European Commission, the network aspires to be an influential voice and an important contributor in promoting Europe as a leader in sustainable, high-quality tourism.

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Directorate-General for Enterprise and Industry

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EDEN

Discover Europe's hidden treasures

Visit the European Destinations of Excellence



European Commission
Enterprise and Industry



EDEN THE AWARD

EDEN is the acronym for **European Destinations of Excellence**, a project promoting sustainable tourism development models across the European Union. The project 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 destinations across the Union and to turn these places into all-year-round tourist attractions. 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, intangible heritage, protected areas, aquatic tourism and the regeneration of physical sites.**

2007 RURAL TOURISM

For the very first award in 2007, Europe rediscovered itself in its rural dimension. The quest was directed towards destinations that supported the development of rural tourism by making the most of their heritage, offering new products and improving the spread of visitors over seasons.

Ten destinations of excellence were awarded the title "**Best Emerging European Rural Destination of Excellence**", these were: **Pielachtal** (Austria), **Durbuy** (Belgium), **Sveti Martin na Muri** (Croatia), **Troodos** (Cyprus), **Florina** (Greece), **Örség** (Hungary), **Clonakilty District** (Ireland), **Comune di Specchia** (Italy), **Kuldiga** (Latvia) and **Nadur** (Malta).

2008 LOCAL INTANGIBLE HERITAGE

In 2008 the focus was not on monuments but on the traditions and heritage the destinations have preserved for generations. Living or "intangible" heritage includes culinary traditions, handicrafts, local arts and rural life.

Twenty destinations were awarded the title of the "**2008 European Tourist Destination of Excellence in Intangible Heritage**", these were: **Steirisches Vulkanland** (Austria), **La Ville d'Ath** (Belgium), **Belogradchik Municipality** (Bulgaria), **Đurđevac, the Rooster Town** (Croatia), **Agros** (Cyprus), **Viljandi** (Estonia), **Wild Taiga** (Finland), **The Tourist Wine Route of the Jura** (France), **Prefecture of Grevena** (Greece), **Hortobágy** (Hungary), **Carlingford and the Cooley Peninsula** (Ireland), **Comune di Corinaldo** (Italy), **Latgalian potters, masters of clay** (Latvia), **Plateliai** (Lithuania), **La Ville d'Echternach** (Luxembourg), **Kercem, Hamlet of Santa Lucija** (Malta), **Horezu Depression** (Romania), **The Soča Valley** (Slovenia), **Sierra de la Nieves** (Spain), **Edirne** (Turkey).

2009 TOURISM AND PROTECTED AREAS

The EDEN award 2009 focused on promoting sustainable tourism in protected areas. Awarded destinations were those protected sites or the areas surrounding them, where an economically viable tourism initiative has been developed using the protected area as an asset, while respecting its protected environment and meeting the needs of local residents and visitors.

Twenty-two destinations of excellence were awarded the title of the "**2009 European Destination of Excellence in Tourism and Protected areas**" and these were: **Biosphere Park Grosses Walsertal** (Austria), **Viroinval Nature Park** (Belgium), **Town of Belitsa** (Bulgaria), **The Northern Velebit National Park** (Croatia); **Vouni Panagias** (Cyprus), **Bohemian Switzerland Natural Park** (Czech Republic), **Soomaa National Park** (Finland); **The Northern Vosges Regional Natural Park** (France); **Prefecture of Lesbos** (Greece), **Írottktó Nature Park** (Hungary); **Sheep's Head Peninsula** (Ireland), **Marine Protected Area Penisola del Sinis** (Italy), **Tervete Nature park** (Latvia), **Nemunas Delta Regional Park** (Lithuania), Recreation area and nature reserve "**Haff Réimech**" (Luxembourg), **Mellieħa and the Hamlet of Manikata** (Malta); **Park Gravenrode** (the Netherlands); **The Bird Republic in the Warta Mouth** (Poland); **Apuseni Nature Park** (Romania), **Solčavsko** (Slovenia), **The Ebro Delta** (Spain), **Kars – Kuyucuk Lake Wild Life Reserve** (Turkey).

2010 AQUATIC TOURISM

In 2010 the quest was for coastal, lake and riverside destinations that promote innovative approaches to addressing the issue of seasonality.

Twenty-five destinations of excellence were awarded the title of the "**2010 European Destination of Excellence in Aquatic Tourism**" and these were: **Seelentium** (Austria), **The Lakes of Eau d'heure** (Belgium), **Regional Administration Silistra** (Bulgaria), **Nin** (Croatia), **Kato Pyrgos** (Cyprus), **Bystřicko** (Czech Republic), **Lake Võrtsjärv** (Estonia), **Saimaa Holiday** (Finland), **The Grand Site du Marais Poitevin** (France), **Western Pomeranian River District** (Germany), **Prefecture of Serres** (Greece), **Lake Tisza** (Hungary), **The Westfjords region** (Iceland), **Loophead Peninsula Co. Clare** (Ireland), **Municipality of Monte Isola** (Italy), **Sea Resort Jūrmala** (Latvia), **Zarasai Region – Heavenly Shore on Earth** (Lithuania), **The Nature Park of the Upper Sûre** (Luxembourg), **Isla (Senglea)** (Malta), **WaterReijk Weerribben Wieden – Giethoorn & the wetlands** (The Netherlands), **The Biebrza Valley and Wetlands – Wildlife Sanctuary** (Poland), **Geoagiu Băi** (Romania), **River Kolpa** (Slovenia), **A Guarda** (Spain), **Bitlis-Nemrut Crater Lake** (Turkey).

