DESTINATION OF SUSTAINABLE CULTURAL TOURISM AWARDS 2022

THE WINNERS

COOPERATION BETWEEN MUSEUMS AND CULTURAL HERITAGE SITES, in relation to the ‘ReInHerit’ Horizon2020 Coordination and Support Action

• The five Senses Open-air Museum of Sciacca in Sicily
  By Cooperativa di Comunità Identità e Bellezza, Italy

  Project description: The 5 Senses Open-air Museum of Sciacca in Sicily (Italy) is a project aimed at creating a collaborative network engaging local communities and public administrations to make the historic city and its surroundings an unforgettable cultural tourism experience, relying on Sciacca’s uniqueness: people and the “beautiness” of the place where they live.
  Website: Sciacca

• “The Routes of the Frankopans” Cultural-tourist route
  By Primorje-Gorski Kotar County, Croatia

  Project description: Cultural-tourist route „The Routes of the Frankopans“ is a project with a story about the beginnings of the modern Croatian state in the European context. Through 17 Frankopan castles and 3 sacral buildings on Krk, Vinodol and Gorski Kotar, for 5 and a half centuries, the story of the Frankopan lineage - the guardians of tradition, customs and language - is interpreted!
  Website: Homepage - Frankopani

• Drywall heritage and sustainable cultural tourism at Baška valley
  By Tourist Board of the Baška Municipality, Croatia

  Project description: The ancient technique of building walls by stacking stones without any binding material is still preserved in the folk traditional architecture of the Baška valley. The most beautiful example are Mrgari. The mrgari exhibition was only the first step in the longer-term project of the Sinjali Association, which aims to restore and regularly maintain several existing mrgari and protect and mark all such remaining structures in the Baška valley area.
  Website: Nature – visitbaska.hr

MEDIEVAL HERITAGE AND ARCHAEOLOGY (supported by EAA – European Association of Archaeologists)

• Rauna Medieval Castle – Preservation, Research and Promotion
  By Department of the Culture and tourism in Smiltene region, Latvia
Project description: Rauna medieval castle, built in the 14th century is one of the largest and best-preserved castle ruins not only in the territory of Latvia, but also in the Baltic region, and has today become an example of good practice in the preservation, research and promotion of medieval cultural heritage. The high-quality and thoughtful conservation of the castle, the archaeological and historical research of the castle, have made it an example of good practice in the management of medieval cultural heritage.

Website: Raunas pagasts | Facebook

DIGITALISATION IN SUSTAINABLE CULTURAL TOURISM, TOWARDS SMART DESTINATIONS

- **Winter Island Bornholm – Creating a Smart Travel Destination**  
  *By Destination Bornholm ApS, Denmark*

  Project description: Historically, the Danish Island of Bornholm has always been known as a summer destination. Destination Bornholm’s Winter Island Project has helped develop Bornholm into an attractive winter, digitally smart travel destination. The project has achieved remarkable success with a 144% increase in Danish overnight stays during the winter of 2021-2022. The project has helped support and grow local businesses and the local community throughout the COVID-19 pandemic by increasing the est. revenue from 47 Mio. DKK to 72 Mio. DKK.

  Website: Bornholms officielle rejseportal | Destination Bornholm

- **Oradea Life Nouveau Campaign**  
  *By Oradea Destination Management Organisation – Visit Oradea, Romania*

  Project description: Oradea Life Nouveau campaign is a Visit Oradea (Oradea DMO) initiative that started in April 2020 as a measure to attract tourists during the pandemic and help the hospitality industry in the region with benefits offered by the city that could be included in packages and presented to the direct client or to travel agencies. It offers free passes to all the city’s museums, free transportation for 24H and starting in 2021 discounts to partner cafes, pubs and restaurants. It is web-based, 100% digitalised, with no need for prints, created for Visit Oradea pro-bono by the local tech community.

  Website: Visit Oradea

- **Digitalisation of Jože Plečnik’s cultural heritage in Ljubljana**  
  *By Ljubljana Tourism, Slovenia*

  Project description: In Ljubljana, they pay special attention to the protection and preservation of our rich cultural heritage. Thus, they decided to take further steps in supporting and encouraging the use of digital technologies in cultural tourism and to support the development of new products focusing on innovative cultural experiences and stories for visitors. In 2020 and 2021, Ljubljana Tourism worked on digitalisation
of famous Plečnik’s architecture. The digital innovation was executed through 3D modelling and a 360-degree photography in VR and AR technology.

Website: NEW INNOVATIVE CULTURAL EXPERIENCE - MASTER BUILDER PLEČNIK »
Visit Ljubljana

- **EnterCY: ENHancing Tourist ExpeRience in Cyprus**
  By Frederick Research Centre/Frederick University, Cyprus

  **Project description:** The EnterCY platform utilizes cutting-edge Information and Communication Technologies for promoting Cyprus as an attractive destination by (a) informing potential visitors about the rich cultural heritage, variety of activities and wealth of sightseeing locations of Cyprus through a spatio-temporal virtual exploration before their visit, (b) enhancing tourists experience by providing visual and audio guidance, as well as entertaining and learning by story-telling through augmented reality during their visit in both indoor/outdoor sites and (c) offering an after visit experience through immersive reality.

  Website: Landing | EnterCY Web (entercyprus.com)

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TRANSNATIONAL THEMATIC TOURISM PRODUCTS, INCLUDING EUROPEAN CULTURAL ROUTES (involving at least two countries)

- **Kvarner Maritime Heritage for Sustainable Tourism in Croatia, Italy and Slovenia**
  By Kvarner Region Tourist Board, Croatia

  **Project description:** Through a project that included three countries (Croatia, Italy and Slovenia) the rich Kvarner Maritime Heritage was protected and valorised on the principles of sustainability. The main aim was achieved thanks to the development of a common tourism product, based on the principles of social and ecological sustainability which, at the same time, valorises, preserves, protects and promotes the rich maritime heritage of the border area.

  Website: About the Project - ARCAADRIATICA - Italia-Croatia (italy-croatia.eu)

- **Development of “Saint Paul’s footsteps European Cultural Route” in Cyprus, Greece and Italy**
  By European Grouping of Territorial Cooperation (EGTC) “In the footsteps of St Paul, the Apostle of the nations” – Cultural Route, based in Greece

  **Project description:** This transnational Cultural Route follows Apostle Paul’s missions through Cyprus, Greece and Italy. The Cultural Route aims to honour Saint Paul as the ‘Apostle of the nations’, through his epistles and great intangible heritage in literature, arts, history, philosophy, law, theology and Christianity in Europe, towards regenerating the European ideals, with sustainable cultural tourism development and promotion along the route in several countries, regions, cities, islands, local communities and tourist destinations.

  Website: Cultural Route: St Paul the Apostle of the nations (stpaul-culturalroute.eu)
• **Cultural Route Becharac and Ganga**  
  *By City of Pleternica, Croatia and Municipality of Tomislavgrad, Bosnia and Herzegovina*

  **Project description:** The City of Pleternica (Croatia) and the Municipality of Tomislavgrad (Bosnia and Herzegovina) are partners in the project "Cultural Route Becharac and Ganga", where they developed a joint cultural route of intangible heritage Becharac and Ganga, original autochthonous songs which are both under UNESCO protection. Local customs and folk costumes are specific to each area, so the project connected these traditional customs through joint activities, events, cultural events and the association of small family farms that will contribute to the development of tourism in both areas.  
  **Website:** [Grad Pleternica — „Cultural route of Becharac & Ganga“ / Kulturna ruta Bećarca i Gange - Grad Pleternica](#)

**PROMOTING EUROPEAN HERITAGE TO YOUNG VISITORS AND TRAVELLERS (in the framework of the ′European Year of Youth 2022′)**

• **Vučedol Culture Museum**  
  *By Vukovar – Srijem county, Croatia*

  **Project description:** Vučedol Culture Museum is a unique museum dedicated to one prehistoric culture of the 3rd millenia BC. At its peak, Vučedol Culture expanded from its original area – the territory between the rivers Sava, Danube and Drava – to the territory of present-day 13 European countries and it became the focal point in forming today’s modern Europe. Vučedol Culture Museum works on the promotion of common European values, common history and culture through activities that include exhibitions, education of young people as well as the exchange of knowledge and experience with other similar institutions and local community.  
  **Website:** [Muzej vučedolske kulture / Vučedol culture museum | Facebook](#)

• **Living museums – Eduard Štrorch Museum**  
  *By Turistická oblast Mělnicko-Kokořínsko, Czech Republic*

  **Project description:** Living museum promote rural cultural heritage through SMART technologies. Innovative cooperation project, launched in 2018 by several Rural Development Associations in Spain, enabled to open first self–visiting museum in Czech Republic in March 2022. The Eduard Štrorch Museum’s exposition is dedicated to one of the most important inhabitants of the village Lobeč - well known writer of historical novels, a progressive teacher and an amateur archaeologist. The advantage is easy access, especially for young visitors.  
  **Website:** [Živá muzea/ Living Museums/ Museos Vivos - Mělnicko_Kokořínsko - Turistická oblast (melnicko-kokorinsko.cz)](#)