

DESTINATION OF SUSTAINABLE CULTURAL TOURISM AWARDS 2023 WINNERS



Digitalisation advances and digital transition




Second prize

Dublin Discovery Trails App

By Dublin City Council, Ireland, funded by Fáilte Ireland

Dublin Discovery Trails - 'Doors into Docklands', is the first in a series of mobile application based immersive discovery trails with innovative Augmented Reality (AR). The App provides an enhanced visitor experience in the Docklands area. Developed by Peel X in partnership with DCC and Fáilte Ireland, it is an innovative way to see the history of the Docklands come to life through AR which combines the real-world history with smart technology.


 www.dublincitycouncilculturecompany.ie

Third prize

The Golden Path

By The Hungarian Money Museum and Visitors Center in Budapest, Hungary

The Hungarian Money Museum was established by the Central Bank of Hungary (MNB) as a national specialty museum to increase the financial literacy of the populace. The permanent exhibition entitled the Path of Money, houses the numismatic collection of the MNB. Their mission is to prove that anyone can understand how money works, using state-of-the-art digital solutions.

 www.penzmuzeum.hu/en

First prize

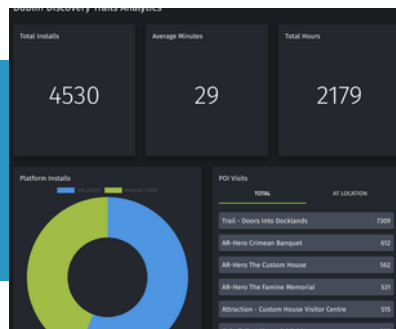
urAllure: promotion of rural museums and heritage sites in the vicinity of European pilgrimage routes

By University of Vigo, Spain

The project rurAllure has established a broad ecosystem of private and public institutions which aims to promote heritage in geographically and socially isolated areas by means of digital innovation.

Connecting historical pilgrimage routes and cultural heritage in rural surroundings, the initiative generates tourism activity and greater social and economic impact in less popular areas. Mapping heritage landmarks along the walking routes, the project develops a digital repository of cultural points of interest which guides hikers and pilgrims along the routes and helps them to discover heritage without significantly deviating from the original route.

 www.rurallure.eu




Mention

Revitalizing Asinou Church through Holistic Digital Documentation

By Holy Bishopric of Morfou



Inscribed as a UNESCO World Heritage Site in 1985, it is one of ten monuments making up the Painted Churches in the Troodos Region, Cyprus. The project aims to record the monument not only to provide an HBIM reference model aiding conservators and architects in the maintenance and protection of the building but also to engage audiences and cultural tourists with the history and significance of the site through incorporating both tangible and intangible heritage assets into compelling narratives using digital technologies.

 www.immorfou.org.cy

History and Heritage



Before Alter do Chão REVIVE Programme



After Alter do Chão REVIVE Programme

First prize

REVIVE: Reviving public heritage into sustainable tourism in Portugal

By Turismo de Portugal (National Tourism Authority), Portugal

REVIVE programme consists of turning derelict public heritage sites of exceptional cultural and historical value into tourism accommodations which are sustainable, profitable and concerned with the community and the region. This is a joint work involving public authorities, private entities and local communities. Private investments are selected by public tender, with a guarantee of minimal bureaucracy and a symbolic, yet significant return, to the State Budget. Its objectives and innovative governance model make REVIVE stand out as a best practice in tourism sustainability (economic, environmental, social) and cultural preservation, which is already been replicated at an international level.


 revive.turismodeportugal.pt

Second prize

Renaturalization and recovery of the historical industrial garden of the Museum of the Water

By Museu de les Aigües, Cornellà de Llobregat, Barcelona

The site is a historic complex where the industrial garden has been recovered and restored to attract a new and sustainable tourism experience. The main objective is to obtain a sustainable, ecological and enjoyable place for the visitors, as well as maintaining its original industrial function, but with the environmental and landscape cultural interpretation and enhancement of the space. The process of museumisation of the facilities continues to maintain the original use and incorporating elements as the reconstructed fountain of Antoni Gaudí.

 www.creamestudio.com



Third prize

Sephardic Routes in Spain. Preserving heritage, inspiring tourism

By Red de Juderías de España - Caminos de Sefarad, Spain

Footprints from the past are still visible, after 500 years of darkness, in beautiful medieval Synagogues, Jewish quarters, local food, and handicrafts. Jewish legacy is a key element for a better understanding of the diversity of Judaism and the complexity of Spanish identity. A showcase of private and public collaboration to achieve tools, services, products and experiences to engage cultural tourism.

 www.redjuderias.org



Mention

Ostia, gateway to the Mediterranean. Public Archaeology in Ostia Antica (European Heritage Label site)

By Italian Ministry of Culture, Italy, in cooperation with "Scuole Migranti"

Within the framework of the European Heritage Label, Public Archaeology in Ostia Antica is the project that brought 'new residents', i.e. people from ethnic and linguistic minorities living in the area and potentially unfamiliar with its history, closer to the Roman city of Ostia Antica. The project stems from the fact that ancient Ostia was Rome's gateway to the Mediterranean, towards which the maritime traffic of goods and people converged. Ostia was a true cultural melting pot that maintained its vocation for international traffic over the centuries. The project was conducted in cooperation with "Scuole Migranti".



 www.ostiaantica.beniculturali.it/en



First prize

Púca Festival at County Meath, Irelands Ancient East

By Fáilte Ireland, National Tourism Development Authority, Republic of Ireland

Halloween originates in the Irish and Celtic tradition of Samhain which is the Gaelic for 'summer's end'. Samhain is the ancient Irish "New Year", marking the end of the harvest season and a time of celebration. Ireland's Púca Festival has been developed to claim ownership of this internationally celebrated event by illuminating the story of Halloween's origins in Irish and Celtic traditions motivating international visitors to visit Ireland during the off-peak October and November.

 www.pucafestival.com

Religious, Pilgrimage and Spiritual Tourism

Second prize

"Via Mariae" - The Reconciliation Road at Bucovina

By Suceava County Council, Romania

Via Mariae - "a bridge between people" was created in order to help people seek deep down inside their soul the pilgrim, the walker, the tourist, the believer, the artist and many more. It was also meant to connect people, pilgrims between them and with the local communities, while getting the chance to experience new ways of life, mentalities, beliefs, gastronomy, arts and crafts, customs and tradition. So, not only Via Mariae is a pilgrimage route, but a multi confessional, multiracial and multicultural route that brings people together.

 www.cjsuceava.ro



Riverside Heritage



First prize

Emajõgi - The Binding River: Drawing Inhabitants Closer in Tartu

By Visit Tartu, Estonia

Tartu, a city known for its natural heritage, is taking steps to enhance its connection with the Emajõgi River. The project aims to revitalize the riverbanks, creating a vibrant public space with cafes and utilities, and fostering a meeting point for locals and tourists. Additionally, relaxation zones are established.

Nature-friendly management practices are implemented, promoting climate change mitigation. Various partners from public and private spheres and the local community are involved. The implementation process includes the establishment of the NGO Lodjakoda, infrastructure development, and the organization of events like the Emajõe River Festival and Car Free Avenue.


 www.visittartu.com

Second prize

Reimagined Boyne Valley Drive

By Fáilte Ireland,
National Tourism Development
Authority, Republic of Ireland

This project has reimagined the existing Boyne Valley Drive from a car based journey between heritage sites, into an immersive visitor proposition that becomes a 5000 year journey through time and along Irelands most historic river, the Boyne. The project developed a framework and action plan creating local visitor clusters that sensitively integrate our built and natural riverside heritage with activities and experiences, enabling the Boyne Valley region to be celebrated as a place. This integrated approach will deliver a world class destination for visitors and locals, and a sustainable framework around which community activities and economic opportunities can flourish.

 www.failteireland.ie



Third prize

The great ship of culture "NEMUNO7" Zapyškis, Kaunas region

By Kaunas District Tourism and
Business Information Center,
Lithuania

"Nemuno7" is a river engineering and landscape design project that is unique in Europe. Serving as a public cultural space, the object combines nature, heritage and contemporary creativity and has become a new attraction point for locals and tourists. The object is created on a dredger that was constructed in Czechoslovakia [1965]. Because of its outdated technology the ship could no longer be used for its main purpose. Instead of scrapping it, the industrial object got a new role and was transformed into a cultural space that explores the subject of water from the perspective of art, history and science.

 www.nemuno7.lt



Traditional Skills, Crafts and Creativity



First prize

Regional Museum/Information Centre of Akamas Rural Life at Droushia village

By Droushia Community Council, Cyprus

The establishment of the Akamas Rural Life Museum aims to promote the culture and history of the Akamas peninsula in an effort to preserve the authentic and unique experiences of the Rural Life of the area, for the new generations. The objective of the museum is to involve the local communities, strengthen the image and identity of the region, promote the hospitality, enhance the sustainable tourism development through innovation and revitalization. Local craft people from the area are operating their own workshops demonstrating lively their arts and crafts, while visitors have the opportunity to interact with local culture.


 [Facebook_page](#)

Second prize

Arts & Crafts | New Design Open Days at Algarve, Alentejo, Centro, Lisboa e Vale do Tejo, Norte

By Spira - revitalização patrimonial, (heritage revitalization), with the support of Turismo de Portugal, AICEP Portugal Global, Tourism of Alentejo and Algarve, the Northern Regional Directorate for Culture, the City Councils of Lisbon and Loulé and the specialized communication platform [património.pt](#), Portugal

The Arts & Crafts | New Design Open Days is an innovative cultural and creative tourism project that promotes the discovery of Portugal to its fullest extent, giving prominence to its communities and its artisans and new makers, in a truly personalized and authentic tourist experience. According to a rotating calendar for each region of the country, the Open Days guarantee the often difficult opening of the artisans' and makers' shops, offering all those interested the chance to experience "live and in colour", "hands-on" and guided by the masters, the artisanal practices that take place all over the country.

 www.spira.pt



Traditional Skills, Crafts and Creativity

Third prize (joint)

Leyne.Co Community: Empowering Women and Revitalizing Talysh Cultural Heritage through Cultural Tourism at Lankaran

By Tor Art LLC, Leyne.Co Community, Azerbaijan

Leyne. Co, as a sole women-led community in Azerbaijan, has achieved remarkable socio-economic empowerment for marginalized women through the revitalization of reed wicker working handcrafts specific to the Talysh people, an indigenous ethnic group living mostly in the mountain region shared between Iran and Azerbaijan. This revival not only ensures a sustainable source of income for these women and their families but also plays a vital role in revitalizing and passing down cultural traditions to future generations. The engagement of cultural tourism has further contributed to the preservation and recognition of Talysh heritage in the midst of cultural assimilation challenges.

 www.instagram.com/obiriotaq




The International Garden Festival at the Domain of Chaumont-sur-Loire:

The Resilient Garden

By Domain of Chaumont-sur-Loire, France

Since 1992, the International Garden Festival has been a laboratory for contemporary garden and landscape design worldwide. Each year the competition gathers designers to create gardens on a different theme. In 2023 the theme is The Resilient Garden. Climate change and degradation of the living world – such are the new data now confronting the planet’s once temperate areas. These days, fragility, imbalance and uncertainty are our central concerns. This is the challenge put to the 2023 edition’s garden designers, who have come up with projects that open up avenues enabling gardens to resist the excesses of the Anthropocene.

 www.domaine-chaumont.fr/en/international-garden-festival



Transnational Thematic Tourism Products

Second prize

Iron Age Danube Route - Cultural Route of the Council of Europe

Spanning 8 countries (Austria, Bosnia and Herzegovina, Bulgaria, Croatia, Hungary, Germany, Romania and Slovenia)
By Iron Age Danube Route Association, Croatia

Since its establishment in 2020, the Iron Age Danube Route, Cultural Route of the CoE, achieved a series of notable results that contributed to the visibility, promotion, protection and sustainable development of the Iron Age heritage of the Danube region.

With 30 members spread across 8 countries, IADR created a strong partnership between communities, local and regional authorities, heritage and tourism institutions, as well as SME's and NGO's on regional, national and transnational level and laid down foundations for further development of cultural tourism in primarily rural areas immersed in the Iron Age landscapes.

 www.ironagedanuberoute.com



Third prize

Pannonia-Adria Connection (PA.CON) Joint Thematic Tourism Product

Cross-border region of Croatia, Montenegro, Bosnia and Herzegovina
By Tourism Board of the City of Tuzla, Bosnia and Herzegovina

Project Pannonia-Adria Connection (PA.CON) focused on raising the quality of natural assets and tourism-infrastructure and creating a new tourism product in the cross-border region of CRO, ME, and BiH. Activation of natural resources and the unused tourism potential (bird-watching), contributed to promotion of localities along the regional thematic route. The joint thematic tourism product includes accessible bird habitats and natural sites, touristic routes, suspension bridge, nature park house, visitor centres, bird observation towers, etc. The route is based on bird-watching, cycling, and education. The total of 95 km of the thematic route was equipped/marked for visitors, bird-watchers and cycling enthusiasts.

 www.ilincica.ba



First prize

Liberation Route Europe: Transnational memorial of trails connecting World War Two remembrance sites and stories - Cultural Route of the Council of Europe

By LRE Foundation, Belgium

Liberation Route Europe, a certified Council of Europe Cultural Route spanning nine European countries, connects people, places, and events marking Europe's liberation from occupation during World War Two, and reflects on the history of the war and the long-lasting consequences through a multi-national, multi-perspective approach.

The Liberation Route Europe trails project promotes the physical connection and exploration the route, with hundreds of sites and stories discoverable by walking or cycling trails, encouraging a sustainable, slow tourism. The route links the main regions along the advance of the Allied Forces in 1943-1945, and is available online and via the LRE App.

 www.liberationroute.com

