

# Awards



Awards  
Established  
in 2014

**Smart Tourism | Smart Destinations**  
**Cultural Heritage & Creativity | Digitalisation | Sustainability**

in partnership with:



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

and in the  
framework of:



EUROPEAN  
CAPITAL  
OF **SMART**  
**TOURISM**

**PAFOS 2023**



## Application form

This application form should be sent by **1 June 2023 / 17.00 CET (Central European Time)**  
to: [awards@culturaltourism-net.eu](mailto:awards@culturaltourism-net.eu)

## Definitions:

**Sustainable Cultural Tourism** is the integrated management of cultural heritage and tourism activities in conjunction with the local community, creating social, environmental and economic benefits for all stakeholders in order to achieve tangible and intangible cultural heritage conservation and **sustainable tourism** development. (European Commission DG EAC, OMC Report 2019)

**Sustainable Tourism** is tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities. (UNWTO)

## PART 1 Title, Category and Summary

**TITLE of the Application** (short title of the achievement in one line maximum)

**Which of the Awards 2023 categories is most applicable to your application?**

(please, select only one box)

- ☐ **Digitalisation advances and digital transition in Sustainable Cultural Tourism, including Smart Tourism and Smart Destinations initiatives closely involving culture and heritage.**
- ☐ **History and Heritage:** Ancestry and heritage-related experiences in connection with historic places and events (places of memory, contemplation and commemoration), which exerted an influence in history.
- ☐ **Riverside heritage:** sites and territories that have valorised a strong relation with their river through activities and experiences that both take the economic and social role of fluvial culture and heritage in tourism actions.
- ☐ **Transnational Thematic Tourism Products,** on culture and heritage, including those related to European Cultural Routes, European Heritage Label and/or cross-border cultural tourism initiatives (involving at least 2 countries, not necessarily neighbouring).
- ☐ **Religious, Pilgrimage and Spiritual Tourism:** places of worship, travel for religious or spiritual purposes, walking tourism, visiting religious monuments, festivals and artefacts.
- ☐ **Traditional Skills, Crafts and Creativity** in Smart and Sustainable Cultural and Creative Tourism activities (add-on to the European Year of Skills 2023).

## SUMMARY of the Application

(please describe the achievement in 100 words maximum, this summary may be published)

## PART 2 Candidate details

<b>LOCATION INFORMATION</b>	The initiative, action, project, strategy etc. (see title provided under part 1) is implemented in:	
	<b>Tourist destination</b>	
	<b>Region</b>	
	<b>Country</b>	

<b>CONTACT DETAILS (of the legal representative of the destination or attraction, action, initiative)</b>	<b>Name</b> <i>(Title, first name, surname)</i>	
	<b>Function</b>	
	<b>Organisation</b>	
	<b>Address</b>	
	<b>Telephone</b>	
	<b>Mobile phone</b>	
	<b>Email</b>	
	<b>Website</b>	

<b>PROJECT MANAGER (if not identical to the legal representative)</b>	<b>Name</b> <i>(title, first name, surname)</i>	
	<b>Function</b>	
	<b>Organisation</b>	
	<b>Address</b>	
	<b>Telephone</b>	
	<b>Email</b>	
	<b>Website</b>	

## PART 3 Statement

*This statement should briefly describe the aims and content of the candidate project, action, initiative etc., within the selected category of sustainable cultural tourism, the partners involved, the implementation process, any budgetary constraints, phases of development, events, and **the qualities which make it outstanding in a European context***

**1000 words maximum**

## PART 4 Evidence of Success

In this section, the candidate should present the achievements and results of the project, action, initiative, etc. The candidate is strongly encouraged to include information about the following metrics, as far as possible:

- Key Performance Indicators achieved
- Tourism indicators, if available, such as:
  - number of visitors (in particular during the low season)
  - increase in the average spend / spend on local products due to the action
  - visitor satisfaction.

**1000 words maximum**

## PART 5 Supporting Materials

This section should include links to: Location Plan (if applicable, preferably to the scale of 1:10 000, on which the site is clearly marked), documentation (regional and state policies, destination, project, initiative etc.), latest report summary, presentations (with information regarding where and to whom this was presented), video online, etc. To complete the dossier, please, reference to this section all supporting materials with valid online links. **1 page maximum**

### Photographs

Good quality colour photos (10 maximum) clearly showing the overall situation and important details of the submitted project, initiative, action, etc. with references to sources online. If applicable, photos can include BEFORE and AFTER views, preferably from the same viewpoint, laid out together in the dossier. Wherever possible, please include photos of the work(s) in progress. All photos should be clearly captioned. Please provide links online:

### Video and documentaries

Latest video and documentaries (if applicable) in good quality with reference to sources of the submitted projects, actions, initiatives etc. (online, URL) maximum 3 links:

### Publications / Articles appeared in media

Links to the articles published in the media between the period 2019-2022 (3 maximum):

### Communication

Social media accounts dedicated to the initiative (please provide links):

**Please ensure that any web links are clickable and active, any problematic links cannot be taken into account by the Jury. Do not send any other separate files, they will not be considered by the Jury.**

## Awards Criteria

The Awards Jury will assess the quality of applications according to the following criteria:

1. **Relevance to the selected category and content quality.**
2. **Evidence of success – Results achieved** (measurable outputs, e.g. number of visitors increase in the off-peak season, visitors' satisfaction, increase in the average spend of tourists, increase in the spend to the local product, contribution to employment generation, outstanding publicity).
3. **Tourism Sustainability – Sustainable Development of Tourism:** Economic, Social, Environmental (including any synergies with the EU Green Deal and Climate Action – SDG 13).
4. **Ability to attract visitors (including from outside Europe) to lesser-known destinations.**
5. **Innovative character, techniques or tools created and/or applied.**
6. **Involvement of the local host community.**

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

## Check-list

Please check that you have completed all sections of the form - the checklist below should help you ensure your application is complete:

### Application form

- only one Awards category has been selected
- all fields have been completed
- the application is written in English
- the links provided in the form are active and clickable (see part 5)
- links to max. 10 photos are included (see part 5)
- links to max. 3 videos are included, if applicable (see part 5)
- links to max. 3 publications or articles are included (see part 5)
- the maximum limits have been respected

### Declaration

- the separate Declaration form has been filled in, is signed and stamped (scanned version or with digital signature)

**Applications that fail to fulfil all requirements will not be considered by the Jury.**

### **Information on the Processing of Personal Data Pursuant to the Regulation (EU) 2016/679 (GDPR)**

ECTN informs all applicants for the Awards 2022, pursuant to the Regulation (EU) 2016/679 and the relevant legislation in force with regard to the protection of personal data, in its capacity as organiser, that it processes personal data, collected either with the submission of an application, or at a later time, including data derived from a participants list, or in the framework of external relations, in compliance with GDPR requirements. In particular, where ECTN has requested and received applicants' consent the processing of data is based on this consent. In such cases applicants have the right to withdraw their consent at any time. However, the processing based on any consent prior to withdrawal remains unaffected. ECTN takes appropriate technical and organizational measures to ensure the security and confidentiality of applicants' personal data, their processing and protection from accidental or unlawful destruction, loss, alteration, prohibited transmission, dissemination or access and any other form of unlawful processing.

**Please submit this form together with the separate signed 'Declaration' form.**