

*European regions for  
sustainable tourism*

## Preserve

PRESERVE is one of the 35 regional initiatives approved under the first INTERREG IVC call for proposal, in 2008. 14 partners strive to develop a fine-tuned methodology to provide regions with appropriate technical assistance in developing their sustainable tourism policies, in particular via the organisation of peer reviews. [www.preserve.aer.eu](http://www.preserve.aer.eu)

### › NET-HERITAGE, Brussels 24 March 2011

The aim of the conference was to discuss the results of the EU project NET-HERITAGE with stakeholders and policy makers. The ERA-NET has laid the foundations to better coordinate national research funding. Programme managers from 14 countries have identified best practise in funding. They have collected ideas on how to foster young talents. For the first time common research priorities have been identified. [Read more on page 2](#)

### › STEERING COMMITTEE MEETING, Brussels, 18 May 2011

During this important meeting, partners will adopt the new members, the activities and the budget for 2011. [Read more on page 2](#)

### › ACTION PLANNING WORKSHOP, Brussels, 17-18 May 2011

In their final phase of the project, the complex task of translating the recommendations made to them through the peer reviews into concrete and tailor-made action plans. [Read more on page 2](#)

### › PEER REVIEW

The peer review methodology is at the heart of the Preserve project and has given the partners the opportunity to identify the potential of their territory and policy as well as the major assets in terms of sustainable tourism. [Read more on page 3](#)

### › GOOD PRACTISES

One of the major focuses of the PRESERVE project is on the selection and presentation of good examples in the field of sustainable tourism development. In this context, first of all the importance of the peer reviews should be highlighted which provided an excellent possibility not only to identify but also to promote the good practice sites and initiatives. Furthermore, the partners are in close connection with the regional stakeholders that also facilitates the access to and information on regional good practices. At the end, all participating regions have selected at least 1 good practice to promote on a larger scale. These case studies will be summarized in a final publication and will be available to the whole European Community. The publication is currently under development. Presumably it will be published in summer 2011 and presented in the PRESERVE Final Conference in October 2011 in Italy.

### › EVENTS' TOUR

Since March 2010 several high level tourism events have taken place; increase the role of the Regions in the sustainable European Tourism. [Read more on page 5](#)

### › KEYS RESULTS

As a co-funded project, PRESERVE an ambitious level of pre-defined indicators to express their achievements and results. Partners are proud to be on target on all indicators, sometimes greatly exceeding the original aims.

This is an overall table with the all activities and events performed by the project.

Activities and events	TOTAL
Press releases	38
Events organised	23
Press clippings	86
Website visits	6790
Participants	6927

**Brussels 24 March 2011**

# *Net-Heritage conference*

Millions of tourists enjoy Europe's museums, monuments and landscapes every day. Cultural heritage has become a point of reference in our changing societies, demonstrating the cultural richness of the continent. At the same time research on these valuable objects is underfunded in many countries.

This is short-sighted. Researchers are needed to keep the tourism industry booming - they develop key technologies to save monuments and art pieces for future generations worldwide. Coordination of national research is the key to cost effective and sustainable funding.

This is why the EU 2020 strategy and the "Innovation Union" ask for increased cooperation. The domain of cultural heritage appears best suited for common efforts: Climate change,

natural disasters and pollution threaten cultural heritage worldwide.

Protecting it with innovative techniques is a grand challenge. The aim of the conference is to discuss the results of the EU-project NET-HERITAGE with stakeholders and policy makers. The ERA-NET has laid the foundations to better coordinate national research funding.

Programme managers from 14 countries have identified best practise in funding. They have collected ideas on how to foster young talents. For the first time common research priorities have been identified.

When funds are scarce, information on needs, strengths and priorities within the domain of cultural heritage research is valuable for scientists and policy makers.

Outstanding research projects are presented. Regional case studies show how the preservation of cultural heritage brings smart growth and how it enhances sustainable economic development. Recently cultural heritage has been identified as a priority topic for increasing national and EU R&D funding with a "Joint Programming Initiative" (JPI) by the European Commission.

You are invited to follow the exciting process of the development of the European Research Area! Roberto Rodriguez from APEA /PRESERVE partner from AVILA ES) was invited to participate in this event and to present the PRESERVE project and some of our key results.

This was an excellent promotion and networking opportunity allowing to disseminate findings beyond the project consortium.

## **Organiser:**

- German Federal Foundation for the Environment, DBU
- Italian Ministry for Cultural Heritage and Activities, MIBAC

More information about NET-HERITAGE is available on:

[www.netheritage.eu](http://www.netheritage.eu) - [www.heritageportal.eu](http://www.heritageportal.eu) - [www.netheritage.de](http://www.netheritage.de)

**Brussels, 18 May 2011**

# *Steering Committee Meeting*

The Steering Committee Meeting to be held on the 18 May in Brussels will aim to preparation and implementation of final conference where

partners will gather one last time to close the peer review exchange of experience.

For this will need plenty of time during the

meeting to conclude as soon as the work in the schedule.

**Brussels, 17-18 May 2011**

# *Action Planning Workshop*

Partners will meet in Brussels on 17-18 May with an ambitious objective: to develop action plans that reflect and show how to implement the recommendations made by their peers after the peer reviews. Indeed, the peer review method is only useful for improving regional tourism policy if it leads to concrete actions and a change in the

regional strategy.

In the two-day workshop, partners will analyse and prioritise the different recommendations made to them and through a mix of plenary and smaller group discussions, they will look at the possibilities they have and translate them into concrete actions.

One key element that will be considered in the exercise is the feasibility of the recommendation made, which is more likely to be adopted by the political level if it is anchored in a realistic context. Partners will travel back to their home regions with concrete measures for improvement.

# Peer Review

A peer review is a mentoring visit, undertaken by a group of international experts, in order to assess a region's policy in a specific field. The exercise consists of a one-week visit by a multinational team of experts to a host region which is interested in improving its tourism

policies in a sustainable way. During this visit, the review team holds meetings with key stakeholders in order to ascertain the strength, weaknesses and potential of the host region's tourism policies. After the visit the review team prepares a report with

a series of recommendations on how to improve the region's policies. Partners were divided in 3 sub-groups consisting of the project coordinators and tourism experts from the regions:

## The Peer Review sub-groups

	GROUP 1	GROUP 2	GROUP 3
<b>Peers</b>	AER Jönköping (SE) Alba (RO)	South Denmark (DK) Tuscany (IT)	Styria (AT) Abruzzo (IT) Alytus College (LT)
<b>Hosts</b>	Avila (ES) Sterea Ellada (GR)	Banská Bystrica (SK) Carinthia (AT)	Örebro (SE) Észak-Alföld (HU)

## Carinthia Peer Review



Carinthia is the most southern part of Austria and is considered as a border area. Carinthia has infrastructural handicaps to access important European industrial and business regions in Italy and Germany because of the geographical situation within the Alps. The Carinthian Tourism board is re-launching the tourism brand of Carinthia. The brand process is supported by both the Provincial Minister for Tourism, Mr. Martinz as well as the Carinthian Chamber of Commerce.

This is a brand process in the form of a systemic partnership with Österreich Werbung (that has already successfully completed the re-launch of the tourism brand of Austria). On local level the business opportunities in tourism varies according to the areas natural and cultural resources.

The peer group was very impressed with the planning of the visit and would like to thank the regional tourism development company for their efforts in making the visit a success. The region of Carinthia has a wide variety of natural and cultural resources.

Cultural resources have been developed in terms of innovation in tourism. It is recommended to leave the young, energetic and motivated, are increasingly participating in shaping the region. In the region there are many examples of good practice that could be used to inspire other parts of the region to invest in tourism. In the town of Gmund, medieval, is one of the liveliest cities of the Austrian artists, a world full of modern art, sculpture garden and open studios of local artists. In the resort of Weissensee is known as one of the most untouched areas of Europe from the environmental point of view, where you can experience a combination of gastronomic delight and nature experience. In the city of Villach you can see how they change colors in the middle of meadows and woods. Raise awareness of sustainable tourism and its implementation, promoting the exchange of information between governments and all stakeholders, on best practices for sustainable tourism and the creation of networks for dialogue on implementation of projects and future programs.

## Észak-Alföld Region Hosted The Peer Review

This one week programme with around 25 personal interviews, field and project visits, workshops and seminar allowed the peers from Abruzzo, Alytus, Örebro and Styria to have a deep insight to the tourism projects, partnership and strategic documents of Észak-Alföld Region. During the study visit, the review team ascertained the strength, weaknesses and potential of the host region's tourism policies of the region. The peer team have remarked that

the tourist infrastructure in the region, especially thermal spas and hotels are competitive on European level, however the infrastructure should be prepared for foreign guests: e.g. signs in English are needed to help orientation. The Hortobágy and Lake Tisza can be the additional „spice” in the wellness tourism of the region. This additional opportunity is ready to be exploited in a financial and economical sustainable way. They have suggested that the enterprises and experts

in tourism sector should have a much closer cooperation in the everyday work; they should meet regularly, exchange ideas and experiences. Peers liked the new „innovative” Hungarian cousin that can build the basis for longer stays in the region. They have suggested to the hosts that human resources should be trained in tourism expertise, service and especially languages and also tourism developments (private and public) should be focused on the target groups.



## Events' Tour

### • TOURISM IN NATIONAL PARK MURÁNSKA PLANINA SEPTEMBER 7 2010

Development of sustainable tourism in the park

### • SUSTAINABLE TOURISM SIENA CELEBRATING “CICLOMONDI” SIENA, SEPTEMBER, 24-26 2010

Appointment with review of bicycle travel. A feast for fans of cycling, with a rich program that ranges from thematic meetings on specific workshops that analyse and investigate individual aspects of the slow journey, with moments of the show, many opportunities for discussion among travellers, writers and fans.

### • CELEBRATION OF TOURISM WORLD DAY LIMPOPO SEPTEMBER, 26 2010

World Tourism Day is commemorated on 27 September each year. This year's theme is “Tourism & Biodiversity”. This date was chosen to coincide with an important milestone in world tourism: the anniversary of the adoption of the United Nations World Tourism Organisation (UNWTO) Statutes on 27 September 1970. The main purpose of World Tourism Day is to foster awareness among the international community of the importance of tourism and its social, cultural, political and economic values.

### • EXPOBIOENERGIA 2010 VALLADOLID OCTOBER, 27-29 2010

International trade fair in bioenergetics. A good opportunity to have a direct contact with stakeholders involved in the tourism sector interested in developing their business in a friendly environmental way. (this fair is held with the same goals every years). More information: United Nations World Tourism Organisation

### • WALK SLOWLY: THE URBAN TREKKING DAY IN SIENA SIENA, OCTOBER, 31 2010

A seventh National Urban Trekking day, a sustainable tourism initiative that is proving very successful and that has as its leader the Tuscan city. Try urban trekking can be an enjoyable and informative experience, allowing to learn a new face of Siena, test all the “meaning”, walking around the city, savoring local flavours and ancient traditions.

# Upcoming Events

## **“Terre di Siena” confirmed the land ideal for equestrian tourism Gaiole in chianti, may 7-8 2011**

This is the second edition of this important events dedicated to the world of horses in the feminine: the interregional meeting of amazons. The gathering of amazon offers two intensive days with a wide range of events that engage the participants on trekking on horses.

The event commissioned by fitetrec tuscan, and ante-coni region, is part of the project in tuscan welcome to tuscan region has started since 2004 with the desire to meet the needs of women travelers, women professionally engaged, mothers, wives, women still do not stop dreaming and that sometimes they decide to pull the plug to take a few days to themselves.

## **International Conference: Tourism For All Challenges And Opportunities For Local And Regional Authorities, 26-27 May, Ostersund**



The International Social Tourism Organisation (ISTO) is organising for the first time in partnership with the Jämtland Härjedalen Region a conference on “ Tourism For ALL” in Scandinavia that will take place in Östersund (Sweden) on May 26-27.

The ISTO Network of Local and Regional Authorities will hold its plenary meeting on this occasion. There will be also B2B-meeting between regions/organisations on Tourism and will present various examples of best practises allowing taking a look at how different regions in Europe work in order to make Tourism available for all.

The program of the event, the practical information and registration form are available on the ISTO website: <http://www.bits-int.org/en/index.php?menu=540&newsid=41>

## **Final Conference 20-21 October 2011 Siena**

The conference will take place on 20 October and will be structured in two parts: in the morning a thematic session on tourism in Europe, in the afternoon a session to promote the PRESERVE results.

Another half day will be dedicated to the Steering Committee Meeting (21/10). The event will be as dynamic as possible in order to generate a quality discussion with greater involvement of the audience.



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