



**Fáilte Ireland**  
National Tourism Development Authority



# Tangible Cultural Tourism

2017 European Destination of Excellence Competition



[www.failteireland.ie](http://www.failteireland.ie)



The eighth phase of the European Destination of Excellence (EDEN) competition is underway. This year's theme of excellence is Tangible Cultural Tourism. Fáilte Ireland is inviting entries to the competition from emerging destinations that promote sustainable tourism as well as having well-developed cultural tourism assets that are characteristic of their region.

The overall aim of the European Destinations of Excellence competition is to draw attention to the value, diversity and shared characteristics of European tourist destinations as well as to promote emerging European destinations, to stimulate sustainable practices used in the chosen destinations and to extend seasonability. The process thus aims to help de-congest over-visited tourist destinations.

The EDEN initiative aims not only to bring greater visibility to lesser known but excellent tourist destinations, but also to help professionals and interested localities to maximise their potential and develop tourism services in line with sustainable development principles.

## Prize

The winning Irish 'Tangible Cultural Tourism' destination will receive a photo shoot of the destination, a certificate of achievement and an awards ceremony. In addition all applications will receive a written report on their application with expert feedback from the adjudicators. In addition the EU will offer the winner in each Member State international promotion of the destination through the EDEN web-portal ([www.edenineurope.eu](http://www.edenineurope.eu)), a short promotional visual presentation, and participation in the EU EDEN network.

## Eligibility criteria

The eligibility criteria will be used as a way of assessing applications and should therefore be consulted when completing the entry form. We are seeking a tourism destination which is based on the principles of Tangible Cultural Tourism.

Eligible destinations will be those:

- That are "small" or "emerging", "off the beaten track" and "non-traditional" (the visitor numbers rating from low to very low in comparison with the national average). The national average is estimated to be 16,000 overnights by overseas visitors per annum.
- The specific offer should have been implemented at least since 2015.
- That offers authentic tourism experiences.
- That are represented by a Management Destination Organisation that has a capacity in sustainable tourism management.
- That have local authorities with a capacity in managing their own destination in a way to ensure social, cultural and environmental sustainability.
- That shall have agencies, NGO's or authorities in charge to protect and promote the natural and cultural heritage with a capacity in adopting sustainable tourism practices.
- Destinations that have a well-developed tangible cultural tourism offering that is characteristic of the region.

Tá an t-ochtú céim den chomórtas Scoth-Cheann Scríbe na hEorpa (EDEN) faoi lán seoil. Turasóireacht Cultúir Inláimhsithe téama na bliana seo. Tá Fáilte Ireland ag lorg iarratas ar an gcomórtas ó chinn scríbe turasóireachta atá ag teacht chun cinn a chuireann turasóireacht inbhuanaithe chun cinn agus a bhfuil acmhainní turasóireachta cultúir a bhaineann leis an réigiún le fáil iontu.

Is é aidhm chomórtas Scoth-Cheann Scríbe na hEorpa aird a tharraingt ar luach, ar éagsúlacht agus ar shaintréithe chinn scríbe turasóireachta na hEorpa chomh maith le cinn scríbe nua sa Eoraip a chur chun cinn, cleachtais inbhuanaithe na gceann scríbe a roghnófar a spreagadh agus síneadh a chur leis an séasúr. Tá mar aidhm leis an bpróiseas róphlódú ag cinn scríbe a dtugann an iomarca turasóirí cuairt orthu a laghdú.

Ní hamháin go bhfuil sé mar aidhm leis an tionscnamh EDEN aird a tharraingt ar chinn scríbe turasóireachta den scoth ar beag eolas atá fúthu ach freisin cabhrú le daoine gairmiúla agus le háiteanna a lán-acmhainneacht a bhaint amach agus seirbhísí turasóireachta a fhorbairt ag teacht le prionsabail na forbartha inbhuanaithe.

## An Duais

Buafaidh an ceann scríbe in Éirinn ar an mbronnfar an gradam 'Turasóireacht Cultúir Inláimhsithe', teastas gnóthachtála chomh maith le searmanas bronnata a bheith i gceist. Chomh maith leis sin, gheobhaidh gach iarratas tuairisc i scríbhinn ar an iarratas ina mbeidh sain-aiseolas ó na moltóirí. Ina theannta sin, tabharfaidh an AE deis don bhuaiteoir i ngach Ballstát an ceann scríbe a chur chun cinn go hidirnáisiúnta ar thairseach gréasáin EDEN ([www.edenineurope.eu](http://www.edenineurope.eu)), cuirfear dhá fhíseán ghearra bolscaireachta le chéile agus beidh rannpháirtíocht i líonra EDEN an AE i gceist freisin.

## Critéir Incháilitheachta

Bainfear úsáid as na critéir incháilitheachta chun iarratais a mheas agus ba chóir iad a léamh sula gcomhlánaítear an fhoirm iarratais. Tá ceann scríbe turasóireachta á lorg againn a bheidh bunaithe ar phrionsabail na Turasóireachta Cultúir Inláimhsithe.

Beidh na nithe seo a leanas ag baint le cinn scríbe a mheasfar a bheith incháilithe:

- Cinn scríbe atá "beag" nó "ag teacht chun cinn", "as an mbealach" agus "neamh-thraidisiúnta" (líon cuairteoirí íseal nó an-íseal i gcomparáid leis an meánlíon náisiúnta). Meastar gur 16,000 cuairt oíche ar an meán sa bhliain a thugann cuairteoirí ó thar lear in aghaidh na bliana.
- Ba cheart a bhfuil á thairiscint a bheith ar fáil ó 2015 ar a laghad
- Beidh taithí ar leith turasóireachta ag baint leo.
- Beidh ionadaíocht ó Eagraíocht Bainistíochta Cinn Scríbe acu ag a bhfuil cumas i dtaobh bainistíochta turasóireachta inbhuanaithe.
- Beidh siad ceangailte le húdaráis áitiúla ag a mbeidh cumas a gceann scríbe féin a bhainistiú ar bhealach a chinnteoidh inbhuanaitheacht shóisialta, cultúir agus comhshaoil.
- Beidh siad bainteach le gníomhaireachtaí, eagraíochtaí neamhrialtais nó údaráis a mbeidh an cumas acu cleachtais turasóireachta inbhuanaithe a ghlacadh.
- Cinn scríbe ag a bhfuil turasóireacht cultúir inláimhsithe ag baint leis an réigiún.

## Specific Award Criteria

Applications should demonstrate the extent to which their project complies with the criteria outlined below, which relates to the theme of **Tangible Cultural Tourism**. Applications will be required to comply with at least one of these criteria:

- a) Quality and richness/uniqueness/originality of tourism offer based on local tangible cultural assets;
- b) Tangible cultural tourism constitutes an integral part of the local tourism strategy;
- c) Tangible cultural tourism influences local economic development and growth in the destination;
- d) Effective promotional activities and marketing initiatives enhance local tangible cultural assets in the destination;
- e) A special event focusing on the local tangible cultural assets is organised on a regular basis in the destination;
- f) Respect of local people (e.g. ensuring that the environment and quality of life of local people is enhanced by tangible cultural tourism; encouraging local people to become involved in enhancing the quality of the visitor experience; organising small scale attractions and events which involve the local community; etc)
- g) Enhancement of the value of the local tangible cultural assets among the local people (e.g. programmes aiming at increasing awareness of the importance of local tangible cultural assets among local inhabitants, in particular youngsters; specific training for traditional skills and know-how transmission).

Full competition details are available at [www.failteireland.ie](http://www.failteireland.ie), or by emailing [eden.helpdesk@failteireland.ie](mailto:eden.helpdesk@failteireland.ie) (please use EDEN 2017 in the subject line).

The closing date for entries is **July 31st 2017**

## How to Apply

Applications will be accepted in the following formats:

- By email to [eden.helpdesk@failteireland.ie](mailto:eden.helpdesk@failteireland.ie)
- Hard copy by post to EDEN Administration office, Fáilte Ireland, 88-95 Amiens Street, Dublin 1
- Soft copy by post or USB key to EDEN Administration, Fáilte Ireland, 88-95 Amiens Street, Dublin 1

Regardless of the chosen format, all applications must be accompanied by a signed and completed copy of the EDEN Entry form.

3 copies of the full application must be sent directly to the EDEN Administration Office, Fáilte Ireland, 88-95 Amiens Street, Dublin 1 and must be submitted by **4PM, Monday 31st July 2017**.

Applications & Entry Form deadline is  
4pm Monday 31<sup>st</sup> July 2017

Winner to be announced week  
commencing Monday 18th  
September 2017

Top 3 Destinations of Excellence to  
be short-listed by 18<sup>th</sup> August 2017

### Timeline

\*Onsite assessments of  
short-listed destinations will  
be held from Monday 4th  
September 2017



## Who Should Apply

Destinations which might apply are those which are emerging and have developed a specific tourism offer based on their local tangible cultural tourism assets (i.e. cultural-historical heritage or contemporary culture, such as traditional historical or archaeological monuments/sites, industrial sites, museums, theatres, galleries, contemporary architectural sites, modern urban districts, "ethnic pockets" of towns, etc.). The specific tourism offer should have been implemented at least since 2015.

# Application

## Part 1

Destination:

Destination Website:

Organisation Name:

Applicant Name:

Address:

Email:

Telephone:

Social Media:

Please state the main aims and objectives of your organisation in approximately 30 words:

## Part 2

To help us gain a better understanding of who you are and what you do, on a separate **typed** document please respond to all of the following questions :

**1 Please provide a description of the Tangible Cultural Tourism assets/destinations with the following points:**

- Tourism products available
- Geography of the destination
- Accessibility and quality measurements
- Ways which the destination represents good practice in Cultural Tourism
- Promotion of the destination's local and regional cultural offering to visitors
- Promotion of the destination's biodiversity and natural heritage.

(Max 500 words).

**2 The tourism offers associated with Tangible Cultural Tourism should be sustainable**

(i.e. compliant with the principles of sustainable tourism) and comply with at least three of the following conditions:

- a) be organised by the most relevant local stakeholders in close partnership
- b) be an integral part of the local tourism strategy
- c) be organised outside the tourist high season
- d) show an important impact on the local economy.

Please comment on the tourism offering referencing at least three of the above points a-d (max. 300 words).

**3 Please comment on how the destination, in partnership with the authorities responsible for the management of the destination and all those involved in tourism locally (e.g. tourist service providers, local communities), manages its own tourism product in such a way as to ensure its social, cultural and environmental sustainability. (Max 200 words).**

**4 Please provide a description of the destination referencing at least two of the following points a-e (max. 300 words).**

N.B. Additional marks can be scored if more points are addressed.

- a) Sustainable networks involving local stakeholders
- b) Corporate Social Responsibility initiatives which have been taken by local tourism businesses
- c) Greater financial sustainability for the area as a result of cultural tourism
- d) Enhancement of the profile of the area as a result of cultural tourism
- e) Innovation and/or new products promoting the destination and/or the surrounding areas.

## Part 3 Terms & Conditions

Please confirm the following by ticking ALL boxes:

- 1 I have completed all the questions on this EDEN entry form ☐
- 2 I enclose 3 copies of my application by the stated deadline of Monday 31st July 2017. ☐
- 3 I understand that the top 3 destinations selected for on-site assessments will be visited during the week of Monday 28th August 2017 ☐

### Attachments

I attach a current business & marketing plan with this application Yes ☐ No ☐

I attach alongside this entry form, an application on disc ☐ on USB key ☐ other ☐

Please provide a brief description of creative supporting material and/or attachments (*max. 50 words*): e.g. Microsoft PowerPoint© presentation/photo slideshow and/or business & marketing plan, etc. Note: attachments cannot be returned unless specifically requested and then confirmed by Fáilte Ireland

### Disclosure of Information - Freedom of Information Act

Fáilte Ireland wishes to advise applicants that, under the Freedom of Information Act, information supplied in the application form may be made available on request, subject to Fáilte Ireland's obligations under law.

You are asked to consider if any of the information supplied by you in this application should not be disclosed because of sensitivity.

If this is the case you should, when providing the information, identify same and specify the reasons for its sensitivity. Fáilte Ireland will consult with you about sensitive information before making a decision on any Freedom of Information request received.

If you consider that none of the information supplied by you is sensitive, please complete the statement below to that effect. Such information may be released in response to a Freedom of Information request.

APPLICANT NAME:  hereby agrees that none of the information supplied is sensitive, and any, or all, of the information supplied, may be released in response to a Freedom of Information request received.

**I understand that my application will only be accepted in compliance with all of the above 'terms & conditions' and disclosure of information – freedom of information act. I have ticked all of the boxes on this page in agreement.**

APPLICANT NAME  AGREE/DISAGREE

SIGNED  DATE



## Contacts

EDEN Administration Office, Fáilte Ireland, 88-95 Amiens Street, Dublin 1  
Email: [eden.helpdesk@failteireland.ie](mailto:eden.helpdesk@failteireland.ie) (please use EDEN 2017 in the subject line)

## Important Notes

- Applications must be typed
- This information on this form will be used for the purpose of shortlisting and for a judges visit to your destination
- Should your application be shortlisted there will be a visit from the EDEN judges during week commencing **4th September 2017**
- The judges will be made up of tourism and heritage experts
- If shortlisted please supply the relevant contact to arrange a site visit:
  - (Name, company name, phone, mail)

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