



Fáilte Ireland

National Tourism Development Authority



Health & Well-Being Tourism 2019

European Destination of
Excellence Competition



Health and Well-Being Tourism includes yoga and meditation, sport and fitness, and nutritional programmes provided by various services and facilities from spa resorts to activity providers.

Health and Well-Being Tourism is a growing sector responding to peoples greater knowledge and interest in their physical and mental well-being.


Do you have a **Destination** that offers a variety of **Health and Well-Being Tourism** activities? Is the destination a managed network or group of providers in collaboration with the wider community where an **EDEN Award** would be helpful ?

Health and Well-Being Tourism

The scope is wide, ranging through walking, swimming and cycling and interaction with blue and green spaces. Further activities are not limited to but may comprise of body and facial beauty treatments, water-based and sweat-bathing treatments and facilities, manual-pressure based and manipulative body-based therapies (massages), healthy nutrition and diet, exercise and fitness, mind/ body

interventions (yoga, tai chi, pilates), meditation and relaxation techniques, and education activities. These services often use natural resources like geothermal and mineral waters, muds, clays and plants. Activities may take place within chosen places having aspects of landscape and architecture which are conducive to physical and/or mental relaxation.





Tá an naoú céim den chomórtas **Scoth-Cheann Scríbe na hEorpa (EDEN)** faoi lán seoil. Is é Turasóireacht Sláinte agus Folláine téama barr feabhais 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 Sláinte agus Folláine a bhaineann leis an réigiún le fáil iontu.

Is í 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 san Eoraip a chur chun cinn, cleachtais inbhuanaithe na gceann scríbe a roghnófar a spreagadh agus síneadh a chur leis an séasúr. Tá sé mar aidhm an próiseas róphlódaithe 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 lánacmhainneacht a bhaint amach agus seirbhísí turasóireachta a fhorbairt ag teacht le prionsabail na forbartha inbhuanaithe.

An Duais

Gheobhaidh an ceann scríbe Turasóireachta Sláinte agus Folláine Éireannach dreas fótagrafaíochta den ceann scríbe, teastas gnóthachtála chomh maith le searmanas bronnta 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), cuirfear físeán gearr 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 Sláinte agus Folláine.

Is iad seo a bheidh mar cinn scríbe incháilithe:

- a.** Cinn scríbe atá “beag” nó “ag teacht chun cinn”, “ar chúl bhealaí” agus “neamhthraidisiúnta” (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.
- b.** Ba cheart a bhfuil á thairiscint a bheith ar fáil ó 2017 ar a laghad.
- c.** Beidh taithí iontofa turasóireachta ag baint leo.
- d.** Beidh ionadaíocht ó Eagraíocht Bainistíochta Cinn Scríbe acu ag a bhfuil cumas i dtaobh bainistíocht turasóireachta inbhuanaithe.
- e.** 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.
- f.** Beidh siad bainteach le gníomhaireachtaí, eagraíochtaí neamhrialtais nó údaráis a mbeidh an cumas acu cleachtais turasóireachta inbhuanaithe a ghlacadh.
- g.** Cinn scríbe ag a bhfuil tairiscint Turasóireacht Sláinte agus Folláine dea-fhorbartha ag baint leis an réigiún.



The ninth phase of the European Destination of Excellence (EDEN) competition is underway. This year's theme of excellence is Health & Well-Being Tourism. Fáilte Ireland is inviting entries to the competition from emerging destinations that promote sustainable tourism as well as having well developed Health & Well-Being 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 seasonality. 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 Health & Well-Being 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), 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 Health & Well-Being Tourism.

Eligible destinations will be those:

- a.** 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.
- b.** The specific offer should have been implemented at least since 2017.
- c.** That offers authentic tourism experiences.
- d.** That are represented by a Management Destination Organisation that has a capacity in sustainable tourism management.
- e.** That have local authorities with a capacity in managing their own destination in a way to ensure social, cultural and environmental sustainability.
- f.** 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.
- g.** Destinations that have a well-developed Health & Well-Being Tourism offering that is characteristic of the region.

Specific Award Criteria

Applications should demonstrate the extent to which their project complies with the criteria outlined below, which relates to the theme of **Health & Well-Being 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 Health & Well-Being Tourism assets;
- b.** Health & Well-Being Tourism constitutes an integral part of the local tourism strategy;
- c.** Health & Well-Being Tourism influences local economic development and growth in the destination;
- d.** Effective promotional activities and marketing initiatives enhance local Health & Well-Being Tourism assets in the destination
- e.** A special event focusing on the local Health & Well-Being Tourism 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 Health & Well-Being 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 Health & Well-Being Tourism assets among the local people (e.g. programmes aiming at increasing awareness of the importance of local Health & Well-Being 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, or by emailing eden.helpdesk@failteireland.ie (please use **EDEN 2019** in the subject line). The closing date for entries is **September 27th 2019**

How to Apply

Applications will be accepted in the following formats:

- By email to eden.helpdesk@failteireland.ie
- 3 sets of hard copy by post to EDEN Administration Office, Fáilte Ireland, 88-95 Amiens Street, Dublin 1
- Soft copy / USB Key by post to EDEN Administration Office, 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 form must be sent directly to the EDEN Administration Office, Fáilte Ireland, 88-95 Amiens Street, Dublin 1 and must be submitted by 4PM, Friday September 27th 2019.

AWARD TIMELINE

1

Applications & Entry Form deadline is **4pm Friday September 27th 2019**

2

Top Destinations of Excellence to be short-listed by **Friday October 11th 2019**

3

*Onsite assessments of short-listed destinations will be held from **Monday October 14th 2019**

4

Winner to be announced week commencing Monday October 21st 2019

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 and please also provide at least 6 high quality photographs of the major Health and Well-Being assets that are features of your destination. *(Photographs may be submitted in digital or print format to fit A4 size maximum)*

1. Please provide a description of the Health & Well Being Tourism assets/destination with the following points:

- Tourism products available
- Geography of the destination
- Accessibility and quality measurements
- Ways which the destination represents good practice in Health & Well Being Tourism
- Promotion of the destination's local and regional Health & Well Being Tourism offering to visitors
- Promotion of the destination's biodiversity and natural heritage. *(Max 500 words).*

2. The tourism offers associated with Health & Well Being Tourism should be sustainable

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

- a.** Be organised in close partnership with the relevant stakeholder / network / community interests
- b.** Be an integral part of the local tourism strategy
- c.** Be available outside the tourist high season
- d.** Have a positive economic and sustainable 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 it's own tourism product in such a way as to ensure its social, cultural and environmental sustainability. *(Max 200 words)*

Please provide a description of the destination referencing at least two of the following points **a-e**.

- 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.
- f.** *(Max. 300 words).*

Application

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 **Friday September 27th 2019**.
3. I understand that the top destinations selected for on-site assessments will be visited during the week of **Monday October 14th 2019**.

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 may not 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 (please use EDEN 2019 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 **14th October 2019**.
- The judges will be made up of Health and Well-Being Tourism experts.
- If shortlisted please supply the relevant contact to arrange a site visit:
Name, company name, phone, mail.

GDPR

I give consent for Fáilte Ireland (Ireland's Tourism Development Authority) to collect and store my details for the purpose of entering this competition. Your details will be used by Fáilte Ireland to contact you for this purpose. All details will be treated in strictest confidence. The winning destination and the runners-up details will be shared in a report with EDEN Europe.

APPLICANT NAME:

SIGNED

DATE



Fáilte Ireland

National Tourism Development Authority

