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WORKSHOP

Good practices on the field
of sustainable tourism

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PINHEL'S SUSTAINABLE TOURISM PROJECT: ELEVATING EXPERIENCES WITH BREATHTAKING VIEWPOINTS

Pinhel, a charming municipality nestled in Portugal, has embarked on an ambitious project to promote sustainable tourism, capitalizing on its stunning natural landscapes and rich cultural heritage. At the heart of this initiative lies the development of a network of viewpoints, with the Mirador da Faia as its inaugural jewel.

Inaugurated in April 2022, the Mirador da Faia offers visitors a breathtaking panorama of the Côa Valley. This impressive structure, part of the "See and Feel the Falcon" project, is just the beginning of Pinhel's commitment to enhancing the tourist experience while minimizing environmental impact.

Beyond the Mirador da Faia, the project envisions the construction of a falconry near the Pinhel Castle and additional viewpoints along the Côa River. These vantage points will be interconnected by well-marked trails, inviting visitors to explore the region on foot and immerse themselves in the natural beauty of the area.

The project's overarching goal is to bolster Pinhel's tourism industry by leveraging its unique assets. By creating a network of well-maintained and accessible viewpoints, the municipality aims to attract nature lovers, hikers, and those seeking authentic experiences. Moreover, the project is designed to stimulate local economies, supporting businesses and creating new job opportunities.

Sustainability is at the core of this initiative. By focusing on eco-friendly practices and minimizing the project's environmental footprint, Pinhel is committed to preserving the region's natural resources for future generations. The construction of the viewpoints adheres to strict environmental standards, and efforts are being made to promote sustainable tourism practices among visitors.

In conclusion, Pinhel's sustainable tourism project is a testament to the municipality's dedication to preserving its natural and cultural heritage while fostering economic growth. The network of viewpoints, with the Mirador da Faia as its centerpiece, offers visitors an unforgettable experience and positions Pinhel as a must-visit destination for those seeking adventure and tranquility.



PORTUGAL
Pinhel



SUSTAINABLE TOURISM PRACTICES IN ALIMOS

Alimos, a vibrant municipality located along the Athenian Riviera, has emerged as a leader on sustainable issues, a series of crucial transformational change initiatives towards a sustainable and healthy tourism through its exemplary beach management initiatives. By focusing on eco-friendly practices, Alimos has successfully transformed its beaches into well-organized and environmentally conscious spaces that enhance the coastal landscape and promote responsible tourism.



**ΔΗΜΟΣ
ΑΛΙΜΟΥ**

GREECE
Dimos Alimou

Beach Management Initiatives

One of the key strategies employed by Alimos is the legalization and regulation of restaurant operations along its beaches. This initiative not only ensures compliance with environmental standards but also fosters a sense of accountability among local businesses. By working closely with restaurant owners, the municipality has established guidelines that prioritize waste management, energy efficiency, and sustainable food sourcing. This collaboration has led to the creation of beachside dining experiences that are both enjoyable and environmentally responsible.

In addition to regulating food services, Alimos has implemented comprehensive waste management systems. The installation of recycling and garbage bins across the beach areas encourages visitors to dispose of their waste responsibly.

Enhancing Coastal Environments

To further improve the ecological health of its beaches, Alimos has initiated the planting of native vegetation along the coastal areas. This not only helps to stabilize the sand and prevent erosion but also enhances biodiversity by providing habitats for local wildlife. Native plants are chosen for their ability to thrive in the local climate, requiring minimal maintenance and water, thus promoting sustainable landscaping practices.

Community Engagement Initiatives

Community engagement is a cornerstone of Alimos' sustainable tourism strategy. The municipality organizes clean-up days, mobilizing local citizens to participate in maintaining the cleanliness and aesthetic appeal of the beaches. These events, held four times each season, foster a spirit of volunteerism and community pride. Participants are educated on the environmental impact of waste and the importance of sustainability, creating a shared sense of responsibility for their local environment.

Moreover, the municipality encourages schools, local organizations, and businesses to participate in these initiatives, expanding the reach and impact of community engagement. This collaborative approach not only strengthens community ties but also ensures that residents feel invested in the ongoing sustainability efforts.

ECOVELOTOUR: PEDAL THROUGH HUNGARY'S SUSTAINABLE DANUBE REGION

Cruise through Hungary's breathtaking landscapes on two wheels with EcoVeloTour!

This inno-vative project, led by Budapest's Zugló Municipality, is transforming cycling tourism along the Dan-ube River. EcoVeloTour goes beyond the standard bike path, promoting responsible travel that bene-fits both visitors and the environment.



HUNGARY

Budapest Fovaros Xiv Kerulet
Zuglo Onkormanyzata

Sustainable Tourism, Eco-Friendly Adventures:

Imagine exploring charming villages, historic sites, and stunning natural beauty – all while leaving a minimal ecological footprint. EcoVeloTour champions sustainable practices, encouraging you to dis-cover hidden gems that lie just beyond the main EuroVelo routes. By integrating the region's unique ecosystems into the tourism experience, EcoVeloTour ensures the long-term well-being of the Danube and its surroundings.

Explore Further: Resources and Support:

Planning your eco-friendly cycling adventure in Hungary is easier than ever with EcoVeloTour's re-sources. Downloadable routes through the EcoVelo app guide you on picturesque paths, while in-formative e-learning modules equip you with knowledge about responsible cycling and local sustaina-bility efforts. Don't miss the self-assessment tool, which helps tourism providers identify areas for improvement in their eco-practices.

A Collaborative Effort for Lasting Impact:

EcoVeloTour is a collaborative project, uniting stakeholders from seven countries along the Danube. This international partnership fosters knowledge exchange and best practices, ensuring a truly sustain-able future for the region.

Ready to Explore?

Embark on an unforgettable journey with EcoVeloTour! Visit their website (en.ecovelotour.eu) to access downloadable routes, e-learning modules, and a comprehensive guide to sustainable bicycle tourism. Let EcoVeloTour show you the beauty of Hungary while leaving a positive impact on this remarkable region.



E-BIKE SHARING SYSTEM: A SUSTAINABLE TOURISM INITIATIVE

Had-Dingli Local Council has implemented an innovative e-bike sharing system to promote sustain-able tourism and enhance local mobility. This initiative aims to reduce carbon emissions, boost local economies, and encourage healthy travel choices.

How it Works: The system features two convenient e-bike stations: one in the town center and an-other near the picturesque cliffs. Visitors and residents can easily rent an e-bike to explore the herit-age trail and surrounding areas.



MALTA
Kunsili Lokali Dingli

The Benefits:

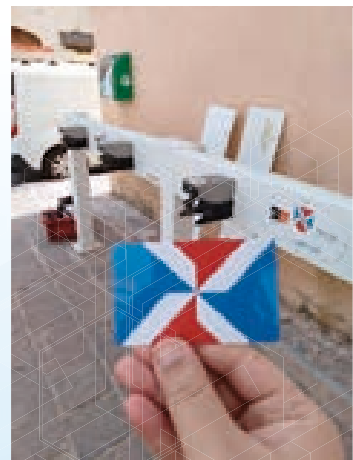
- **Environmental Sustainability:** By replacing traditional car trips with eco-friendly e-bike rides, the system significantly reduces carbon emissions. According to a European Cyclists' Federation study, a 10% shift towards e-bikes can lead to an 11% reduction in carbon emis-sions.
- **Economic Boost:** E-bike tourism has a positive impact on local economies. A 2020 study pub-lished in Tourism Review suggests that e-bike users tend to stay longer and spend more in the destinations they visit.
- **Health and Wellness:** Encouraging e-bike usage promotes active lifestyles and healthier travel choices.
- **Sustainable Tourism:** The system aligns with eco-tourism principles by offering a low-impact way to explore the area's natural beauty and cultural heritage.

Pricing and Accessibility:

The e-bike rental system offers flexible pricing options:

- €2.50 per hour for the first four hours
- €1.50 per hour for each additional hour
- A flat rate of €10 for eight hours

By providing affordable and accessible e-bike rentals, Had-Dingli Local Council empowers visitors and residents to embrace sustainable transportation and enjoy the beauty of the region



THE COMMUNITY OF HOME PRODUCERS FOR SUSTAINABLE LOCAL TOURISM DEVELOPMENT!

The home producers of Vircava parish have united into one community to support each other and grow together

The home producers of Vircava parish are among the most active entrepreneurs in the Jelgava Local Municipality. Once a month, they all gather for joint meetings to discuss important matters and plan collaborative activities. Various events are organized in cooperation with the Jelgava Local Municipality. Every Friday, the Vircava home producers hold markets in the premises of one of its members.

In the parish, there is a cultural and historical site called "Muižas istabas" (The Manor Rooms), which regularly hosts various events, involving local home producers. When a large group of tourists visits the site, a pop-up market of home producers is set up in the Manor Rooms offering visitors a comprehensive overview of what can be seen and purchased in Vircava parish.

The successful activities of Vircava's home producers have also attracted the interest of home producers and craftsmen from other parishes in the Jelgava Local Municipality. They have expressed their desire to participate in the markets and events organized by this community.

Additionally, the Vircava Entrepreneurs Association "Wirtzaw" has been established recently, with one of its main goals being the development of the area, community, and neighbourhood, as well as improving the social well-being of the residents of Vircava parish. Apart of that also life-long education, encouragement of youngsters, organization of cultural and art events are set as further development aims. Even before the association was founded, the entrepreneurs had participated in various projects, working on improving and developing the Vircava parish area.

The entrepreneurs of Vircava are also actively involved in tourism, welcoming tourist groups to their farms. Those who already host groups are encouraging others to engage in tourism, thus making Vircava the parish with the most open farms in the Jelgava Local Municipality. Among entrepreneurs there are tomato growing company, raspberry and strawberry growers, bee keepers, managers of Manor Rooms, bread makers, sheep fat cosmetics makers, quince growers.



LATVIA

Jelgavas Novada Pasvaldība



UNVEILING HISTORY AND SUSTAINABILITY AT ŠILAINIAI GARDENS

Lithuania unveils a unique eco-tourism project: Šilainiai Gardens, nestled within the historical grounds of the Kaunas Fortress Park. Led by VŠĮ "Kauno tvirtovės parkas" (Kaunas Fortress Park), this initiative breathes new life into a former military site, transforming it into a haven for sustainable tourism.



LITHUANIA
Kauno Tvirtovės Parkas

Embracing Eco-Transport:

Šilainiai Gardens champions eco-friendly exploration. While situated in a bustling district, Šilainiai Gardens currently lacks dedicated eco-transport routes. This project strives to bridge the gap by de-veloping designated paths for bicycles, scooters, and pedestrians. These routes will not only provide easy access to the gardens but also encourage a healthy and environmentally conscious approach to travel.

Learning Through Nature:

Step into a world of sustainable gardening at Šilainiai Gardens. This haven not only showcases a thriving ecosystem but also offers educational activities for visitors. Learn the art of herb identifica-tion and harvesting, followed by a delightful cooking experience using your newfound knowledge.

A Holistic Experience:

The eco-transport initiative goes beyond reaching the gardens. Once there, explore the entire 8th fort territory, uncovering its rich military history. Witness the unique transformation of the fort's ecosys-tem, where many structures have been reclaimed by water, creating a mesmerizing environment.

Unveiling a Hidden Gem:

Šilainiai Gardens offers a unique opportunity to combine historical exploration with sustainable prac-tices. Join the growing community at Šilainiai Gardens and embark on an unforgettable journey through nature, history, and delicious learning experiences.

Plan Your Eco-Adventure:

Visit the Kaunas Fortress Park website (www.kaunotvirtove.lt) or Šilainiai Gardens' Facebook page (<https://www.facebook.com/silainiusodai/>) to learn more about this innovative project. Start planning your eco-friendly adventure and discover the hidden gem of Šilainiai Gardens!



'DEVELOPMENT IN DIALOGUE'

In accordance with the 'Nota Belvedere' (1999), which aims to establish a balanced approach to the conservation and development of heritage sites in spatial design, the municipality of Breda is dedicated to creating sustainable locations that honor cultural and historical values for both residents and visitors. This effort encompasses repurposing existing buildings, revitalizing public spaces, and influencing visitor behavior through spatial interventions, all of which rely on collaboration and commitment from various partners.

Collaboration occurs in two main ways. First, different departments within the Breda municipality work together on projects, each contributing distinct interests that form a comprehensive picture. Second, the municipality often engages with external partners to navigate issues related to ownership, investment, and sometimes conflicting interests.

We have established processes that allow all partners to contribute while ensuring a steady project pace to prevent stagnation. However, safeguarding heritage values can be challenging, particularly in projects with strict budgetary constraints. Fortunately, successful examples demonstrate that it is possible to achieve this balance. One notable project is the 'Chassé Botanique,' where former barracks were transformed into a multifunctional space that includes an archive, cinema, hotel, and restaurant. One of the key criteria of its tender was sustainability, and the winning project includes water infiltration in the courtyards, circular use of materials, and usage of district heating. Also, the sustainability of the place is guaranteed through a functional mix and green surroundings. The former military training grounds surrounding the Chassé Botanique were developed into a campus-like park. The whole development encompasses Breda's ambition to become a 'city in the park', experienceable by both the people of Breda and tourists. This project illustrates that it is indeed feasible to honor heritage while meeting budgetary goals, providing a valuable model for our future initiatives, like the revitalization of the 'Vismarktstraat' (fishmarket street) - the so-called gateway to the city.



Gemeente Breda

THE NETHERLANDS



GEOTOURISM IN AN ECONOMICALLY DISADVANTAGED AREA

Until the end of the last century, the area's strength was mining and industry. After the 1980s, the area began to decline economically and its population began to decrease. In the 2000s, geoparks started to become more and more popular. The geoparks are protected areas with internationally significant geology within which sustainable development is sought and which includes tourism, conservation, education and research concerning not just geology but other relevant sciences. Nógrád County has significant geological, natural, cultural and historical value. This was the reason for the establishment of the transnational Novohrad-Nógrád Geopark, which now has a UNESCO certificate

On the territory of the geopark, the natural values protection are secured by the Cerová vrchovina Protected Landscape Area and Bükk National Park Directorate. The Novohrad-Nógrád UGGp also touches more bird sanctuaries belonging to the NATURA 2000 European Network.

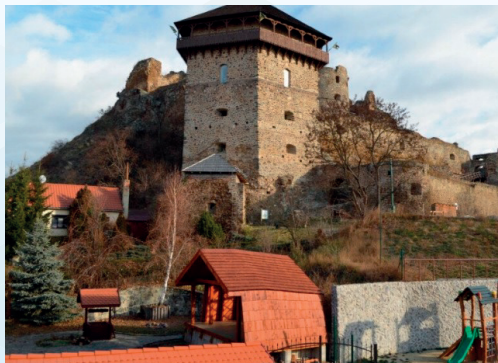
Over the years, we have managed to build numerous geological sites and develop the area with educational and hiking trails. Our goal is to distribute tourism in the geopark area, so that we avoid mass tourism, which can damage our protected natural values. From its founding, the Geopark has always paid close attention to cooperation with institutions, schools and civil organizations. Environmental education is our main goal. Every year geopark organises summer camp and educational contests for the children. We organize guided hiking tours for the public and study trips for teachers. Hundreds of photographers are attracted by the three-day Photo Maraton of Medves, who popularize the Geopark natural and historical values by thousands of photos.

The main project at this moment is the creation of a visitor centre on the Slovak side of the geopark. The reason is that we have three visitor centres on the Hungarian side, so they are disproportionately distributed in the area that needs to be improved. The visitor centre would be created from the renovation of an old mansion and would present detail of the northern area of the geopark. We plan to obtain the funds from the Interreg grant program.

<https://www.nogradgeopark.eu/en>



SLOVAKIA
Mesto Fil'akovo



SUSTAINABLE UNIQUE 5-STAR EXPERIENCES

Velenje has won EU Green Leaf Award 2024, taking part in the EU Mission 100 Climate neutral and smart cities, and faces a transition from a coal mining region to new green perspectives. Our motto is "from black to green & bright". We are proud members of the Slovenia Green family and hold the Slovenia Green Gold certification. This is another confirmation that we are on the right path in developing sustainable tourism practices.

Sustainable tourism is also reflected in the development of new 5-star tourism products. We have received the Slovenia Unique Destination label from the Slovenian Tourist Board for both of these products. They are based on the authentic story of the Šaleška Valley, with Velenje representing coal mining story.

More: <https://www.visitsaleska.si/en/experiences/green/>

Two examples of sustainable tourism:

1. Mysteries of submerged villages

The boutique experiences are based on the digitisation of cultural heritage, fine cuisine and unforgettable experiences. In the Secrets of the Sunken Villages product, visitors experience a virtual dive on Lake Velenje and see a digitised presentation of the surface subsidence and the formation of the lakes.

They involved numerous providers in the product development process, ranging from national to local businesses. These include a technology company for digitalization, a storytelling company, a local provider offering boat transportation on the lake, Slovenia Coal Mining Museum and a local culinary service provider.

The partners in developing the experience were: Arctur, AV Studio and Alpe Adria Vita. Providers from Gorenje Gostinstvo, Slovenia Coal Mining Museum, Velenje Coal Mine, Velenje Water Sports Club and Velenje Museum participate in the Secrets of Sunken Villages product.

Arctur helped us with the technology, Alpe Adria Vita helped us with the storyline, the Boat sports club made the boat ride on Lake Velenje possible. Without the tour through the Coal Mining Museum, the experience wouldn't be as memorable. The Restaurant Jezero offers local, culinary and traditional delicacies.

2. Velenje Underground

The product was developed in cooperation with the Slovenian Coal Mining Museum and a provider of high value cuisine. The goal was to create a unique experience, dinner in the deepest dining room in Slovenia, 160 m underground. The product also includes an element of surprise – music guest. It is very demanding due to the transportation of the cuisine into the cave.



SLOVENIA

SUSTAINABLE TOURISM AND HERITAGE PRESERVATION IN GALICIA'S CÍES ISLANDS

The Cíes Islands in Galicia, part of the Atlantic Islands of Galicia National Park, are a renowned example of sustainable tourism combined with effective cultural heritage preservation in response to climate change. This initiative prioritizes the protection of unique biodiversity and the fragile marine ecosystem, which are increasingly impacted by rising temperatures, ocean acidification, and extreme weather events.

One of the key practices in sustainable tourism on the Cíes Islands is the regulated daily access limit for visitors. By restricting visitor numbers, the initiative helps to prevent erosion along trails and reduces the overall environmental footprint, fostering a more respectful interaction with the natural landscape. In addition, strict waste management policies require tourists to take back their waste, ensuring the preservation of the pristine environment. Educational campaigns are also in place to raise awareness among visitors about the importance of safeguarding this unique natural and cultural heritage.

The Cíes project includes climate adaptation measures, such as habitat restoration and monitoring of vulnerable species like the European shag. Research and conservation work aim to adapt and protect the coastal ecosystems of the islands, which face threats from rising sea levels and changes in biodiversity patterns. The focus on low-impact tourism encourages activities like hiking, birdwatching, and enjoying the beaches, deliberately avoiding motorized water sports that could harm the environment.

Through these combined efforts, the Cíes Islands project exemplifies how sustainable tourism can harmonize with environmental conservation and heritage protection while addressing the impacts of climate change. This model serves as a valuable reference for other European regions looking to balance tourism with environmental responsibility, demonstrating that cultural and natural heritage can be preserved amid modern challenges.



SPAIN

Asociacion Cultural Enrédade



AVIGNON PUBLIC POLICY ON ECOLOGICAL TRANSITION AND SUSTAINABLE DEVELOPMENT

The strategy implemented in Avignon is part of the five major challenges of sustainable development, by developing a global and audacious transition and resilience project for its territory, while responding to the 17 sustainable development objectives. At the same time, the city is committed with determination to accelerating the implementation of the 93 action projects of the local climate plan.

These initiatives are enriched by particular attention paid to the most vulnerable populations, who are also the most affected by the consequences of climate change. Avignon thus positions itself as a model of commitment and solidarity, guaranteeing that every citizen can benefit from the efforts made to build a more just and sustainable future. Together, let's make our city a shining example of resilience in the face of tomorrow's challenges!

<https://www.avignon.fr/ma-ville/environnement/developpement-durable>



FRANCE



KAYLAKA PARK – ECOTOURISM AND CONSERVATION

In Pleven, an example of good practice in sustainable tourism is the Kaylaka Park, a large nature reserve located just outside the town, which serves as a model for eco-friendly tourism development. Here are some of the sustainable initiatives associated with tourism in and around Pleven.

- 1. Conservation of Biodiversity:** The park is home to a wide variety of plant and animal species, many of which are protected. Sustainable tourism practices emphasize conservation, with educational programs aimed at raising awareness about the park's unique ecosystems. Visitors are encouraged to follow designated trails to minimize impact on the environment.
- 2. Eco-friendly Activities:** Kaylaka Park offers sustainable outdoor activities like hiking, cycling, birdwatching, and rock climbing, which have minimal environmental impact. These activities are promoted as alternatives to motorized or more disruptive forms of recreation.
- 3. Cultural and Historical Preservation:** Within the park, there are several historical sites, such as ancient Roman ruins and a fortress. Efforts are made to preserve these sites by controlling visitor numbers, providing guided tours, and promoting cultural education that emphasizes respect for the local heritage.
- 4. Sustainable Transportation:** Tourists are encouraged to use bicycles or walk to explore the park, reducing the carbon footprint of their visit. The municipality also promotes green transportation solutions, such as electric scooters and public transport, for those traveling to the park from Pleven.
- 5. Wine Tourism – Organic Wine Practices**

Pleven is known as a center for wine production in Bulgaria, and many local wineries are shifting towards organic and sustainable viticulture. Visitors can take part in eco-friendly wine tours that focus on the production of organic wines, where pesticides and artificial fertilizers are minimized to reduce environmental harm. Wine tourism in Pleven contributes to sustainable local development by promoting environmentally responsible agriculture.

More information:

<https://bulgarianhistory.org/sorgozia-spomen-ot-drevnostta/>

<http://www.impact-tour.eu/obekti/obekti-v-bulgaria/culturaltouristresources-104/?lang=en>



BULGARIA
Asotsiatsia Za Kulturen Obmen I
Razvitie Na Lichnostta
Vav Vsyaka Vazrast

ALBERGO DIFFUSO (SCATTERED HOTEL)

The Albergo Diffuso model is a great example of how Italy is leading the way in sustainable tourism by combining environmental, economic, and cultural sustainability. It does not only limit the ecological footprint of tourism but also preserves local traditions, architecture, and landscapes, making it a win-win for both travelers and local communities.

One of the most recognized good practices in sustainable tourism in Italy is "Albergo Diffuso". This innovative hospitality model, developed in Italy in the 1980s, has successfully revitalized abandoned villages and small towns while promoting sustainable tourism.

The Concept: Unlike a traditional hotel where all rooms and services are in a single building, the Albergo Diffuso spreads its accommodations across different historic buildings within the same town or village. The rooms might be scattered in various homes or heritage structures, but they function under the same management, providing hotel-like services (such as reception, dining, and housekeeping).

For the purposes of this law, the following definitions shall apply:

- a. historic center: the historic center shall be understood as part of the municipal territory affected by buildings and building fabric of historical, architectural or monumental interest.
- b. seaside and rural villages: areas so qualified by the municipalities, provided that they are characterized by elements of high historical, monumental interest or characterized by cultural and landscape identity.
- c. sustainable tourism: activity that seeks to minimize impacts on the environment and avoid the loss of local traditions and economic destabilizations in the territory, simultaneously generating income, employment and the conservation of local ecosystems.
- d. Albergo Diffuso: the definition of 'albergo diffuso' may be taken on by structures characterized by the centralization of the reception office and the commonly used rooms in a single building, and by the location of the housing units in one or more separate buildings, provided that they are located in areas no more than 300 meters from the building in which the main services are located.



ITALY



• PARTNERSHIP •



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Municipality of Filakovo



SLOVENIA
Municipality of Velenje



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