



**ernest**  
European Research NETwork  
on Sustainable Tourism



**ERNEST**  
**PUBLICATION**  
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Dear readers,

The City of Heritage and Sustainable Tourism is pleased to present you that publication on good practices with a video support promoting sustainable tourism in some ERNEST regions. The aim of that publication is to enhance their work and introduce the different ways to communicate on their good practices. The ERNEST project has now been running for almost three years and partners have intensified their exchange of knowledge and experiences in the field of sustainable tourism. An innovative platform was set-up in order to facilitate the transfer of the good practices identified at regional level and a joint call for interregional collaborative programs in sustainable tourism was launched by the ERNEST partners with the aim to create collaborative, trans-national and research opportunities. The project has been promoted during partners' regional dissemination events and international events.

Do not hesitate to visit the project website, to download reports, newsletters, brochures, press releases etc.

Good reading!



## Summary :

- **ERNEST-NETJAC: Towards a collaborative space**
- **About the good practices...**
- **Summary table on good practices/partners**
- **1-leaf good practice with video support**
- **2-leaves good practices with video support**
- **3-leaves good practices with video support**

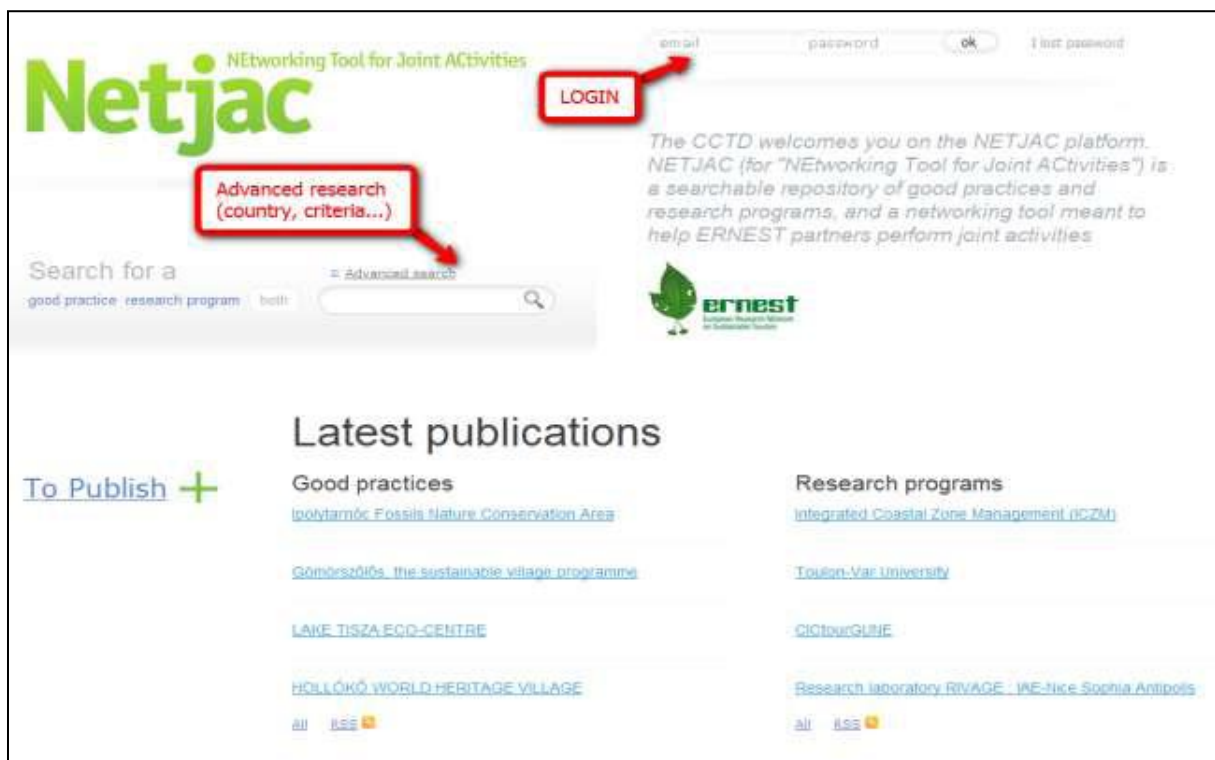


## ➤ ERNEST-NETJAC – Towards a collaborative space

**NETJAC** – a **NETworking Tool for Joint ACTivities** is an innovative platform developed by the **Cité de la Culture et du Tourisme Durable** from France within the **ERA-NET ERNEST** framework with the aim to facilitate the exchanges as well as to share and obtain **additional, practical and concrete information on the implementation of the good practices and research programmes in sustainable tourism.**

**NETJAC** is a:

- database consultation tool gathering both experiences and good practices/research programmes;
- an internal collaborative space for all partners to directly share information;
- tool for the selection of the good practices according to the themes fixed by the World Tourism Organization and ERNEST project



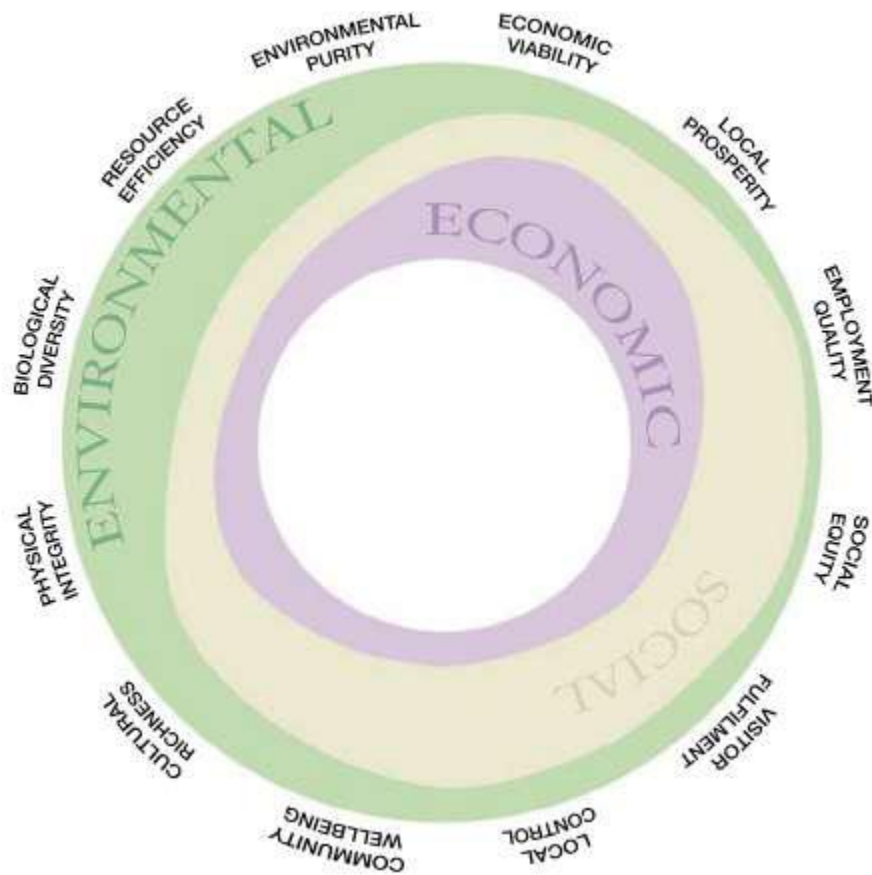
**NETJAC** is a **multi-criteria search engine** which is:

- an online interface of database management;
- an online data capture in real time of good practices and research programmes;
- a selection, analysis and promotion system of good practices

***Visit the NETJAC website to see the gallery of the good practices and research programs collected from the partner regions! For an advanced search, you have the opportunity to use the search engine. To make comments or to contact the author of the good practices, please register on NETJAC!***

## ➤ About the good practices...

Up to 1st of November 2011, 56 good practices and 5 examples of research programs were uploaded on NETJAC, by the project partners. The promoters of the good practices will have the opportunity to upload these good practices/research programmes until March 2012, the data base will however be available throughout the life of the project. The platform automatically evaluated the good practices according to the 3 sustainability pillars, the 12 principles fixed by the World Tourism Organization and the 10 ERNEST themes.



Source : *Making Tourism More Sustainable – A Guide for Policy Makers* – United Nations Environment Programme and World Tourism Organization, 2005


The good practices have been divided into three different categories, represented by green leaves, highlighting the good practices which have a multidisciplinary approach. In addition to this automatic ranking, the project partners are allowed to vote the “top two” good practices and to specify if they are interested in visiting or importing.


**Double-fold objective** of virtual and study visits on-site:

- to promote the green destinations and the sustainable good practices in tourism
- to facilitate the import/export of the good practices

The good practices have been divided into three categories represented by the ERNEST leaves.

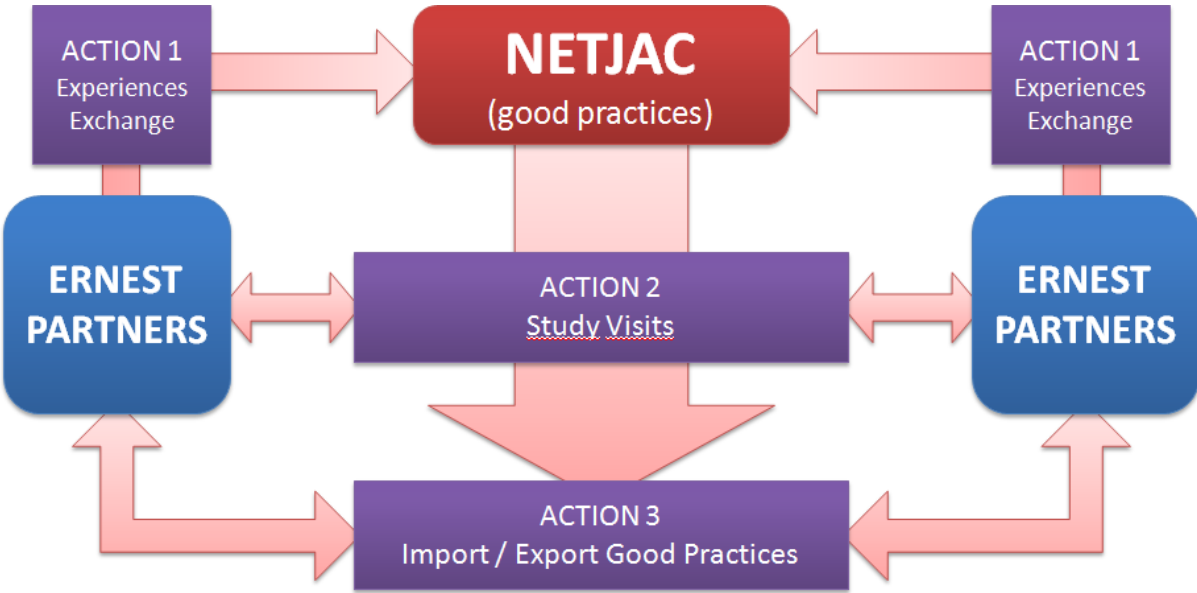
So far:

**19 good practices** obtained  These good practices referred to: at least 2 World Tourism Organisation objectives for each of the 3 pillars (social, economy, environment) AND at least 1 ERANET theme.
























































































**9 good practices** obtained  These good practices referred to: at least 1 World Tourism Organisation objectives for each of the 3 pillars (social, economy, environment) AND at least 1 ERANET theme.



**28 good practices** obtained 

All the good practices have visibility through the ERNEST, NETJAC and NECSTouR websites, by means of a search engine.



## ➤ Summary table on good practices/partners

ERNEST partners	Number of good practices	Name of the good practice
Tuscany	3	<ul style="list-style-type: none"> <li>- Innovation of tourism enterprises - ROP Measure 1.3 E </li> <li>- Tourist Destination Observatories (OTD) Tuscany sustainable and competitive   </li> <li>- Social and environmental certification of Tuscan tourist SMEs - ROP Measure 1.3 C </li> </ul>
CCTD	11	<ul style="list-style-type: none"> <li>- Les Entretiens de Gréoux   </li> <li>- Le Couvent des minimes </li> <li>- Salagon Museum </li> <li>- Eco musée de l'Olivier </li> <li>- Quinson museum  </li> <li>- "Le Moulin du Château" hotel and the label "Hôtels au Naturel"  </li> <li>- The European University of the Flavors &amp; Fragrances  </li> <li>- Bistrots de pays </li> <li>- "Maison des produits de Pays du Verdon" in Allemagne-en-Provence </li> <li>- Vélo loisir en Luberon  </li> <li>- L'Occitane  </li> </ul>
Prefecture of Ilia	4	<ul style="list-style-type: none"> <li>- Thermal Spa Tourism – Kaiafa </li> <li>- Ancient Olympia </li> <li>- The Mercury Estate </li> <li>- Archaeological Museum of Olympia  </li> </ul>
SERDA	3	<ul style="list-style-type: none"> <li>- FORTE: Occupational flexibility - a milestone for a European tourism </li> <li>- Tourism 365 days per year </li> <li>- Danube Delta Eco-tourism Centre   </li> </ul>
Govern des Illes Balears	8	<ul style="list-style-type: none"> <li>- TOUREG. "Research driven duster for tourist sector. Competitiveness &amp; knowledge" </li> <li>- TERRISC "Recovery of terrace landscapes and natural risk prevention". </li> <li>- TIRME: Environmental Technology Park Mallorca  </li> <li>- SUSTEN MECHANISM (SUSTAINABLE TOURISM ENTRENEURSHIP MECHANISM) </li> <li>- REDBIO "An open platform of georeferenced information systems applied to ecotourism" </li> <li>- Agenda Local 21 +10 Calviá </li> <li>- TRIMED "a common tool to reevaluate the Mediterranean trilogy culture" </li> <li>- MOBILMED, Mobility in the Mediterranean Islands and fragile Ecosystems </li> </ul>
NORDA	6	<ul style="list-style-type: none"> <li>- Ipolytarnóc Fossils Nature Conservation Area   </li> <li>- Gömöraszőlős, the sustainable village programme   </li> <li>- Lake tizza eco-centre   </li> <li>- Hollókő world heritage village </li> <li>- Miskolc Tapolca and its Cave Bath and open-air bath </li> <li>- Tokaj wine region </li> </ul>
South West Tourism	7	<ul style="list-style-type: none"> <li>- Low carbon tourism - REAP Tourism Footprinting Tool   </li> <li>- CoaST   </li> <li>- Integrating with quality standards &amp; training   </li> <li>- Partnership with Sub-Regional Destinations   </li> <li>- SW England Tourism 2020 - Future Scenario Planning   </li> <li>- SW England – Action of the year   </li> <li>- SW England – Climate South West Partnership   </li> </ul>
Danish Forest and Nature Agency	6	<ul style="list-style-type: none"> <li>- New National Park Kongernes Nordsjælland, Denmark   </li> <li>- Development project "great cycling experiences"   </li> <li>- Cyclistic.dk – a gateway to cycling experiences   </li> <li>- A carbon-neutral hotel building - Crowne Plaza Copenhagen Towers </li> <li>- Energy tours - Experience Danish Technology Live </li> <li>- Learning Environmental Experiences </li> </ul>

<b>Aquitaine</b>	1	- <u>Ecocamps</u> - Eco-design in buildings, installations and rental accommodations in camp sites 
<b>Emilia Romagna</b>	2	- Green purchasing for tourism-accommodation facilities  - Co-funding Call scheme for ISO – EMAS - EU <u>Ecolabel</u> to improve the environmental performances of tourism facilities 
<b>ASRD Kosice</b>	2	- Granary - Living Museum for Visitors  - Adventure in Underground Kingdom of Slovak <u>Krast</u>   
<b>Veneto</b>		
<b>Visit Wales</b>		
<b><u>Basquetour</u></b>	3	- <u>Geopark</u>    - Salt Valley of <u>Añana</u>    - Interpretation Centre of Maritime Heritage   
<b><u>Generalitat de Catalunya</u></b>		



## ➤ 1-leaf good practice with video support

### Miskolc Tapolca and its Cave Bath and open-air bath

#### **Brief Summary:**

The Cave Bath is situated in the regional centre of north-eastern Hungary, in the resort area of Miskolc called Miskolc-Tapolca. The Bath is well-known for its therapeutic effects since the 16th century. Spring water with a temperature of 30 °C flowing in cave passages is truly unique in Europe. The facility features elements of an entertainment bath, an outdoor swimming pool and a children's swimming pool area. The services of the medicinal compound: hydrotherapy, tangentor, medicinal and refreshing massage, electrotherapy, rheumatologic specialist's consultation, sauna.

#### **Project management:**

Between 1998-2005 the construction of the present bath had been carried out including renovation of the bath building, the cave parts suitable for bathing were enlarged, the sunbathing garden, children's pool and the swimming pool, the replica of the earlier Lake Bath, the therapy building and the sauna park was built and the bathing hall was also finished.

#### **Aims, Objectives and Purposes:**

Miskolc-Tapolca is one of the most attractive tourism destinations in the North Hungary region, due to its unique micro-climate, natural environment and small settlement- and resort-type atmosphere, and last but not least, the Cave-Bath and open-air bath. The main objective is to turn Miskolc-Tapolca into a high quality resort area and a service center for health tourism. The Cave Bath with its immediate vicinity is in the focal point of constant development. The aim is for Miskolc-Tapolca to be able to retain international and national tourists for several days and reduce seasonality effects.

***For more information and to watch the video support, visit : [www.netjac.eu/NORDA-Hungary](http://www.netjac.eu/NORDA-Hungary)***

#### **Name of the promoter :**

Regional Development  
Agency of North Hungary

#### **Progress :**

In progress

#### **Category of good practice :**

Destination

#### **Concerned territory :**

Hungary, Northern  
Hungary, Miskolc Tapolca

#### **Project owner :**

Local authority

#### **Score :**



# Hollókő World Heritage Village

## **Brief Summary:**

The tiny village of Hollókő (in English "Raven-stone") in North Hungary is surrounded by the hills of the Cserhat, and is just about hundred kilometres away from the Hungarian capital, Budapest. The scenery in this area is completely different from the area around Budapest. Hollóko is an unmatched example of the traditional village life, which was typical before the agricultural revolution in the 20th century.

## **Project management:**

The development of the village and the soil can be traced from various documents. In 1782 it was still a typical one-street village. Later, a second street developed to the east of the main street. A plan of 1885 shows the topography was already like that of the present-day plan: the amount of cultivated land had reached its maximum by the mid-19th century and the village could therefore grow no further. Some limited growth started again in 1960 and is now strictly controlled.

## **Aims, Objectives and Purposes:**

Hollókő village has been among the places on the UNESCO's World Heritage List since 1987. This 14,2 ha is part of the Bükk National Park. Hollókő is protected, therefore the residents do not have to worry about losing their special piece of culture and history.

***For more information and to watch the video support, visit : [www.netjac.eu/NORDA-Hungary](http://www.netjac.eu/NORDA-Hungary)***

**Name of the promoter :**  
Regional Development  
Agency of North Hungary

**Progress :**  
In progress

**Category of good practice :**  
Culture

**Concerned territory :**  
Hungary, Northern  
Hungary, Hollókő

**Project owner :**  
Local authority

**Score :**



## Tokaj wine region

### **Brief Summary:**

The vineyards of Tokaj-Hegyalja cover a narrow strip of land extending over the south-eastern and south-western slopes of the Zemplén Mountains. The sites, suitable for first-, and second class grape growing, exceed 7000 hectares, of which no more than 5000 hectares are cultivated today. 28 settlements within a triangle of three mounts, Sátor Hill at Sátoraljaújhely, Sátor Hill at Abaújszántó and Kopasz Hill at Tokaj, belong to the most famous wine region of Hungary. The exceptional makings of Tokaj are attributable to an extraordinarily lucky constellation of things.

### **Project management:**

The Tokaj-Bodrozug Nature Preservation Area watches over the region protected by law within the limits of 4 941 hectares since 1986.

### **Aims, Objectives and Purposes:**

The main aim is to preserve this special site for future generations, by protecting its environment, culture and unique identity.

### **Awards:**

<http://whc.unesco.org/en/list/1063/>

***For more information and to watch the video support, visit :  
[www.netjac.eu/ NORDA-Hungary](http://www.netjac.eu/NORDA-Hungary)***

### **Name of the promoter :**

Regional Development  
Agency of North Hungary

### **Progress :**

In progress

### **Category of good practice :**

Product

### **Concerned territory :**

Hungary, Northern  
Hungary, Tokaj

### **Project owner :**

Private company

### **Score :**



## ➤ 2-leaves good practices with video support

### Quinson Museum

The museum of Prehistory, based in Quinson in Provence, is working for sustainability :

- virtual visits
- reconstruction of a Prehistorical village
- 19 thematic rooms
- archeological sites (cave), garden
- interactive consoles
- first French museum with ISO 9001 certification

Born of the will of the General Council of the Alpes de Haute-Provence to promote the rich local archaeological heritage, the Museum of Prehistory of Verdon Gorge, in the heart of the territory of the Natural reserve of Verdon, opened its doors on April 28th, 2001.

Its missions of preservation and study of the archaeological furniture then the restoration of the searches to the public are served by determinedly modern signed architecture Norman Foster.

#### **The museography**

The most modern multimedia techniques and the hyper-realistic reconstructions give spectacularly life to the exposed collections, essentially the original rooms stemming from excavations led during 1960s by H. de Lumley, J. Courtin and C. Lagrand. Helmets of audioguide and interactive terminals allow, at any age, a visit as much enlightening as playful.

#### **The outdoors**

In Quinson, the Prehistory also declines out of the Museum:

- The Baume bonne: main place of the Provençal archaeology, the cave, perched above Verdon, shelters the testimony of 400 000 years from the life of the people in Haute-Povence.
- The prehistoric village: a set of reconstructions allows getting onto the Prehistory through the evolution of the housing environment. It is in this privileged frame that the scientific and cultural driving forces of the Museum will reveal you the prehistoric techniques of the manufacturing of the fire, the archery and the propeller, the stone pruning...

#### **Awards:**

ISO 9001 Certification  
National Label "Tourisme et handicap"

***For more information and to watch the video support, visit :  
[www.netjac.eu/CCTD-France](http://www.netjac.eu/CCTD-France)***

#### **Name of the promoter :**

Cité de la Culture et du  
Tourisme Durable

#### **Progress :**

In progress

#### **Category of good practice :**

Culture

#### **Concerned territory :**

France, PACA

#### **Score :**



# TIRME: Environmental Technology Park Mallorca

## Brief Summary:

The Environmental Technologies Park of Mallorca is a worldwide referent point regarding waste management. The waste management system, symbolized with the concept of “zero dumping” is an environmentally-advanced, socially-accepted and economically-viable project. For an island such as Mallorca, which makes it’s living from tourism and therefore from its landscape and territory, having a model of waste management based on zero dumping is by no means a whim; it is almost obligatory.

## Project management:

The TIRME project, which was founded in 1992 with adjudication of the concession of the public service for the management of urban waste in Majorca for the Council of Mallorca, has evolved in accordance with the needs of the Majorcan society, established by the three waste plans which have been fixed by the guidelines for the model of urban and assumable waste management in the island.

### REPRESENTATION OF THE SHAREHOLDING IN TIRME:

ENEL GREEN POWER has a representation of a 40%

URBASER has a representation of a 20%

IBERDROLA has a representation of a 20%

FCC has a representation of a 20%

## Aims, Objectives and Purposes:

- To establish a policy and a sustainable strategy for the management of urban and similar waste that guarantees increased quality of life for the citizens of Mallorca, through optimum environmental treatment of waste in terms of efficiency and costs.
- To serve as a model for action on a local, national and international level in the application of the ‘6 Rs’ policy (4+2): Reduce, Reutilise, Recycle, Recover + Re-educate and social rehabilitation.
- To enhance the quality image of Majorca and boost its tourism markets through environmental protection, based on responsible management of waste.

## Awards:

CAEB awards (Confederation of Balearic Business Associations). Good environmental practices (2000)

Finalist for most innovative company. Balearic Government (2006)

European business. Best company of the Balearic Islands

Awards ISR (Institute for Sustainable Resources). 2003

Siurell de Plata de Ultima Hora. Best Business Initiative. 2003

Chamber of Commerce, Industry and Navigation of Mallorca, Ibiza and Formentera. Award for environmental management company

***For more information and to watch the video support, visit : [www.netjac.eu/ Balearic Isles-Spain](http://www.netjac.eu/Balearic%20Isles-Spain)***

### Name of the promoter :

Balearic Isles

### Progress :

In progress

### Category of good practice :

Product

### Concerned territory :

Spain, Balearic Isles

### Indicator :

No

### Score :



## ➤ 3-leaves good practices with video support

### Salt Valley of Añana

#### **Brief Summary:**

The Master Plan for the restoration of the site incorporates different dimensions of intervention. However it always keeps in mind that the final objective is the valuing of the site and its recovery from the recent abandonment situation.

The interest generated on the citizenship has fostered the compatibleness of restoration works with the study of salt.

On the other hand, many spectacles are designed involving citizens, taking advantage of the acoustic conditions of the valley.

Finally, the creation of a Salty Spa helps on the process of improving the opinion of the citizens of the site

#### **Project management:**

The Foundation of the Salt Valley of Añana is a non for profit organization. This foundation was created by the joint effort of its founding patrons the Provincial Council of Álava, the City Council of Añana and Gatzaga, the Society of Salt workers. From that moment on, many other public and private entities have become strategic collaborators, such as Ura - Basque Agency of Water, the Department of Industry, Innovación, Trade and Tourism of the Basque Government, the Department of Culture of the Basque Government and Caja Vital Kutxa, among others.

#### **Aims, Objectives and Purposes:**

The Master Plan aims primarily at diagnosing the problems that have caused the ruin of the place and identifying the optimal way of recovering it from the oblivion of the past forty years. Thus, the activities implemented during the ongoing project impel the preservation, conservation, care, rational use, diffusion and guarantee of the survival of the saltworks for future generations. Consequently, apart from obvious natural, cultural and even economic benefits, the preservation of the site has a primary social component.

***For more information and to watch the video support, visit : [www.netjac.eu/ BASQUETOUR-Spain](http://www.netjac.eu/BASQUETOUR-Spain)***

#### **Name of the promoter :**

Basquetour

#### **Progress :**

In progress

#### **Category of good practice :**

Destination

#### **Concerned territory :**

Spain, Basque country, Añana

#### **Indicator :**

Yes

#### **Score :**



# Interpretation Centre of Maritime Heritage

## Brief Summary:

For the revaluation of heritage, natural and cultural resources in the municipality. These reinforce the local identity and provide the opportunity to learn elements linked to the history of Lekeitio, with a high educational value, and whose start value has a double target: 1) tourists or visitors interested in knowing marine culture and experience 2) citizens of that municipality. The project comprises three dimensions:

a) Cultural and heritage restoration ; b) Social; c) Economic

Through the intervention of the dif. elements, Lekeitio may maintain infrastructures with great historical value.

## Project management:

The development of the project is being carried out by the council, with technical and political support of the local corporation, always seeking consensus and citizen involvement, because it is a project with an important social dimension, since the start value of equity requires the participation of all actors.

## Aims, Objectives and Purposes:

The development of the project is being carried out by the council, with technical and political support of the local corporation, always seeking consensus and citizen involvement, because it is a project with an important social dimension, since the start value of equity requires the participation of all actors.

## Awards:

Royal Destination Award 2007 for Sustainable Tourism in Europe

Hemendik Sariak 2009 - Economic Development Award. Deia newspaper.

***For more information and to watch the video support, visit : [www.netjac.eu/BASQUETOUR-Spain](http://www.netjac.eu/BASQUETOUR-Spain)***

### Name of the promoter :

Basquetour

### Progress :

In progress

### Category of good practice :

Destination

### Concerned territory :

Spain, Basque country, Lekeitio

### Indicator :

Yes

### Score :



# Adventure in Underground Kingdom of Slovak Krast

## Brief Summary:

Project of Krasnohorska Cave offers to visitors new way of experience. For one time they became discoverer, speleologist or geologist during they are exploring underground kingdom of Slovak Krast. Tour through cave is accessible for visitors by built up tourist route and it is not lit. Therefore, tour is possible only with guide as small group equipped with caving suites, helmets and headlights. Visitors will pass 450 m long route built up by using wooden footbridges lying above cave stream, climb several ladders and cross rope traverses hanging above lakes. It's real unusual adrenaline tour.

## Project management:

Cavers reached open cave underground on July 18, 1964 after decreasing the water level in the resurgence by 2 m. Responsibility of the project is on Cave guide service, located in Krasnohorska Dlha Luka.

## Aims, Objectives and Purposes:

To development of Sustainable Tourism in Natural Park Slovak Krast areas.

## Awards:

registered in The World Heritage List (UNESCO)

***For more information and to watch the video support, visit :***  
***[www.netjac.eu/ASRD-Slovakia](http://www.netjac.eu/ASRD-Slovakia)***

## Name of the promoter :

Agency for the Support of  
Regional Development

## Progress :

In progress

## Category of good practice :

Destination

## Concerned territory :

Slovakia, Košice, Rožnava

## Indicator :

No

## Score :





# Danube Delta Eco-tourism Centre

## **Brief Summary:**

Located in the South-East Region of Romania, in Tulcea city, the Danube Delta Eco-Tourism Centre is the gateway from Europe in the Danube Delta presenting specific elements of the Danube Delta which are unique in the world. The Eco-Tourism Centre has the role to promote the eco-tourism development in the Danube Delta of Romania, the only alternative for a sustainable development of protected natural areas. Moreover, the Centre's mission is to raise awareness of the local stakeholders and tourists on regional identity of the Danube Delta.

## **Project management:**

The Centre was founded within a cross-border project implemented with the support of the Tulcea County Council and the Eco-Museum Research Institute Tulcea and financed by the Neighbourhood Programme Romania-Ukraine 2004-2006, priority axis "Promoting Local Socio – Economic Development", measure "Expand and strengthen tourism".

The Centre was opened in April 2009.

## **Aims, Objectives and Purposes:**

The Centre was established with the aim to develop cross border cooperation, to promote the natural, social and cultural heritage in Danube Delta tourism destination. The Centre's purpose is to inform and train the local population and the tourists on the existent natural and social-cultural patrimony in the Danube Delta Biosphere Reservation for increasing their interest and love for nature and to create a more attractive way to educate the children and young people in the field of environment protection.

## **Learning: experience, benefit, challenges/problems**

The project was a good opportunity for the project partners to exchange experiences and transfer the know-how in eco-tourism development. One of the project challenges was to mobilize the key actors in order to contribute to the project implementation. Dissemination and promotion actions were undertaken for having a good visibility of the project at european level: gastronomical brochures (5000 copies); documentary movie; posters (1000 copies); postal cards (16.000 copies); presentation CDs (400 copies); creation of the web page dedicated to this project: <http://3d-Centre.ro/>.

***For more information and to watch the video support, visit : [www.netjac.eu/SERDA-Romania](http://www.netjac.eu/SERDA-Romania)***

### **Name of the promoter :**

South East Romania  
Development Agency

### **Progress :**

Completed

### **Category of good practice :**

Product

### **Concerned territory :**

Romania, South-East  
Development Region, Tulcea

### **Indicator :**

No

### **Score :**

