

European Destinations of Excellence- Best Emerging Rural Tourism Destination

Eligibility Criteria

The objective of the EUs Destinations of Excellence project “*is to draw attention to the value, diversity and shared characteristics of European tourist destinations and to promote destinations where the economic growth objective is pursued in such a way as to ensure the social, cultural and environmental sustainability of tourism.*”

The 2007 theme of the project is *Best Emerging Rural Tourism Destination*. Interested regions are invited to submit their applications for this award, which will be judged by a committee of experts in Cyprus, and validated by the European Commission.

The Cyprus Tourism Organisation has developed the following Eligibility Criteria as a guide for regions interested in participating in this event.

1. The Destination / Region

A “tourist destination” is a coherent geographic region with an identifiable cultural, environmental and social heritage which has been presented and interpreted in a methodic way. Implicit in this definition is that a tourist will live in the destination during his or her stay in Cyprus, for at least part of the time. Furthermore, this destination should be accessible to day visits and excursions.

In line with national policy, the destination is located in an eligible rural region of the Republic of Cyprus, as specified by the Structural Funds Programmes, Objective 2. Please refer to the complete list of eligible regions in Annex I.

The destination does not have to be within a single administrative area (see Section 2, below), but may span multiple *koinotites* or villages, providing there is a coherent theme connecting the wider area. This theme may have two elements, although applicants are invited to define their own theme:

- A **geographic theme**, e.g. “The North Valley”
- An **product-related theme**, e.g. “The Wine Villages of Cyprus”

In the case of a product theme, the applicants should bear in mind that the destination must have a geographic indication, and that the award will be given in the name of a region, e.g. *Best Emerging Rural Destination Cyprus – North Valley*.

The destination must possess tourism infrastructure and attractions which are of interest to potential international and Cypriot visitors. Examples of these include:

- A diverse accommodation base, including licensed hotels and agrotourism houses;
- Well-preserved traditional architecture;
- Man-made sites of historic interest, such as monasteries, fortifications, etc.;
- Environmental sites, such as forests, waterfalls, caves, nature trails, etc.;
- Traditional restaurants or tavernas serving authentic Cypriot cuisine;

- Artisans, tradespeople, or shops which demonstrate traditional arts and crafts, and illuminate rural traditions;
- Athletic and cultural events, festivals, conferences
- Traditional agricultural professions, such as wineries, beekeepers, cheese-making, etc.;

Priority will be given to applicants who have a wide range of different attractions and infrastructure, providing a number of options for visitors.

2. The Applicant Organisation

All applications for the *Best Emerging Rural Tourism Destination – Cyprus* award must be a legally-defined body which is located in one of the eligible regions. These include:

- A commune (*koinotita*) or municipality located in the eligible regions;
- A non-governmental organisation (NGO), registered according to Cypriot law;
- A duly-recognised group, such as the Local Action Groups established for the EU LEADER programme, or the *periohes* established for the CTO rural development programme;
- A private company, acting on behalf of a nominated region.

Evidence of legal definition is, in case of NGOs or companies, statutes of association (*katastatiko*).

In exceptional circumstances, and only with the prior approval of CTO, an organisation not headquartered in the eligible region could act as an applicant organisation. Such cases could include recognised, accredited organisations such as museums, regional associations, NGOs, or other interest groups, which may be based in a city, but which may represent an eligible region.

Applicants may include groups of organisations working together. In this case, the group must nominate a single lead organisation, who will act as the counterpart to the CTO for the purposes of this project.

In each case, the applicant must act on behalf of a wider group of stakeholders. The *Best Emerging Rural Destinations Award* cannot be directly used for the individual commercial gain of a private company, e.g. a hotel.

Priority will be given to applicants who have prior experience in organising development partnerships under the Structural Funds, LIFE, Natura, LEADER, Europa Nostra, or other national, EU, UN or other international initiatives.

3. Applicant Managerial Capacity

The award “*Best Emerging Rural Destination Cyprus*” will create a significant marketing impact within Cyprus and internationally, resulting in tourists and other visitors. For this reason, it is essential that the applicant to possess sufficient managerial capacity to benefit from the award and manage the ensuing development.

The following criteria are considered necessary for participation:

- ✓ The support of multiple local stakeholders dedicated to a common objective of local, sustainable tourism development. Such stakeholders should include entrepreneurs, local officials, community groups and other people with a direct stake in development.
- ✓ The presence of at least one permanent staff member or coordinator, based in the region, who can lead the process of tourism development. This person should speak Greek and at least one foreign language, preferably English.
- ✓ Possession of an equipped office, with a PC, printer, email connection and other facilities necessary to work with tour operators, travel agents, hotels and other intermediaries.
- ✓ Evidence of prior project activities in the field of tourism development, heritage development or similar initiatives.
- ✓ A diverse accommodation base, enabling tourists to find and rent accommodation of different types (e.g. licensed hotels, agrotourism houses, villas, other) either directly or through intermediaries such as travel agents, tour operators or online accommodation sites.

Each applicant will be asked to describe their long-term plan for sustainable tourism development.

ELIGIBILITY CHECKLIST

- Applicant is recognised local authority or legal organisation (NGO) based in one of the eligible regions of Cyprus
- Applicant represents a clearly-defined, geographically-coherent tourist region
- Applicant includes a partnership of different stakeholders and organisations
- Applicant has appointed a single organisation as lead partner
- Region has sufficient tourism infrastructure and attractions
- Region has sufficient accommodation infrastructure: at least 100 rooms
- Applicant has prior experience in managing tourism, rural or other development
- Applicant has at least one permanent staff member
- Applicant has suitable office facilities and infrastructure

Annex I: List of Eligible Regions

ΠΑΡΑΡΤΗΜΑ 2: ΚΑΤΑΛΟΓΟΣ ΕΠΙΛΕΞΙΜΩΝ ΔΗΜΩΝ & ΚΟΙΝΟΤΗΤΩΝ ΣΤΑ ΠΛΑΙΣΙΑ ΤΟΥ ΣΤΟΧΟΥ 2**Αγροτική Περιοχή (1)****Επαρχία Λευκωσίας**

Αγία Βαρβάρα (1103)
 Αγία Ειρήνη (1402)
 Αγία Μαρίνα (1324)
 Άγιοι Ηλιόφωτοι (1325)
 Άγιος Γεώργιος Καυκάλλου (1321)
 Άγιος Επιφάνιος Ορεινής (1206)
 Άγιος Επιφάνιος Σολέας (1414)
 Άγιος Θεόδωρος Σολέας (1405)
 Άγιος Θεόδωρος Τηλλυρίας (1462)
 Άγιος Ιωάννης (1211)
 Αγροκητιά (1212)
 Ακάκι (1360)
 Αλεύγα (1459)
 Αληθινού (1308)
 Άλωνα (1302)
 Ανάγεια (1231)
 Αναλιόντας (1222)
 Απλίκι (1202)
 Αρεδιού (1210)
 Ασκάς (1301)
 Αστρομερίτης (1362)
 Βυζακιά (1323)
 Γαλάτα (1406)
 Γερακιές (1425)
 Γούρρη (1204)
 Δένεια (1242)
 Επισκοπειό (1228)
 Εργάτες (1230)
 Ευρύχου (1411)
 Κακοπετριά (1404)

Καλιάνα (1408)
 Καλό Χωριό (1207)
 Καλοπαναγιώτης (1424)
 Καμπί (1200)
 Καμπιά (1223)
 Κάμπτος (1427)
 Καννάβια (1403)
 Καπέδες (1220)
 Καταλιόντας (1221)
 Κατύδατα (1416)
 Κάτω Κουτραφάς (1329)
 Κάτω Μονή (1326)
 Κάτω Πύργος (1457)
 Κλήρου (1209)
 Κοράκου (1410)
 Κοτσιάτης (1104)
 Λαγουδερά (1305)
 Λαζαριάς (1203)
 Ληνού (1415)
 Λιβάδια (1307)
 Λυθροδόνας (1109)
 Μαθιάτης (1101)
 Μαλούντα (1208)
 Μάμμαρη (1244)
 Μαργί (1224)
 Μένικο (1368)
 Μιτσερό (1213)
 Μουτουλλάς (1422)
 Μυλικούρι (1421)
 Νικητάρι (1322)
 Ξυλιάτος (1320)
 Οίκος (1423)
 Ορούντα (1327)

Παλαιχώρι
 Μόρφου (1300)
 Παλαιχώρι
 Ορεινής (1310)
 Πάνω
 Κουτραφάς (1328)
 Πάνω Πύργος (1456)
 Παχύαμμος (1461)
 Πεδουλάς (1420)
 Πέρα Ορεινής (1227)
 Περιστερώνα (1361)
 Πηγένια (1460)
 Πλατανιστάσα (1309)
 Πολιτικό (1226)
 Πολύστιπος (1304)
 Ποτάμι (1330)
 Σαράντι (1306)
 Σελλάδι του Άππη (1458)
 Σιά (1100)
 Σινάσρος (1407)
 Σκουριώτισσα (1417)
 Σπήλια (1400)
 Τεμβριά (1409)
 Τσακίστρα (1426)
 Τσέρι (1225)
 Φαρμακάς (1201)
 Φικάρδου (1205)
 Φλάσου (1412)
 Φρόδισια (1465)
 Φτερικούδι (1303)
 Ψιμολόφου (1229)

Επαρχία Λάρνακας

Αγγλισίδες (4127)
 Άγιοι Βαβασινιάς (4318)
 Άγιος Θεόδωρος (4307)
 Αλαμινός (4121)
 Αλεθρικό (4125)
 Αναφωτίδα (4122)
 Βαβασινιά (4319)
 Βάβλα (4313)
 Δελίκηπος (4216)
 Ζύγι (4300)

Καλαβασός (4302)
 Κάτω Δρυς (4312)
 Κάτω Λεύκαρα (4310)
 Κλαυδιά (4126)
 Κόρνος (4215)
 Κοφίνου (4309)
 Λάγεια (4314)
 Μαρί (4301)
 Μαρώνι (4306)
 Μελίνη (4316)

Μενόγεια (4128)
 Οδού (4317)
 Ορά (4315)
 Πάνω Λεύκαρα (4311)
 Πυργά (4214)
 Σκαρίνου (4308)
 Τόχνη (4303)
 Χοιροκατία (4304)
 Ψεματισμένος (4305)

Επαρχία Λεμεσού

Άγιος Αμβρόσιος (5305)
 Άγιος Γεώργιος (5310)
 Άγιος Δημήτριος (5340)

Άγιος Θεόδωρος (5360)
 Άγιος Θεράπων (5306)
 Άγιος Θωμάς (5224)

Άγιος Ιωάννης (5361)
 Άγιος Κωνσταντίνος (5143)
 Άγιος Μάμας (5316)

Άγιος Παύλος (5142)
 Αγρίδια (5367)
 Αγρός (5366)
 Ακαπνού (5137)
 Ακρούντα (5123)
 Άλασσα (5302)
 Αλέκτορα (5225)
 Ανώγυρα (5226)
 Απεσιά (5107)
 Αρακαπάς (5141)
 Αρμενοχώρι (5121)
 Άρσος (5322)
 Ασγάτα (5130)
 Αυδήμου (5222)
 Αψιού (5106)
 Βάσα Κελλακίου (5131)
 Βάσα Κοιλανίου (5325)
 Βίκλα (5135)
 Βουνί (5322)
 Γεράσα (5105)
 Γερόβασα (5321)
 Διερώνα (5140)
 Δύμες (5364)
 Δωρά (5320)
 Δωρός (5311)
 Επισκοπή (5212)
 Επταγώνεια (5138)
 Ερήμη (5211)
 Ζωοπηγή (5147)

Επαρχία Πάφου

Αγ. Μαρίνα Πάφου (6221)
 Αγ. Μαρίνα
 Χρυσοχούς (6365)
 Άγιος Γεώργιος (6205)
 Άγιος Δημητριανός (6301)
 Άγιος Ισιδώρος (6369)
 Άγιος Ιωάννης (6219)
 Άγιος Νικόλαος (6218)
 Ακουρός (6130)
 Αμαργέτη (6220)
 Αναδιού (6311)
 Αναρίτα (6107)
 Ανδρολίκου (6355)
 Αξύλου (6115)
 Αργάκα (6363)
 Αρμίνου (6217)
 Άρμου (6111)
 Ασπρογιά (6231)
 Βρέτσια (6226)
 Γαλαταριά (6224)
 Γιαλιά (6364)
 Γιόλου (6331)
 Γουδί (6345)
 Δρούσεια (6353)
 Δρύμου (6308)
 Ελεδιό (6116)
 Επισκοπή (6112)

Καλό Χωριό (5146)
 Καμινάρια (5343)
 Καντού (5213)
 Καπηλειό (5110)
 Κάτω Αμίαντος (5354)
 Κάτω Κιβίδες (5303)
 Κάτω Μύλος (5362)
 Κάτω Πλάτρες (5350)
 Κελλάκι (5136)
 Κισσούσα (5323)
 Κλωνάρι (5134)
 Κοιλάνι (5331)
 Κολόσσι (5210)
 Κορφή (5108)
 Κουκά (5317)
 Κυπερούντα (5369)
 Λάνεια (5312)
 Λεμίθου (5345)
 Λιμνάτης (5109)
 Λουβαράς (5145)
 Λόφου (5307)
 Μαθικολώνη (5104)
 Μαλιά (5324)
 Μανδριά (5328)
 Μονάγρι (5314)
 Μονιάτης (5318)
 Όμοδος (5330)
 Παλαιόμυλος (5341)
 Παλόδεια (5100)

Ευρέτου (6313)
 Ζαχαριά (6317)
 Θελέτρα (6330)
 Θρίνια (Δρίνια) (6303)
 Ίνεια (6352)
 Κάθικας (6132)
 Καλλέπεια (6124)
 Κανναβιού (6302)
 Καραμούλληδες (6340)
 Κάτω Ακουρδάλεια (6334)
 Κάτω Αρόδες (6350)
 Κέδαρες (6213)
 Κελοκέδαρα (6210)
 Κυνούσα (6361)
 Κιδάσι (6212)
 Κιός (6316)
 Κοιλίνεια (6225)
 Κούκλια (6100)
 Κούρδακα (6127)
 Κρίτου Μαρόττου (6305)
 Κρίτου Τέρα (6336)
 Λαπηθιού (6228)
 Λάσα (6307)
 Λεμώνα (6128)
 Λετύμβου (6125)
 Λιβάδι (6370)
 Λουκρούνου (6339)

Πάνω Αμίαντος (5353)
 Πάνω Κιβίδες (5304)
 Πάνω Πλάτρες (5351)
 Παραμάλι (5221)
 Παραμύθα (5101)
 Πάχνα (5308)
 Πελένδρι (5365)
 Πεντάκωμο (5126)
 Πέρα Πεδί (5327)
 Πισσούρι (5227)
 Πλατανίστεια (5223)
 Ποταμιού (5329)
 Ποταμίτσια (5363)
 Πραστιό Αυδήμου (5220)
 Πραστιό Κελλακίου (5133)
 Πρόδρομος (5342)
 Σανίδα (5132)
 Σιλίκου (5313)
 Σούνι – Ζανακιά (5300)
 Σπιτάλι (5102)
 Συκόπετρα (5144)
 Σωτήρα (5214)
 Τρεις Ελιές (5344)
 Τριμήκληνη (5315)
 Φασούλα (5103)
 Φοινί (5352)
 Φοινικαριά (5122)
 Χανδριά (5368)

Λυσός (6320)
 Μακούντα (6362)
 Μαμουντάλη (6229)
 Μαμώνια (6204)
 Μανδριά (6101)
 Μάρωνας (6203)
 Μελάδεια (6318)
 Μελάνδρα (6319)
 Μέσανα (6214)
 Μηλιά (6304)
 Μηλιού (6333)
 Μούσερε (6202)
 Νατά (6113)
 Νέα Δήματα (6366)
 Νέο Χωριό (6344)
 Νικόκλεια (6102)
 Πάνω Ακουρδάλεια (6332)
 Πάνω Αρόδες (6351)
 Πάνω Αρχιμανδρίτα (6200)
 Πάνω Παναγιά (6230)
 Πέγεια (6133)
 Πελαθούσα (6360)
 Πενταλιά (6222)
 Περιστερώνα (6321)
 Πιταργού (6126)
 Πολέμι (6123)
 Πόλις Χρυσοχούς (6343)

Πομός (6367)
 Πραιτώρι (6215)
 Πραστιό (6207)
 Σαλαμιού (6211)
 Σαραμά (6312)
 Σίμου (6310)
 Σκούλλη (6337)
 Σουσκίου (6103)
 Στατός-ΆγιοςΦώπιος(6227)
 Σταυροκόννου (6206)

Στενή (6368)
 Στρουμπί (6122)
 Τέρα (6335)
 Τραχυπέδουλα (6208)
 Τριμιθούσα (6314)
 Τσάδα (6120)
 Φάλεια (6223)
 Φάσλι (6354)
 Φασούλα (6201)
 Φιλούσα (6216)

Φιλούσα (Χρυσοχούς) (6315)
 Φοίνικας (6108)
 Φύτη (6306)
 Χολέτρια (6114)
 Χόλη (6338)
 Χούλου (6129)
 Χρυσοχού (6341)
 Ψάθι (6300)

Αγροτική Περιοχή (2)

Επαρχία Λευκωσίας

Άγιος Σωζόμενος (1121)
 Αλάμπρα (1102)
 Δάλι (1107)
 Λύμπια (1108)
 Νήσου (1105)
 Πέρα Χωριό (1106)
 Ποταμιά (1120)

Επαρχία Αμμοχώστου

Αυγόρου (3110)
 Αχερίτου (3114)
 Άχνα (3111)
 Δερύνεια (3102)
 Λιοπέτρι (3104)
 Σωτήρα (3103)
 Φρέναρος (3105)

Επαρχία Λάρνακας

Αβδελλερό (4103)
 Αγία Άννα (4211)
 Αθιένου (4202)
 Κελλιά (4100)
 Κόχη (4217)
 Μοσφιλωτή (4212)
 Ξυλοτύμβου (4105)
 Ξυλοφάγου (4107)
 Ορμίδεια (4106)
 Πετροφάνι (4201)
 Πύλα (4104)
 Τρούλλοι (4101)
 Ψευδάς(4213)

* Κωδικοί αριθμοί Στατιστικής
 Υπηρεσίας