



CTO announces the Cyprus EDEN Competition for the selection of the Best Destination on the theme “Tourism and Local Intangible Heritage” within the framework of the European Program “European Destinations of Excellence - EDEN”

The Cyprus Tourism Organisation announces a National Competition for the selection of the Best Destination on the theme **“Tourism and Local Intangible Heritage”**.

The Cyprus Competition is a result of CTO’s initiative to participate in the European Program **“European Destinations of Excellence - EDEN”** which is co-financed by the European Commission – Tourism Unit. A total of 18 EU member states and 2 candidate countries participate in the program, and each one will select its own winning destination.

The aim of this initiative 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.

Intangible heritage refers to practices, representations, expressions, as well as knowledge and skills, which communities, groups and individuals recognise as part of their cultural heritage. These elements provide communities with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity that are part of European civilization.

CTO encourages interested applicants to submit their candidatures and has already set up a Help Desk Service [tel 99.877092, 99.943238, 22-375472 email: info@enoros.com.cy]. All application forms and other relevant information is available on the project’s website www.cyprus-eden.com. All applications must be submitted at CTO headquarter offices in Nicosia [19 Limassol Avenue] the latest by Thursday 10th May 2008 at 12.00 noon.

In order to better inform potential candidates for the Cyprus EDEN National Competition, CTO is organizing an information seminar on Friday 28th March 2008 in Nicosia [CTO Training Center at 10:00-12:00].

The winning “Tourism and Local Intangible Heritage Destination” will be included in the select group of European destinations of excellence and will be featured in a pan-European tourism promotion campaign. It will also be presented during the European Tourism Forum 2008. All EDEN candidacies will be promoted on the Cyprus EDEN website and a brochure will be published for the winning destination.

For further information on the EDEN program, please contact :

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