

# Vital Villages

CATALOGUE OF RESPONSIBLE TOURISM PRODUCTS AND SERVICES



# Listen to the Voice of Villages

Listen to the Voice of Villages is an European project supported by the European Union and the European Regional Development Fund (ERDF), which unites nine partners from six Central-European countries. The aim is to promote the competitiveness in rural villages in Europe, improving their economic performance and enhancing their natural, cultural and local craft resources. A mid-term goal of the project is to create the international association "Vital Villages". Through the association tourists will be able to discover these territories and visit them in a sustainable way.

The project idea was based on the analysis of the content typical for many Central European areas: marginalisation (of a geographical, economic, social and cultural nature), depopulation and demographic changes due to the progressive ageing of the local population, along with the serious lack and inadequacy of an area development policy. For several years rural areas have suffered from major difficulties and problems in terms of competitiveness, attractiveness and unemployment. On the other hand, the areas concerned have enormous natural, cultural and historical assets and a wealth of local crafts. These resources, if properly exploited, could become the real economic driving force for these areas.

The main goal and priority of the project is to increase the competitiveness and attractiveness of these rural marginal areas, which have unexploited touristic potential, through the setting up and implementation of new governance tools. With the drawing up of new pilot projects within the sector of sustainable tourism the project targets on a long-term perspective for the envisaged regions. The most important project activities are based on the drafting of a new scheme for governance of these territories, testing this model through the use of pilot projects and capitalising on the results and output achieved. This capitalisation will be carried out by establishing the "Vital Villages" Association, a transnational organization, and by organizing training activities involving exchange of the best practice.

In this catalogue we would like to present responsible tourism products related to partner's territories in Italy, Slovenia, Austria, Germany, Czech Republic and Poland. Most of them represent also pilot projects like guided tours, workshops, educational trails, "packages" and events.

## Vital Village Association

The Vital Village Association has been created by the partners of Listen to the Voice of Villages project in order to guarantee a prosecution of the network established and to give to the pilot areas involved a durable and sustainable structure for their project continuation. Furthermore, marginal area with similar feature of the members and oriented to the same topics, are welcome to join the association. The initial objectives of the VVa are:

- establishing a network in order to concretely promote local and international cooperation;
- developing issues related to local development through tourism in the areas of the project partners and other potential partners;
- becoming a research and monitoring centre with relation to sustainable tourism;
- working in the field of capacity building for private and public management;
- supporting members to increase their project capability to get European funding and to develop a lobbying strategy at national and international level.

The Association will assist with the establishment and development of DMOs (destination management organisations) in the various areas belonging to the project partnership and of any future partners, by providing scientific consultancy managed by University of Trento, eTourism Research Group.

Support from the Association will be directed at the creation of tourist products responding to market demand and the principles of sustainability drawn up by the University of Natural Resources and Applied Life Science (Austria), within the context of the Listen to the Voice of Villages project, with the scope of encouraging local development.

# Map of Central Europe with highlighted Project Partners seats



- PP 1 / LP Autonomous Province of Trento (I)
- PP 2 University of Trento (I)
- PP 3 Development Centre Litija (SI)
- PP 4 Bohemian Switzerland, public benefit corporation, Krásna Lípa (CZ)
- PP 5 Marshals's Office of Opolskie Voivodeship, Opole (PL)
- PP 6 Regional Authority of Ústí Region, Ústí (CZ)
- PP 7 Local Development Agency Langhe Monferrato Roero, Asti (I)
- PP 8 District Office Forchheim (D)
- PP 9 University of Natural Resources and Applied Life Sciences, Wien (AU)

# Rural experience



ITALY



## Rural Experience in Valle del Chiese

We are in Valle del Chiese, Trentino, where visitors are able to get in touch with an authentic rural atmosphere and unspoiled natural environment. Moreover, experiential workshops offered to guests are a unique opportunity to learn the old traditions of the valley and become – for a while – the actors of the experience. Rio Caino awaits you with an original old forge and its blacksmith, and the old mill powered only by the water. The Rural Experience includes accommodation in a farm or traditional Bed & Breakfast, participation to excursions, and itineraries to discover the hidden part of Valle del Chiese and active involvement in experiential workshops.

## Rural Experience in Valle del Chiese

3 days / 2 nights

### Travel package includes:

- 2 overnights in farm or Bed & Breakfast accommodation
- 1 typical dinner with menu of local products served with wine from Trentino
- 1 experiential workshop “L'albero racconta” to learn about the tradition of wood in Valle del Chiese and Trentino and a guided excursion to the Ethnographic Path of Rio Caino
- 1 guided excursion in Val Daone in the majestic landscape of Adamello mountains
- 1 participation to “Malghe Aperte”, high altitude farm-houses which open their doors to visitors to enjoy the production of milk and local products

Valle del Chiese is the door to Trentino, a rural valley which extends from Storo to Roncone, including spectacular mountain scenario and authentic rural villages.

More information on [www.visitchiese.it](http://www.visitchiese.it)

### Information and booking

Consorzio Turistico Valle del Chiese |  
Fraz. Cologna 99 38085 PIEVE DI BONO TN  
Tel. +39 0465 901217 | fax +39 0465 900334  
info@visitchiese.it | SKYPE: visitchiese.it

# The Mountain tells



ITALY

## Voice of World War I

The Tesino plateau and the valley of Vanoi were witnesses to dramatic events during World War I. LA MONTAGNA RACCONTA allows visitors to hike a network of mountain trails on the Lagorai mountain chain, rich with sites of high historical interest, still clearly visible with evidence of an almost forgotten wartime. With the help of the guidebook “La Montagna Racconta” and the dedicated trails’ signs, visitors may follow a path that is not only physical but also emotional. The testimonies and diaries of soldiers at the frontline during wartime, collected in the guidebook, will project the reader into the past when the beauty of these landscapes was overcome by the cruelty of war.

The Tesino plateau and the valley of Vanoi are located in the northeast part of Trentino. These two territories host the Lagorai mountain chain, the largest in Trentino. The region is characterized by broad forests, wide uncontaminated spaces, and pure crystalline lakes. These places are ideal for hiking and trekking in a pristine environment surrounded by beautiful landscapes.

More information on [www.valsugana.info](http://www.valsugana.info),  
[www.vanoi.it](http://www.vanoi.it) and [www.sanmartino.com](http://www.sanmartino.com)

### A.p.T. Valsugana

Via Dante 10 – 38053 Castello Tesino (TN)  
Tel +39 0461 727730 - Fax +39 0461 593306  
Email: [castellotesino@valsugana.info](mailto:castellotesino@valsugana.info)

### A.p.T. San Martino di Castrozza, Primiero e Vanoi

Canal San Bovo  
P.zza Vittorio Emanuele III, 6 – 38050 Canal San Bovo (TN)  
Tel./Fax +3939 0439 719041  
Email: [booking@sanmartino.com](mailto:booking@sanmartino.com) | SKYPE: smart.comunicazione

## LA MONTAGNA RACCONTA in Tesino

4 days / 3 nights

### Travel package includes:

- 3 overnights in hotel or Bed & Breakfast accommodation
- 1 typical dinner with local products served with wine from regional vineyards
- 1 Nordic walking excursion with instructor
- 2 entrances to the museums of WWI in Borgo Valsugana and Casa Degasperi
- 1 guided excursion on the trail of “La Montagna Racconta” in Lagorai
- Hiking guidebook “La Montagna Racconta” which contains 12 itineraries in Tesino and Vanoi



## LA MONTAGNA RACCONTA in Vanoi

4 days / 3 nights

- 3 overnights in hotel or private apartment
- 1 typical dinner with local products served with wine from regional vineyards
- 1 guided excursion on the trail of “La Montagna Racconta” in Lagorai
- 1 entrance to the museum of World War I of Caoria
- 1 Ticket Ecomuseo for the Caoria museum of World War I
- Hiking guidebook “La Montagna Racconta” which contains 12 itineraries in Tesino and Vanoi



# Vision H<sub>2</sub>O



ITALY

## Experience in the “enchanted valley”

Vision H<sub>2</sub>O is an attempt to create tourism products related to water, giving guests the opportunity to become acquainted with the environment, the culture and people living in the valley. It offers an opportunity to try the warm hospitality of the locals, explore the numerous trails suitable for hiking or biking, taste the local cuisine and discover the multi-faced aspect of the cultural identity of its inhabitants. A rich portfolio of experiences related to the theme of water is aimed at combining this resource with activities and sports to be done freely, following the marked trails, or in a guided tour. During the summer, experiential workshops for children and adults are organized, such as “water and flour”, “water and soap”, and “water and clay”. It will be also possible to participate in some cultural events, and international artistic competitions linked with water and traditions.

## Water emotions in Mòcheni Valley

3 days / 2 nights

- Welcome gift: “The experiential guide of Mòcheni Valley”
- 2 nights accommodation in B&B or hotel with half board
- Guided excursion along the Fersina River and treasure hunt with GPS
- Cooking lesson with traditional local recipes
- 1 entrance ticket for the Pietra Viva Museum
- Didactical laboratory from the “Listen to the Voice of Villages” project

A magical part of Trentino, close to the region’s capital city of Trento, the Mocheni Valley is also known as the “enchanted valley” as coined by the Austrian author Robert Musil. This is a unique place with typical rural landscapes and a peculiar language, traditions and folklore that distinguish this area from the rest of Trentino. A strong identity which you can feel and experience when visiting the valley and getting to know its beautiful alpine environment or attending traditional events such as “the song of the star” during Christmastime.

More information on [www.vallegeimocheni.it](http://www.vallegeimocheni.it) and <http://eventivallegeimocheni.blogspot.com>

### Information and booking

Consorzio delle pro loco valle dei Mòcheni  
 Loc. Pintarei, 75/a 38050 Sant’Orsola Terme (Trento)  
 tel. +39 0461 551440, fax +39 0461 551030  
[info@vallegeimocheni.it](mailto:info@vallegeimocheni.it)

More information on professional services in experiential tourism is provided by:

Lead partner - Autonomous province of Trento  
[listen@provincia.tn.it](mailto:listen@provincia.tn.it)

Project Partner 2  
 University of Trento, Department of Management and Computer Sciences, Via Inama 5 38122 Trento

### Contact:

Fabio Sacco | [fabio.sacco@unitn.it](mailto:fabio.sacco@unitn.it) | +39 0461 282372  
 Stefano Andreotti | [stefano.andreotti@unitn.it](mailto:stefano.andreotti@unitn.it) | +39 0461 282260



# Experiential Tourism



ITALY

## Rural Experiences in Alessandria surroundings

The Alessandria countryside offers our visitors the possibility to discover beautiful landscapes, the magical atmosphere of the historical past that created magnificent castles, abbeys and fortresses, and the deliciousness of forgotten tastes thanks to the rich agricultural tradition. The packages have been prepared as a sort of „back to the future and space” in which the visitor is drawn into the territory and becomes the star.

### Option 1: Breathing the Monferrato Marquisate atmosphere

3 days / 2 nights

#### Travel package includes:

- 2 overnights in farm or Bed & Breakfast accommodation
- 1 cooking experience to learn about the tradition of food in Monferrato area
- 1 guided tour of the ancient medieval church of San Francesco in Cassine and of Santa Giustina Abbey in Sezzadio

- 1 traditional dinner into a typical restaurant, menu of local products served with wines from Piemonte
- 1 guided tour of the Napoleon Museum in Marengo and of the St. Croce Church built by Pope Pio V
- 1 wine experience with visit to a wine cellar and tasting session cared for by the producer

### Option 2: MEDIEVAL EXPERIENCE (first weekend of September) 3 days / 2 nights

#### Travel package includes:

- 2 overnights in farm or Bed & Breakfast accommodation
- 1 guided tour of Santa Giustina Abbey in Sezzadio
- 1 typical ancient dinner in the Medieval Festival of Cassine with special food prepared by a Slow Foods chef
- 2 days entrance to the Medieval Festival of Cassine

Alessandria Countryside has always been a borderland and reflects this vocation even in its conformation landscape at the turn of the plain and the first hills of Monferrato (candidate for UNESCO Heritage List).

#### Information and booking

Orava Travel – Via Torino 30 – 15076 Ovada (Alessandria) - Italy  
 Tel. +39 014381014 Fax +39 0143823107  
 e-mail: [kenneth@oravatrasel.com](mailto:kenneth@oravatrasel.com)  
[www.oravatrasel.com](http://www.oravatrasel.com) / [www.facebook.com/oravatrasel](https://www.facebook.com/oravatrasel)



# Along The Herdsmen's Trails In Velika Planina



SLOVENIA

Under the plateau Velika planina there is valley Kamniška Bistrica, with one of the clearest river in Slovenia. By hike or a cable car you can reach plateau with one of the most well preserved and attractive settlements of herdsmen's huts in Europe. Velika planina is charming every time of the year; especially in summer, when herdsmen drive up the cattle for its summer pasture. This is how Velika planina lives and breathes, preserving its tradition that has been kept for thousands of years. You can visit the Preskar hut that has been transformed into a museum and a chapel dedicated to our Lady of the Snows. On the Zeleni Rob mountain lodge it is possible to taste alpine cheese (optional warm snack).

Upon return to the valley, we suggest to visit Žganjeteka – liquor tasting shop (the first in Slovenia) that offers more than 150 different types of authentic and homemade liquors from different Slovenian regions. Another point of interest is the spring of river Kamniška Bistrica and the valley's most significant natural sight, the gorges of Mali and Veliki Predaselj.

## Along The Herdsmen's Trails In Velika Planina / 1 day visit

### Travel package includes:

- Guided tour by the programme
- Cable car and chairlift
- Cheese tasting (optional warm meal)
- Entrance fee to Preskar museum house
- Liquor tasting
- Visit of cultural heritage of medieval town Kamnik

The captivating charm of Velika Planina lies beyond its specific ethnological and architectural features, as it possesses richness in terms of geology, relief, hydrology, climate, vegetation and history. The area of Velika Planina is Slovenia's largest highland pasture. It is frequently described as the most beautiful Slovenian mountain, offering breathtaking views of the Kamnik- Savinja Alps and the Ljubljana Basin accompanied by a well-preserved herdsmen's heritage. On our trip we will experience unforgettable moments on Velika Planina; together with herdsmen in traditional clothing, we will also taste cheese and discover the natural features of Kamniška Bistrica and medieval town Kamnik.



### More information at [www.kamnik-tourism.si](http://www.kamnik-tourism.si)

#### Information and booking

Agency for the development of tourism and business Kamnik  
Glavni trg 2, 1241 Kamnik, Slovenia  
Tel. +3861 831 82 50 | fax +38601 831 81 92  
info@kamnik-tourism.si

#### More information on professional services in experiential tourism is provided by:

Project Partner 3  
Development Centre Litija  
Kidričeva 1  
1270 Litija, Slovenia

#### Contact:

Gašper Kleč, gasper.klec@razvoj.si, +3861 896 27 10



# The Feeling Of Home In Jablaniška Dolina



SLOVENIA

We will begin our tour in the **Museum of river transport, coal mining and the railway** in Litija. In this unique museum we will learn something about the busy traffic flow that used to prevail on the longest river in Slovenia, the Sava River. A great variety of gravel stones was amassed in a village on the Sava River and is now on display as a **geological collection**. The stones show the geological structure of this area.

Our next stop will be a tasting of excellent cheese. The owner will show us the farm and we will be served home-made cheese and cheese spread, which will also be for sale. Then a coach will take us to the slopes of the Jablaniška Valley. The historical importance of this area derives from the very old churches scattered around its hills and valleys. On a farm known as the **Farm of Memories** (Domačija spominov) we will step into the past. To stretch our legs and to get some fresh air, we will later ascend to the mysterious **archaeological site** called Roven. At the top we will be rewarded with an amazing panoramic view. In a nearby village, organic farmers will offer us **delicacies from the "krušna peč"**, which is a traditional Slovenian bread oven typical for farmhouses. We will quench our thirst with a glass of fine home-made wine. A very special gift for your family back home would be a freshly baked "potica", a traditional Slovenian sweet and home-made bread. After a lively chat on the farm, we will return to the valley, where numerous culturally important hay-racks ("kozolci") that are typical for this country can be seen. We will have a meal in a traditional restaurant.

Do you fancy a walk on **the only wooden pavement in Slovenia**? We will head to a mountain pass where we will see an example of a very successful business in the countryside. The host, who has an extraordinary sense for nature and this area, will take us into the world of wood craftsmanship and gardening. From this spot we will also have a breathtaking view of the Kum Hill or of a sunset over the hills of the Dolenjska region.

## THE FEELING OF HOME IN JABLANIŠKA DOLINA

1 day visit

### Travel package includes:

- Guided tour by the programme
- Food sampling and a meal at the tourist farm
- Entry fees
- Lunch

The Jablaniška dolina Valley and surrounding slopes are home to unspoilt nature and forests rich with wild fruits. In some spots, a magnificent view across a large part of Slovenia opens. Go for a hike across the hills and explore the Jablaniška Dolina Valley on your own or attend an annual hike which takes place every first Saturday in April. A well-marked trail starts in Zgornja Jablanica. Home-made goodies produced at organic farms are not to be missed when in this area.

### More information on [www.srce-slovenije.si](http://www.srce-slovenije.si)

#### Information and booking

Cooperative Jarina for rural development  
Kidričeva cesta 1, 1270 Litija  
Tel. +3861 897 21 04 | fax +3861 896 27 12  
andreja@jarina.si

#### More information on professional services in experiential tourism is provided by:

Project Partner 3  
Development Centre Litija  
Kidričeva 1  
1270 Litija, Slovenia

#### Contact:

Gašper Kleč, gasper.klec@razvoj.si, +3861 896 27 10



# Lords And Charcoal Burners

Travel through a valley of a hundred castles to the geometric centre of Slovenia and from there on to the **land of charcoal**.

We will begin our discovery of the countryside's beauty in the **valley of a hundred castles**, the Moravče Valley, in the **Tuštanj Castle**. This castle has a rich history which reflects in its architectural design. Part of the castle has been turned into a museum which houses some valuable exhibits showing life as it used to be. We will see antique furniture, coffered floors, porcelain, tiled stoves, and much more. The chapel next to the castle is a favourite place for wedding ceremonies today.

We will continue our tour through the Moravče Valley to the **Geometric centre of Slovenia**. A special monument marks this spot. Just a stone's throw away from there is situated a friendly village, famous especially for an archaeological discovery of the **Vače situla**. We will learn what exactly a situla is and what it looks like after a 15 minute walk from St. Andrews Church (Cerkvica sv. Andreja).



Our tour will then lead us along **Sava** and through **Jablaniška Valley** to the **land of charcoal**. On our way we will first have a delicious meal, and then we will set off on foot from Dole pri Litiji to the heart of the land of charcoal where we will learn about the **life and work of charcoal burners**. We will see a large black charcoal kiln and learn how such kilns are built. After seeing the technical heritage of this land our tour will take us through Podkum back home.

## LORDS AND CHARCOAL BURNERS

1 day visit

### Travel package includes:

- Guided tour by the programme
- Sightseeing according to the tour programme
- Entry fees
- Lunch, meal at the charcoal burners

The Land of Charcoal is situated on the plateau of Dole in the eastern part of the heart of the Slovenia Region. The area is famous for charcoal burning, mills and sawmills in the valley of Bistrica, and for skiing. In addition to its rich natural and cultural heritage, the plateau is an ideal starting point for trips to the surrounding areas. Charcoal-burning was brought to this area more than one hundred years ago by Italians. Even today, there are twelve charcoal-burning farms that burn up to 30 charcoal piles at 2000 hectares of forest.

### More information on [www.srce-slovenije.si](http://www.srce-slovenije.si)

#### Information and booking

JARINA, Zadruga za razvoj podeželja, z.o.o.  
Kidričeva cesta 1, 1270 Litija  
Tel. +3861 897 21 04 | fax +38601 831 81 92  
mojca@jarina.si

#### More information on professional services in experiential tourism is provided by:

Project Partner 3  
Development Centre Litija  
Kidričeva 1  
1270 Litija, Slovenia

#### Contact:

Gašper Kleč, gasper.klec@razvoj.si, +3861 896 27 10



# Energy Tourism – The Energy Camp

## ■ An energy experience-oriented program in Southern Burgenland Nature Resort 'Weinidylle'

As part of the EU-funded CENTRAL EUROPE program and the project 'Listen to the Voice of Villages', the University of Natural Resources and Life Sciences in Vienna has developed a three-step concept for promoting awareness for the use of renewable energies. This concept (VISIONe –Vital Solar Innovationenergy) was developed in collaboration with local players (in tourism, regional development, politics, private businesses and education) of the Güssing region (Burgenland), and is based on current developments in the area.

## ■ Renewable Energies are fun and leave room for creativity and exploration!

By developing new tourist programs with a fun, dynamic and experience-based approach to the very recent topic of renewable energies, a new niche in the tourism sector is created: "experience-oriented energy tourism". It integrates itself into the region's long-standing experience and pioneering efforts in implementing renewable sources of energy. The overall emphasis is placed on children and adolescents, but additional attractive programs are planned for adults and families as well. A core issue of the VISIONe concept is the Energy-Camp, a test phase of which was launched successfully on the market in 2011 for the first time. The Energy-Camp can be a first step towards a conscious and long-term efficient way for our society to use energy.

### Energy Camp

3 days / 2 nights or 5 days/4 nights

#### The program includes:

'We supply ourselves with energy' is the motto for participants of the innovative Energy-Camp. They learn, in a playful way, how easy it can be to produce all the necessary energy themselves, particularly with the help of the sun.



ÖSTERREICH



The camps will take place in the community of Moschendorf, southern Burgenland, in the Nature Resort 'Weinidylle' ([www.naturpark.at](http://www.naturpark.at)). Already existing programs in the region, primarily the Nature Park 'Weinidylle' and the European Centre for Renewable Energy in Güssing, are partly adapted and integrated into the programme.

#### Information and booking

[www.energetourismus.at](http://www.energetourismus.at), [www.energycamp.at](http://www.energycamp.at)

#### More information on professional services in energy experience tourism is provided by:

##### Project Partner 9

University of Natural Resources and Applied Life Sciences  
Institute of Landscape Development, Recreation and Conservation Planning  
Department of Landscape, Spatial and Infrastructure Sciences  
University of Natural Resources and Applied Life Sciences  
Peter Jordan-Straße 82  
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##### Contact:

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# Volunteer Tourism: Supporting Fruit Farmers



GERMANY

## Volunteer Tourism: Supporting Fruit Farmers

### You want to...

- ...go on extraordinary holidays in one of the most beautiful holiday destinations in Germany?
- ...clear your mind and do something useful?
- ...experience nature, landscape and agriculture?

### We provide...

- ...an unforgettable holiday adventure
- ...new experiences and contacts
- ...board and lodging for free

### You have...

- ...at least one week time
- ...fun to work together and in the nature
- ...a self-organised arrival
- ...a health insurance and private liability insurance

Living on a farm with the fruit farmer is a very sustainable and environmentally friendly way of tourism. Besides that, you will also do a very reasonable work by helping the fruit farmer and you will be getting to know about the agricultural, economical and technical side of things that concern today's fruit farmers.

You are invited to enjoy the nearby recreation by ample spaces of unspoilt nature and many cultural events. The region is characterised by the unique landscape of Franconian Switzerland: The "lowlands" with their valleys along the rivers Regnitz, Wiesent and Aisch as well as the "uplands" of Franconian Switzerland provide ideal possibilities for leisure, sports and tourism. Europe's largest coherent sweet cherry-growing area, for example, is in the district of Forchheim. Some of our cultural events are, among others, the "Forchheim advent calendar", which is famous beyond the borders of this country and the sports event "Fränkische Schweiz Marathon" every year.

More information on [www.ernteerlebnis-franken.de](http://www.ernteerlebnis-franken.de)

**Further information and booking**  
 District Office Forchheim  
 Department for Economic Development  
 Am Streckerplatz 3  
 91301 Forchheim  
 Tel. +49 91 91 86 1023  
 Fax +49 91 91 86 88 1023  
 Mail: [wirtschaftsfoerderung@lra-fo.de](mailto:wirtschaftsfoerderung@lra-fo.de)



The area of Franconian Switzerland now offers a new attraction for people who want to discover this area in all its variety and beauty: supporting local fruit farmers with their daily work of harvesting, processing, distilling or marketing of fruits on their farms. In return for that support you may enjoy free board and lodging, you will make a unique vacation experience and are able to get in touch with the life of a fruit farmer in rural Franconian Switzerland.

Especially for those who live in bigger cities and who are not familiar with the life in rural areas characterized by agriculture and agricultural products, taking part in the pilot project provides an all new way of tourism and spending their holidays. But this offer also provides a lot of new experiences for those who already were in contact with rural areas: the scenic landscape formed by the geologic formation of the Franconian cuesta, the diverse cultural tradition and the historic heritage of Upper Franconia. You will get to all these impressions together with the fruit farmer and his or her family, therefore you will also learn a lot about real life in the area at first hand and how a fruit farmer is working and living.

# Thematic Path: Route of Half-Timbered Houses



GERMANY

The Route of Half-Timbered Houses enables hikers and bikers to get in touch with local heritage and traditions by guiding along several half-timbered houses in Upper Franconia. The three routes on offer guide through Europe's biggest sweet cherry growing area, past impressive rock formations and by a great number of typical Franconian small restaurants. The guide was developed as a brochure and it does not only list over 30 half-timbered houses of which every single house has its own history, but it also offers these historic developments and circumstances of every single building on site to the reader. Due to practical limitations, the guide can't show every single example of this very special Franconian art of construction in the area, but it enables you to learn a lot about the subject and possibly you can find your very own half-timbered jewel when tracing the paths.

## Three paths are provided by the route:

- The northern trail is guiding around the beautiful "Walberla" hill with a length of about 22 km. It is perfect for hiking and biking. There are seven villages connected on this trail, each with two half-timbered houses.
- The southern trail is about 40 km long and is directed to bikers. On this tour, two houses in each of the nine villages are presented in the booklet.
- The third path is connecting the northern and southern trail (length: 20 km) and provides the possibility to cross the route from one railway station in the north to one railway station in the south. Along the trail, 16 houses in eight villages are presented in the brochure.

## Territory description:

Discover our rural villages in an open, hilly landscape with landmarks such as the prehistoric "Walberla" and "Hetzles" hills with relics of the Celtic era. The typical Franconian half-timbered houses you will experience form the character of the beautiful villages. Regional dishes like sausages, "Schäufele" with dumplings and spicy bread from traditional stone-ovens are served in numerous breweries and beer cellars along the trail. Selected fruit spirits, liqueurs and brandies as well as the delicious "Charlemagner" cider are made from regional fruits. A wide network of hiking and biking trails besides the Route of Half-Timbered Houses can be explored in our region.

More information on [http://www.vgn.de/fachwerkturen\\_2011](http://www.vgn.de/fachwerkturen_2011)

**Contact:**  
 District Office Forchheim  
 Department for Economic Development  
 Am Streckerplatz 3  
 91301 Forchheim  
 Tel. +49 91 91 86 1023  
 Fax +49 91 91 86 88 1023  
 Mail: [wirtschaftsfoerderung@lra-fo.de](mailto:wirtschaftsfoerderung@lra-fo.de)

The Route was created in cooperation with the local transport association VGN. This fact guarantees that getting to the Route, discovering the paths and getting back home is organized in a sustainable and eco-friendly way of transportation and travelling.

**The brochure is free of charge and can be ordered via the contact listed below.**



# Industrial heritage Educational and experience trails

## Traces of Mines

### Ústí Region

Traces of Mines – the product takes the visitor into the areas affected by mining activities in the past; coal is still extracted and energy produced in some of them.

Two study routes are targeted towards educational and experience tourism. Excursions and visits to the selected locations affected by mining show the visitor the mining history and the current status of the area as well as the realized processes of reclamation, recultivation and revitalisation. The study paths cross 32 municipalities where the places of interest are depicted with the area's mining activity and natural heritage taken in mind. The visitor may choose to cover the entire trail or to visit only the part that interests him. The natural sites are available throughout the whole year, although some restrictions might arise due to the weather. Visits to the open pits must be arranged in advance because they are limited by the number of persons and weather conditions are important.

## The visitor chooses the places of interest and the days of stay

Two study routes are included in the package, TUŠIMICE study route and BÍLINA study route. Both routes involve visits to the museums, excursions to the mines, sightseeing of the recultivated areas and natural sites, a visit to the eco-farm, and an interactive excursion in the Ledvice power plant together with a 3D film production. The visitor can also take advantage of sightseeing flights, and the route may be covered on bicycle or on foot along hiking paths.



## Points of interest:

### Tušimice route

1. Podkrušnohorské Technical Museum
2. Mine "Nástup Tušimice"
3. Town of Kadaň – Museum – mineralogical collection
4. Místo Municipality –Hasištejn Castle
5. Vysoká Pec Municipality - Helenka waterfalls
6. Vrskmaň Municipality –Vrskmaň Geopark
7. Strupčice Municipality – Strupčice Sport complex
8. Malé Březno u Mostu Municipality – the municipality
9. Havraň Municipality – Ponds
10. Polerady Municipality – Emergency landing area
11. Droužkovice Municipality – Stone Menhirs
12. Březno Municipality – Nechranice Dam

### Bílina route

1. Ledvice Municipality – Info centre ČEZ Ledvice
2. Bílina Mine
3. Světec Municipality – Radovesice dump area
4. Podkrušnohorské Technical Museum
5. Kostomlaty pod Milešovkou Municipality – Milešovka Hill
6. Hrobčice Municipality – Trupelník Hill
7. Braňany Municipality – Ministerial view
8. Mariánské Radčice Municipality – Baroque area of Virgin Mary
9. Louka u Litvínova Municipality – Plutovský Pond
10. Lom Municipality – Historical oak
11. Český Jiřetín Municipality – Fláje Water reservoir
12. Osek Municipality –Osek study trail
13. Háji u Duchcova Municipality – Domaslavice valley
14. Hrob Municipality – Moldaváček Train
15. Dubí Municipality – Old Martin gallery
16. Krupka Municipality – Mosquito small tower
17. Proboštov Municipality – Pond area
18. Srbsice Municipality – Lake Milada
19. Modlany Municipality – Monuments of the accident in Kateřina Mine
20. Chabařovice Municipality – Lake Milada
21. Chlumeck Municipality – Monuments to the Napoleonic Wars
22. Trmice Municipality – Mining Museum – Trmice Castle
23. Řehlovice Municipality – King´s spring
24. Zabušany Municipality – Všechlapy Dam
25. Duchcov Municipality – System of ponds

All the points of interest are located in the districts of Chomutov, Most, Teplice and Ústí nad Labem. The area is located at the foot of the Ore Mountains in the territory of the North Bohemian Coal Basin. The long-term intensive and predominantly surface extraction in the open pits represents a basic territorial and landscape phenomena that completely changed the character of the landscape. The entire area of the mines in the districts of Chomutov and Teplice overlaps 20%, and more than 30% of the total area in the district of Most. The extent of the surface mines in respective districts represents 6% and 7% of the total area.



### Information and booking

Lenka Vaňková: vankova.l@volny.cz

### More information on professional services in tourism provided by:

Infocentre of Severočeské doly a.s.

Address: Boženy Němcové 5359, Chomutov 430 01, Czech Republic  
Contact: www.infocentrumsdas.cz, tel.: + 420 474 604 636





## Religious Tourism

### Small sacral monuments in landscape of Bohemian Switzerland

Religious tourism offers to visitors of the Bohemian Switzerland a guided tour organized by the most interesting small religious monuments preserved in the unique environment of the national park and its surroundings. Sacral monuments such as stone and wooden crosses, chapels and wayside shrines decorate the landscape of Bohemian Switzerland from time immemorial. The oldest surviving monuments are from 18<sup>th</sup> century and 27 of them were recently renovated thanks to the project Listen to the Voice of Villages.

### Religious Tourism in Bohemian Switzerland

1 day

#### Travel package includes:

- 1 guided excursion in amazing landscape of Bohemian Switzerland
- 1 typical dinner with menu of local products
- Travel by car or bus



## Family Tourism

### Geocaching in Bohemian Switzerland

Geocaching is a real-world outdoor treasure hunting game. Players try to locate hidden containers, called geocaches, using GPS-enabled devices or smartphones and then share their experiences online. Geocaching in Bohemian Switzerland is based on locating geocaches related to small sacral monuments hidden in the landscape of National Park.

Geocaches contain information about the respective object, project and region and have been placed in the proximity of some selected repaired monuments. The project is linked with the NGO Bohemian Switzerland website, where are also gathered all available information about the monuments.

We are also planning a related service – the purchase and rental of GPS locators for visitors to the region. In our information centers, where we also operate an internet café, tourists will be able to plan a hiking route with geocaches and rent a GPS device necessary to find them.

We believe that this service will attract new visitors to the region and provide them with new experiences. The product is intended particularly for young people and families with children.

### Geocaching in Bohemian Switzerland

1 day

#### Travel package includes:

- rental of GPS locators
- advice with planning a hiking route with geocaches
- promotional materials, map of Bohemian Switzerland with geo-points



CZECH  
REPUBLIC

## Photo-workshops



### Photographing in wild nature

Photographic courses in the nature of Bohemian Switzerland led by professional instructors – professional photographers – offers the possibility to penetrate the mysteries of landscapes and animals for beginners and advanced photography enthusiasts. These courses consist of theoretical and practical part and thanks to various levels of difficulty allow everyone involved really interested in active relaxation in a beautiful and wild nature of the national park.

### Photographing in wild nature

2 days

#### Travel package includes:

- 1 guided workshop in amazing landscape of Bohemian Switzerland
- 2 typical dinners with menu of local products
- 1 night in hotel with breakfast
- Certificate of participation on the workshop
- Promotional materials of Bohemian Switzerland

Bohemian Switzerland is the rural area of outstanding natural beauty and lies in the northernmost part of the Czech Republic; close to the Elbe Sandstones protected landscape area (Czech name: Labské Pískovce) and the Lusatian Mountains (Czech name: Lužické hory). Together with the Saxon Switzerland



CZECH  
REPUBLIC

National Park on the German side, the Bohemian Switzerland National Park makes up a cross-border tourist region, offering opportunities for relaxation in a unique and uncontaminated natural environment.

#### More information on [www.ceskesvycarsko.cz](http://www.ceskesvycarsko.cz)

#### Information and booking

České Švýcarsko, o.p.s.  
Křínické nám. 1169/10  
Krásná Lípa 407 46  
Czech Republic  
Tel. +420 412 383 413  
[informace@ceskesvycarsko.cz](mailto:informace@ceskesvycarsko.cz)

More information on professional services in photo-workshops, religious and family tourism are provided by:

Project Partner 4  
Bohemian Switzerland NGO



# Educational



POLAND

## Thematic villages – learning by tourist experiences

Come and discover the astonishing adventure of thematic villages. It doesn't matter if you are a city or a country dweller; here you are in for a great surprise, not only for exploring new territories, but also for the atmosphere of the authentic adventure and real entertainment. Here you will discover that the countryside is a place where you can play, have fun and do crazy experiments. This occasion will also provide you with the knowledge that comes with new experiences. The thematic villages concept was developed by people who love their land and decided to stay here in order to create a better rural reality. These people will invite you to their homes and share traditional food with you as well as all the experiences.

The educational programs of thematic villages are addressed to children, youth, families and everyone else who wants to spend their free time in a creative way.

**Duration of the visiting program in one village: about 2-3 hours / village.**

### Our Thematic villages:

- Maciejów village – “Honey way” (specialised in beekeeping and honey production)
- Borkovice – “Wood is our treasure” (specialised in wood and wood processing)
- Chudoba – “Roofmakers’ village” (specialised in tiles and roof-making)
- Markotów Duży - “Butterfly valley” (specialised in ecology and natural sciences)
- Pawłowice – “Garden village” (specialised in garden keeping, herbalism)
- Polanowice – “Medieval village” (specialised in medieval traditions)

The “Milk and Honey Land” (Kluczbork – Olesno Land) is located in the northeastern part of the Opolskie Region. It is known particularly thanks to its beekeeping traditions and dairy industry. This is a land considered

in Opolskie to be a pioneer of ecological education and organic farms.

**More information at [www.dolinastobrawy.pl](http://www.dolinastobrawy.pl)**

#### Information and booking

Stowarzyszenie Lokalna Grupa Działania „Dolina Stobrawy”  
ul. XXX-lecia 5, 46-211 Kujakowice Górne, tel.: 077 / 413 11 38  
e-mail: [biuro@dolinastobrawy.pl](mailto:biuro@dolinastobrawy.pl)  
[www.dolinastobrawy.pl](http://www.dolinastobrawy.pl)

#### More information on the thematic villages creation

Marshals Office of Opolskie Region  
Biuro Inicjatyw Wspólnotowych  
ul. Piastowska 14  
45-082 Opolskie

#### Contact:

[a.bereznicka@opolskie.pl](mailto:a.bereznicka@opolskie.pl), +77 44 821 32  
[www.opolskie.pl](http://www.opolskie.pl)



# Experimental Tourism



POLAND

## Tourist packages in Dinosaur Land

The idea of these tourist packages is to combine local tourism attractions located in the Jura Park area in Krasiejów into holiday offers tailored to the various target groups: youth, students, sport amateurs, and families who are looking for a relaxing holiday in close contact with nature. A holiday in Dinosaur Land will bring you to discover the secrets of rural life and taste the local products. Cyclists can appreciate adventures along the trails while lovers of swimming, sunbathing and water sports can enjoy their leisure time at the Region's dam lakes in Turawa.



### Our Packages include

- Visit to Jura Park in Krasiejów
- 1 -2 overnights (depending on the package)
- Traditional meals, menu of local products
- Sport activities (canoeing, bicycling, sailing)
- Learning sessions organized by agro farms
- Plays and games animated by local performers

Dinosaur Land is located in the eastern part of the Opolskie Region. It is famous for the world's greatest recent paleontological discoveries. The well-preserved set of Triassic reptile fossils found here dates back to about 225 million years ago.

**More information at [www.krainadinozaurow.pl](http://www.krainadinozaurow.pl)**

#### Information

Stowarzyszenie LGD „Kraina Dinozaurów”  
ul. Guznera 3,  
Spórok ( Kadłub) 47-175  
e-mail: [krainadino@onet.eu](mailto:krainadino@onet.eu)  
tel.: +48 77 461 12 28  
More information on the packages

Marshals Office of Opolskie Region  
Biuro Inicjatyw Wspólnotowych  
ul. Piastowska 14, 45-082 Opolskie  
Contact: [a.bereznicka@opolskie.pl](mailto:a.bereznicka@opolskie.pl)  
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### Listen to the Voice of Villages

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Autonomous Province of Trento  
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Centro Europa – 38122 Trento (Italy)  
Tel: +39 0461 495322  
Fax: +39 0461 495362  
Email: [listen@provincia.tn.it](mailto:listen@provincia.tn.it)  
Website: [www.provincia.tn.it](http://www.provincia.tn.it)

The PDF version of the brochure is possible to download on the  
[www.listentothevoiceofvillages.org](http://www.listentothevoiceofvillages.org)

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