



**SU**sustainable  
and **VO**ccational  
**T**ourism

# 9 Summer Events

organised in the  
framework of the **SUVOT** project

LLORET DE MAR  
KALITHEA

**RIMINI**

GIOVO  
ANDALUSI  
ÖSTERSUND  
BLACKPOOL

KLAIPEDA  
BOLOGNA

North East South West  
 **INTERREG IIC**

 **PROJECT PART-FINANCED  
BY THE EUROPEAN UNION**

## Shaping tomorrow 's tourism in a more sustainable way

Rimini, Andalusia, Lloret del Mar, Rhodes – for decades holiday destinations dotted along the Mediterranean and other European coastlines have attracted tourists with their outstanding beauty and prime locations and as such, came to be best known as popular seaside resorts.

Now, a dedicated partnership comprised of cities and regions with the support of universities and an international network has come together to provide visitors, as well as their own communities, with an exciting summer programme to raise awareness of their high quality local environments, cultural history and diversity.

There is more to our holiday destinations than sea and sun...

Both visitors and citizens are invited to sample a taste of local flavour and experience the unique cultures, histories, and traditions through

*Castles, heritage & history, Nature & Sports, Music, Dance & Culture*

**This Summer, through a series of nine special events, visitors and locals alike are invited to rediscover the true character of these locations, which are worth both preserving as a tourist destination and developing as a vibrant community.**

### **SUVOT - Sustainable and Vocational Tourism**

SUVOT is a European project under the leadership of the Province of Rimini, known for its longstanding commitment to driving more sustainable tourism in Europe. Partners include the Legacy of al-Andalus, Blackpool Council, the City of Bologna, Giovo Mountain Community, Kalithea-Rhodes and Lloret de Mar, while scientific support is provided by Mid-Sweden University, Klaipeda University and ICLEI – Local Governments for Sustainability.

Participating cities share knowledge on common issues and projects, which aim to develop approaches for tourism that create a more sustainable city.

SUVOT, while aiming to promote a more sustainable form of tourism, focuses on the innovative model of vocational tourism, analysing the attitudes of tourists and the tourism destinations according to different categories and segments. These are based both on interests and personal opinions, as well as on the social, cultural and natural resources occurring in the location.

The Network of Cities for Sustainable Tourism co-ordinated by the Province of Rimini and ICLEI – Local Governments for Sustainability is comprised of 16 local authorities who signed a common Charter outlining their commitment to actively contributing to the promotion of sustainability in coastal areas. SUVOT aims to strengthen the network, enlarging its activities beyond the Mediterranean coastal area and including vocational tourism, as a strong market-driven force to achieve sustainability.



# Castles, heritage & history

## Province of Rimini, Italy

### Malatesta Castles Route July and August 2007

The wealth of towers, fortresses and castles, which are a feature of the Province of Rimini today, are a strong reminder of the power struggles of the Malatesta Era, which existed during the early and late Middle Ages. Steeped in legend, the Malatesta Castles route offers something for both the vocational communities interested in the castles (as an archetype uniting fantasy and history) and for tourists interested in this historical landscape and its traditions.

Awareness-raising events aimed at the public and media will assist in the development of the Malatesta Castles Route. These events are marketed by a central promotion panel, which ensures that each will have the maximum impact.

30.06.2007  
Rimini,  
Castel Sismondo,  
La notte Rosa –  
The Pink Night

13 - 15.07.2007  
Montefiore Conca,  
Rocca di Luna –  
The Fortress' Moon

18 - 28.07.2007  
Verucchio,  
Verucchio Festival

20 - 22.07.2007  
Saludecio, Meleto  
Castle, NNT Nero  
Notte Teatro –  
Noir Theatre  
Festival

25 - 27.07.2007  
Torriana,  
Scorticata –  
The Hillside  
of Pleasure.

05.08.2007  
Coriano,  
Calici di stelle –  
Goblet of stars.



## Klaipeda, Lithuania

### The Mill-Night in Darbenai 19 August 2007

The Mill Night festival in Darbenai is a new departure in the field of sustainable tourism in Lithuania. Combining the area's rich cultural heritage with wellness, historical, and culinary morsels, the Mill Night festival offers a vibrant alternative to the phenomenon of "beach boredom" that often surfaces on typical beachside holidays. Presentations by local historians, tourism specialists and suppliers complement the more culturally orientated offerings of the Millers' Regale, the Fire Mill and the Dance on the Water by the „Benas Šarka“ with the support of family D. and G. Uselis.



## Fundación El Legado Andalusí, Spain

### Science and Technology in Archaeology and Conservation July 2007

The Fifth International Conference on Science and Technology in Archaeology and Conservation brings together academics and researchers on cultural heritage and provides an opportunity to discuss and exchange knowledge on modern methods of conservation. In addition to topics such as archaeology, conservation and preservation of cultural heritage, cultural resources management and AIS (Archaeological GIS Systems), this year features new topics such as "Ancient Water Management," "Tourism and Heritage at Risk," "Comparative Archaeology and Architecture," and "the Acoustics of Ancient Theatres". The conference will feature over 200 guests from international universities and institutions, organised by a broad coalition of partners.

# Nature & Sports



## Lloret de Mar, Spain

...Sea and Mountain. Discover a Hidden Lloret

22-23 September 2007

The natural resource base of Lloret is instrumental in the development of local fishing and agricultural traditions and proves that there is more to Lloret than its Costa Brava coastal location. Valuing the historical, cultural and natural heritage, Lloret develops various initiatives with different sectors of the community to organise activities to introduce the citizens of Lloret, Girona and Catalonia to the natural environment of Lloret de Mar.

Activities include a Car Free Day, with several activities such as cycle tours through the city and its surroundings, nature walks discovering flora and fauna, clean-ups of natural spaces, activities, etc. Additionally, the Day of the Sea focuses on the coastal environment with activities such as the Annual Sea-Bed Clean-up, nautical sports, beach sports, photography workshops and a Catalan sausage barbecue for all participants. All these activities are made possible by the joint participation of the Town Council, private business, associations and local citizens.



## Giovo Mountain Community, Italy

“Tuffati nel verde“ – Let’s plunge into the green

26-27 August /1-2 September /8-9 September 2007

Over the course of three weekends, outdoor sports, such as riding, trekking and mountain biking, will be at the heart of Giovo Mountain Community’s, ‘Lets Plunge into Green’ initiative. Tourists are invited to discover the characteristics of this region through a series of guided excursions, which centre around its natural beauty, culture and history. Some events are dedicated to families and children. The initiative’s closing event “Cycling to Picnic” combines mountain biking with sampling local produce of local products.

## Östersund, Sweden

Nature for Östersund

September 2007

Mid Sweden University campus Östersund presents a discussion about sustainable tourism. This forum will discuss how to co-operate to expand sustainable tourism in the region. Mid Sweden University has participated in a project for sustainable and vocational tourism (SUVOT) since 2005 to exchange with and learn from other partners in Europe. Jämtland has made considerable progress, but can still benefit from the experiences of other European destinations. This is what this forum hopes to achieve.





# Music, Dance & Culture

## Bologna, Italy

### Music and Water in Bologna – Classical music concerts

6 July 2007, Bagni di Mario and 10 July 2007,

Fonte Remonda – prior reservation required

Bologna, UNESCO City of Music, presents a unique series of events emphasising its continuously evolving rich musical tradition. Known in the past as “little Venice,” water has also played an important role in Bologna’s history and recent restorations make visiting the canals of Bologna possible.

Classical music concerts organised together with the ‘G.B. Martini’ Musical Institute bring attention to various striking but relatively undiscovered waterside locations of Bologna.

In October, Bologna will also contribute to the Fourth Italian Day of Urban Trekking. The theme, “The secret city: adventure starts at home”, promoted by the Municipality of Siena, will bring trekkers along the Navile Canal.



## Kalitheia - Rhodes, Greece

### “Panegyri events”

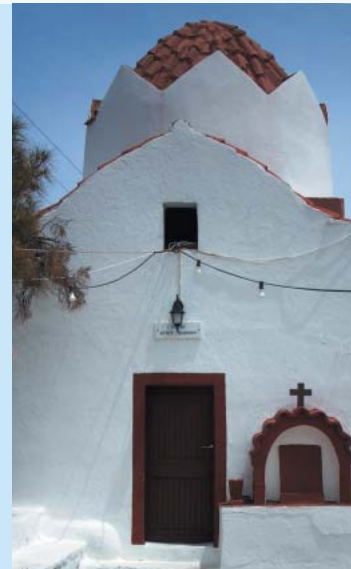
### Traditional Music & Dance Festivals

14 June 2007, Prophet Amos Monastery

& 28 August 2007, Saint John Monastery

A Panegyri is a social and religious event, which begins during the day and stretches into the night. The following day commences with a church service and with the religious formalities completed, the festival begins. Local melodies such as Sirto, Kalamatiano, Roditiko Pidihto and Sousta are danced and sung in the village-square or in the local monasteries.

The monasteries of Prophet Amos and St. John make excellent venues for these events and combined with the festivities themselves have the potential to create a dynamic promotional basis for Greek religious festivals. Kalitheia’s rich history of music and dance serves only to strengthen the concept. The festivals showcase the monasteries, music and dance as well as offering typical Greek delicacies and traditional handicrafts.



## Blackpool, UK

### The Heritage of Dance

14 July 2007, Blackpool Zoo

Blackpool has a long tradition of dance going back almost 90 years and is now annual host to a number of major international dance events. To celebrate this heritage of dance, two new half-hour events charting the history of dance through various musical styles will be held in the summer at Blackpool Zoo. The show will be specifically choreographed to demonstrate the history of dance and will be linked to the natural environment. Children of all ages will take part to demonstrate how music and dance transcends ages, cultures and barriers and to promote the ongoing relationship between Blackpool and dance.





## Sustainable and Vocational Tourism

SUVOT is a project on Sustainable and Vocational Tourism within the INTERREG III C European Programme, co-ordinated by the Province of Rimini and part-financed by the European Union.

### SUVOT Lead partner

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**Project website:** [www.iclei-europe.org/suvot](http://www.iclei-europe.org/suvot)



#### Province of Rimini - Lead partner

[www.turismosostenibile.provincia.rimini.it](http://www.turismosostenibile.provincia.rimini.it)



#### Giovo Mountain Community

[www.giovo.info](http://www.giovo.info)



#### Blackpool Council

[www.blackpool.gov.uk](http://www.blackpool.gov.uk)



#### Bologna Municipality

[www.comune.bologna.it](http://www.comune.bologna.it)



#### Kallithea-Rhodes

[www.kalithea.gr](http://www.kalithea.gr)



#### Klaipeda University

[www.ku.lt](http://www.ku.lt)



#### Municipality of Lloret de Mar

[www.lloret.org](http://www.lloret.org)



#### Legacy of al-Andalusí

[www.legadoandalusi.es](http://www.legadoandalusi.es)



#### Mid Sweden University

[www.miun.se](http://www.miun.se)



#### ICLEI – European Secretariat

[www.iclei-europe.org](http://www.iclei-europe.org)