

# Application form for Interpret Europe's tourism initiative

We are ready and able to make a difference to tourism development at a local or a regional level and, therefore, we would like to join the Interpret Europe (IE) initiative 'Recreating tourism through heritage interpretation'.

## Requirements:

- We will join IE as institutional or business member and as an official partner in the initiative.
- We will organise at least one IE training course by 30 September 2022.
- We will assure that decision-making manager(s) in tourism in our territory join the course(s).
- We will assure that other stakeholder organisations in our territory are represented in the course(s).
- We will foster more sustainable tourism in our territory through interpretation.\*
- We will promote the ideas of the initiative through our communication channels.
- We will develop an interpretive case study following the first IE training course, according to IE guidelines.

\* IE defines criteria for good interpretation and refers to the idea of 'value-based heritage interpretation' (UNESCO).

**IE Training Partners** can use the particular IE label confirming that they are organising partners for IE courses. They receive a signed and stamped certificate stating their involvement which can be displayed. Their cases will be part of a brochure published by IE towards the end of the initiative and distributed, e.g., through the EU Expert Group on Cultural Heritage, through the European Heritage Alliance and other channels. If they have joined the initiative by 15 August, they are invited to present their case at the IE conference 'Recreating tourism through heritage interpretation' from 1-4 October 2021,

If you decide just to organise a training course and later realise that you might also be able to join the entire initiative, it might still be possible to do so before December 2021. Just get in touch.

If you would like to join the initiative but are in doubt whether you can fulfil all requirements listed above, please contact [tourism@interpret-europe.net](mailto:tourism@interpret-europe.net).

## Organisation's contact data

Name of organisation: \_\_\_\_\_

Director/manager/legally accountable person: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode \_\_\_\_\_

City / town: \_\_\_\_\_

Country: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

\_\_\_\_\_  
Place, date

\_\_\_\_\_  
Representative of the applicant

\_\_\_\_\_  
Signature