



FORM BEST PRACTICES CONTEST 2017

Municipality Heerde

Country Netherlands

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Name project

Host of the landscape

Category Certification Criteria: mark the category of your project

- Energy and environmental policies (politiche energetiche e ambientali);
- Infrastructure policies (politiche infrastrutturali);
- Quality of urban life policies (politiche per la qualita' urbana);
- Agricultural, touristic and artisan policies (politiche agricole, turistiche, artigianali);
- Policies for hospitality, awareness and training (politiche per l'ospitalita, la consapevolezza e la formazione);
- Social cohesion (coesione sociale).

Summary project



The course "Host of the Landscape" is aimed at entrepreneurs in the areas of leisure, hospitality and agriculture, to inform the tourism industry about the special values of the area. This will make them proud of their own environment. With the information from the course, the entrepreneur is able to tell his guests about as the genesis of the area's cultural heritage and to show them the special places. As an additional service, this will make tourists stay and makes the area more attractive. The entrepreneur is thus a true ambassador and host of the area.

The course IVN Host of the Landscape comprises four meetings within a reasonably short period of time (about two to three months), which deals with backgrounds of the area. This involves three meetings of an afternoon or an evening and a day trip through the area. The meetings are organized alternately by participants.

For example, the course covers the following topics:

- history
- culture
- plant and animal life
- city versus nature
- connecting city-countryside
- agro-tourism
- hospitality
- How do I promote my business
- events and business in the North East Veluwe-area

Afterwards the participants receive a facade plate and certificate of 'IVN Host Landscape' The front plate provides a clearly identifiable regional character and shows that the employer has knowledge of the area and has invested in hospitality.

The condensed module for the voluntary staff of the TIPs (tourist information points) is developed based on the full course. This module consists of two sessions:

- Evening theory
- Day: excursion

The course includes general information about the history, nature, recreational opportunities and cultural history. The participants are also brought into contact with the educated recreation entrepreneurs.

Developing sustainable recreation network

During the course, the entrepreneurs know each other and each other's company and they build together with partners a sustainable recreational network. This network ensures that entrepreneurs know each other and meet easily and quickly so that knowledge and experience is shared. With refreshers (after each course) and entrepreneurs safaris (two per year) the entrepreneurs are informed about current developments in the area and they remain an active operating network. From this network operators work closely together, for example product / packages and area promotion, etc., depending on the needs of entrepreneurs and clients. In this way the area is still better put on the map, and tourists are better informed which enhances the experience.

The course should be seen as the start of further cooperation and exchange of information.

At the end of the course



Goal project

1. Educating entrepreneurs on the special values of the area. This creates support for more coordination and cooperation, and they can better inform their guests.
2. Increasing the know-how of the volunteers of the Tourist Information Points (TIPs) with regard to the special values of the area, so that they can better inform visitors and refer to outdoor recreation.
3. Building a lasting recreation network of entrepreneurs and TIP employees who jointly promote the area and are host to it, and develop together products and activities and do field promotion.

Result project

A total of 18 entrepreneurs (14 organisations) and 14 volunteers op TIP-locations have successfully participated.

Finance (costs and benefits)

Several organizations supported the course financially. The municipality of Heerde contributed € 5000:

Financier	Bedrag
Gemeente Heerde	€5.000
Gemeente Hattem	€3.100
Eigen bijdrage IVN	€6.000
Waterschap Vallei en Veluwe	€2.500
Provincie Gelderland	€26.600
Langenberg stichting	€500
De Maten stichting	€500
Nienhuis Vereniging	€2.000
Van der Zee Stichting	€2.000
Ondernemers (50 deelnemers)	€5.000

Staff (staff involved and use of time)

The municipality of Heerde has spent little time on this project. Three meetings of about an hour with all the organizations involved, afterwards every organization did his own part. The major part was the preparation of the course and the course itself. This was done by IVN.



Additional information (if necessary)

The course is given by the IVN (Instituut voor natuureducatie en duurzaamheid - Institute for nature education and sustainability) and organized together with our neighbouring and partner municipality Hattem.

Link website www.ivn.nl

**Once filled in this form please send it to: info@cittaslow.net
- Participation Deadline 10 April 2017 -**