

## Debate on Tourism in European Rural Regions – Final Seminar of Eurotrad

On Saturday October 28 at 3pm the Villa Moraes Palace in Ponte de Lima hosted the final seminar of the project “Eurotrad: Europe of Traditions, a bridge between Euroregions.”

Taking part in the seminar were representatives of the partners of the Eurotrad project (ADRIL – Portugal; Junta da Galiza – Spain; Provinces of Udine, Belluno and Venezia – Italy; Eco Plus and Niederösterreichischen – Austria; Zavod Za Turizem Ljubljana–Slovenia and Vas County - Hungary ), the founders of Europe of Traditions(TURIHAB – Portugal; Wolsey Lodges – UK; Hidden Ireland – Irlanda; Chateau Accueilleil – França and Erfgoed Logies - Holanda) and the new associations created through the EUROTRAD project (Casas Grandes de Hispania – Spain; Case Della Tradizione – Italy; Tradition Osterreich – Austria; Hises Tradicijo – Slovenia and Magyar Vendégváró Ódon Házak Egyesulet – Hungary)

The event also involved Associates of Solares de Portugal well as private and public entities from the tourism sector.

The closing speech of the ceremony was carried out by the Portuguese Government’s Minister of the Environment, Planning and Regional Development, Francisco Nunes Correia.

The seminar was followed at 9.30pm by an opera recital in the Diogo Bernardes Theatre featuring the tenor Marcos Santos and pianist Nuno Lopes of the Saint Carlos National Company.



## Project EUROTRAD “Europe of Traditions - A bridge between Euro Regions”

EUROTRAD “Europe of Traditions - A bridge between Euro Regions” is an inspired tourism project that brings together European countries to preserve the treasures of their heritage and patrimony for many years to come. The principal aim of Eurotrad is to work hand in hand to develop a unique concept of private family tourist accommodation throughout Europe.

Eurotrad is the brainchild of ADRIL, the Association for Integrated Rural Development in the “Vale do Lima” region in northern Portugal. ADRIL is in conjunction with the Xunta de Galicia, in Galiza, northern Spain, with the provinces of Udine, Belluno and Venezia in Italy, the region of Niederosterreiche and ECO Plus in Austria, the Zavod za Turizem of Ljubjana in Slovenia and in Hungary the region of Vas County.

These regions have helped to establish associations that will become members of the Europe of Traditions, inspired by the concept of TURIHAB - Solares de Portugal.

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Solares de Portugal

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## New Associations in Spain, Italy, Austria, Slovenia and Hungary

Following the concept of TURIHAB - Solares of Portugal, that represents Portugal, five new associations had been created.

Solares de Portugal is perfecting the high standard of its 95 private family manor houses. Their architecture is of great historical significance, the various styles reflecting the distinct chapters in the history of Portugal.

In Spain the association of Casas Grandes de Espania has been created. A wonderful choice of 35 inviting pazos mansions and country manor houses that personify the beauty and great traditions of Galicia and other Spanish regions.

In Italy, the association of Casa Della Tradizione has introduced a magnificent selection of 15 historical houses and palatial villas that offer a high standard of comfort and beauty of surroundings.

In Austria, the association of Tradition Österreich has 14 traditional family owned castles, rural manor houses and farmhouses that are home from home for visitors.

In Slovenia, the association Hiše s Tradicijo, has added 11 special places to stay. These fine houses are divided in three categories, according to their architecture, furnishings, customs and gastronomy:

In Hungary, the association Magyar Vendégváró Ódon Házak Egyesület – Houses of Tradition is offering seven family owned houses of special historic interest.

These associations provide special places to stay and help to preserve important patrimony and architectural heritage and to enrich the local economy.

As a result of the Eurotrad project the number of houses available through Europe of Traditions will increase from 422 to nearly 500.

The main task of the new members will be to work in harmony to promote the philosophy of Europe of Traditions that represents Centuries of European history and Culture.

## Europe Traditionae Consortium



In 1996, TURIHAB and four other associations in the EU formed EUROPA TRADITIONAE CONSORTIUM (ETC), under the management of TURIHAB. The other consortium members are: Château Accueil, France; Wolsey Lodges, United Kingdom; Hidden Ireland, Ireland; and Erfgoed Logies, Holland; and in 2004 the Slovenian association Hises of Tradicijo became also member. ETC is a non-profit organization. The common objectives of its members are: to promote a unique product – quality accommodation in private homes; to promote tourism to Europe, particularly from Japan, America and Australia; to work towards the conservation and development of the culture and heritage of member countries and regions. The objectives of the Consortium are supported by the European Parliament and a presentation of ETC to the Parliament

was made in February 1998. In this year was developed a new project to enlarge the consortium towards east countries under the Ecus Overture Project. The overall objective of the project is to contribute to the development of rural soft tourism in Slovenia, Western Hungary and Northern Bavaria, though the creation of regional/national networks of castles, farm and country houses, and offering private accommodation. We look further and the relationship between partners of Europe of Traditions and Mercosul started. It was agreed to implement the same concept of family homes and presented a partnership in Brazil with the creation of the consortium “Fazendas do Brasil”.

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In 2003 was presented a candidature to the INTERREG III C with the project Eurotrad - Europe of Traditions, a bridge between Euroregions” for the development of the new associations in order to be members of Europe of Traditions.

**New Brochure of Europe of Traditions and Site  
[www.europetraditions.eu](http://www.europetraditions.eu)**

During the final seminar of the Eurotrad: Europe of Traditions project, a bridge between Euroregions a new brochure of Europe of Traditions and website [www.europetraditions.eu](http://www.europetraditions.eu) was announced.

The brochure features all of the houses associated with TURIHAB and its houses in Austria, Italy, Spain, Slovenia and Hungary.

It offers a complete guide in English with comprehensive information on the houses and owners of the houses in the association that forms part of the Eurotrad project.

