



Weave The Green Carpet of Isparta!

INSPIRECO project invites you to design your own trip to the Turkish region of Isparta. The winner will travel to Isparta where they will experience a part of the adventure they have designed.

The proposed trip should take place in the Isparta region of Turkey. It should be **3 days/2 nights long**. The focus of the trip is **ecotourism**, hence Isparta's key ecotourism advantages must be depicted.

Traveller must visit at least one **national park** and enjoy two experiences; one **lake-related** and one **carpet-related**. Additionally, silver lining of the ecotrip must be the **famous Isparta rose**.

You are encouraged to make your itinerary as **environmentally friendly** as possible by focusing on green outdoor activities, sustainable transport options, eating local produce, getting involved in traditional activities with locals and using travel providers that help protect culture and environment.

Unleash creativity and spread the news!

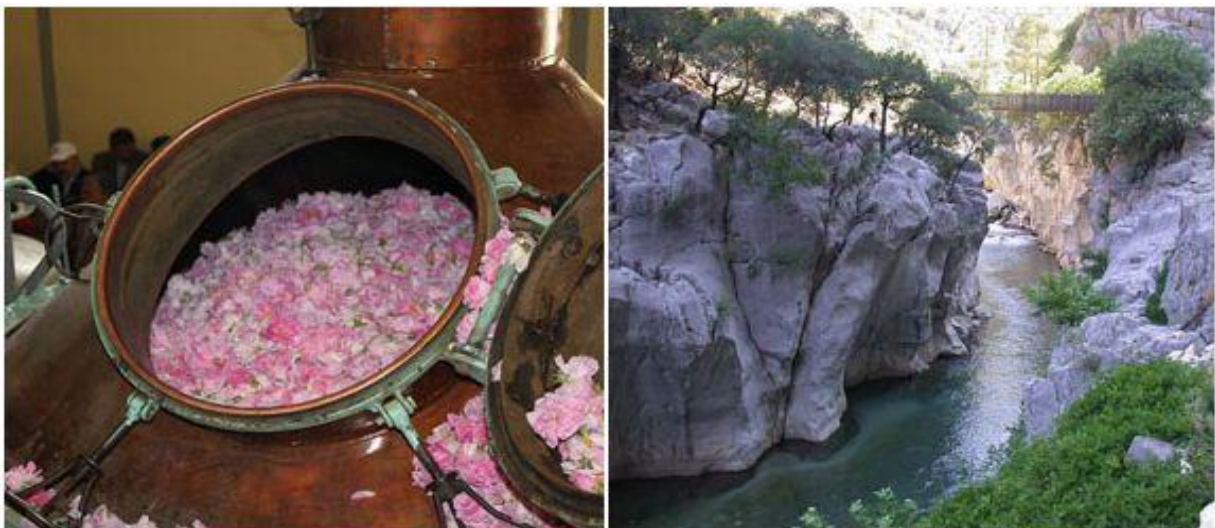


Photo: famous rose of Isparta // Yazılı Canyon National Park



COMPETITION RULES

Eligibility: participants from EU countries, Switzerland, Norway, Iceland and Turkey can enter

Format: Please submit your itineraries in English language in two formats:

- word document (max. 5,000 characters) and ALSO
- picture/poster (.jpg., .png, max. 2 MB)

Submission: via e-mail to tina@novi-turizem.org

Deadline: 6 October 2014, 23:59 hours CET

Judges: seven-person jury composes of INSPIRECO project partners

Selection criteria: solutions submitted in time will be evaluated based on following criteria:

- creative and innovative aspects of suggested itinerary
- level of consideration of eco and sustainability aspects

Winner announcement: winners will be announced on 15 October 2014 on www.inspiroeco.eu

Prize: trip to INSPIRECO final conference in Isparta in Fall 2014 where the winning idea will be publicly presented (covering travel expenses from home country¹, 2-night stay in Isparta, meals and local transport)

Sources of information:

- ✓ tourism material provided by Isparta Provincial Directorate of Culture and Tourism (in English language):
 - [Short information on Isparta](#)
 - English brochure [part 1](#) [part 2](#) [part 3](#) [part 4](#)
- ✓ <http://www.goturkey.com/en/city/detail/isparta>
- ✓ <http://www.ispartakulturturizm.gov.tr/>
- ✓ internet sources (Wikipedia, TripAdvisor, Lonely Planet, Google Maps, Google Earth....)

¹ EU countries, Switzerland, Norway, Iceland or Turkey





More information:

For more information on challenge rules please write to Tina Hedi Zakonjšek, Zavod Novi turizem, tina@novi-turizem.org.

For more information on Isparta tourism please write to Fatih Bilgiç, Isparta Provincial Directorate of Culture and Tourism, fatih.bilgic@hotmail.com.

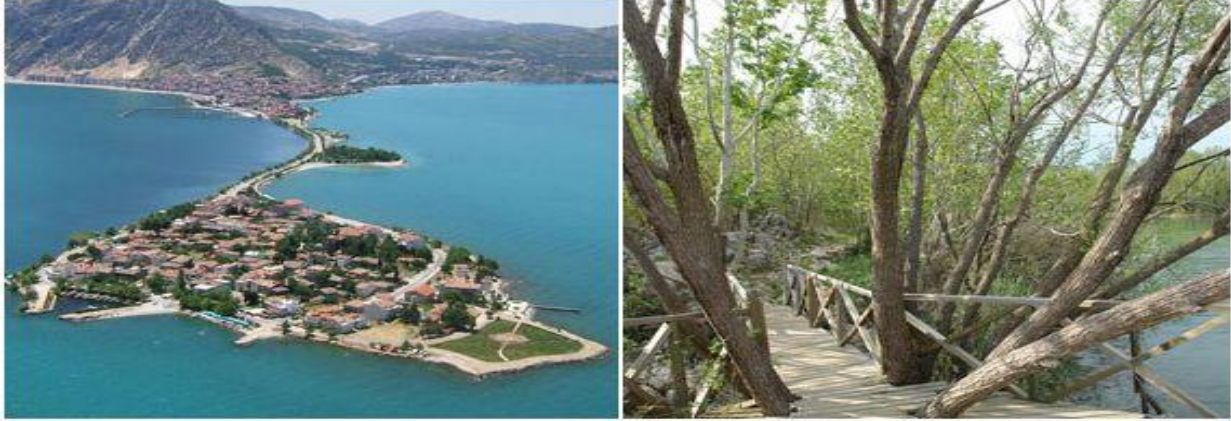


Photo: Egirdir lake // Kovada Lake National Park

About INSPIRECO

Ecotourism focuses on local cultures, wilderness adventures, volunteering, personal growth and learning new ways to live on our vulnerable planet. It provides an alternative and environment friendly approach to tourism by minimizing the detrimental effects of tourism. In this framework, Governorship of Isparta together with its partners targets at initiating a thorough and strategic ecotourism planning and capacity development in Isparta by contributions of partners from Germany, Italy, Greece, Slovenia and Turkey. Through implementation of INSPIRECO 'Inspiring New Vocations in Ecotourism: A case study for Isparta' project we aim at contributing to Isparta's economic development through improving ecotourism potentials in Isparta via effective project activities such as establishing networks among stakeholders at regional and national levels, providing lifelong learning for ecotourism actors and establishing labour capacity, and labeling and marketing ecotourism opportunities in the region.

Project Partners

Governorship of Isparta, Turkey

EU Research and Documentation Centre, University SDU, Turkey

Pİ Consulting, Turkey

Provincial Directorate Culture and Tourism of Isparta, Turkey

The Association of Protection of Natural Resources and Biodiversity, Turkey

PRISMA Centre for Development Studies, Greece

Zavod Novi turizem, Slovenia

European Network for Sustainable Tourism Development, Germany

CNR - Institute of Biometeorology National Research Council, Italy

