



TOURA D´OR 2014

Category "Magazine and service contributions"

Erlebnisreisen Spanien – Inselhopping auf den Kleinen Kanaren (Adventure Tours Spain – Island Hopping on the Small Canary Islands)

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(20 minutes, 20 seconds, German, 2013)

The service contribution "Adventure Tours Spain – Island Hopping on the Small Canary Islands" takes us to an archipelago that has not yet been conquered by mass tourism – namely the islands of El Hierro, La Palma, and La Gomera. *Rural Tourism* is the buzzword according to which many of the tourism projects make alternative kinds of holidays of possible.

In this film we meet local and non-native operators of different tourism products for holiday makers looking for access to nature, original accommodation, and much tranquillity. The film describes hiking routes, excursions to protected areas, sights, and traditional festivals.

Many of the tourism initiatives are supported with EU funding, but also flourish thanks to the original ideas and the commitment and self-confidence of the protagonists.

"Island hopping" happens by plane and boat; practical tips and basic information for tourists allow for holiday preparation.

The film is awarded with the TOURA D'OR, because the practical tips and clear suggestions in particular *promote a kind of tourism that minimizes harmful effects on people, society, culture and nature*. The film also shows *positive examples of socially responsible, environmentally compatible and therefore sustainable tourism projects*.