

The Herand Landscape Park, County Government of Hordaland



Herand is a small village in rural Norway with a population of 230 people. It is a typical place which was threatened by waves of rural depopulation and farm closure, which have happened in the Norwegian countryside over the last few years. However, this village managed to make use of its magnificent landscape as a resource for attracting domestic and international tourists. Instead of facing decline, it has an increasing population and wealth, which is supported by the production of local foods and crafts, developed to boost the already fully fledged geotourism. Working in conjunction with the appeal of the natural, cultural and historic landscape, additional activities, such as lodging, skiing, hiking and fishing, enhance the tourist appeal of the area. Old, unused buildings have been converted to fulfil a new purpose. The local population is deeply involved in this project and actively participates to enhance the village, as its livelihood depends on it to a large extent, and also because its very identity is at stake.

The Committee of Ministers of the Council of Europe recognised the great value of the project: it is a fine example of a citizen's initiative, deriving from the inhabitants of a rural village who took care to make use of their history and traditions in a dynamic perspective.

www.coe.int/t/dg4/cultureheritage/heritage/landscape/prix/2011-Norway.pdf