

TERMS OF REFERENCE FOR A REFORMATION-THEMED CULTURAL HERITAGE IN CENTRAL EUROPE (INCL. LOW CARBON TOURISM)

D.T.1.2.2

Version 2
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1. Terms of Reference | Selection Criteria

The ECRR Project is establishing a set of selection and quality criteria that will be included in the official Transnational Action Plan for the official Application to the Council of Europe. These criteria will allow members to understand the type of Cultural Heritage, landmarks and attractions that can be included in the Route. Criteria have been divided into ESSENTIAL (compulsory) and DESIRABLE and are based on the benchmark analysis on best practices of other certified European Cultural Routes (including the CERTESS project), on the projects' Good Practice Catalogue (D.T2.1.1) as well as on the official Council of Europe documentation, particularly the CM/Res (2013)67 and the Application Form. Members need to meet all the essential criteria, to become part of the Route.

These selection criteria will form the foundations of the **Quality and Values Chart** that should guide the management of the future Route. The quality and selection criteria are a reference framework in terms of relevant features of potential members who want to join the European Cultural Route of Reformation. These criteria refer to the potential “content” of the Route (single sites and Points of Interest, intangible legacies, linear routes). If a city wishes to join as a member of the Route, its main singular sites as well as the city as “destination” shall be evaluated.

1.1. Essential Criteria

EC1 | CONFORMITY TO THE DEFINITION OF “REFORMATION-THEMED CULTURAL HERITAGE”: the selected tangible/intangible heritage must fulfil and conform to the common definition of Reformation-Themed Cultural Heritage and its main features.

EC2 | HISTORICAL AND RELIGIOUS RELEVANCE: the selected tangible/intangible heritage must have been directly involved in at least one Reformation movement, from the 12th Century onwards. Relevant sources need to be provided/cited and documented. The relationship between the territory and the Reformation, as well as the meaning that the specific city/site/trail/landscape/art piece/tradition etc. played in it has to be verified.

EC3 | TOURISM INFRASTRUCTURE: the selected tangible/intangible heritage must guarantee or be committed to offer access to the following tourism infrastructure facilities and services within walking distance: signposting, toilet facilities, resting areas, featured opening times, visitor centre/reception and/or tourist information, as well as gastronomy and accommodation reachable with maximum 15 minutes by car or public transport. In case of paths and trails, they should provide the above-mentioned facilities approximately every 15km and offer information about weather, difference in height, distance, etc. The presence of additional, hiking-related services and products will also be positively valued.

EC4 | DESTINATION DEVELOPMENT: the selected tangible/intangible heritage can be visited by tourists: it should be open and accessible with indication of opening times or provide access on specific visiting hours or through appointment. It should provide tourism and historical information, tour guiding services (on spot or on request), offer products and tours for specific population and visitor groups (e.g. children). The latter is not required for paths. Wherever these tailor-made products are still not available, the selected heritage and member of the Route officially commits to implement the actions within 1 year from the date of membership, in order to guarantee sustainability to its attraction within the Reformation Cultural Route. It must also provide (or be integrated in) a calendar of events, activity program (at least partially related to Reformation). In case of paths and routes, they must feature common transnational



Route signalisation.

EC5 | MULTILINGUALISM: the selected tangible/intangible heritage should provide, or be able to provide, tourist and historical information in the local language and at least in English. Wherever the local native language is English, one additional compulsory language is required (such as French, German or others, based on the market of reference).

1.2. Desirable Criteria

All single points, as well as the already existing routes, should follow the listed desirable criteria. Wherever the applicants are cities, the assessment and evaluation will be conducted both on their main sites and Reformation-related attractions and on the general destination. In case of already existing routes - if not otherwise specified - the criteria should be applied considering the whole route's conditions, rather than its particular stations and points of interest.

DC1 | ECOLOGICAL SUSTAINABILITY: the selected tangible/intangible heritage observes and applies some of the following environmentally friendly aspects:

- certification for environmental/quality/sustainability;
- agreement and cooperation with public transport to guarantee connection;
- waste recycling;
- Use of recycled materials and “goods” (e.g. printing, cutlery, etc.);
- Water saving devices and measures (e.g. flushing system, rainwater harvesting, garden watering adapted to weather conditions, etc.);
- Energy saving devices and measures (e.g. use low-consumption light bulbs, adapting lighting to needs, use or generation of photovoltaic or other renewable energy, environmentally friendly heating policy and system, etc.).

The last three points of the list can be applied only to single sites and infrastructure facilities. If the selected heritage is included in local/regional tourism policies and strategies that consider environmental impact indicators - based on the ETIS guidelines - this will be positively valued.

DC2 | UNESCO HERITAGE OR SYNERGIES WITH UNESCO SITES: if the selected tangible/intangible heritage is part of UNESCO World Heritage list, it will be especially welcomed. In case of not being certified, establishing and using synergies with nearby UNESCO sites, preparing common tourism packages, products and carrying out a co-promotion of sites and attractions is highly encouraged.

DC3 | CULTURAL HERITAGE RECOGNITION: Sites, Points of Interest, intangible heritage and cities officially recognised as National Cultural Heritage are also positively evaluated.

DC4 | ARCHITECTURAL/ARTISTIC PRESERVATION OF TANGIBLE HERITAGE: the selected tangible heritage is actively preserved. It represents and passes on local and regional culture and traditions. The selected heritage is actively committed in restoration, preservation and enhancement of its Cultural Heritage, while observing common European standards of safety and security. The surrounding area is also

maintained for its residents and external visitors.



DC5 | EXPERIENCE IN INTERNATIONAL INITIATIVES AND NETWORKS: the selected tangible/intangible heritage (and/or its management body) is or has been part of international initiatives, networks, international projects, etc. This experience in transnational contexts is positively valued to become part of the Route.

DC6 | MARKET INTELLIGENCE, SOCIAL AND ECONOMIC SUSTAINABILITY: the selected tangible/intangible heritage should be able to collect - on its own or through local and regional databases - and provide if required statistical data regarding tourism supply and tourism demand, such as number and type of hotels, number of arrivals and tourists profiles (if available). Additionally, they should facilitate the access to data about employment related to the tourism supply chain, public opinion surveys results etc. It is highly valued that the potential members have quality management systems, and strongly welcome if they are included in tourism policies or strategies, which observe the most relevant social and cultural impact indicators, as well as the Economic Value indicators, from the ETIS guidelines¹.

DC7 | COOPERATION WITH OTHER REGIONAL STAKEHOLDERS: the selected tangible/intangible heritage provides tourist, cultural, and other type of products, which are organised and arranged in cooperation with other regional actors, involving several stakeholders (e.g. religious, hospitality, arts & crafts), supporting regional value chains and enabling the visitors to have comprehensive and authentic experiences. The selected tangible/intangible heritage offers or contributes to provide broader experiences beyond the “own, singular attraction”. It is important and encouraged to involve mainly local operators and suppliers for the supply and promotion of these related services (local preference criteria).

DC8 | LOCAL COMMUNITIES REACH: the selected tangible/intangible heritage gives the same promotion and accessibility of tourism services, events and cultural tourism opportunities to its residents, encourages local participation and provides special offers for the local communities. Other key services such as local public transportation should ease the local communities’ quality of life, by ensuring that tourism activities do not affect their daily lives. The selected heritage is acknowledged by the population, awakes interest among them and some actively and voluntarily engage in its running and maintenance.

DC9 | ACCESSIBILITY: the selected heritage is accessible and has suitable facilities and alternatives for people with impairments. It is positively valued that the selected heritage observes and implements some of the following measures to guarantee accessibility to as many visitors as possible:

- ramps (about 6% slope) or alternative systems next to or instead of steps;
- broad doors;
- adapted toilet facilities (grab handles, acoustic warning and announcement systems, ring bell, etc.);
- observation of space regulations related to movement areas;
- guidance system on the ground;
- written information in braille and standard;
- audio information points/stations;

¹ <http://ec.europa.eu/DocsRoom/documents/21749>

- clear marking, differentiation of surfaces and levels, glass elements, etc.;
- avoidance of shiny or blinding surfaces and designing of spaces;
- special parking lot for people with impairments close to entrances;
- handrail (at least one side) next to stairs and steps;
- acoustic alarm systems accompanied by visual signals;
- special offers, e.g. tours, “performances”, packages designed for, adapted to specific impairments.

In the case of paths and routes, the observation of these accessibility criteria in main stations and/or segments of the Route are highly welcomed.

DC10 | TRANSPORT CONNECTIONS: the selected heritage is well connected on a local, regional and (at best) international level. This can be evaluated through the proximity to airports, existing train and bus connections, as well as the location in main road networks. Sites with available public transport connections are positively valued.

DC11 | DIGITAL DIVIDE: the selected tangible/intangible heritage strives to reduce the digital divide in their regions and allow easy and free of charge Wi-Fi connectivity to visitors.

DC12 | CONTRIBUTIONS TO RESEARCH AND KNOWLEDGE GENERATION: the selected tangible/intangible heritage actively engages or supports research activities and generation of knowledge on Reformation-related topics. These gained and generated insights must be open and accessible to the public and/or to interested institutions, while consequently enriching and expanding this area of study.

The exact implementation of these criteria, the method for the application and selection processes will mainly depend on the future management structure and its governing bodies (e.g. Scientific Committee, Experts Board, etc.). Nonetheless, these criteria must be included and taken into account in the template for the sites and objects selection (D.T3.1.1), so that the involved stakeholders can effectively and efficiently collect, prepare and present useful information on their sites, routes, objects or intangible legacies.

The future management structure will also decide on the monitoring and quality assurance process. If applicable, a monitoring matrix, including a baseline information and a selected set of indicators (linked to ETIS and other suitable criteria), will be generated and distributed to all members, in order to monitor the destination performance as well as its social, environmental and economical sustainability.

Imprint:

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