Deliverable 3.3.2: MED S&C Path Benchmarking Toolbox

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WP3 STUDYING

Activity 3.3

"Identifying and discussing key areas for developments and improvements of tourism competitiveness in MED area in the target areas"

Requested by:

Developed by:

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1   Introduction

1.1   BEST MED - (Beyond European Sustainable Tourism MED Path)

BEST MED project is being implemented in eight Mediterranean countries (Spain, Portugal, France, Italy, Croatia, Slovenia, Greece and Montenegro) with the general objective of enhancing Mediterranean Governance, being the main challenges to tackle seasonality and the lack of effective cooperation among main tourism actors, including the citizen active participation on the policies design. It aims to have a new integrated and sustainable tourism planning approach, to contribute to the mitigation of seasonality in the MED area, through the connection between coastal and inland regions, such as a path-route method. A testing phase will allow to build a joint model that will be transferred and capitalised, as well as a toolkit and updates set of data indicators.

BEST MED will follow a strategy of previous approaches and outputs, testing an updated toolkit of data and indicators, contributing to the design of a new Green model (MED S&C Path- Sustainable Path & Cultural Routes Model), focusing on integration of tourism planning into wider development strategies, together with mobilizing key players both at local and specifically at transnational level, creating synergies across MED countries and promoting the awareness of the MED area.

More information about the project here.

1.2   Working Package 3 "Studying phase"

The objective of the Working Package 3 is to develop a framework of knowledge about main project goals through:

- Base information for a network of tourism observatories
- Information needed to develop a MED Sustainable Path and Cultural Routes Model (MED S&C Path) on the example of the Mitomed+ project "Green Beach Model", and of other MED projects.

The study will examine existing methodological approaches on tourism data and tourism observatories and analyse previous experiences on tourism data knowledge, finding gaps and needs in data collection management and pinpointing the main results and suggestions from the previous MED projects, to develop adequate policies.

Within WP3, Activity 3.3 "*Identifying and discussing key areas for development and improvements of tourism competitiveness in MED area in the target area*" aims to

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develop the theoretical "MED Sustainable Path and Cultural Routes Model (MED S&C Path)" and its implementation framework, as well as organizing a technical workshop followed by the definition of a Road Map of the activities that will lead to the "MED S&C Path".

To this end, **Deliverable 3.3.2** develops a first draft of the Benchmarking Toolbox that will allow routes managers and regional policymaker, among other key stakeholders, to implement the model.

2 Benchmarking Toolbox

2.1 How to implement the MED S&C Path Model

This toolbox is a guide to implement the MED S&C Path model, including the step-by-step methodology as well as the instruments to successfully apply the model to a cultural route or path.

Firstly, we will explain the criteria that BEST MED partners have taken into consideration when selecting their pilot areas to test the model, and these areas will be briefly presented.

After this, the steps to implement the MED S&C Path model will be described, as well as the set of criteria to evaluate the sustainability of cultural routes and paths. Finally, several tools are included in the toolbox, in order to assist users to comply with the criteria. These tools include:

- The self-assessment audit sheet with the criteria for self-evaluation and suggested indicators
- A benchmarking method
- Guidance to use the BEST MED platform as a tool to measure performance
- Sets of questionnaires (to be defined at a later stage which of these stakeholder groups):
  - o Route's managers
  - o Visitors
  - o Local businesses
  - o Residents
- The format for the Policy Learning Seminars

2.2 Criteria for pilot area selection

The criteria that BEST MED partners have taken into consideration to select their pilot area include:

- Preferably a Council of Europe certified cultural route.

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- Preferably with an international dimension.
- Preferably a physical path, but it can also be a thematic route, as long as the stretch where the model will be tested is linear
- Interesting for the kind of stakeholders intended to involve.
- As structured as possible (governance board, website, accommodation and other services, with good, structured information). This is important at the organization in charge of managing the route/ path is one of the key stakeholders to implement the model
- Preferably hinterland areas linked or linkable to a coastal destination.

2.2.1 Pilot areas

	Partner Country	Partner	Name of Route	Website	Type of Itinerary
1	Croatia	Croatian Chamber of Commerce	Iter Vitis	https://itervitis.eu/	Territorial (Involving territories that present one common theme or character)
2	Spain	Andalusian Public foundation El legado andalusí	La Ruta de las Alpujarras	www.legadoandalusi.es/las-rutas/ruta-de-las-alpujarras/	Cultural Route of the CoE Territorial (Involving territories that present one common theme or character)
3	Portugal	University of Algarve, School of Management, Hospitality and Tourism	Umayyad Route	http://www.umayyad.eu/	Cultural Route of the CoE Network (with geographically separated elements)
4	Slovenia	University of Maribor, Faculty of Tourism	Iter Vitis TBC	https://itervitis.eu/wine-gastronomy-heritage-tour-of-slovenia/	Cultural Route of the CoE Territorial (Involving territories that present

			8		one common theme or character)
5	Italy (Calabria)	Calabria Region	Cycle Route of the Parks	www.cicloviaparchicalabria.it	Regional path, not certified
6	Italy (Lazio)	Lazio Region	Via Francigena del Sud	https://www.viefrancigenedelsud.it/it/	Cultural Route of the CoE Linear path
7	Greece	Ministry of Tourism, Greece	The Routes of the Olive Tree	https://olivetreeroute.gr/en/	Cultural Route of the CoE Territorial (Involving territories that present one common theme or character)
8	Montenegro	National Tourism Organisation of Montenegro	The Illyricum Trail of the Roman Emperors and Danube Wine Route	www.romanemperorsroute.org	Cultural Route of the CoE Territorial (Involving territories that present one common theme or character)

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2.3 Step by step implementation framework

Together with the definition of the model, a toolbox is provided, including a step-by-step guide, to allow stakeholders to properly implement the system. An implementation framework is an integral part of any model, to ensure the results stemming from monitoring sustainability are in fact used to improve tourism management. (Miller and Twining-Ward, 2005, p.165).
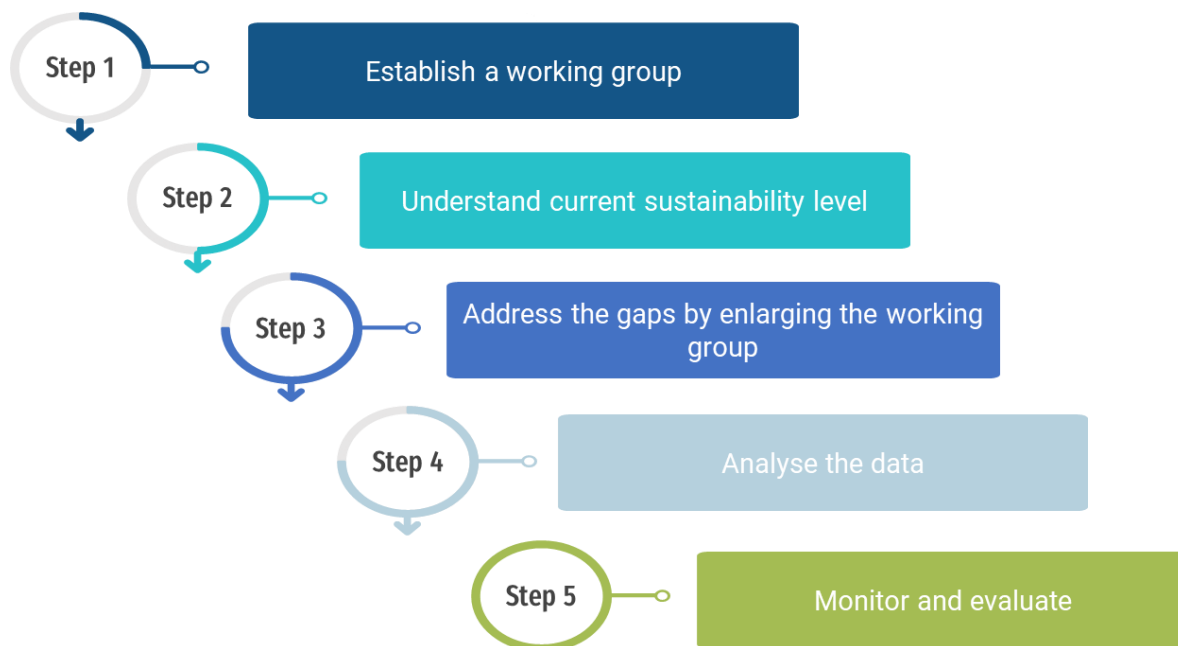
Step 1 — Establish a working group

Step 2 — Understand current sustainability level

Step 3 — Address the gaps by enlarging the working group

Step 4 — Analyse the data

Step 5 — Monitor and evaluate

Figure 1 Steps to implement the model.

The implementation guide includes the following five steps:

Step 1: Establish a working group

The working group should be formed by regional policy makers, route's managing body (at local level) and other key stakeholders connected to the route. The group will be in charge of implementing the model, working together to measure the sustainability of the route and taking action based on the results.

The key stakeholders to be involved in the working group include:

-**The local managers of the Cultural Route/ Path** (from the area where the model is being implemented).

-**Regional policy makers** (as the path involves more than one destination).

Other relevant stakeholders to invite to the working group include institutions and associations that are part of the route's network, such as: local municipalities, local DMOs (Destination Management Organizations), civil society organizations involved in cultural, social and environmental areas, tourism stakeholders (hotels, restaurants, T.O., etc.), protected area managers, academic institutions.

The importance of setting a multi-stakeholder working group is given by the possibility to establish relationships between the several actors working in the destination, to align objectives, resources and work towards common goals. Since the concept of sustainable development and sustainable tourism in particular is often perceived as "too abstract", the process of discussing its meaning and the implications for the destination helps understanding the concept and making it a more tangible one. This is known as the "conceptual role" of indicators and it is related to the social learning process that results from bringing a broad range of stakeholders together and facilitating conversations among larger communities (Bell et al., 2011; Farrell & Twining-Ward, 2004; Hezri & Dovers, 2006; Lehtonen, Sébastien, & Bauler, 2016). Besides, sharing the responsibility for data collection provides a sense of ownership and commitment to the process (European Commission, 2013; European Commission, 2016).

Step 2: Understanding the current sustainability level of the route/path

This will be possible by performing a Self-Assessment using the provided Audit Sheet. The Audit sheet is an excel sheet with a set of criteria (yes/no statements) that allows stakeholders to assess the current level of sustainability and use it as a baseline from where to start.

A first meeting with the stakeholders working group can be coordinated to go through the Audit Sheet and fill it out, according to the situation in the route/ path and in the destinations involved. The Self-Assessment Audit sheet allows a qualitative

evaluation, providing a percentage of compliance with the criteria. This is a preliminary but important result, allowing the manager of the route and regional policy makers to evaluate at which stage actually is with respect to the goal of becoming a sustainable route.

Since cultural routes/ paths involve several destinations, it is necessary to define the borders of the area for monitoring purposes. It is possible to implement the model in a short stretch of the cultural route/ path or along the entire length of the route. The difference will be in the number of stakeholders to involve and the overall complexity of the process if it involves different regions/ countries where the route passes.

Step 3: Address the gaps

According to the gap identified in the second step, between the current situation and the compliance with all criteria, a participatory process of data collection and analysis can be organized.

A second meeting can be held with an enlarged working group, to discuss the criteria and suggested indicators, and collectively agree on a work plan for data collection, dividing the responsibilities since certain stakeholders would naturally have easier access to certain information depending on their positions. At this stage, stakeholders part of the working group should raise awareness about the decision to implement the model, and keep the level of attention and interest high during all the stages of implementation, so that citizens in general are informed and can as well get involved in the process if they wish to.

The tools provided in this toolbox assist the working group in collecting the needed information to comply with the criteria and improve their level of sustainability, as well as the management of the route. Apart from the Audit Sheet with the criteria, the toolbox includes a number of suggested indicators, the instructions on how to use the Best Med Online Platform, and 2 sets of questionnaires for route's managers and visitors. Each of these tools are explained in detail in the following sections.

These questionnaires have been adapted from existing initiatives such as the European Tourism Indicator System (ETIS), the report on the economic, social and environmental impacts of tourism flows in Italian paths (Università degli Studi di Perugia, 2018) and the Green Pilgrimage project report (Norfolk County Council & University of East Anglia, 2019). The questionnaires can be used as they are, or be adapted to suit the particular needs of the route.

The information can be sourced as much as possible, from sources already available, such as statistical data at regional/ local level, surveys already performed, etc., to reduce the amount of time and resources dedicated to data collection. However, the lack of available data should not be a reason to disregard certain indicators, as one of the advantages of developing indicators is precisely to start collecting valuable data that was previously not being collected.

Step 4: Data analysis

Once the Audit Sheet and indicators are completed by using the several tools provided, the working group can analyse the results and see the percentage of compliance with the criteria, as well as the results from the indicators. It is not necessary to complete all indicators, stakeholders can start with those that are able to source first and slowly add more over time.

The tools provided (Audit Sheet and Online Platform) will enable a clear visualization and interpretation of the results to help make sense of the data and the implications for the destination.

According to the results, the group should discuss main issues and establish priorities, defining goals for the sustainable development of tourism along the stretch of the path and creating an action plan. The responsibility for following up the action plan should be shared between the route's manager and the stakeholders working group, including the regional public sector.

Step 5: Regularly monitor and evaluate

The working group commits to periodically monitor sustainability using the toolbox and the information stemming from the model to make informed decisions and policy development

2.4   Criteria to evaluate a cultural route/itinerary as Med S&C Path

Thanks to the Literature Review of international initiatives for sustainable tourism and cultural routes management performed in Deliverable 3.3.1, we have selected a common set of criteria useful to evaluate the sustainability of a cultural route or path.

We intend criteria as equivalent to benchmark, this is using criteria to describe the desirable situation that routes should comply with. The criteria serve as benchmark to compare actual performance and the gap between that performance and the criteria.

When selecting the framework to organize the criteria, we have taken a similar approach to that of the Global Sustainable Tourism Council (GSTC), identifying main dimensions, categories and criteria for each category, as well as suggesting specific indicators.

Each category contains several criteria to comply with. The indicators suggested are intended only to provide guidance to destinations and they are neither exhaustive nor

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mandatory, so users of the model are encouraged to use other relevant indicators or focus on the ones they consider relevant for their context. The criteria are divided in four main dimensions, following the pillars of sustainability:

- Sustainable Management (related to the Cultural Route/ Path management)
- Economic Sustainability
- Socio-Cultural Sustainability
- Environmental Sustainability

Each dimension is composed of categories with a total of 12 categories and 53 criteria. These criteria will be discussed with the project partners first and then with the stakeholders involved in the testing phase, to evaluate its importance and feasibility and eventually remove the ones considered not necessary or add new ones.
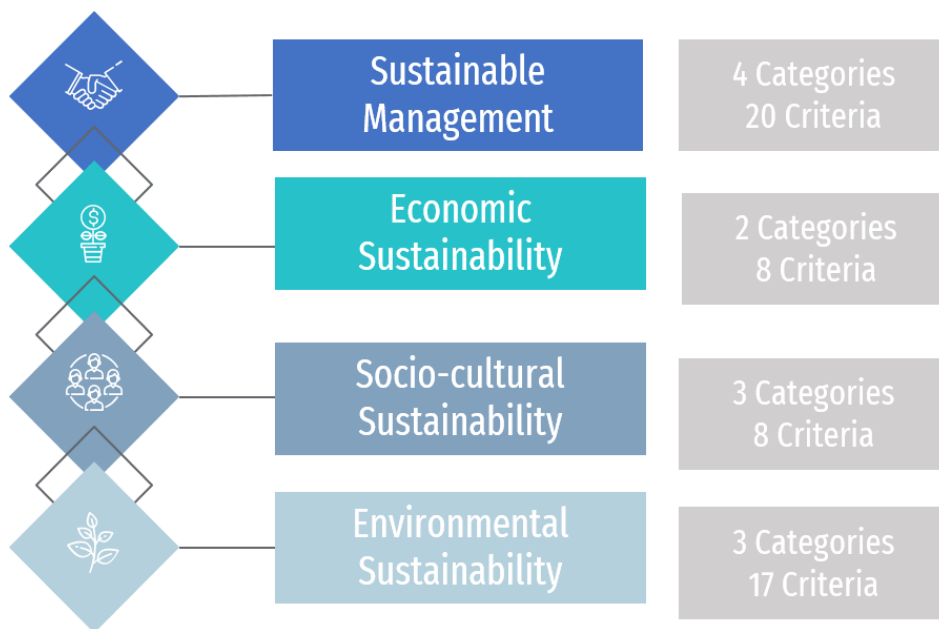

Figure 2 Criteria to evaluate sustainability of route.

2.4.1 MED S&C Path Model - Set of Criteria and suggested Indicators

Criteria			Yes/No	Preliminary Suggested Indicators
1. Sustainable Management				
1.1 Cultural Route/Path Planning & Management				
1.1.1	**Management structure**	The route has a legal entity, group or committee responsible for managing the route.		Founding documents of the legal entity Percentage of sites covered by management body
1.1.2	**Stakeholders involvement**	The management structure involves stakeholders from the public and private sector and civil society.		Specify the stakeholders that are part of the management structure Percentage representation of each community sector Degree of stakeholder participation (e.g. number of meetings, dissemination channels and other consultation

				mechanisms used, level of participation)
1.1.3	**Funding**	The management structure is appropriately funded to carry out its duties.		Level and sources of funding. Number of thematic projects (EU projects related to the topic of the Cultural Route) Amount of yearly founding from the EU Commission for the thematic projects (in EUR)
1.1.4	**Trained staff**	The staff working in the management structure is adequately trained in: - Sustainability. - Tourism. - Heritage.		% of staff with sustainability training. % of staff with tourism training. % of staff with culture/heritage training.
1.1.5	**Route's strategic plan**	The route/path has a strategic plan in place to manage all aspects of the route, including tourism and sustainability.		Existence of a multi-stakeholder, up to date tourism plan or strategy Existence of performance indicators designated for

				evaluating the plan implementation developed and used
				% of plan objectives which have been met
				Number of good practices developed and shared in the development and management of Cultural Routes.
1.1.6	**Region's sustainable tourism strategy**	The region where the stretch of the route is located has a sustainable tourism strategy and the cultural route/path operation is compatible with it		Percentage of the destination with a sustainable tourism strategy/plan with agreed monitoring, development control and evaluation arrangement

Percentage of the destination represented by a destination management organization

Number of environmental, social, cultural and economic actions recommended in the plan (% in each sector). |

1.1.7	**Impact Monitoring**	The management structure, together with relevant stakeholders, implements a system to monitor periodically the economic, socio-cultural and environmental impacts of the route.		% environmental, social, cultural actions recommended in plan which have been implemented.
1.1.8	**Visitors management**	Tools are implemented along the route to count the number of visitors on territories crossed.		Number of tourists on a trail, at one time, in a given time period or season, per year. If yes, specify in which territories and with which result(s); which kind of tools and indicators is being or has been used. Number of visitors specifically following the Cultural Route (for example looking for specific information related to a Cultural Route)
		Visitors satisfaction with the quality and sustainability of the route is regularly monitored.		Surveys: Level of satisfaction by tourists, including perception of cleanliness.

				Level of tourist satisfaction with the visit to cultural sites of the destination Level of tourists satisfaction on Online reviewing sites (Trip Advisor, Facebook, Booking.com) Number of complaints/compliments per year from tourists. Percentage of visitors who note that they are aware of destination sustainability efforts Percentage of return visitors
1.2 Quality of Infrastructure				
1.2.1	**Infrastructure condition**	The infrastructure along the route is well maintained and provides all the services visitors might need, comprising:		Number of new infrastructure facilities developed related to the management of the Cultural Route (all kind of infrastructure).
		The physical paths/treks		

		Viewpoints		% of trail and margins degraded.
		Rest areas		Number of waste bins (bins/visitor).
		Litter bins		Number of recycle bins for plastic, aluminum, paper products, organic waste.
		Water fountains		Number of water fountains available along the path
		Toilets		Number of information boards along the path
		Information boards		% of buildings considered in degraded condition
		Sheds or other type of shelter		Does a signposting system indicating the sites/paths/buildings that are part of the cultural route exist?
		Bicycle racks		
		Vehicle parking bays		

		Signposting system		Number of new signposting systems developed related to the management of the Cultural Route
1.3 Health & Safety				
1.3.1	**Safety information**	A safe use of the route is guaranteed by safety information: the provision of permanent, all-weather, environment-friendly, clear signposting and other markings associated to a trail are available wherever necessary		Level of facilitation of information and services (e.g. provision of outdoor air information, road conditions, emergency services – on website or sign posts).
1.3.2	**Emergency protocols**	Emergency protocols are established to respond to natural or man-made disasters as well as health issues from visitors		Level of facilitation of access to information on emergency measures and contingency plans. Degree to which key tourist zones are covered by contingency or emergency planning (existence of plan, % area included).
1.4 Information & Promotion				

1.4.1	**Visitor Information**	There are Information Centres along the route to provide guidance and information to visitors.		Number of tourist information offices per tourist
		Promotion and visitor information material about the route is accurate with regard to its products, services, and sustainability claims.		Public organisations dedicated to tourism, which have included the route in their promotional material. Number of tour operators who have included the products linked to the theme of the route in their catalogues. Please specify if a contractual basis with those in charge of the route exists.
		Responsible tourist behaviour is encouraged through awareness raising campaigns		% of community protected by regulations eg. of noise, congestion, alcohol consumption and loitering, controlling tourist behaviour in proximity to residential and children's play areas

1.4.2	Interpretative material	Accurate interpretative material is provided which informs visitors of the significance of the cultural and natural aspects of the sites they visit.		Does the cultural route have an interactive, digital or GIS map? Percentage of tourists who receive conservation materials
		The information provided is culturally appropriate, developed with host community collaboration, and clearly communicated in languages pertinent to visitors and residents.		Percentage of stakeholders for whom materials are in their native language
1.4.3	Website and Social Media	The route/path has an updated website and social media profiles where to provide information and promote the activities along the route including its tourism offer		Links to website and social media profiles

		They are periodically monitored to check their effectiveness and visitors satisfaction.		Number of Cultural Route website visits. Number of Cultural Route page clicks per visit (Google Analytics). Extent to which the social media sites (Facebook, Twitter, Trip Advisor etc.) created by the Cultural Route attract visitors and comments (as an indicator of the effectiveness of their marketing strategies and the level of interest in the Route)

2. Economic Sustainability

2.1 Economic contribution to local economy

| 2.1.1 | **Tourism flows (volume and value)** | The direct and indirect economic contribution of tourism to the destination's economy is monitored and publicly reported.

Appropriate measures include levels of visitor volume, visitor expenditure, employment and investment | | Number of tourist's nights per month

Daily spending per overnight visitor |

				Average length of stay of tourists (nights) Daily spending per tourist and same day visitor in the area of cultural routes (museums, attractions, accommodation, F&B, etc.). Number of tourists/visitors per 100 residents Average price per room in the destination Source of tourist demand (% foreign, domestic)
2.1.2	**Supporting local entrepreneurs**	Local businesses, especially small and medium sized enterprises are supported through funding, training, etc. to benefit from the route.		Local Multiplier 3 (LM3). Business start-up and growth: Business sales directly attributable to the Cultural Routes.

				Number of SMEs in the tourism, culture and creative industries sector. Ratio of the number of local to external businesses involved in tourism
2.1.3	**Joint promotion**	SMEs along the route/ path highlight the theme of the route/path in their promotional activities and benefit from its visibility.		Number of businesses involved in promotion of route Percentage of tourist offers available in your destination highlighting the theme of the cultural route.
2.1.4	**Local products and services**	The retention of tourism spending at local level is encouraged through the promotion of local sustainable products based on fair trade principles and that reflect the area's nature and culture. These include food and beverages, crafts, performance arts, agricultural products, etc.		Sale of products: The direct sales from items produced by the Cultural Route such as guidebooks, tours, and souvenirs. Percentage of locally produced food, drinks, goods and services

				sourced by the destination's tourism enterprises Percentage of tourism enterprises sourcing a minimum of 25% of food and drink from local/regional producers Availability (Number) of markets for local products
2.1.5	**Employment and career opportunities**	The local businesses and inhabitants participate in the benefits tourism generates as part of the route/ path		% of local population supporting tourism on the route. Number of businesses involved in promotion of route (and investment in promotion).
		The route/path stimulates the creation of employment opportunities or retention of existing jobs for local inhabitants.		Direct tourism employment as percentage of total employment in the destination. Sectoral employment multiplier.

				Number of newly created jobs or existing jobs saved as a direct or indirect result of the cultural route. Percentage of local workers employed at different skill levels. Percentage of employees who are from the local community.
		Training opportunities and business advice are available to improve the skills of staff directly or indirectly related to the route/path and to increase employment opportunities related to sustainable tourism.		Number of businesses provided with business advice or training. Extent of work programs for at-risk youth (number, %). Number of training courses offered per year, number of people attending. Existence of programs for training employees

				Number of scholarship and training opportunities for local youth (% of total)
		Gender equality in formal tourism employment is encouraged		Women/men as a % of all formal tourism employment
				% of women/men in different tourism income earning categories
				% of tourism businesses run by women/men
				% of tourism operators who have regulations/made commitments regarding equal gender opportunities
				% women/men tourism employees with formal training
2.2 Seasonality				

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| 2.2.1 | **Tackling seasonality** | Options to tackle seasonality are investigated and implemented, including a mechanism to identify year-round tourism opportunities, where appropriate—and direct tourism flows from coastal to hinterland areas. | | Ratio of low-season to peak-season tourists

Ratio of low-season to peak-season tourism employment

Percentage of official tourism accommodation establishments that are open all year

% tourism places available (annual average)

Occupancy rates for licensed (official) accommodation by month (peak periods relative to low season) and % of all occupancy in peak quarter or month)

Tourist arrivals by month or quarter (distribution throughout the year) |

				Number and % of tourist industry jobs which are permanent or full-year (compared to temporary jobs)
3. Socio-Cultural Sustainability				
3.1 Preservation of Cultural Heritage				
3.1.1	**Protection of cultural heritage**	The route management structure together with public authorities supports the protection of tangible and intangible cultural heritage along the route.		Number of policies, strategies, action plans and tools in place to promote regional economic development using cultural heritage. % of old buildings on the route designated at local, national and/or World Heritage levels. Number of artefacts and built sites on trail Pressure on cultural heritage Number of guides trained in interpretation

				Funds for building renovation
3.1.2	**Promotion of cultural assets**	Thematic events and festivals are celebrated to promote the traditional / local culture and heritage.		Percentage of the destination's events that are focused on traditional/local culture and heritage. Number of thematic events (related to the topic of the Cultural Route). Number of historical sites available and open for visitors at the route. Cost of community advertising and promotion per number of tourists Number of festivals and customs preserved
3.1.3	**Respect of cultural heritage**	Guidelines for visitor behaviour at sensitive sites and cultural events are made available to visitors,		Existence of a code of behaviour for tourists.

		tour operators and guides before and at the time of the visit.		Use of self-guided signs or pamphlets. Level of visitors' awareness of regulations concerning cultural heritage sites Availability of guidelines for "what to do" and "not to do" in attraction sites
3.2 Accessibility				
3.2.1	**Accessible facilities**	Where practical, sites, facilities and services, including those of natural and cultural importance, are accessible to all, including persons with disabilities and others who have specific access requirements or other special needs.		Percentage of commercial accommodation establishments participating in recognized accessibility information schemes. Percentage of public transport that is accessible to people with disabilities and specific access requirements. Percentage of attractions with wheelchair access

				Percentage of attractions offering alternative access for those with mobility concerns Number of people with disabilities visiting destination Number of tour companies in destination offering tours/guides trained for people with disabilities
3.2.2	**Accessibility Information**	Information is made available on the accessibility of sites, facilities and services.		Percentage of official tourism websites that include destination accessibility information Percentage of tourism enterprises whose website includes information on the accessibility of their products and services
3.3 Residents engagement & feedback				
3.3.1	**Participatory approach**	The route enables and promotes public participation in the sustainable planning and management of the destinations along the route.		Evidence of the promotion and facilitation of public participation in destination planning/management.

				Existence of a community tourism plan Number of local meetings to discuss issues before policies are implemented
3.3.2	**Residents consultation**	Residents in the destinations along the routes are regularly consulted about their level of satisfaction with tourism along the route.		Residents level of satisfaction with tourism is monitored through surveys and other systematic feedback mechanisms Social equity of the cultural route
3.3.3	**Strengthening social identity and cohesion**	The route has strengthened the spirit of social cohesion among community members, their local identity and the opportunities for exchange and learning related to the encounter between residents and visitors.		Percentage of population decline in rural areas in the last 5 years Percentage of local residents who believe they benefit from the trail.

				Number of community members actively participating in the cultural route / path
				Percentage of local residents who believes that tourism has helped bring new services or infrastructure
				Number of community members actively participating in the route; e.g. volunteers in visitor centres, members of route tourism association.

4. Environmental Sustainability				
4.1 Resource Management				
4.1.1	**Solid Waste management**	The route/ path and destinations along the route have a waste management system to treat and dispose waste safely.		Percentage of destination area covered by solid waste collection services
		There are facilities along the trail and in destinations to separate waste and recycle it.		Number and location of recycling facilities along the path

		The management structure of the route and the public authorities encourage enterprises along the route to reduce waste production, especially plastic waste.		Percentage of tourism enterprises separating different types of waste.
4.1.2	**Water management**	The quality of drinkable water along the route is regularly monitored.		Percentage of tourism establishments with water treated to international potable standards. % of local population with access to treated water
		The management structure of the route and the public authorities encourage enterprises along the route to reduce water consumption, incorporating new technologies and awareness raising activities.		Percentage of tourism enterprises taking action to reduce water consumption. Water use: (total volume consumed and litres per tourist per day) Water saving (% reduced, recaptured or recycled)

4.1.3	**Energy consumption**	Facilities using renewable sources of energy are incorporated along the route, such as solar panels, etc.		% of energy consumption from renewable resources (at destinations, establishments) % of establishments (e.g. hotels) using renewable sources, generating own energy
		The management structure of the route has created synergies with enterprises sensitive about sustainability who are taking steps to reduce their greenhouse gases emissions and incorporate renewable sources of energy.		Percentage of tourism enterprises taking action to reduce energy consumption.
		The public authorities provide financial incentives to local enterprises working together with Cultural Routes, to encourage the purchase of renewable energy technologies and increase energy efficiency.		Percentage of businesses participating in energy conservation programs, or applying energy saving policy and techniques
4.1.4	**Sustainability certifications**	-Businesses along the route and destinations are encouraged to adopt voluntary certifications/		Number/ Percentage of tourism enterprises using a voluntary certification/ label for

		labelling for environmental sustainability as concrete efforts to reduce negative impacts.		environmental/quality/sustainability or Corporate social Responsibility along the route? Ecological footprint calculator.
4.2 Sustainable mobility				
4.2.1	**Soft mobility strategy**	The route has a soft mobility strategy with concrete targets to reduce transport emissions from travel within the route and its destinations.		Level of support for low energy alternatives to vehicle transport. Existing measures of restricting car access or parking spaces (yes / no)
4.2.2	**Low impact transportation**	Soft mobility options are encouraged to travel to and along the route (walking and cycling)		Percentage of tourists and same-day visitors using different modes of transport to arrive at the destination. % of travellers using alternative transport (bicycles, walking, other low energy use options)

		Multimodal platforms are available to connect different modes of transport.		Percentage of tourists and same-day visitors using local/soft mobility/public transport services to get around the destination.
		Public transport is available to reach destinations and attractions along the route.		Percentage of environmental friendly transport alternatives with respect to all means of transport in the destination

4.3 Landscape & Biodiversity protection

4.3.1	**Protected areas**	Natural sites and biodiversity are protected along the route thanks to national and regional laws and designated protected areas.		Number of protected areas the route crosses.
4.3.2	**Landscape & Scenery**	Natural and rural scenic views along the route and destinations visited are protected and the sense of place is maintained.		Percentage of local enterprises in the tourism sector actively supporting protection, conservation and management of local biodiversity and landscapes. Percentage use relative to ecological carrying capacity

				(maximum permitted number of tourists) Soil erosion (% and total area eroded)
4.3.3	**Wildlife**	Activities and services provided along throughout the route do not disturb wildlife, or come into contact with endangered, threatened species.		Percentage of tourism dependent on viewing species (% of key species considered vulnerable to changes in climate). Number of threatened-vulnerable species. Existence of rules regulating activities such as hunting, fishing, etc.

2.5 Self-Assessment Audit Sheet

The audit sheet allows to measure compliance with the criteria. This audit sheet is filled out by the regional policy maker and the route's manager.

In the testing phase of BEST MED, the project partners together with the local stakeholders will be acting as auditors, evaluating the sustainability level of the chosen itineraries and filling out the audit sheet. However, once the model is tested, there won't be the need for an external auditor. The model will be a voluntary tool to improve the management of the route and the self-assessment will be complemented by other tools in the toolbox (online platform and questionnaires).

The Self-Assessment Audit Sheet is included in the toolbox as a separate file (excel sheet). A preliminary view is available in the Annex.

2.6 Set of Indicators

In order to measure the level of compliance with each criterion, a number of indicators can be used. To evaluate the choice of indicators, UNWTO and several scholars propose a number of criteria, which we will take into consideration when selecting the key indicators for our model.

Based on the criteria from UNWTO (2004), we evaluate indicators based on:

1) Relevance: Does the indicator respond to the specific issue and provide information that will aid in its management?

2) Feasibility: How can the information be obtained and analysed?

3) Credibility: Is the information coming from reliable sources to be believed by users?

4) Clarity: Will users be able to understand the information and act on it?

5) Comparability: Can the indicator be used to establish comparisons over time and across jurisdictions or regions?

These criteria are generally shared by scholars (Agyeiwaah et al., 2017; Lozano-Oyola et al., 2012; Tanguay et al., 2013).

In this sense, Tanguay et al. (2013) propose 7 selection criteria for sustainable tourism indicators that are scientifically valid, but policy-relevant. The criteria are classified into Primary and Secondary criteria:

Primary criteria: General sustainable development dimensions

1. **Classification** (environmental, social and economic components of sustainable development)
2. **Frequency of use** (the most frequently used indicators from among the several initiatives analysed)
3. **Coverage of the main issues in tourism sustainability** (according to the 20 main issues of sustainable development in tourism defined by UNWTO)
4. **Measurability over time** (dynamic indicators)

Secondary criteria: site-specific, to ensure policy relevance

5. **Availability of data:** link with statistics or data already available at regional/ local level
6. **Compatibility with the destination tourism policy**: if there is one, compare indicators to see if they match the principles of the tourism policy of the region, but always covering the 4 main criteria. When the data are unavailable, it is always possible to choose substitute indicators as long as coverage of the sustainable development dimensions is maintained
7. **Validation of indicators by the decision makers** through participatory processes (which is our objective during the Policy Learning Seminars).

Following these several criteria from the scientific literature, together with the practical experience of past initiatives such as ETIS indicators and EU funded projects (Coccossis & Koutsopoulou, 2020; Niavis, et al., 2019) and those initiatives analysed for Deliverable 3.3.1, we were able to identify an initial, long list of possible indicators that have demonstrated effectiveness to measure the intended phenomenon.

Moreover, these indicators could be further classified into Core Indicators and Optional or site-specific indicators. Core indicators are generally those common to all kind of destinations and those which represent the main dimensions of sustainable development. Selecting a set of core indicators can facilitate comparisons against different destinations (Coccossis & Koutsopoulou, 2020). Instead, optional/ additional indicators can be those site-specific ones, related to the tourism policy and particular issues/ priorities at the destination.

Since there is no agree number of indicators to use, researchers and practitioners have to apply their own subjective criteria in order to define a number which allows to

cover the main sustainability dimensions but that is relevant and feasible for the site-specific context (Torres-Delgado & López Palomeque, 2014), which is very much in agreement with the proposal of Tanguay et al. (2013). In this context, validating indicators through participatory processes involving different stakeholders is desirable and this is precisely our intention during the Policy Learning Seminars (Deliverable 3.4.2) and during the Testing Phase of Best MED.

Clearly, implementing indicators is not free of challenges. As asserted by Agyeiwaah et al., 2017, "*the combination of funding constraints, lack of commitment and support, lack of proper implementation and action framework, unclear goals and outcomes, unclear definition of stakeholder roles, and little development of systematic measures of assessment for enterprises is a recipe for failure" (p.27)*. These are some of the issues we intend to tackle with the model and the tools to implement it provided here.

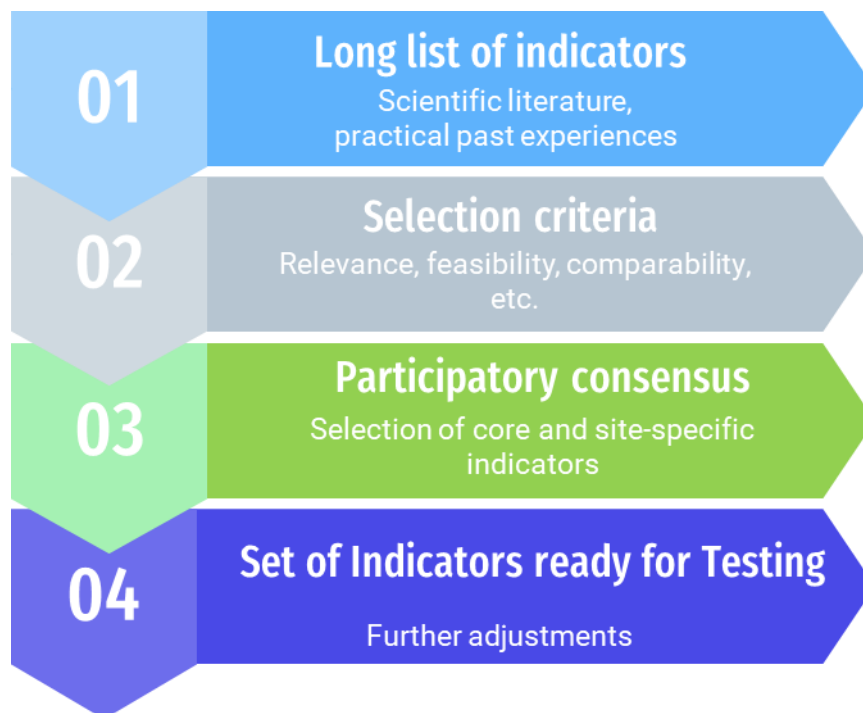Figure 3 summarises the process we will follow to select relevant indicators.

Figure 3 Indicators Selection Process

2.7 Benchmarking Method

As previously explained, for the moment the Self-Assessment Audit sheet allows a qualitative evaluation, providing a percentage of compliance with the criteria. This is a preliminary but important result, allowing policy makers and managers of the route to evaluate at which stage actually is with respect to the goal of becoming a sustainable route.

As a second step, once a set of indicators is selected to measure the exact level of compliance with each criterion, the benchmarking will be possible, both with respect to the baseline results of one route, and with respect to other cultural routes/ paths implementing the model.

Benchmarking can be defined as "a continuous and systematic process that comprises the identification, learning and implementation of the most effective practices and capacities from other destinations, in order to improve the performance of the destination that introduces these practices" (Luque-Martínez & Muñoz-Leiva, 2005 in Lozano-Oyola et al., 2012). According to Lozano-Oyola et al., the idea is to first select the "best performing destination" which will be the destination obtaining the best results for the indicators measured, and secondly, to compare other destinations against the reference destination, to measure the performance gap between the current results and the desirable goal. This allows managers to define the necessary steps to achieve the performance level of the reference destination (Blancas et al., 2011).

It is important to note that the benchmarking should be a learning exercise (Blancas et al., 2011; Lozano-Oyola et al., 2012) enabling other destinations to improve their level of sustainability, and not be perceived as a competitive process.

The exact procedure to perform the benchmarking analysis will be defined once the final list of indicators is selected. Recommendations on best practices and actions plans to implement sustainability in the route/ path can be provided after the testing phase, with the input from the stakeholders involved in the pilot process. Best practices can also link to results from other projects involving cultural and pilgrimage routes.

2.8 Online Platform with indicators

This is another useful tool provided by BEST MED to measure compliance with the criteria of the model and allow benchmarking among destinations.

The online platform consists of a map with destinations that are part of cultural routes. Each destination is presented with representation of Mitomed and Eurostat data on the regional or country level. Core indicators were chosen from available Eurostat data to provide evidence-based context to the cultural routes operations. Each indicator is presented as a visual representation (e. g. in the form of graph). Eurostat data serves as quantitative data for the objective benchmarking between the destinations. Important benefits of this representation is that there is no need for external auditor and the data can be automatically updated when Eurostat updates the existing databases.

Eurostat databases were chosen in accordance with categories of sustainability. Most indicators fit in the category of economic sustainability (arrivals, same-day visits, occupancy rate, employment rate). Tourist arrivals will be presented annually and monthly as the annual data serves for growth evaluation while the monthly data informs about seasonality issues. For detailed information about core indicators see Table 1.

For more information, see corresponding deliverable 3.2.3.

Table 1 Core indicators imported from Eurostat

CATEGORY	INDICATOR	DATABASE	STATISTICAL UNIT	TIME FREQUENCY
Economic Sustainability	Arrivals at tourist destination – annually	Arrivals at tourist accommodation establishments by NUTS 2 regions	Geographical region	Annually
Economic Sustainability	Same-day visits at tourist destination	Same-day visits - annual data	Country	Annually
Economic Sustainability	Number of tourist establishments in coastal/nom-coastal area	Annual data on number of establishments, bedrooms and bed places at NUTS 2 level, by degree of urbanisation and by coastal/non-coastal area	Geographical region	Annually
Economic Sustainability	Occupancy rate of tourist accommodation establishments	Annual occupancy (arrivals and nights spent by residents and non-residents) of	Geographical region	Annually

		tourist accommodation establishments at NUTS 2 level, by degree of urbanisation and by coastal/non-coastal area		
Economic Sustainability	Arrivals at tourist destination – monthly	Arrivals at tourist accommodation establishments - monthly data	Country	Monthly
Economic Sustainability	Employed people in Air transport; Accomodation and food service activites; Accomodation, Travel agencies, tour operators and other reservation service and related activities	Employed persons and employees by sex and full-time/part-time activity and NACE Rev. 2 activity	Country	Annually
Environmental Sustainability	Generation of waste by service industry	Generation of waste by economic activity	Country	Annually
Socio-Cultural Sustainability	Population of active enterprises: Libraries, archives, museums, and other cultural activities	Business demography by size class (from 2004 onwards, NACE Rev. 2)	Country	Annually
Socio-Cultural Sustainability	People employed in the population of active	Business demography by size class (from 2004 onwards, NACE Rev. 2)	Country	Annually

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enterprises: Libraries, archives, museums and other cultural activities.	47

2.9   Questionnaires

In this section, we provide a brief description of the type of information that should be collected with each of the surveys to the four types of key stakeholders in the territory. The type of information is in line with other initiatives previously analysed (ETIS surveys, Green Pilgrimage surveys and the "Atlas of Paths" Report).

Two questionnaires have been designed following these guidance (Visitors Survey and Routes/ Paths Managers attached). Moreover, at a later stage, it will be decided among partners if the other two possible sets of questionnaires are needed (Local businesses and Residents Surveys).

2.9.1   Guidance Questionnaire for cultural routes/path managers

Category	Type of information to collect
General information	1. Name of the cultural route/path. 2. Name and role of the contact person. 3. Type of cultural route/path. 4. Length of the cultural route/path (in kilometres). 5. Location. 6. Private stakeholders involved. 7. Public stakeholders involved.
Visitors	8. Types of services offered to visitors: Tourist guide, camping, food and beverages, transportation, accessibility, etc. 9. Visitors profile: Domestic, international, families, couples, groups, etc. 10. Communication with the visitors before and after visiting the cultural route/path.
Sustainability practices	11. Number of people visiting the cultural route/path per year (specify the source of information). 12. Measurement of visitor satisfaction. 13. Types of measurements or estimates of the impact of tourism on the cultural route/path. 14. Measurement of the environmental impact on the cultural route/path (pollution, waste, etc.).

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	15. Measurement of the social or cultural benefits related to the cultural route/path (transfer of local traditions and culture, strengthened territorial image, education, etc.). 16. Sustainable practices implemented on the cultural route/path.
Governance model and cooperation	17. Organisational structure: Stakeholders responsible for the cultural route/path, roles, responsibilities, participatory practices. 18. Type of cooperation between the members of the cultural route/path: Occasional, periodic, collaborative, competitive, formal, informal. 19. Partnerships with tourism-related stakeholders. 20. Process of planning activities related to the development, maintenance, or promotion of the cultural route/path. 21. Networking with bordering regions or other regions regarding cultural routes/ paths 22. Relationship with other regional stakeholders (challenges, success factors, etc.) 23. Main competitors.

2.9.2 Guidance Questionnaire for tourists

This questionnaire is useful for two purposes: to profile the type of visitors interested in cultural routes/ paths (to direct the promotional activities to those tourists), and to gather their feedback about the sustainability level of the route.

Category	Type of information to collect
Profile of visitors	1. Demographics: age, nationality, employment status, socioeconomic status, type of visitor. 2. Type of transportation used to get to the cultural route/path. 3. Length of journey to get to the cultural route/path. 4. Times that the cultural route/path has been visited.
Type of activities	5. Type of visit: short, part-day, full-day, multi-day. 6. Sites or attractions visited / planned to visit. 7. Planned activities: sightseeing, photography, shopping, eating, outdoor recreation, spiritual or religious activities, visiting cultural or heritage sites. 8. Reasons for visiting the cultural route/path.
Level of satisfaction	9. Importance of the characteristics of the cultural route/path: natural environment, benches, places

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	to sit, rubbish or recycling disposal points, signage, width of the road. 10. Level of satisfaction with the characteristics of the cultural route/path. 11. Level of overall satisfaction with the cultural route/path.
Level of expenditure	12. Estimation of average daily spend per person. 13. Estimated expenditure per activity.

2.9.3 Guidance Questionnaire for residents

Category	Type of information to collect
Resident characteristics	1. Demographics: age, nationality, employment status, socioeconomic status.
Level of satisfaction	2. Level of overall satisfaction with the cultural route/path. 3. Perceived benefits of the cultural route/path. 4. Perceived negative impacts of the cultural route/path. 5. Participation in the planning and development process of the cultural route/path. 6. Effects of the cultural route/path on the local identity and cultural heritage. 7. Effects of the cultural route/path on the quality of life.

2.9.4 Guidance Questionnaire for businesses

Category	Type of information to collect
Enterprise characteristics	1. Type of business: accommodation, catering, recreation, transport, other. 2. Type of employees: full-time employees, part-time employees, seasonal employees, trainees/interns. 3. Gender equality: proportion of workers by gender, proportion of management positions held by women. 4. Accessibility initiatives or certifications.
Environment	5. Environmental or CSR certifications. 6. Locally sourced products. 7. Participation in climate change mitigation schemes. 8. Climate change adaptation actions. 9. Actions to reduce energy consumption. 10. Renewable sources. 11. Waste sorting.

	12. Water consumption reduction.
	13. Actions to support biodiversity, environmental protection or conservation.
Level of satisfaction	14. Level of overall satisfaction with the cultural route/path.
	15. Perceived benefits of the cultural route/path.
	16. Perceived negative impacts of the cultural route/path.
	17. Participation in the planning and development process of the cultural route/path.
	18. Effects of the cultural route/path on business activities.

2.10 Format of Policy Learning Seminar

The Policy Learning Seminars that will be conducted for Deliverable 3.4.2 will lead to the presentation at local level of the "MED S&C Path Model", its indicators and evaluation tools (Audit Sheet and Questionnaire).

As part of the Benchmarking Toolbox we include the methodology to perform the Policy Learning Seminars, through a co-creative, bottom-up brainstorming approach.

2 seminars to be held in March, 2021

Location: 8 pilot areas

Format: Online

Duration of each: at least 2 hours

Expected outcomes: Model and indicators validated and enriched with suggestions, to have them ready for the Testing Phase in each pilot area

Stakeholders participation: select the stakeholders to take part in the seminars (small, multi-disciplinary group). Number of participants: 8-15

Participants may include: local policy makers, regional policy makers, representatives from the hospitality and tourism sector, local NGOs, Cultural route manager, local DMO's, academia, municipalities (tourism/economy/environmental sectors, etc.).

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1st Seminar:

- **Brief introduction about BEST MED project, the S&C Path Model and the tools** (a presentation of the Model should be sent to participants in advanced for them to be aware of the model and ready for the discussion) **20 – 30 minutes**
- **1st activity:** Discussion about sustainability issues (economic, environmental, socio-cultural and route's management) and priorities for sustainable tourism development in the pilot area

  See if divided in smaller groups (breakout rooms are possible with Zoom)

To do so we will perform a **Nominal Group Technique** session (1,5 hours needed) in two rounds assessing the perceptions of stakeholders of the current situation on the destination and their expectations for the future. They will be asked through a controlled focus group management tool, to list current positive and negative tourism related characteristics and to prioritise the whole set of items resulting from the collective brainstorming.

For this activity, Zoom has the polling feature and participants can vote the different options and the reports can be downloaded after. Other useful tools for brainstorming include online whiteboards such as Mural or Miro

2nd Seminar:

- Present the indicators by category (sustainable management, economic, socio-cultural, environmental)
- Possibly using again, the Nominal Group Technique, we will collect their opinion on the relevance of indicators to solve the issues and priorities identified in the previous seminar
- Get them to vote on the key indicators
- Encourage participants to suggest new indicators that were not considered. Basic guidelines to be provided to participants such as:
  - Relevant to the key issues or objectives they are designed to measure
  - Simple to understand
  - Feasible for the organization involved in collecting the data

- Try to separate those Core Indicators (general to all contexts) and Specific indicators for the local context. The core indicators could be those common to all areas to allow comparisons.

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- **Recommended tools from the Facilitators:** Besides knowledge facilitating participatory processes, make sure they have IT knowledge/ running online events and experience with online tools to brainstorm, such as online whiteboards (Miro, Mural, etc) preferably integrated with the Meeting platform. For example, Mural is integrated with Zoom and Teams.

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Annexes

Self-Assessment Audit Sheet (Excel file attached)

Section	Category	Reference Number	Criteria		Yes/ No	Suggested Indicators
1. Sustainable Management	1.1 Cultural Route/ Path Planning & Management	1.1.1	**Management structure**	The route has a legal entity, group or committee responsible for managing the route		Founding documents of the legal entity
		1.1.2	**Stakeholders involvement**	The management structure involves stakeholders from the public and private sector and civil society		Number of meetings per year?
		1.1.3	**Funding**	The management structure is appropriately funded to carry out its duties		Level of funding
		1.1.4	**Trained staff**	The staff working in the management structure is adequately trained in:		Number of thematic projects (EU projects related to the topic of the Cultural Route)
				Sustainability		
				Tourism		
				Heritage		
		1.1.5	**Route's strategic plan**	The route/ path has a strategic plan in place to manage all aspects of the route, including tourism and sustainability		
		1.1.6	**Region's sustainability strategy**	The route management structure is involved in the overall sustainability strategy of the region and its operation is compatible with it		
		1.1.7	**Impact Monitoring**	The management structure, together with relevant stakeholders, implements a system to monitor periodically the economic, socio-cultural and environmental impacts of the route		Number of tourist's nights per month; Average length of stay of tourists; seasonality
		1.1.8	**Visitors management**	Tools are implemented along the route to count the number of visitors on territories crossed.		Number of tourists on trail, at one time, in a given time period or season, per year

Are tools implemented along the route to count the number of visitors of the route on territories crossed? If yes, specify in which territories and with which result(s); which kind of tools and indicators is being or has been used

–Visitor surveys on visitors satisfaction, including perception of cleanliness

–Use of Big data such as reviewing sites (Trip |
				Visitors satisfaction with the quality and sustainability of the route is regularly monitored		
				Guidelines for visitor behaviour at sensitive sites are made available to visitors, tour operators and guides before and at the time of the visit.		
	1.2 Quality of	1.2.1	**Infrastructure condition**	The infrastructure along the route is well maintained and provides all the services visitors		

Section	Category	Reference Number		Criteria		Yes/ No	Suggested Indicators
2. Economic Sustainability	2.1 Economic contribution to local economy	2.1.1	**Tourism flow (volume and value)**	The direct and indirect economic contribution of tourism to the destination's economy is monitored and publicly reported. Appropriate measures include levels of visitor volume, visitor expenditure, employment and investment			Number of tourists nights per month; Daily spending per overnigh visitor; Average length of stay of tourists; Direct tourism employment as percentage of total employment in the destination; Percentage of locally produced food, drinks, goods and services sourced by the destination's tourism enterprises; Daily spending per tourist and same day visitor in the area of cultural routes (museums, attractions,
		2.1.2	**Supporting local entrepreneurs**	Local businesses, especially small and medium sized enterprises are supported through funding, training, etc to benefit from the route			Local Multiplier 3 (LM3) Business start up and growth: Business sales directly attributable to the Cultural Routes. Number of SMEs in the tourism, culture and creative industries sector
		2.1.3	**Joint promotion**	SMEs along the route/ path highlight the theme of the route/path in their promotional activities and benefit from its visibility			Percentage of tourist offers available in your destination highlighting the theme of the cultural route
		2.1.4	**Local products and services**	encouraged through the promotion of local sustainable products based on fair trade principles and that reflect the area's nature and culture. These include food and beverages, crafts, performance arts, agricultural products, etc			Sale of products: The direct sales from items produced by the Cultural Route such as guidebooks, tours, and souvenirs
		2.1.5	**Employment and career opportunities**	The local businesses and inhabitants participate in the benefits tourism generates as part of the			

Section	Category	Reference Number	Criteria		Yes/ No	Suggested Indicators
3. Socio-Cultural Sustainability	3.1 Preservation of Cultural Heritage	3.1.1	**Protection of cultural heritage**	The route management structure together with public authorities supports the protection of tangible and intangible cultural heritage along the route		Number of policies, strategies, action plans and tools in place to promote regional economic development using cultural heritage % of old buildings on the route designated at local, national and/or World Heritage levels
		3.1.2	**Promotion of cultural assets**	Thematic events and festivals are celebrated to promote the traditional / local culture and heritage		Percentage of the destination's events that are focused on traditional/local culture and heritage Number of thematic events (related to the topic of the Cultural Route) Number of historical sites available and open for visitors at the Route
		3.1.3	**Respect of cultural heritage**	Guidelines for visitor behaviour at sensitive sites and cultural events are made available to visitors, tour operators and guides before and at the time of		
	3.2 Accessibility	3.2.1	**Accessible facilities**	Where practical, sites, facilities and services, including those of natural and cultural importance, are accessible to all, including persons with disabilities and others who have specific access requirements or other special needs.		Consistent application of accessibility standards in public facilities Percentage of commercial accommodation establishments participating in recognized accessibility

Section	Category	Reference Number	Criteria		Yes/ No	Suggested Indicators
4. Environmental Sustainability	4.1 Resource Management	4.1.1	Solid Waste management	The route/ path and destinations along the route have a waste management system to treat and dispose waste safely		
				There are facilities along the trail and in destinations to separate waste and recycle it		Recycling facilities along the path
				The management structure of the route and the public authorities encourage enterprises along the route to reduce waste production, especially plastic		Percentage of tourism enterprises separating different types of waste
		4.1.2	Water management	The quality of drinkable water along the route is regularly monitored		
				The management structure of the route and the public authorities encourage enterprises along the route to reduce water consumption, incorporating new technologies and awareness raising activities		Percentage of tourism enterprises taking action to reduce water and energy consumption
		4.1.3	Energy consumption	Facilities using renewable sources of energy are incorporated along the route, such as solar panels,		
				The management structure of the route has created synergies with enterprises sensitive about sustainability who are taking steps to reduce their greenhouse gases emissions and incorporate renewable sources of energy		Percentage of tourism enterprises taking action to reduce water and energy consumption
				The public authorities provide financial incentives to local enterprises working together with Cultural Routes, to encourage the purchase of renewable energy technologies and increase energy efficiency		
		4.1.4	Sustainability certifications	Businesses along the route and destinations are encourage to adopt voluntary certifications/ labelling for environmental sustainability as concrete efforts to reduce negative impacts		Number of certified businesses along the route?
				Business along the route are encouraged to measure their Ecological Footprint using the ecological footprint calculator developed by Destimed		
	4.2 Sustainable mobility	4.2.1	Soft mobility strategy	The route has a soft mobility strategy with concrete targets to reduce transport emissions from travel within the route and its destinations		
		4.2.2	Low impact transportation	Soft mobility options are encouraged to travel to and along the route (walking and cycling)		Percentage of tourists and same-day visitors using different modes of transport to arrive at the destination