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## **Deliverable 3.2.3. BEST MED Open Platform**

**Date: 28/2/2021**

### **WP3 STUDYING**

#### **Activity 3.2 Establishing common standards and tools for observatories**

**Developed by:**



University of Maribor

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## **Abstract**

BEST MED Open Platform interconnects the data collection of tourism observatories and destination management organizations within MITOMED+ with publicly accessible Eurostat data and the data gathered from the self-assessment of cultural routes member network.

By combining the data collection with geographical mapping the BEST MED Open Platform provides a user friendly interface to access and compare the diverse sustainable tourism data, either at the level of a selected destination or at the level of a cultural route section.

## **Report info**

BEST MED (Beyond European Sustainable Tourism Med Path) contributes to enhance Mediterranean Governance in the field of sustainable tourism. Its main challenges are to fight against seasonality and the lack of effective cooperation among tourism actors in the Med area, including the citizen active participation on the policies design.

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# 1 THE BEST MED OPEN PLATFORM

## 1.1 Introduction

The BEST MED's Open Platform provides an easy-to-use IT tool to access to the destination data from MITOMED+ and Eurostat and gather data for cultural routes. It enables efficient monitoring of social, economic and environmental outcomes and impacts of the routes while encouraging sustainable tourism and better policy planning.

BEST MED project goals are to increase the availability and strategic use of necessary data and information in the tourism sector by creating comparable and usable data collections and making them accessible. The aim is also to increase involvement and empowerment of local communities through a public-private partnership approach.

The BEST MED Open Platform takes into account outputs and deliverables of other transnational projects, especially those funded by the Interreg MED Programme, including PANORAMED, the Sustainable Tourism Community, as well as networks such as NECSTouR, and ENI CBC MED cooperation projects. Most importantly, the BEST MED Open Platform creators (University of Maribor) have been given access to the MITOMED+ source code and based on this they have developed a solution for the BEST MED platform in a way that it interconnects with MITOMED+ platform via usage of APIs.

Furthermore, the BEST med Open Platform allows destination management organisations and tourism observatories to interconnect the data collection via the MITOMED+ platform with open data accessible via Eurostat. The combined data indicators provided via the platform allow for better decision making and planning as well as improved policy environment and processes in tourism, focusing specifically on cultural routes and tourism development. The BEST MED Open Platform serves for data collection and monitoring in order to increase sustainable tourism, reduce the problem of seasonality and furnish cooperation between main tourist actors.

Finally, BEST MED project aims to aid cultural route managers in sustainable tourism data collection and make it easier to conduct (comparative) analysis of the indicators in question.

Main features of the BEST MED Open Platform:

- enable finding basic data for a specific route (name, description, route type, gallery, contacts, route location, etc.)
- provide the link to the route's official website,
- provide the values of selected Eurostat indicators (numeric and graphic representation of data)
- provide the links to the information of the same destination on MITOMED+'s online platform.
- provide the results of the evaluation (not yet developed)

- finding the link to the destination's dashboard: this feature provides a realistic diagnosis of the baseline situation and monitors the evolution of the indicators included in the BEST MED project. An adequate benchmarking system will enable a destination to check its sustainability performance against comparable destinations or over time (to be finalised in WP4).

The data, hosted by the platform will also be available in widely established human- and machine-readable format exports.

## 1.2 The BEST MED Open Platform target groups

The BEST MED Open Platform target groups can be divided into three categories:

### a) **Certified Cultural Routes of the Council of Europe Programme, candidate networks and other non-certified cultural routes in Europe**

- Board of Directors of the European Institute of Cultural Routes
- certified Cultural Routes
- candidate networks for Cultural Routes
- Cultural Routes active members
- Universities / research centres in the University Network for Cultural Routes Studies
- heritage sites,
- museums and other cultural institutions,
- natural parks/sites,
- interest groups including associations and societies covering the wide area of cultural tourism in Europe
- other tourism stakeholders

### b) **Destination governance and research bodies**

- local public authorities (departments dedicated to environmental and tourism actions, which implements tourism strategies and intervention, including domestic and international legislation and policy regarding the environment),
- national public authorities (can also regulate the tourism sector and provide coordination and guidelines to local and regional administration),
- regional public authorities (authority or body or institution of self-government established or constituted for the economic and law management of a region),
- international organizations (observers) (EU, World Tourism Organization, UNESCO, European Travel Commission, Organization for Economic Co-operation and Development, Organization of the Black Sea Economic Cooperation,
- sectorial agencies (related to the various economic sectors of a society or to a particular economic sector, giving essential services that underpin society and serve as the backbone for the economy, security and health),
- education/training centres and schools (education, training and skill development relating to a wide range of occupational fields, production, service and livelihoods; also includes a wide range of skills development opportunities attuned to national and local contexts),

- higher education and research (institutions of higher education and research, usually comprising a college of liberal arts and sciences and graduate and professional schools and having the authority to confer degrees in various fields of study),
- infrastructure and (public) service providers (service provided by the government to people, either directly or by financing provision of services, and infrastructure for public use, distinguishable from private or generic infrastructure in terms of policy, financing, purpose).

**c) Tourism SMEs and business support system organisations**

- SMEs (businesses whose sector is related to tourism, given the sectors rule in employment),
- Enterprises (companies with an organization or economic system engaged in commercial, industrial, or professional activities; can be for-profit entities or non-profit organizations that operate to fulfil a charitable mission or further social cause),
- business support organizations (association or network of businesspeople designated to the promotion and protection of interests of its members; often it is made up of groups that share a locale or interests but can also be international in scope),
- international organizations, EEIG (legal entity designed to make it easier for companies in different countries to do business together, or to form consortia to take part in EU programs, having international membership, scope or presence).

### 1.3 The BEST MED Open Platform structure

The in-house test deployment of the BESTMED online platform please is available here: <http://164.8.250.18:3000>. This is the testing, iteratively deployed, version of the online platform as our goal is to determine whether the online platform developed or acquired and soon to be preliminarily tested during the development phase is ready for implementation.

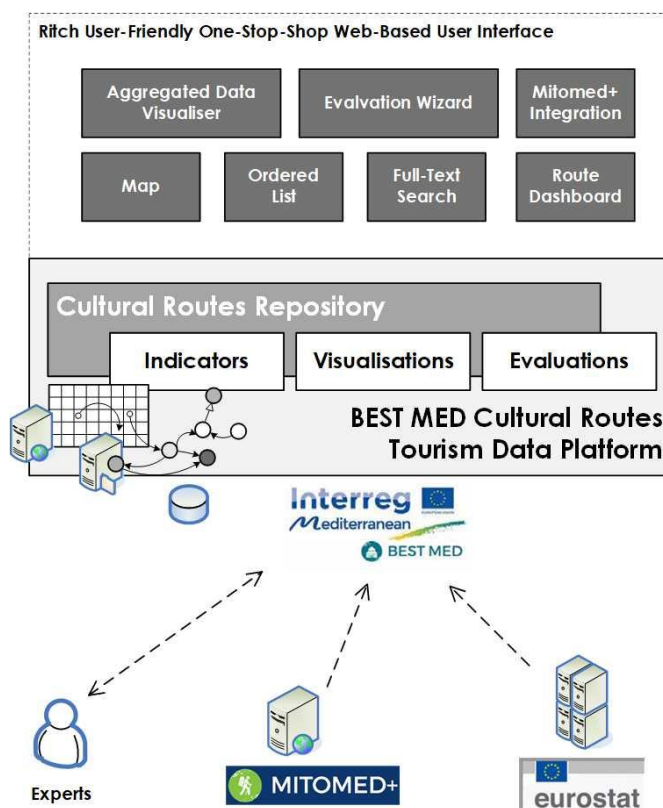
As indicated in Figure 1, the three main pillars of data collection that will sustain BEST MED Open Platform are:

- MITOMED+ Open Platform,
- Eurostat,
- the Self-Assessment Audit Sheet.

BEST MED Open Platform interconnects the data collection of tourism observatories and destination management organizations within MITOMED+ with publicly accessible Eurostat data and the data gathered from the self-assessment of cultural routes member network.

By combining the data collection with geographical mapping the BEST MED Open Platform provides a user friendly interface to access and compare the diverse sustainable tourism data, either at the level of a selected destination or at the level of a cultural route section.

Figure 1: Representation of the three pillars of data collection that contribute to the BEST MED Open Platform



Users can choose to select a specific destination on the map or in the list of destination; in this case most of the data they receive comes from Eurostat and MITOMED+. Users can also get information about the cultural route as a whole. Both the destinations and the course of the route are indicated on the map that will provide a visual aid in searching for data (see Figure 1). Links with further information (for example the official website of the route) will also be provided on the website (see Figure 2).

The main feature of the platform is an interactive map where a cultural route or a part of it is indicated. The user can zoom in/out the map in order to easily distinguish the destinations. If there are many destinations in the narrower geographical area, a larger dot with the number of the destinations nearby is visible. If the user clicks on the dot with the number, the map zooms in and shows all the destinations. When the cursor covers the blue dot that represents the destination, the popup box with the destination name appears. When the user clicks on the blue dot the popup box with the detailed information about the destination appears. The popup box consists of the name of the destination, information from the MITOMED+’s platform, visual representation of the Eurostat data, hyperlinks to the MITOMED+ online platform, and the hyperlink to the destination’s official webpage. On the left side of the map, there is a list of the destinations on the platform and the user can browse the destinations by country or by alphabetical order. By clicking on it users get additional information about the measured indicators for the route. In the upper right corner of the page, there is an option to



sign into the online platform. The platform’s default language is English, but it can be switched to other available languages by clicking on the desired flag in the upper right corner. Figure 2 shows the interactive map, available for all the visitors of the online platform, while figure 3 shows the dashboard of the Open Platform that is available only to registered users.

Figure 2: Interactive map

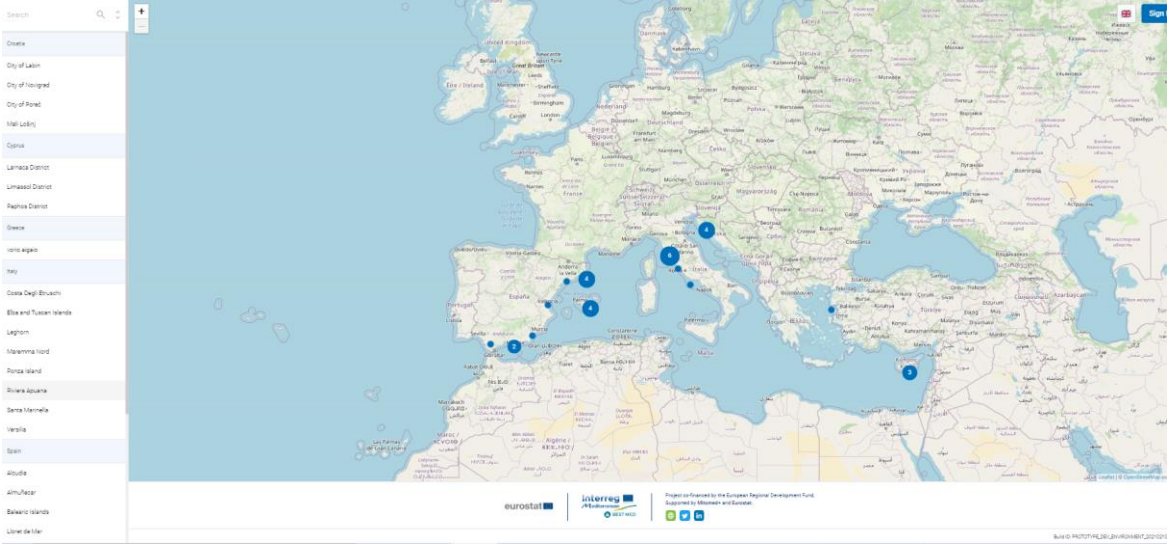
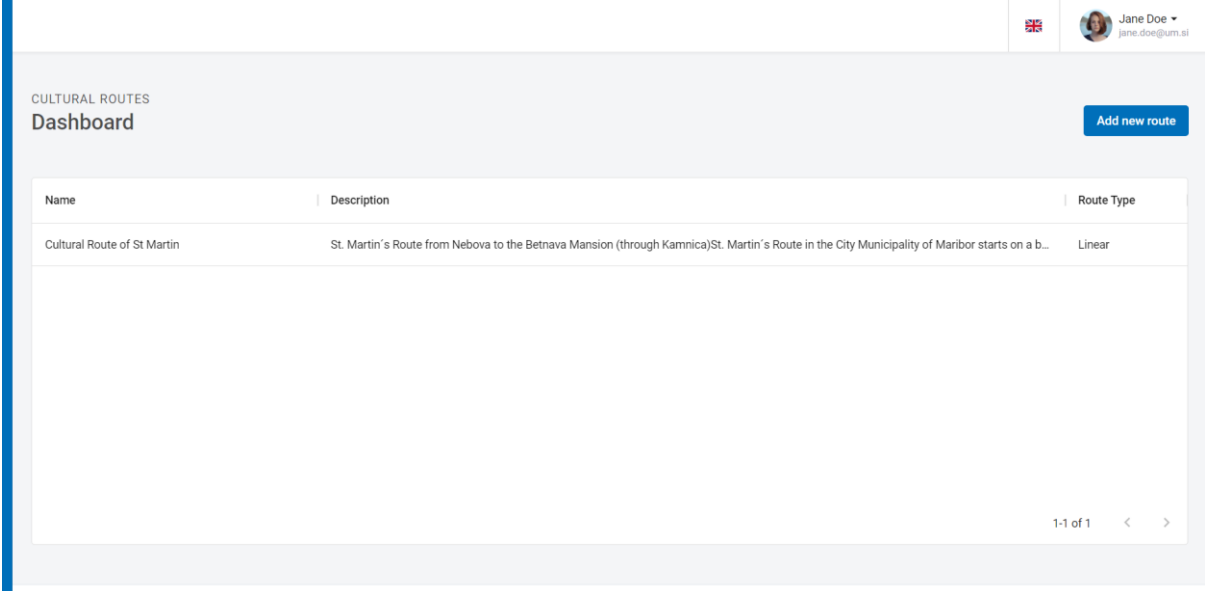


Figure 3: Dashboard for manual data input



## 2 INTERCONNECTION WITH THE MITOMED+ PLATFORM

BEST MED is a project that uses and improves the outputs gained by other projects especially the Tourism Data indicators toolkit and Green Beach Model (MITOMED+), and Tourism sustainability toolkit in the Mediterranean (CO-EVOLVE) on a wider model for routes linking coastal and maritime and inland destinations. An important part of BEST MED Open Platform is the interconnection with MITOMED+ Open Platform as the following database is already rich with information and its features are useful for all the targeted audiences as it allows evaluation and benchmarking among the destinations. The benefit of connecting the BEST MED and MITOMED+'s Open Platform is the fact that the registered user can use the functions of both platforms. Therefore, all the options for analysing the data can be executed as the user is automatically redirected to MITOMED+ platform.

One of the main actions of the MITOMED+ project included the observation and monitoring of tourism data indicators to measure the sustainability of tourism activities and their economic, social, and environmental outcomes and impacts in several M&C tourism destinations. The MITOMED+ "Models of Integrated Tourism in the Mediterranean" project was aimed to improve sustainability and responsibility in the field of maritime and coastal tourism (M&C). MITOMED+ project selected indicators that reflect the central dimensions of sustainability and contribute to the collection of data on several aspects and activities at the destination from various information systems. MITOMED+ selected 33 indicators from 43 indicators of the ETIS system, which represent a relevant framework for monitoring the social and environmental impacts of maritime and coastal tourism. The indicators cover the main dimensions of sustainability: destination management, economic value, social and cultural impact, and environmental impact (Interreg Mediterranean MITOMED+, n.d.a; Interreg Mediterranean MITOMED+, n.d.b).

BEST MED Open Platform automatically gains the data that is uploaded to MITOMED+ online platform. MITOMED+'s Open Platform was developed in order to provide the project with powerful, open access, easy-to-use IT tool to gather the data from the partner regions, allowing local and regional policymakers to efficiently monitor social and environmental outcomes and impacts of sustainable tourism activities and improve their strategies and policy planning towards a responsible and sustainable marine and coastal. The platform is open to any destination that follows the agreed process of joining through the user profile provided and after providing proof of affiliation or that are representing a public authority (municipality, regional or national government, etc.) that manages a tourist destination (Interreg Mediterranean MITOMED+, n.d.a).

By using the MITOMED+'s Open Platform the public authorities are able to upload and monitor data on maritime and coastal tourism and, in particular, for each destination:

- finding Basic data of the selected destination
- showing destination: consulting data about the selected destination, such as name, region, description, high and low season periods, geographical coordinates
- finding the link to the destination's official website
- finding the link to the destination's indicators adopted

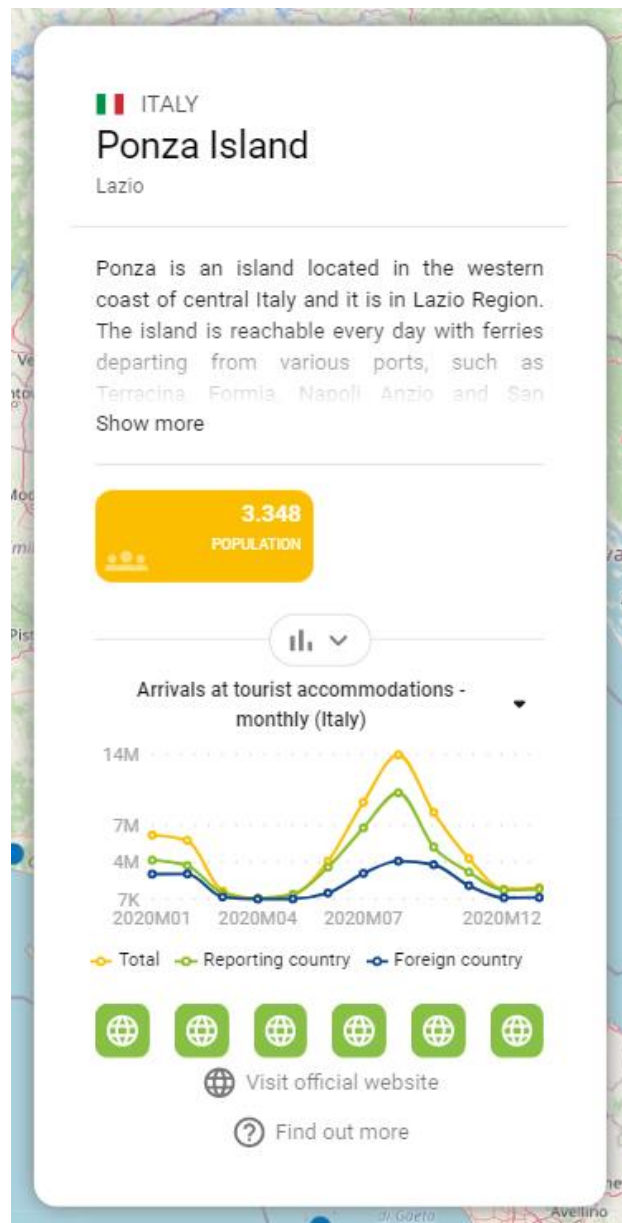
- finding the link to the destination’s dashboard: this feature provides a realistic diagnosis of the baseline situation and monitors the evolution of the indicators included in the MITOMED+ project. An adequate benchmarking system will enable a destination to check its sustainability performance against comparable destinations or over time (Interreg Mediterranean MITOMED+, n.d.a).

All the data on the MITOMED+’s Open Platform can be analyzed in different ways:

- a) **“My destination option”** allows analyzing the data of the single destination. For each of them it will be possible to analyze the following information:
  - Name and link to the methodological data.
  - Value for the selected period.
  - Variation: the difference between the current value and the preceding period’s value.
  - Alert: traffic light icon showing the indicator’s evolution: Green: better; Yellow: unchanged; Red: worse
  - Threshold: progress bar showing the indicator’s current value normalized to a percentage between its minimum and maximum value.
- b) **“Comparative option”** allows to compare the situation of different destinations on the following information:
  - Name of the indicator, current value, and alert for the current destination
  - Values and alerts for the user-selected destinations to make the comparison.
- c) **“Evolution option”** allows displaying an evolution chart for the current destination and the selected indicator throughout all the available periods.
- d) **“Ranking option”** allows showing a comparison chart among all destinations for a given indicator and period. The indicator and period can be selected in the filter section of the dashboard. The information is displayed in a bar chart, and the current destination is shown in a different color (Interreg Mediterranean MITOMED+, n.d.a).

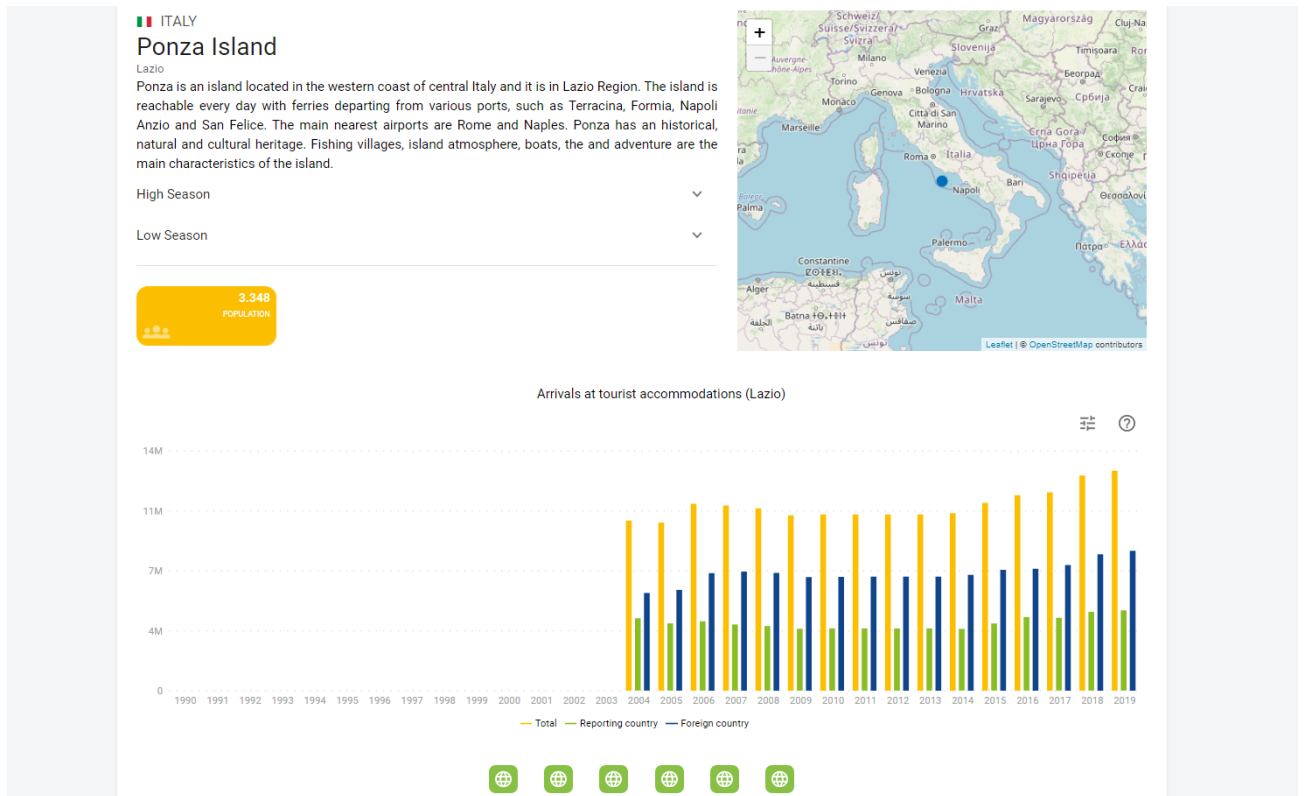
Figure 4 shows the popup information box of the selected destination which appears when selecting a destination from the interactive map. The area above the graph represents the information gained from the MITOMED+’s platform (short description of the destination, population, total area, and coast length), while the area underneath the graph consists of six webpage icons that redirect the user to the detailed data on the MITOMED+’s platform. Underneath the icons there are two hyperlinks, first one redirects the user to the official webpage of the destination, while the “find out more” redirects the user to the webpage with detailed informatics from Eurostat as is shown in Figure 5. Here the visitors can read detailed information about the destination that is imported from MITOMED+’s online platform, see the graphic representation of the Eurostat indicators on a larger scale and visit the different parts of MITOMED+’s online platform. The visitor can also switch between all the Eurostat indicators and types of visualization (bar or line graph).

Figure 4: Popup box with information about the destination



Source: Eurostat, 2020a; MITOMED+, n.d.

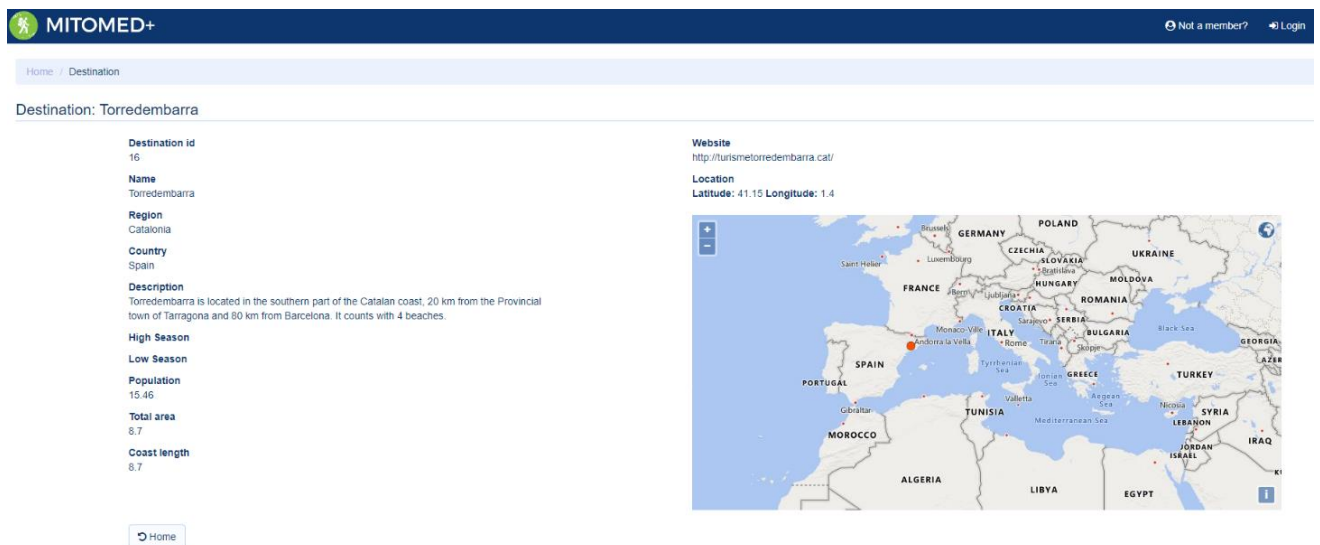
Figure 5: Webpage with detailed information about the destination from MITOMED+ and Eurostat



Source: Eurostat, 2020a; MITOMED+, n.d.

The first clickable icon with hyperlink takes the user to the MITOMED+’s dashboard’s default display mode (Figure 6) with two areas in the home screen: a map that shows the Mediterranean region with the selected destination clearly marked with the red dot and the basic data about the selected destination (destination ID, name, region, country, description, high and low season, population, total area, coastal length, official website, and location)

Figure 6: Example of MITOMED+ dashboard’s default display mode



Source: MITOMED+, n.d.

The second clickable icon with hyperlink takes the user to MITOMED+’s second feature which consists of a table displaying the indicators for the selected destination that is shown on figure 5. Users can use the filter section of the dashboard to filter the indicators by year, month, or season. The complete list of MITOMED+’s indicators displayed on the platform is presented in table 1.

Figure 7: Example of MITOMED+ indicator values

Indicator ID	Indicator name	Group	Period	Value
01	Percentage of the area of the destination with a sustainable tourism action plan, with agreed monitoring, development control and evaluation arrangement (%)	Global	2017	1.0
02	Visitors satisfaction with their overall experience in the destination.	Global	2017	
03	Percentage of tourist organizations in the destination using a voluntary verified certification/labelling for environmental/quality/sustainability and/or CSR measures (%)	Economic	2017	
04 a)	Relative contribution of tourism to the GDP destination (%)	Economic	2017	
04 b)	Proportion of tourist organisations in relation to the total number of businesses in the destination (%)	Economic	2017	
04 c)	Proportion of active population in tourist organizations in relation to the whole active population (%)	Economic	2017	
05	Average length of stay of tourists (nights)	Economic	2017	
06	Number of overnight stays	Economic	2017	
07	Occupancy rate in commercial accommodation (%)	Economic	2017	
08	Direct tourism employment as percentage of total employment (%)	Economic	2017	
09	Daily spending per tourist (€)	Economic	2017	
10	Number of cruise passengers per day, in relation to total population (1.1 ratio)	Economic	2017	
11	Number of beds in commercial accommodation in relation to population (1.1 ratio)	Social & Cultural	2017	0.1
12	Variation of unemployment rate between low and high season (%)	Social & Cultural	2017	
13	Number of equivalent visitors per resident (1.1 ratio)	Social & Cultural	2017	
14	Number of second/rental homes per one home (1.1 ratio)	Social & Cultural	2017	0.59

Source: MITOMED+, n.d.

Table 1: List of MITOMED+ indicators

N.	ETIS GROUP	INDICATOR DESCRIPTION
1	DESTINATION/GENERAL	Existence of a strategy for sustainable tourism in the tourism planning documents. Percentage of destinations with a sustainable tourism strategy/action plan, with agreed monitoring, development control, and evaluation arrangement.
2	DESTINATION/GENERAL	Percentage of visitors that are satisfied with their overall experience in the destination
3	ECONOMIC	Percentage of tourism establishments in the destination using a voluntary verified certification/labelling for environmental/quality/sustainability and/or CSR measures.
4	ECONOMIC	The relative contribution of tourism to the destination's economy (% GDP)
5	ECONOMIC	The average length of stay of tourists (nights)
6	ECONOMIC	Number of overnight stays per month
7	ECONOMIC	The occupancy rate in commercial accommodation per month and average for the year.
8	ECONOMIC	Direct tourism employment as a percentage of total employment per month.

<b>9</b>	ECONOMIC	Daily spending per tourist (accommodation, food and drinks, other services)
<b>10</b>	ECONOMIC	Total number of cruise passengers per day, in relation to the total population (1 on 1 proportion)
<b>11</b>	SOCIAL & CULTURAL	Number of beds available in commercial visitor accommodation in relation to residents (1 on 1 proportion)
<b>12</b>	SOCIAL & CULTURAL	Variation (%) of unemployment rate between low and high season
<b>13</b>	SOCIAL & CULTURAL	Number of tourists per resident (1 on 1 proportion)
<b>14</b>	SOCIAL & CULTURAL	Number of second/rental homes per 1 home (1 on 1 proportion)
<b>15</b>	SOCIAL & CULTURAL	Percentage of tourist attractions that are accessible to people with disabilities and/or participating in recognized accessibility schemes.
<b>16</b>	SOCIAL & CULTURAL	Number of cultural sites and practices under some protection label and number of cultural sites and practices acknowledged being "at-risk"
<b>17</b>	SOCIAL & CULTURAL	The average wage in tourism for women compared to men's employment.
<b>18</b>	ENVIRONMENTAL	Percentage of destination (area in km <sup>2</sup> ) that is designated for protection
<b>19</b>	ENVIRONMENTAL	Percentage of the destination area under a biodiversity protection plan
<b>20</b>	ENVIRONMENTAL	Solid urban waste produced by destination (relation of tons per person between low and high season)
<b>21</b>	ENVIRONMENTAL	The volume of solid urban waste recycled (relation between low and high season)
<b>22</b>	ENVIRONMENTAL	Water consumption (liter) per person (relation between low season and high season)
<b>23</b>	ENVIRONMENTAL	Energy consumption (KWh) per person per day (relation between low and high season)
<b>24</b>	ENVIRONMENTAL	Level of pollution in seawater per 100 ml (fecal coliforms, campylobacter)
<b>25</b>	ENVIRONMENTAL	Number of berths and moorings for recreational boating in relation to the total length of coastline (km)
<b>26</b>	ENVIRONMENTAL	Number of blue flags, EMAS, ISO 14001, and other national environmental certifications, in relation to a total number of beaches.
<b>27</b>	ENVIRONMENTAL	Area and volume of sand nourishment
<b>28</b>	ENVIRONMENTAL	Total Km of free access beaches relative (%) to total Km of beaches
<b>29</b>	ENVIRONMENTAL	Water quality in tourist harbors/marinas
<b>30</b>	ENVIRONMENTAL	Percentage of beaches accessible to all: mobility and sensorial disabilities

31	ENVIRONMENTAL	Percentage of electric energy consumed by renewable sources.
32	ENVIRONMENTAL	A number of days when the NOx threshold trespasses.
33	ENVIRONMENTAL	Use of land: % developed, % building land, % land designated as not for building

Source: Interreg Mediterranean MITOMED+, n.d.a

Non-registered users are granted access to MITOMED+'s home screen map with basic information about the destinations and to the dashboard with the values of MITOMED+'s indicators. The third, fourth, fifth, and sixth clickable icon takes the user to MITOMED+'s platform that can be seen only by registered users. Therefore, the Open Platform visitor must provide a user credential (username and password) in the login form. The third icon takes the user to MITOMED+'s destination dashboard, the fourth to detailed information about MITOMED+'s economic indicators, the fifth to detailed information about MITOMED+'s environmental indicators, and the sixth to detailed information about MITOMED+'s social indicators. Accessing the MITOMED+'s dashboard enables the user to use different display modes:

- a) **MY DESTINATION** (dashboard's default display mode and consists of a table displaying the indicators for the selected destination. Users can use the filter section of the dashboard to filter the indicators by area, year, month, and season; The table displays the following info about each indicator: Name and link to the methodological data; Value for the selected period; Variation: the difference between the current value and the preceding period's value; Alert: traffic light icon showing the indicator's evolution: Green (better), Yellow (unchanged), Red (worse); Threshold: progress bar showing the indicator's current value normalized to a percentage between its minimum and maximum value.)
- b) **COMPARATIVE** (This display mode shows another table; whose purpose is to compare the selected destination's indicator values to those of other destinations. Users can select the destinations to which he/she wishes to compare the current destination to. The table shows the following information: Name of the indicator, current value, and alert for the current destination; Values and alerts for the user-selected destinations to make the comparison)
- c) **EVOLUTION** (This display mode shows an evolution chart for the current destination and the selected indicator throughout all the available periods. The user can choose several of all the other available destinations to compare the current destination with them. By default, a line chart is displayed, however, if the periodicity is set to "season" in the filters, the chart type switches to bar)
- d) **RANKING** (This display mode shows a comparison chart between all destinations for a given indicator and period. The indicator and period can be selected in the filter section of the dashboard. The information is displayed in a bar chart, and the current destination is shown in a different color) (Interreg Mediterranean MITOMED+, n.d.c)

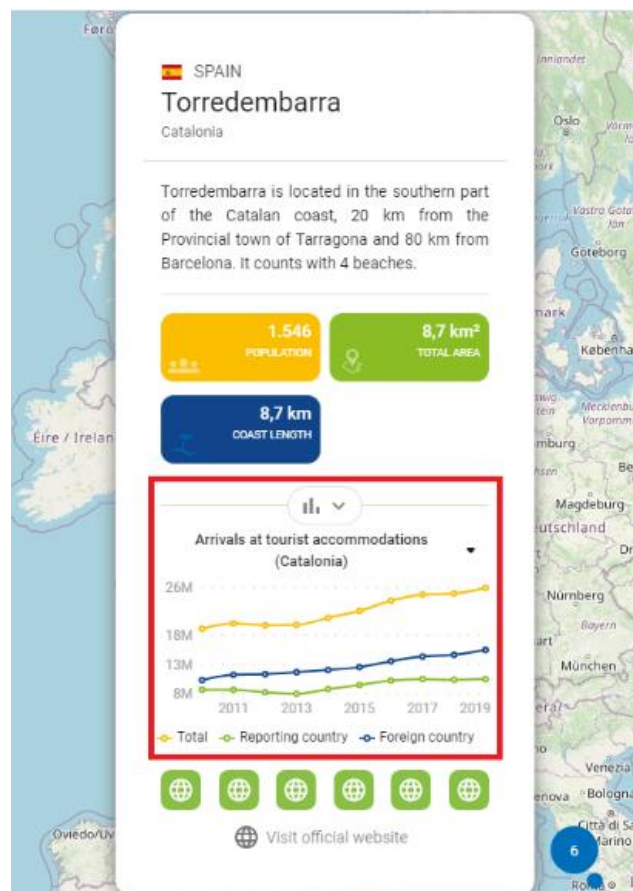


### 3 EUROSTAT DATA INTERCONNECTION

The second main pillar of functionality of the Open Platform is the directly comparable presentation of the Eurostat data. Each destination of the cultural route is graphically represented with a representation of the Eurostat data on the regional (NUTS 2) or country level which is automatically pulled from the existing Eurostat databases. 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. The Eurostat does not only serve to assess the longitudinal evolution of the destination but also serves as quantitative data for the objective benchmarking between the destinations. The benchmarking must be executed manually by the visitor between the destinations that are used for the comparison. The important benefit of this representation is no need for an external auditor and the data can be automatically updated when Eurostat updates the existing databases.

Figure 8 shows the screenshot of the information about the random destination and the area in the red square highlights the information taken from the Eurostat databases. Both line and bar graphs are used for the presentation of the data. The X-axis represents the numeric value, while Y-axis represents the years featured on the graph. The number of lines (or bars) depends on the data available for the particular indicator. When the cursor hovers the yearly information, which is visible with a bigger dot, the information box with numeric information appears.

Figure 8: Graphical presentation of the Eurostat data



Source: Eurostat, 2020a; MITOMED+, n.d.

The presented Eurostat indicators are related directly to the tourism or economic outcomes, followed by the social (e.g., employment) and ecologic (e.g., waste management) indicators. Eurostat statistics on tourism statistics relate to the capacity and occupancy rates of tourist establishments (e.g., number of establishments and the number of bed places, number of arrivals at accommodation establishments, number of nights spent). Eurostat databases were chosen in accordance with categories of sustainability. For detailed information about the presented indicators, their connection to categories of sustainability, and used Eurostat databases see Table 2. Figure 9 shows the drop-down list functionality that enables to switch between the data representation of each indicator.

Table 2: Core indicators imported from the Eurostat

CATEGORY	INDICATOR	DATABASE	STATISTICAL UNIT	TIME FREQUENCY
<b>Economic Sustainability</b>	Arrivals at tourist accommodations - yearly	Arrivals at tourist accommodation establishments by NUTS 2 regions (Eurostat, 2020a)	Geographical region	Annually
<b>Economic Sustainability</b>	Arrivals at tourist accommodations - monthly	Arrivals at tourist accommodation establishments - monthly data (Eurostat, 2021b)	Country	Monthly
<b>Economic Sustainability</b>	Same-day visits	Same-day visits - annual data (Eurostat, 2020b)	Country	Annually
<b>Economic Sustainability</b>	Nights spent at tourist accommodations in coastal/non-coastal areas	Nights spent at tourist accommodation establishments by coastal and non-coastal area and by NUTS 2 regions (from 2012 onwards) (Eurostat, 2019)	Geographical region	Annually
<b>Economic Sustainability</b>	Nights spent at tourist accommodations by degree of urbanisation	Nights spent at tourist accommodation establishments by degree of urbanisation and by NUTS 2 regions (from 2012 onwards) (Eurostat, 2021e)	Geographical region	Annually

<b>Economic Sustainability</b>	Available tourist accommodations	Annual data on number of establishments, bedrooms and bed places at NUTS 2 level, by degree of urbanization and by coastal/non-coastal area (Eurostat, n.d.)	Geographical region	Annually
<b>Economic Sustainability</b>	Employed persons in tourism	Employed persons and employees by sex and full-time/part-time activity and NACE Rev. 2 activity (Eurostat, 2021c)	Country	Annually
<b>Socio-Cultural Sustainability</b>	Active enterprises in culture	Business demography by size class (from 2004 onwards, NACE Rev. 2) (Eurostat, 2021a)	Country	Annually
<b>Socio-Cultural Sustainability</b>	Employed persons in active enterprises in culture	Business demography by size class (from 2004 onwards, NACE Rev. 2) (Eurostat, 2021a)	Country	Annually
<b>Environmental Sustainability</b>	Generation of waste in tonnes by the service industry	Generation of waste by economic activity (Eurostat, 2021d)	Country	Annually

Figure 9: Drop-down list with Eurostat indicators



Source: Eurostat, 2021c, MITOMED+, n.d.

### 3.1 Arrivals at tourist accommodations - yearly

Accommodation statistics are a key part of the system of tourism statistics in the EU and have a long history of data collection. An arrival is defined as a person (tourist) who arrives at a tourist accommodation establishment and checks in or arrives at non-rented accommodation. But in the scope of the Regulation concerning European statistics on tourism, this variable is not collected for the latter type of accommodation. Statistically, there is not much difference if, instead of arrivals, departures are counted. No age limit is applied: children are counted as well as adults, even in the case when the overnight stays of children might be free of charge. Arrivals are registered by country of residence of the guest and by month. The arrivals of same-day visitors spending only a few hours during the day (no overnight stay, the date of arrival and departure are the same) at the establishment are excluded from accommodation statistics (Eurostat Metadata, 2018).

Figure 10 shows an example of a graph for indicator Arrivals at tourist accommodations - yearly. The statistical unit for this indicator is the NUTS 2 region. The X-axis represents the years of measurement and the Y-axis represents the number of arrivals. Dimensions that are shown on the graph concern the arrivals from the reporting country, foreign country, and the

total amount of arrivals. The number of arrivals is displayed for economic activities [I551-I553] Hotels; holiday and other short-stay accommodation; camping grounds, recreational vehicle parks, and trailer parks (from Classification of economic activities - NACE Rev.2).

Figure 10: Graph for indicator Arrivals at tourist accommodations - yearly for Catalonia region



Source: Eurostat, 2020a

### 3.2 Arrivals at tourist accommodations - monthly

This indicator is similar to the indicator explained in 1.3.1. Arrivals at tourist accommodations - yearly, except that the period of measurement is a month, not a year. Both of these indicators fit into the economic dimension of sustainability; however, the purpose of this indicator is mainly to present the issue of seasonality while the other addresses the issue of mass tourism.

Figure 11 shows an example of the graph for indicator Arrivals at tourist accommodations - monthly. The statistical unit for this indicator is country as regional data is not available. The X-axis represents the months of measurement for the past two years and Y-axis represents the number of arrivals. Dimensions that are shown on the graph concern the arrivals from the reporting country, foreign country, and the total amount of arrivals. The number of arrivals is displayed for economic activities [I551-I553] Hotels; holiday and other short-stay accommodation; camping grounds, recreational vehicle parks, and trailer parks (from Classification of economic activities - NACE Rev.2).

Figure 11: Graph for indicator Arrivals at tourist accommodations - monthly for Spain



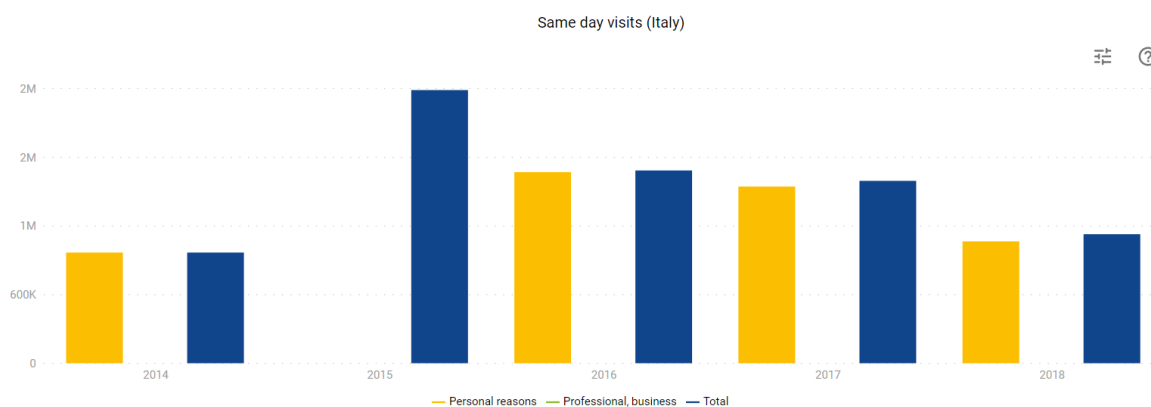
Source: Eurostat, 2021b

### 3.3 Same-day visits

A visitor is defined as any person travelling to a place other than that of his/her usual environment for less than twelve months for any main purpose (business, leisure or other personal purposes) other than to be employed by a resident entity in the country or place visited. Same-day visit concerns the activities of visitors who do not stay overnight in collective or private accommodation in the place (region, country) visited. These trips taken by visitors qualify as tourism trips (Eurostat Metadata, 2019a).

Figure 12 shows an example of the graph for indicator Same-day visits. The statistical unit for this indicator is country as regional data is not available. The X-axis represents the years of measurement and the Y-axis represents the number of same-day visits. Dimensions that are shown on the graph concern the visits for personal reasons, professional or business reasons, and the total amount of visits.

Figure 12: Graph for indicator Same-day visits for Italy



Source: Eurostat, 2020b

### 3.4 Nights spent at tourist accommodations in coastal/non-coastal areas

A night spent (or overnight stay) is each night a guest/tourist (resident or non-resident) actually spends (sleeps or stays) in a tourist accommodation establishment or non-rented accommodation. Overnight stays are calculated by country of residence of the guest and by month. Normally the date of arrival is different from the date of departure but persons arriving after midnight and leaving on the same day are included in overnight stays. A person should not be registered in two or more accommodation establishments at the same time.

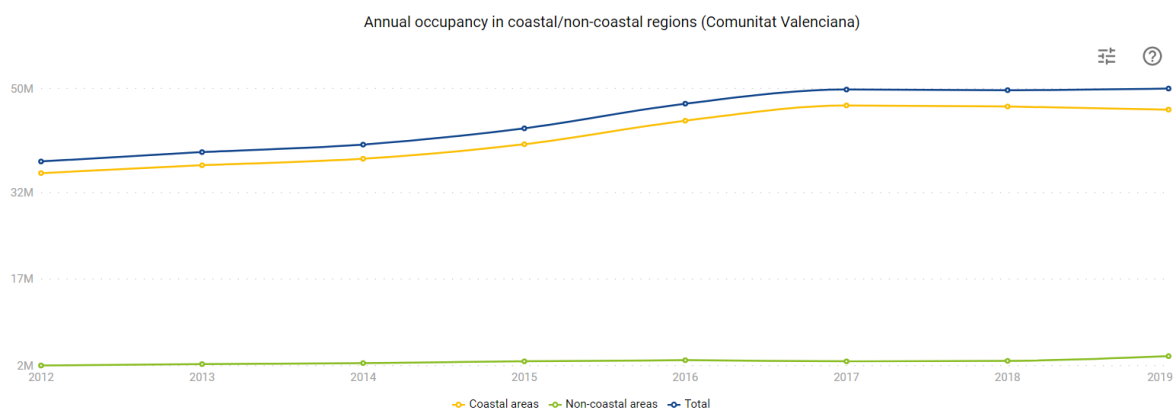
**Coastal areas** are local administrative units (LAUs) that are bordering or close to a coastline. A coastline is defined as the line where land and water surfaces meet (border each other). Due to the existence of several measures (for example, the mean or median tides, high- or low-tides), the European Commission has adopted the harmonised use of the mean high tide (EC, 1999) in order to delineate EU coastlines. All other municipalities are non-coastal.

Coastal areas are a classification based on the following two categories:

- **coastal areas:** LAUs that border the coastline or LAUs that have at least 50 % of their surface area within a distance of 10 km from the coastline.
- **non-coastal areas:** LAUs that are not 'coastal areas'; in other words, LAUs that do not border the coastline and have less than 50 % of their surface area within a distance of 10 km from the coastline (Eurostat, n.d.a).

Figure 13 shows an example of the graph for indicator Nights spent at tourist accommodations in coastal/non-coastal areas. The statistical unit for this indicator is the NUTS 2 region. The X-axis represents the years of measurement and the Y-axis represents the number of nights spent at tourist accommodations. Dimensions that are shown on the graph concern coastal and non-coastal areas and the total number of nights tourists spent in both areas. The number of tourism overnight stays is displayed for economic activities [I551-I553] Hotels; holiday and other short-stay accommodation; camping grounds, recreational vehicle parks, and trailer parks (from Classification of economic activities - NACE Rev.2).

Figure 13: Graph for indicator Nights spent at tourist accommodations in coastal/non-coastal areas for Valencian Community



Source: Eurostat, 2019



### 3.5 Nights spent at tourist accommodations by degree of urbanization

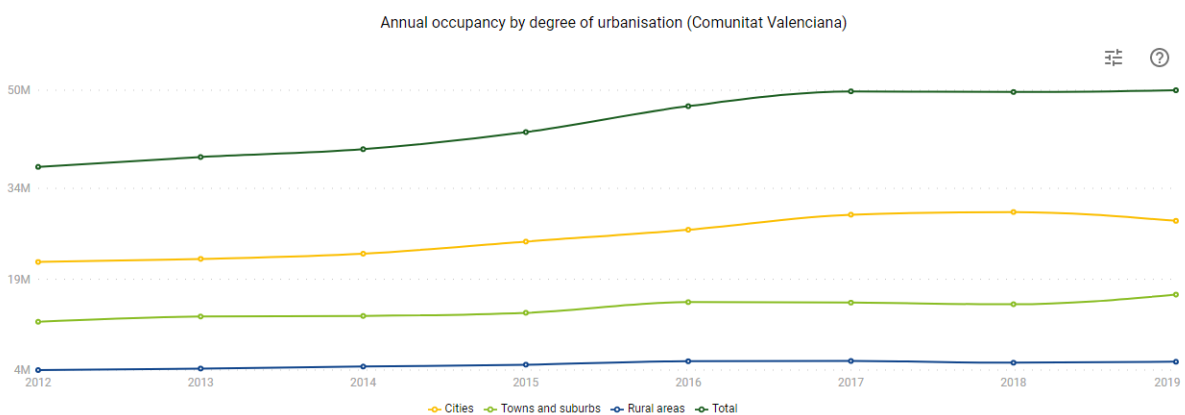
Definition of an overnight stay is already provided in chapter 1.3.4. Nights spent at tourist accommodations in coastal/non-coastal areas as both the degree of urbanization and the coast or non-coastal character of the locality where the establishments are located are two recent breakdowns in accommodation statistics. The Degree of urbanisation (DEGURBA) is a classification that indicates the character of an area and classifies local administrative units (LAUs) as cities, towns, and suburbs or rural areas based on a combination of geographical contiguity and population density, measured by minimum population thresholds applied to 1 km<sup>2</sup> population grid cells; each LAU belongs exclusively to one of these three classes.

Based on the share of the local population living in urban clusters and in urban centres, it classifies Local Administrative Units (LAU or communes) into three types of area:

- **Cities** (densely populated areas)
- **Towns and suburbs** (intermediate density areas)
- **Rural areas** (thinly populated areas) (Eurostat, n.d.b)

Figure 14 shows an example of the graph for indicator Nights spent at tourist accommodations by degree of urbanization. The statistical unit for this indicator is the NUTS 2 region. The X-axis represents the years of measurement and the Y-axis represents the number of nights spent at tourist accommodations. Dimensions shown on the graph are night spent at cities, towns, and suburbs, rural areas, and the total number of nights tourists spent in all areas. The number of tourism overnight stays is displayed for economic activities [I551-I553] Hotels; holiday and other short-stay accommodation; camping grounds, recreational vehicle parks, and trailer parks (from Classification of economic activities - NACE Rev.2).

Figure 14: Graph for indicator Nights spent at tourist accommodations by degree of urbanization for Valencian Community



Source: Eurostat, 2021e

### 3.6 Available tourist accommodations

The indicator Available tourist accommodations indicated the number of establishments and bedplaces in particular NUTS 2 region. Regarding the Number of establishments, the local unit is an enterprise or part thereof situated in a geographically identified place. At or from this place economic activity is carried out for which - save for certain exceptions - one or more persons work (even if only part-time) for one and the same enterprise. The accommodation

establishment conforms to the definition of the local unit as the production unit. This is irrespective of whether the accommodation of tourists is the main or secondary activity. This means that all establishments are classified in the accommodation sector if their capacity exceeds the national minimum even if a major part of turnover may come from a restaurant or other services (Eurostat Metadata, 2018).

The number of bed places in an establishment or dwelling is determined by the number of persons who can stay overnight in the beds set up in the establishment (dwelling), ignoring any extra beds that may be set up by customer request. The term bed place applies to a single bed, double beds are counted as two bed places. The unit serves to measure the capacity of any type of accommodation. A bed place is also a place on a pitch or in a boat on a mooring to accommodate one person. One camping pitch should equal four bed places if the actual number of bed places is not known (Eurostat Metadata, 2018).

Figure 15 shows an example of a graph for indicator Available tourist accommodations. The statistical unit for this indicator is the NUTS 2 region. The X-axis represents the years of measurement and the Y-axis represents the number of establishments or bedplaces. The number of establishments and bedplaces is displayed for economic activities [I551-I553] Hotels; holiday and other short-stay accommodation; camping grounds, recreational vehicle parks, and trailer parks (from Classification of economic activities - NACE Rev.2).

Figure 15: Graph for indicator Available tourist accommodation for Valencian Community



Source: Eurostat, n.d.

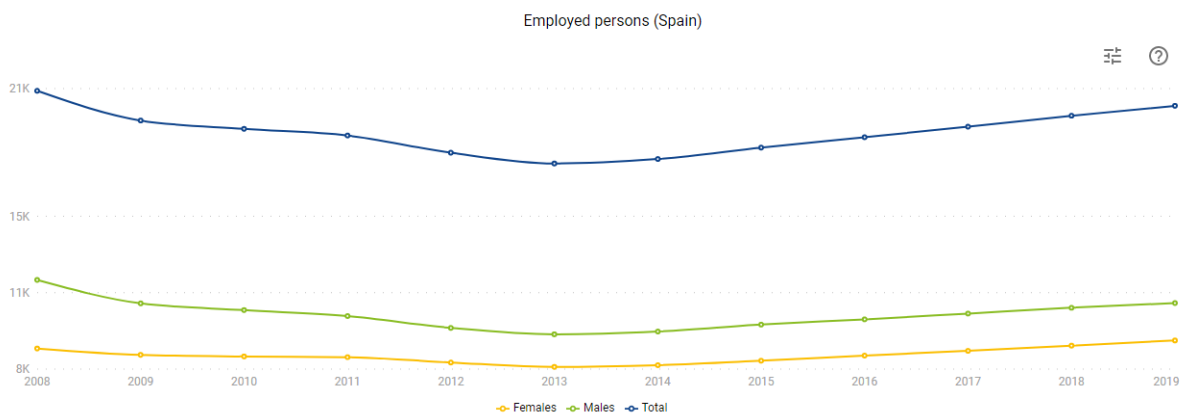
### 3.7 Employed persons in tourism

The data for indicator Employed persons in tourism is taken from database LFS series - detailed quarterly survey results (lfsq). This data collection covers all main labour market characteristics, i.e., the total population, activity and activity rates, employment, employment rates, self-employed, employees, temporary employment, full-time and part-time employment, the population in employment having a second job, working time, total unemployment and inactivity (Eurostat Metadata, 2019b)

Figure 16 shows an example of the graph for indicator Employed persons in tourism. The statistical unit for this indicator is the country. The X-axis represents the years of measurement and the Y-axis represents the number of employees. The rate of employment is presented for male and female gender separately and together. The number of employees is displayed for economic activities [H51] Air Transport, [I55] Accommodation, [I56] Food service activities,

and [N79] Travel agency, tour operator and other reservation service and related activities (from Classification of economic activities - NACE Rev.2).

Figure 16: Graph for indicator Employed persons in tourism for Spain



Source: Eurostat, 2021c

### 3.8 Active enterprises in culture

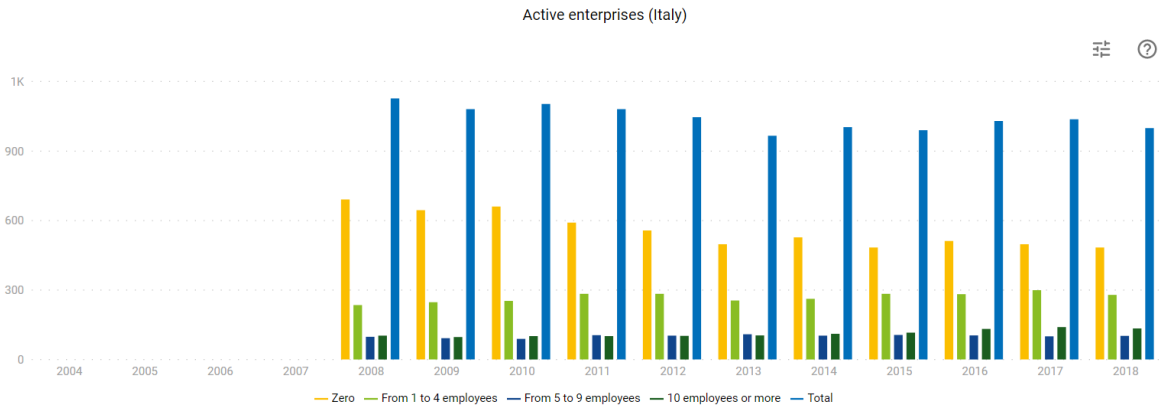
The annual Business demography data collection by Eurostat covers variables that explain the characteristics and demography of the business population. The data are drawn from business registers, although some countries improve the availability of data on employment and turnover by integrating other sources (Eurostat Metadata, 2021a).

The enterprise is defined as the smallest combination of legal units that is an organisational unit producing goods or services, which benefits from a certain degree of autonomy in decision-making, especially for the allocation of its current resources. An enterprise carries out one or more activities at one or more locations. An enterprise may be a sole legal unit. The statistical unit is the enterprise. In practice, many countries report data on legal units, which in most cases coincide with the enterprise. The target population is the private sector economy. The basic reference period is the year. There are two types of variables in the data set, namely the number of enterprises and employment (persons employed and employees). The population of active enterprises refers to any enterprises that were active at any time in the reference period, even for a limited time (Eurostat Metadata, 2021a).

NACE is the “statistical classification of economic activities in the European Community” and is the subject of legislation at the European Union level, which imposes the use of the classification uniformly within all the Member States. The current version is revision 2 and was established by Regulation (EC) No 1893/2006 (Eurostat Metadata, 2021a).

Figure 17 shows an example of the graph for indicator Active enterprises in culture. The statistical unit for this indicator is country as regional data is not available. The X-axis represents the years of measurement and the Y-axis represents the number of active enterprises in culture. Dimensions that are shown on the graph concern active enterprises with zero, from 1 to 4, from 5 to 9, 10 employees or more, and the total number of active enterprises. The number of active enterprises is displayed for economic activity [R91] Libraries, archives, museums, and other cultural activities (from Classification of economic activities - NACE Rev.2).

Figure 17: Graph for indicator Active enterprises in culture for Italy



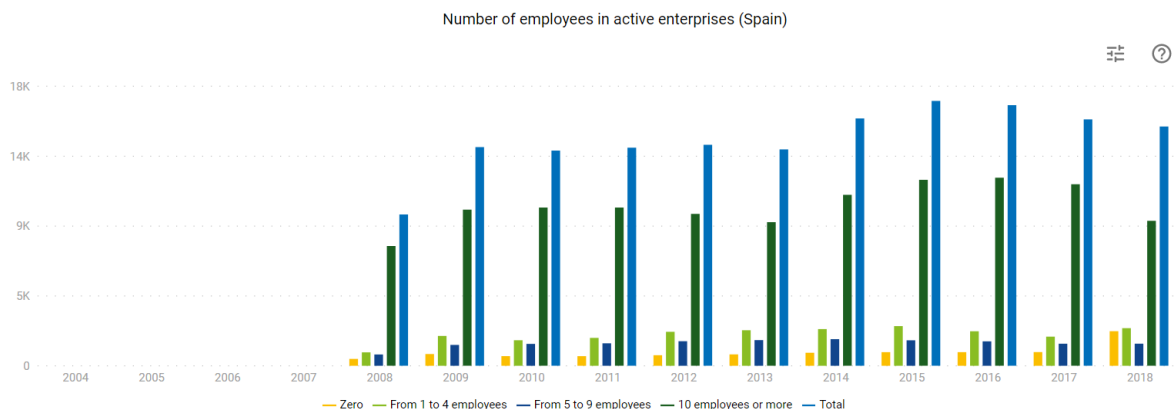
Source: Eurostat, 2021a

### 3.9 Employed persons in active enterprises in culture

Indicator Employed persons in active enterprises in culture is connected to indicator Active Enterprises in culture described in chapter 1.3.8. While the other indicator measures the population of active enterprises in culture, this displays the number of employees in the population in active enterprises in culture.

Figure 18 shows an example of the graph for indicator Number of employees in active enterprises. The statistical unit for this indicator is country as for indicator active enterprises. The X-axis represents the years of measurement and the Y-axis represents the number of employees in active enterprises in culture. Dimensions that are shown on the graph concern active enterprises with zero, from 1 to 4, from 5 to 9, 10 employees or more, and the total number of active enterprises. The number of employees is displayed for economic activity [R91] Libraries, archives, museums, and other cultural activities (from Classification of economic activities - NACE Rev.2).

Figure 18: Graph for indicator Employed persons in active enterprises in culture for Spain



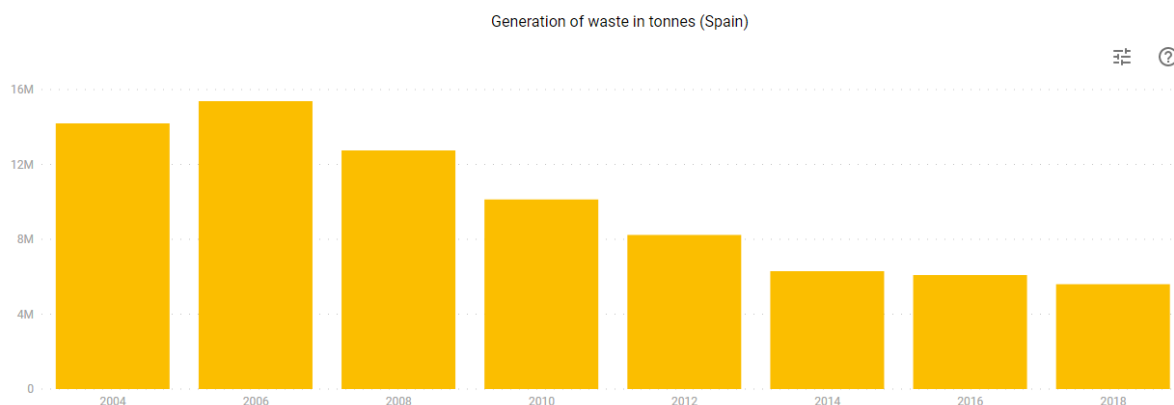
Source: Eurostat, 2021a

### 3.10 Generation of waste in tonnes by the service industry

On the basis of the Regulation on waste statistics (EC) No.2150/2002, amended by Commission Regulation (EU) No. 849/2010, data on the generation and treatment of waste is collected from the Member States. The information on waste generation has a breakdown in sources (19 business activities according to the NACE classification and household activities) and in waste categories (according to the European Waste Classification for statistical purposes). The database on waste generation includes all economic activities and in addition waste generated by households. All values are measured in tons of waste and in kg per capita, based on the annual average of the population. Data is published biennial since 2004 (Eurostat Metadata, 2021b)

Figure 19 shows an example of the graph for indicator Generation of waste in tons by the service industry. The statistical unit for this indicator is the country. The X-axis represents the years of measurement and the Y-axis represents the amount of waste in tons for the service industry. The generation of waste is displayed for the service industry, except wholesale of waste and scrap (from Classification of economic activities - NACE Rev.2).

Figure 19: Graph for indicator Generation of waste in tons by the service industry for Spain



Source: Eurostat, 2021d

## 4 MANUAL DATA INPUT FOR CULTURAL ROUTES INDICATORS

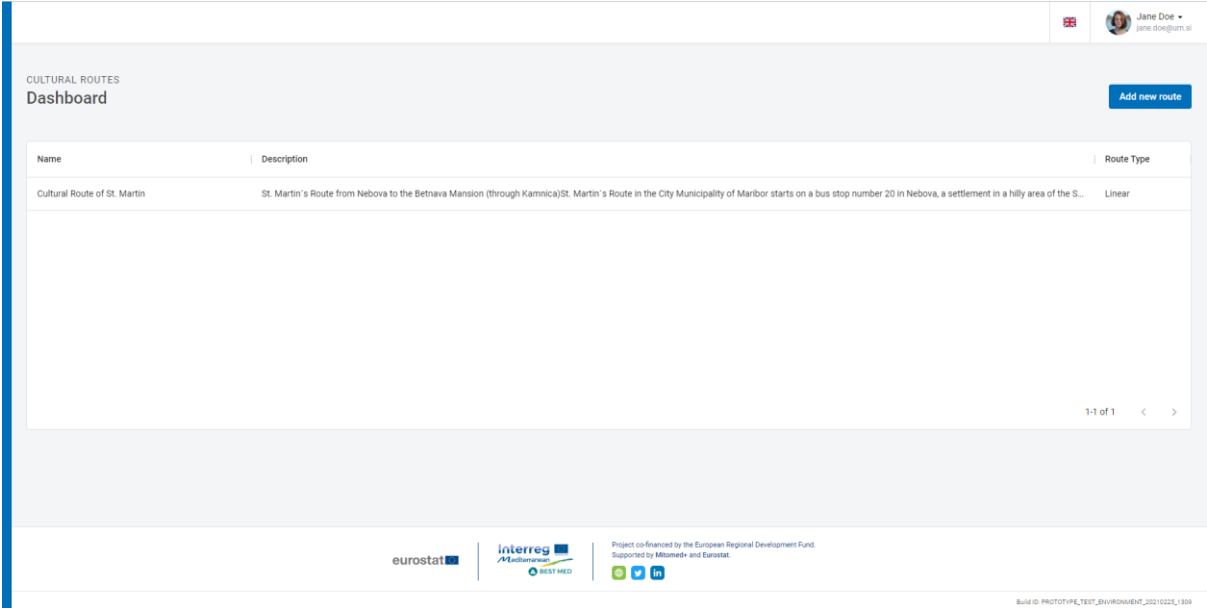
### 4.1 Dashboard for manual data input

As previously mentioned, the BESTMED online has two main interactive functionalities: an interactive map that can be seen by every visitor and a dashboard that is available only to visitors that have logged in. The main page of the dashboard, which can be seen in figure 20, is what users see after they successfully log in. Here is where all the cultural routes that the single users have entered into the online platform. The name, part of description, and route type are displayed. All the information that has been entered through the dashboard, except the filled-out submission form, can be seen on the interactive map of the online platform.

Therefore, a new point is created on the map and the information pop-up box appears when the visitors click on it. For example, Jane Doe has entered the Cultural Route of St. Martin, which is a linear type of cultural route. The user can click on a particular route after hovering the area with the cursor.

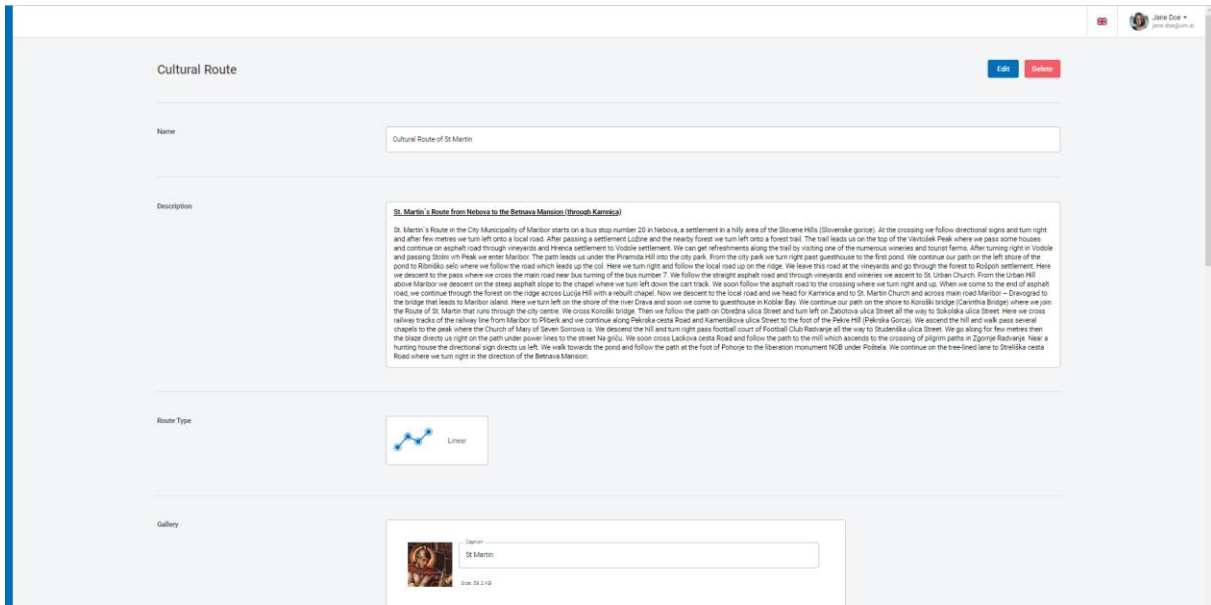
Therefore, a new point is created on the map and the information pop-up box appears when the visitors click on it. For example, Jane Doe has entered the Cultural Route of St. Martin, which is a linear type of cultural route. The user can click on a particular route after hovering the area with the cursor.

Figure 20: Dashboard for manual data input



When clicking on a particular route, the user is redirected to another page where he can see the information about the particular route. In the upper right corner, there are two buttons; first “edit” which enables the user to change the information about the route, and “delete” which allows the user to delete the route. Figure 21 shows the information about the Cultural Route of St Martin. Editable information is name, description, and type of route, which can be linear, circular or thematic.

Figure 21: Webpage with information about the Cultural Route of St Martin



Using the scroll wheel of the mouse or using the scroll bar navigates the page downward where the user can see or change the following information about the route: Gallery (upload pictures), Links (provide links for detailed information), Contacts (provide an address, e-mail, telephone, personal information, social media or another type of information), Route location (choose the main location from the map of Europe), Route Parts (define different parts of the route) (Figure 22 and 23).

Figure 22: Editable information about the cultural route (Gallery, Links, Contact, Route Location)

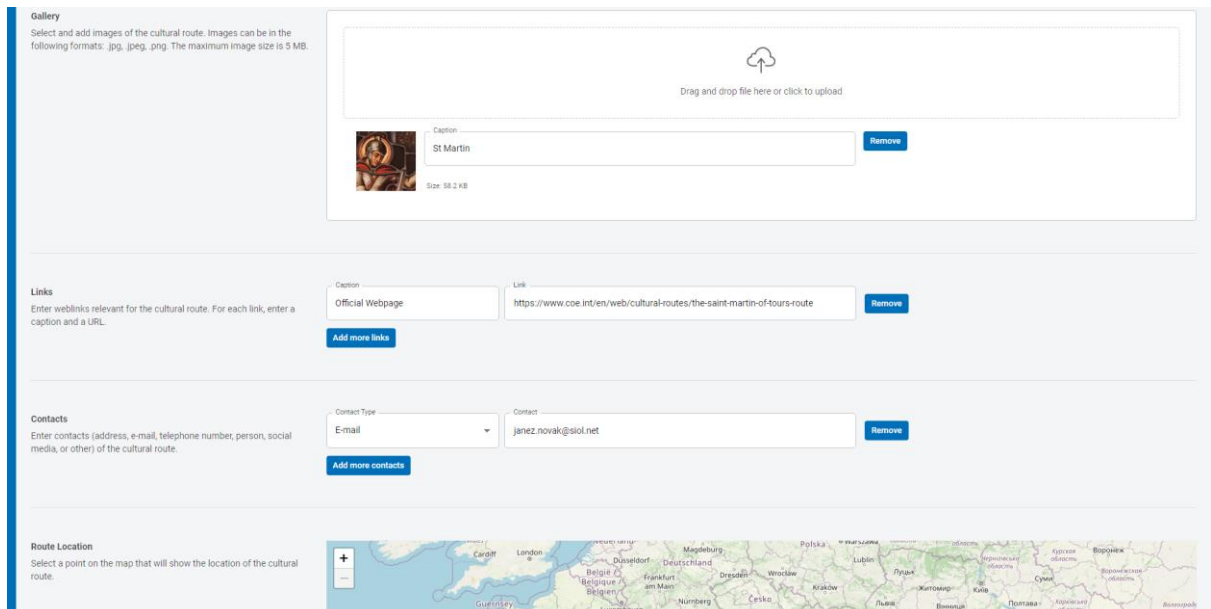
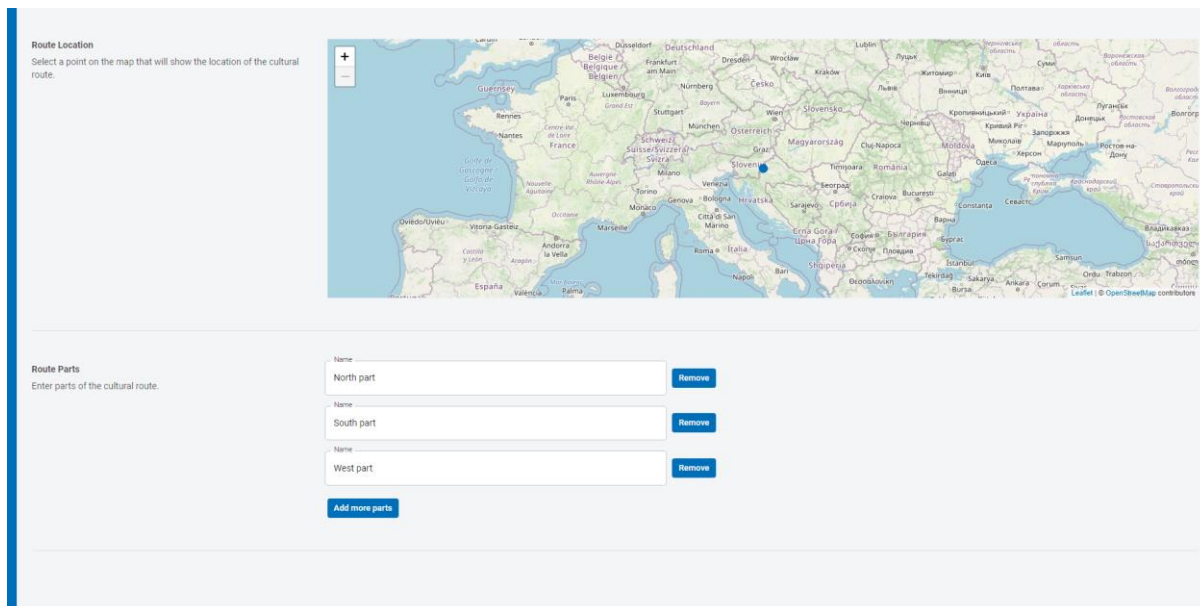
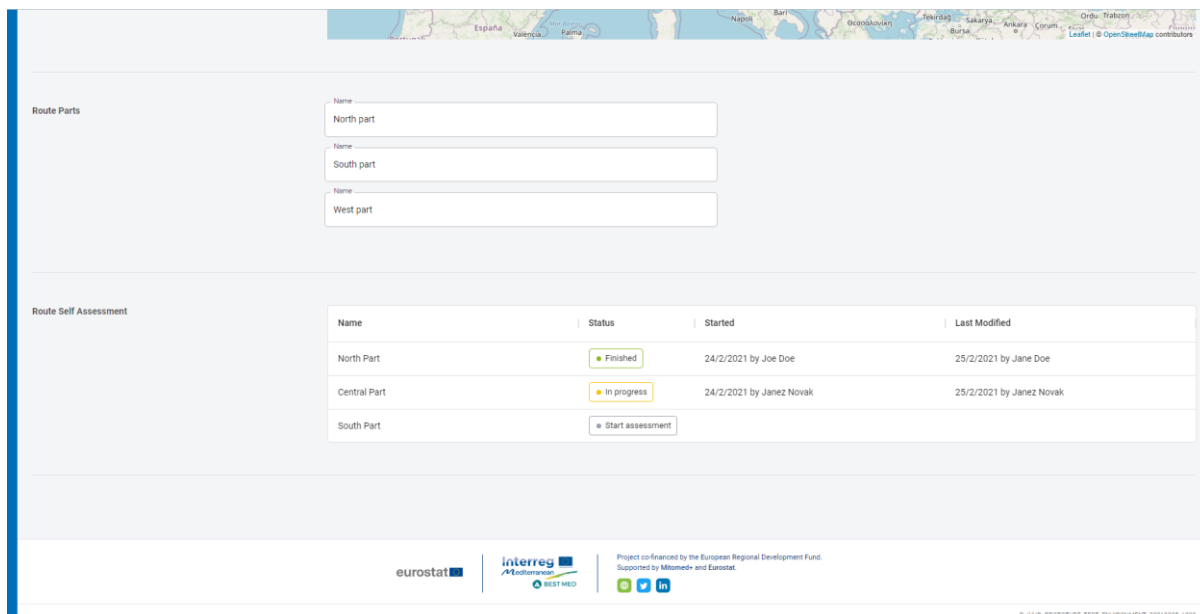


Figure 23: Editable information about the cultural route (Route Location, Route Parts)



Once the user has completely filled out the information about the route, the information is saved onto the platform once the button “save” has been clicked. After this, the user can begin with the evaluation process of the route. This functionality is shown in Figure 24. Evaluation can be done for every part of the route that has been entered and to start the evaluation the user must click on the button “Start assessment” in the status column. The evaluation can be also in progress or finished, depending on the amount of information already provided. If the assessments are already in progress or finished, the user can click on those and change the answers as well. Detailed information about the process of assessment is provided in chapter 1.5.

Figure 24:Route Self-Assessment of the dashboard



## 4.2 Self-assessment form

The main functionality of the Open Platform is the self-assessment form for the managers of the cultural routes. By signing in the online platform, the editors will be able to fill out the



online form which will provide us with the data about the sustainability practices of the particular cultural route.

The self-assessment online form that participants will fill in is composed of four main parts as shown in Figure 25. These are further divided in additional subcategories.

Figure 25: Main elements of the form



Source: Regione Lazio / CAST 2021

The main categories, all revolving around sustainability, are Sustainable Management, Economic Sustainability, Socio-Cultural Sustainability and Environmental Sustainability. Examples of questions for each category (Figure 31–34) and examples of different types of questions (Figure 26–29) are taken from the self-assessment form itself that is in its entirety presented in *Appendix 1* and *2*.

The format of the form consists of different types of questions. Some can be answered with Yes or No (with the additional option of I don't know / There is no data available):

Figure 26: An example of Yes/No question

4.2.1 SOFT MOBILITY STRATEGY (0/1) ▲

The route has a soft mobility strategy with concrete targets to reduce transport emissions from travel within the route and its destinations Destimed

Yes

No

I don't know / There is no data available

please provide additional information about this soft mobility strategy.

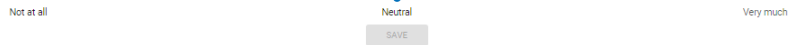
Other questions where an assessment needs to be made in the form of a numbers ranging from 1 to 5.

Figure 27: An example of question using Likert scale

2.1.4 LOCAL PRODUCTS AND SERVICES (0/2) ^

To what extent is the retention of tourism spending at local level 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.).

I don't know / There is no data available



In other cases, the question needs to be in the form of a number:

Figure 28: An example of question with numeric answer

Please provide the number of businesses provided with business advice or training in the past year:

Number

SAVE

Please provide the number of training or advice hours provided in the past year:

Number

SAVE

A specific type of question regarding seasonality will require the users to indicate specific months:

Figure 29: An example of multiple-choice question

Please color the months that are generally high season

January  February  March  April  May  June  July  August  September  October  November  December

SAVE

Usually, additional explanation can be or is to be provided by users in the form of text to elaborate on their answer or to give an explanation about their decision.

Uploading files will also be possible.

The form enables saving the already completed questions and a continuation of filling in the form at a later time. An indicator will present the current state of a questionnaire. Clicking on any of the progress indicators (i.e. "Finished", "In progress" or "Start assessment") will lead the user directly to the questionnaire as shown in Figure 30.

Figure 30: An indicator of completeness of filling the form

Status	Started
<input checked="" type="radio"/> Finished	24/2/2021 by Joe Do
<input checked="" type="radio"/> In progress	24/2/2021 by Janez I
<input type="radio"/> Start assessment	

In the first category (Sustainable Management) we acquire about topics such as management structure, funding, staff, impact monitoring or infrastructure conditions in order to gain an understanding about the framework and results of the management infrastructure of the routes.

Figure 31: Self-Assessment Questionnaire – an example of questions for the category of Sustainable Management

1 Sustainable Management 2 Economic Sustainability 3 Socio-Cultural Sustainability 4 Environmental Sustainability

1.1.1 MANAGEMENT STRUCTURE (0/2) ▲

The route has a legal entity, group or committee responsible for managing the route.

Yes

No

SAVE

If found necessary, please provide the explanation about the organs.

.....

Concerning the founding documents of the legal entity, please provide the titles or the description of the documents and links to the documents.

Answer

.....

1.1.2 STAKEHOLDERS INVOLVEMENT (0/1) ▲

Please provide the number of meetings per year?

Number

.....

1.1.3 FUNDING (0/2) ▲

To what extent do you agree that the management structure is appropriately funded to carry out its duties?

It is not appropriately funded Neutral It is appropriately funded

.....

Please state the amount of yearly founding from EU commission for the cultural routes (please provide amount in EUR):

Number

.....

In the second category (Economic Sustainability) we acquire information about the economic impact of a specific route in terms of employment, promotion, economic benefits of the route for the local residents and seasonality of tourist visits.

Figure 32: Self-Assessment Questionnaire – an example of questions for the category of Economic Sustainability

1 Sustainable Management 2 Economic Sustainability 3 Socio-Cultural Sustainability 4 Environmental Sustainability

2.1.1 TOURISM FLOW (VOLUME AND VALUE) (0/0) ▲

2.1.2 SUPPORTING LOCAL ENTREPRENEURS (0/5) ▲

To what extent are local businesses, especially small and medium sized enterprises supported through funding, training, etc. to benefit from the route?

I don't know / There is no data available

They are not supported Neutral Completely supported

.....

Please provide business sales directly attributable to the Cultural Routes for the past year (in EUR):

Number

.....

Please provide the number of SMEs in the tourism, culture and creative industries sector:

Number

.....

Please provide the number and explain the calculation of the Local Multiplier 3 (LM3) for the cultural route. For additional information about LM3 click on this link: <https://rm.coe.int/1680706995> (p. 74).

Number

Appendix

.....

Please provide the number of new businesses and startups that were established in the last 5 years connected to the cultural route.

Number

.....

In the third category (Socio-Cultural Sustainability) our inquiries focus on management of

cultural heritage sites along the route, but also on public participation in the route management, the social impact the route has on the residents and on the infrastructural and service accessibility along the route.

Figure 33: Self-Assessment Questionnaire – an example of questions for the category of Socio-Cultural Sustainability

1 Sustainable Management    2 Economic Sustainability    3 Socio-Cultural Sustainability    4 Environmental Sustainability

3.1 PRESERVATION OF CULTURAL HERITAGE (0/0) ▾

3.1.1 PROTECTION OF CULTURAL HERITAGE (0/3) ▾

The route management structure together with public authorities supports the protection of tangible and intangible cultural heritage along the route

Yes

No

I dont know / There is no data available

SAVE

---

Are there policies, strategies, action plans and tools in place to promote regional economic development using cultural heritage:

Yes

No

I dont know / There is no data available

SAVE

please describe these policies, strategies, action plans and tools.

\_\_\_\_\_

---

Approximate percentage of old buildings on the route designated at local, national and/or World Heritage levels:

Number \_\_\_\_\_

SAVE

3.1.2 PROMOTION OF CULTURAL ASSETS (0/1) ▾

3.1.3 RESPECT OF CULTURAL HERITAGE (0/1) ▾

3.2 ACCESSIBILITY (0/0) ▾

The fourth category (Environmental Sustainability) focuses on topics such as waste and water management and energy consumption, as well as mobility along the route and landscape and wildlife protection.

Figure 34: Self-Assessment Questionnaire – an example of questions for the category of Environmental Sustainability

---

**4.1 RESOURCE MANAGEMENT (0/0) ^**

**4.1.1 SOLID WASTE MANAGEMENT (0/3) v**

**4.1.2 WATER MANAGEMENT (0/2) ^**

The quality of drinkable water along the route is regularly monitored

Yes SAVE

No

---

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

Yes SAVE

No

I dont know / There is no data available

state the approximate percentage of tourism enterprises taking action to reduce water and energy consumption:

\_\_\_\_\_

---

**4.1.3 ENERGY CONSUMPTION (0/3) ^**

Are there facilities using renewable sources of energy incorporated along the route, such as solar panels, geothermal, etc.?

Yes SAVE

No

I dont know / There is no data available

please provide additional information about the usage of renewable sources of energy along the route.

---

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

Yes SAVE

No

At this point of the BEST MED project, we anticipate that certain questions in this form will have to be modified or removed, depending on the feedback information we will receive from the first users. Our aim was to encompass all the different aspects of the route management and monitoring and the responses that we get will let us know about the aspects we might have missed or put too much emphasis on and, on the other hand, inform the users about what to focus on in their self-evaluations and identify potential weak spots in their management analysis.

## 5 FUTURE PLATFORM UPGRADES: WP4

The MED model for assessing cultural routes will be shared with stakeholders at testing area level and its application will be adapted to the specific testing areas. In the continuation, local application will be refined through two policy learning seminars in each region involving stakeholders, high-level policy persons, local and regional policy makers and the community of experts. This represents a co-creative, bottom-up brainstorming approach. The purpose of these seminars is to identify and discuss key areas for development and improvements of sustainability in the MED area. After the seminars and the fine tuning, the model will be tested in WP4. The model will be tested in a linear stretch of the chosen route, even if the entire route is a network or a region. The pilot areas where the testing will be conducted are shown in Figure 35.

Figure 35: Pilot areas where testing will be conducted

	Route	Itinerary type	Linear stretch	Management structure
<b>Croatia</b>	Iter Vitis	CR of CoE – Territorial	✓	✓
<b>Spain</b>	La Ruta de las Alpujarras	CR of CoE – Territorial	✓	✓
<b>Portugal</b>	Umayyad Route	CR of CoE – Network	✓	✗
<b>Slovenia</b>	Iter Vitis - TBC	CR of CoE – Territorial	✓	✓
<b>Calabria</b>	Cycle Route of the Parks	Regional path	✓	✓
<b>Lazio</b>	Via Francigena del Sud	CR of CoE – Linear	✓	✓
<b>Greece</b>	The Routes of the Olive Tree	CR of CoE – Territorial	✓	✓
<b>Montenegro</b>	The Illyricum Trail	CR of CoE – Territorial	✓	✓

Source: Regione Lazio / CAST, 2021

Activities included in WP4 that will serve for the future updating and improvements of the BEST MED Open Platform:

- guidelines questionnaire definition and its pre-testing with stakeholders/experts,
- creation of study report that presents each partner,
- report template definition and guidelines,
- composition of scientific guidelines,
- making of a short video and photo portfolio that will serve as a support in campaigns in social media, website and other promotional materials (i.e. leaflets),
- organization of one familiarization trip, press trip, blog trip or other type of educational trip in each testing area involved in order to present the cultural route and all the activities included,
- composition of a detailed report of all the beforementioned activities by each partner,
- present a report based on activities of the pre-test according to predetermined guidelines,
- present an intermediate report based on the activities developed after the pre-test as described in the predetermined guidelines,
- preparing an evaluation report according to the predetermined guidelines with main results of activities resulting from the questionnaire application (WP3) to participants

of the before mentioned trips to collect their feedback about the new offers and integrated activities,

- composition of a meeting report according to the defined guidelines of WP4 Coordinator, regarding the results of focus group with sectorial stakeholders and Regional and Local Development Associations (1 per partner with testing area),
- Global Cluster analysis report summarizing the results of all partners; this evaluation report will be implemented in WP6.

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## **APPENDIX 1 – SELF-ASSESSMENT FORM, VERSION 2. 3. 2021**

Please name the cultural route this form will refer to, the name of the analyzed region or, in the case the part of the cultural route that is being analyzed encompasses an area smaller than a region, indicate the route on the map:

Name of route:

TEXT

Name of region:

TEXT

MAP

# 1. SUSTAINABLE MANAGEMENT

## 1.1.1 MANAGEMENT STRUCTURE

1.1.1.1 The route has a legal entity, group or committee responsible for managing the route (SINGLE CHOICE)

a) Yes

b) No

If found necessary, please provide the explanation about the organs.

TEXT

1.1.1.1.1 Concerning the founding documents of the legal entity, please provide the titles or the description of the documents and links to the documents.

TEXT

-----

## 1. 1. 2 STAKEHOLDERS INVOLVEMENT

1. 1. 2. 1 The management structure involves stakeholders from (MULTIPLE CHOICE, IF SELECTED, THE ADDITIONAL QUESTION APPEARS):

a) Public sector

*IF SELECTED, Name stakeholders from public sector.*

TEXT

b) Private sector

*IF SELECTED, Name stakeholders from private sector.*

TEXT

c) Civil society

*IF SELECTED, Name stakeholders from the civil society.*

TEXT

1.1.2.1.1 Please provide the number of meetings per year? (NUMBER): \_\_\_N\_\_\_

-----

### 1. 1. 3 FUNDING

1.1.3.1 To what extent do you agree that the management structure is appropriately funded to carry out its duties? (LIKERT)

It is not appropriately funded 1 2 3 4 5 It is appropriately funded.

1.1.3.1.1 Have you had any additional funding sources from the public sector for the past year?

a) Yes

b) No

IF YES, please state the amount from the public sector (please provide amount in EUR) (NUMBER): \_\_\_N\_\_\_

1.1.3.1.2. Have you had any additional funding sources from the private sector for the past year?

a) Yes

b) No

IF YES, please state the amount from the private sector (please provide amount in EUR) (NUMBER): \_\_\_N\_\_\_

1.1.3.1.3. Have you had any additional funding sources from other sources for the past year?

a) Yes

b) No

IF YES, please state the amount from other sources (please provide amount in EUR) (NUMBER): \_\_\_N\_\_\_

1.1.3.1.4 Please provide the number of thematic projects (EU projects related to the topic of the Cultural Route (NUMBER):\_\_\_N\_\_\_

1.1.3.1.5 Please state which thematic projects were executed (If none, leave empty)

TEXT

1.1.3.1.6 Please provide the amount of funding from the thematic projects (please provide amount in EUR) (NUMBER): \_\_\_N\_\_\_

-----

### 1. 1. 4. TRAINED STAFF

1.1.4.1 The staff working in the management structure is adequately trained about sustainability (LIKERT).

Staff is not adequately trained 1 2 3 4 5 Staff is adequately trained.

If found necessary, provide the explanation about the training and their competences.

TEXT

1.1.4.2 The staff working in the management structure is adequately trained about tourism (LIKERT)

Staff is not adequately trained 1 2 3 4 5 Staff is adequately trained.

If found necessary, provide the explanation about the training and their competences.

TEXT

1.1.4.3 The staff working in the management structure is adequately trained about Heritage (LIKERT)

Staff is not adequately trained 1 2 3 4 5 Staff is adequately trained.

If found necessary, provide the explanation about the training and their competences.

TEXT

----

### 1.1.5 ROUTE'S STRATEGIC PLAN

1.1. 5.1 Does the route/ path have a strategic plan in place to manage all aspects of the route, including tourism and sustainability? (SINGLE CHOICE)

- a) It has no plan
- b) It has a plan, but it is not encompassing all aspects.
- c) It has a very detailed plan, encompassing all aspects.

If found necessary, please provide the information about the plan.

TEXT

-----

### 1.1.6 REGION'S SUSTAINABILITY STRATEGY

1.1.6.1 Is the route management structure involved in the overall sustainability strategy of the region and its operation is compatible with it? (SINGLE CHOICE)

- a) Yes
- b) No

Please explain the connection between the route's strategy and sustainability strategy of the region and corresponding processes.

TEXT

-----

### 1.1.7 IMPACT MONITORING

1.1.7.1 The management structure, together with relevant stakeholders, implements a system to monitor periodically the economic, socio-cultural and environmental impacts of the route (LIKERT)

Do not agree 1 2 3 4 5 Completely agree.

Please provide the explanation about the implemented processes to monitor the economic, socio-cultural and environmental impacts of the route.

TEXT

### 1.1.8. VISITORS MANAGEMENT

1.1.8.1 Are tools (e.g. visitors survey, people counter, etc.) implemented along the route to count the number of visitors on territories crossed. (SINGLE CHOICE)

a) Yes

b) No

*If YES 1.1.8.1.3 Please write the number of tourists on a trail, at one time, in a given time period or season, per year.*

TEXT

*If YES 1.1.8.1.4 Please, specify in which territories and with which result(s); which kind of tools and indicators are being or have been used.*

TEXT

1.1.8.2 Is visitors satisfaction with the quality and sustainability of the route regularly monitored? (SINGLE CHOICE)

a) Yes

b) No

*If YES: Please provide the description of the methods for measuring the satisfaction and the results of the monitoring.*

TEXT



1.1.8.2.1 Does the monitoring include the perception of cleanliness? (SINGLE CHOICE)

a) Yes

b) No

c) Monitoring is not executed

*If found necessary, please provide additional information.*

1.1.8.1.5 Is there usage of Big data such as reviewing sites (Trip Advisor, Facebook, Booking.com) (SINGLE CHOICE)

a) Yes

b) No

*If YES: Please provide the description of the usage of such data.*

TEXT

### **1.2.1 INFRASTRUCTURE CONDITION**

1.2.1.1.1 Are physical paths/treks available for visitors? (YES/NO)

a) Yes

b) No

*IF YES Please provide the percentage of trail and margins degraded (NUMBER): \_\_\_ N \_\_\_*

1.2.1.1.2 Are viewpoints available for visitors? (YES/NO)

a) Yes

b) No

1.2.1.1.3 Are rest areas available for visitors? (YES/NO)

a) Yes

b) No

*IF YES Please provide the number of new infrastructure facilities as rest areas built in the last five years (NUMBER): \_\_\_ N \_\_\_*

1.2.1.1.4 Are litter bins available for visitors? (YES/NO)

a) Yes

b) No

1.2.1.1.5 Are water fountains available for visitors? (YES/NO)

a) Yes

b) No

1.2.1.1.6 Are toilets available for visitors? (YES/NO)

a) Yes

b) No

*IF YES Please provide the number of new toilet facilities available to the path visitors built in the last five years (NUMBER): \_\_\_ N \_\_\_*

1.2.1.1.7 Are information boards available for visitors? (YES/NO)

a) Yes

b) No

1.2.1.1.8 Are sheds or other type of shelter available for visitors? (YES/NO)

a) Yes

b) No

*IF YES Please provide the percentage of buildings considered in degraded condition (NUMBER): \_\_\_ N \_\_\_*

1.2.1.1.9 Are bicycle racks available for visitors? (YES/NO)

a) Yes

b) No

*IF YES Please provide the number of bicycle racks or related bicycle infrastructure built for the visitors of the path in last five years (NUMBER): \_\_\_ N \_\_\_*

1.2.1.1.10 Are vehicle parking bays available for visitors? (YES/NO)

a) Yes

b) No

*IF YES Please provide the number of new infrastructures built for vehicle parking for the path visitors in the last five years (NUMBER): \_\_\_ N \_\_\_*

### **1.3.1 SAFETY INFORMATION**

1.3.1.1 To what extent do you agree that 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 (LIKERT)

I do not agree 1 2 3 4 5 I agree.

1.3.1.1.1 Please provide additional information:

TEXT

### 1.3.2 EMERGENCY PROTOCOLS

1.3.2.1 Are emergency protocols established to respond to natural or man-made disasters as well as health issues from visitors? (SINGLE CHOICE)

a) Yes

b) No

*If YES: Please provide the description of the emergency protocols.*

TEXT

### 1. 4. 1. VISITOR INFORMATION

1.4. 1. Does a signposting system indicating the sites/paths/buildings that are part of your cultural route exist? (SINGLE CHOICE)

a) Yes

b) No

*If YES: Please provide the description of the signposting system and which sites does it indicate?*

TEXT

FILE UPLOAD - If found necessary, please provide additional photographic evidence.

1.4.1.1 Are there Information Centers along the route to provide guidance and information to visitors? (SINGLE CHOICE):

a) Yes

b) No

*If YES: Please provide the description of Information Centres for visitors.*

TEXT

1.4.1.2 Does the cultural route have an interactive, digital or GIS map? (SINGLE CHOICE)

a) Yes

b) No

If YES: Please provide the link to the interactive materials:

TEXT

1.4.1.3 To what extent is the promotion and visitor information material about the route accurate with regards to its products, services, and sustainability claims? (LIKERT):

Not accurate 1 2 3 4 5 Completely accurate

1.4.1.3.1 Please state the public organizations dedicated to tourism, which have included the route in their promotional material:

TEXT

1.4.1.3.2 Please upload the Catalogues of tour operators Please provide the number of tour operators who have included the products linked to the theme of the route in their catalogues. (NUMBER) \_\_\_N\_\_\_.

If found necessary, please upload the catalogues.

FILE UPLOAD

1.4.1.3.3 Please specify if a contractual basis with those in charge of the route exists.

TEXT

#### 1.4.2 INTERPRETATIVE MATERIAL

1.4.2.1 Is accurate interpretative material provided which informs visitors of the significance of the cultural and natural aspects of the sites they visit? (SINGLE CHOICE)

a) Yes

b) No

1.4.2.2 Information provided is (LIKERT):

Culturally inappropriate/not relevant for the cultural route 1 2 3 4 5 Culturally appropriate/relevant for the cultural route

Not developed with host community collaboration 1 2 3 4 5 Developed with host community collaboration.

Not clearly communicated in languages pertinent to visitors and residents 1 2 3 4 5 Clearly communicated in languages pertinent to visitors and residents.

If found necessary, please provide additional information.

TEXT

#### 1.4.3 WEBSITE AND SOCIAL MEDIA

1.4.3.1 Does the route/path have regularly updated (MULTIPLE CHOICE; WHEN SELECTED, ADDITIONAL QUESTION IS DISPLAYED):

a) Website

Please provide the link for the website.

TEXT

b) Social media profiles

Please provide link(s) for social media profile(s).

TEXT

c) Mobile app(s)

Please provide link for downloading the app(s).

TEXT

d) TripAdvisor or similar

Please provide link for TripAdvisor profile or similar.

TEXT

d) Other: \_\_\_\_\_

Please provide link for other media.

TEXT

1.4.3.2 Are the website and social media profiles periodically monitored to check their effectiveness and visitors satisfaction? (SINGLE CHOICE)

a) Yes

b) No

*If YES: 1.4.3.2.1 Please provide the number of Cultural Route website visits in the past year (NUMBER): \_\_N\_\_*

*1.4.3.2.2 Please provide the number of Cultural Route page clicks per visit in the past year (Google Analytics) (NUMBER): \_\_N\_\_*

## 2. ECONOMIC SUSTAINABILITY

### 2.1.1 TOURISM FLOW (VOLUME AND VALUE)

For this category of questions, we propose that you select the NUTS 3 region of the destination for tourism data (select the destination of the cultural route which is most visited). Check the statistical office data about selected NUTS 3 region.

Which NUTS3 region did you select?

TEXT

2.1.1.1 Is the direct and indirect economic contribution of tourism to the destination's economy monitored and publicly reported? (YES/NO)

a) Yes

b) No

2.1.1.1.1 Does the monitoring include levels of visitor volume? (YES/NO)

a) Yes

b) No

2.1.1.1.1.1 Please provide the average number of tourist's nights per month (NUMBER):  
\_\_\_N\_\_\_

2.1.1.1.1.2 Please provide the average length of stay of tourists for the past year (NUMBER):  
\_\_\_N\_\_\_

2.1.1.1.2 Does the monitoring include visitor expenditure? (YES/NO)

a) Yes

b) No

2.1.1.1.2.1 Please provide the average amount of tourists expenditure per day for the last year (in EUR) (NUMBER): \_\_\_N\_\_\_

2.1.1.1.2.2 Please provide the daily spending per tourist and same day visitor in the area of cultural routes (museums, attractions, accommodation, F&B, etc.) (NUMBER): \_\_\_N\_\_\_

2.1.1.1.3 Does the monitoring include employment? (YES/NO)

a) Yes

b) No

2.1.1.1.3.1 Please provide the direct tourism employment as percentage of total employment in the destination for the past year (NUMBER): \_\_\_N\_\_\_

2.1.1.1.3.1 Please provide the percentage of locally produced food, drinks, goods and services sourced by the destination's tourism enterprises for the past year (NUMBER): \_\_\_N\_\_\_

2.1.1.1.4 Does the monitoring include investment? (YES/NO)

a) Yes

b) No 2.1.1.1.5. Please provide additional information about monitoring (LONG TEXT)

TEXT

-----

### 2.1.2 SUPPORTING LOCAL ENTREPRENEURS

For this category, we return to questions analyzing the selected cultural route or the region that is being evaluated.

2.1.2.1 To what extent are local businesses, especially small and medium sized enterprises supported through funding, training, etc. to benefit from the route:

They are not supported 1 2 3 4 5 Completely supported. 6 I don't know/Data not available

2.1.2.1.1 Please provide the number and explain the calculation of the Local Multiplier 3 (LM3) for the cultural route. For additional information about LM3 click on this link: <https://rm.coe.int/1680706995> (p. 74). (NUMBER AND TEXT). \_\_\_N\_\_\_

TEXT

2.1.2.1.2 Please provide the number of new businesses and startups that were established in the last 5 years connected to the cultural route. ~~years~~

TEXT

2.1.2.1.3 Please provide business sales directly attributable to the Cultural Routes for the past year (in EUR) (NUMBER): \_\_\_N\_\_\_

2.1.2.1.4 Please provide the number of SMEs in the tourism, culture and creative industries sector (NUMBER): \_\_\_N\_\_\_

-----

### 2.1.3 JOINT PROMOTION

2.1.3.1 To what extent do the SMEs along the route highlight the theme of the route in their promotional activities and benefit from its visibility (LIKERT)?

Not at all 1 2 3 4 5 Very much 6 I don't know/Data not available

2.1.3.1.1 Please provide the approximate percentage of tourist offers available in your destination highlighting the theme of the cultural route (NUMBER): \_\_\_N\_\_\_

-----

### 2.1.4 LOCAL PRODUCTS AND SERVICES

2.1.4.1 To what extents is the retention of tourism spending at local level 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.) (LIKERT).

Not at all 1 2 3 4 5 Very much 6 I don't know/Data not available

2.1.4.1.1 Please provide the direct sales from items produced by the Cultural Route such as guidebooks, tours, and souvenirs (in EUR) (NUMBER): \_\_\_N\_\_\_

-----

### 2.1.5 EMPLOYMENT AND CAREER OPPORTUNITIES

2.1.5.1 The local businesses and inhabitants participate in the benefits tourism generates as part of the route (SINGLE ANSWER)

- a) Yes
- b) No
- c) I don't know/Data not available

*IF YES, please provide detailed information about the benefits for the local businesses and inhabitants from being a part of the cultural route.*

TEXT

2.1.5.2 The route stimulates the creation of employment opportunities or retention of existing jobs for local inhabitants (SINGLE ANSWER)

- a) Yes
- b) No
- c) I don't know/Data not available

*IF YES 2.1.5.2.2 Please provide the sectoral employment multiplier and the calculation used. – (NUMBER+TEXT)*

TEXT

2.1.5.2.3 Please provide the number of newly created jobs or existing jobs saved as a direct or indirect result of the cultural route for the past year (NUMBER): \_\_\_N\_\_\_

2.1.5.4 Are training opportunities and business advice available to improve the skills of staff directly or indirectly related to the route and to increase employment opportunities related to sustainable tourism (SINGLE CHOICE).

- a) Yes
- b) No
- c) I don't know/Data not available



*IF YES, 2.1.5.4.1 Please provide the detailed information about the business support*

TEXT

2.1.5.5.5 Please provide the number of businesses provided with business advice or training in the past year (NUMBER): \_\_\_N\_\_\_

2.1.5.5.6 Please provide the number of training or advice hours provided in the past year (NUMBER): \_\_\_N\_\_\_

-----

## **2.2.2 TACKLING SEASONALITY**

2.2.1.1 Are options to tackle seasonality investigated and implemented, including a mechanism to identify year-round tourism opportunities, where appropriate—and direct tourism flows from coastal to hinterland areas? (SINGLE CHOICE):

- a) Yes
- b) No
- c) I don't know/Data not available

*IF YES, please explain the measures taken to tackle the seasonality.*

TEXT

2.2.2.1.1 Please color the months that are generally high season – CALENDAR.

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

## **3. SOCIO-CULTURAL SUSTAINABILITY**

### **3.1 PRESERVATION OF CULTURAL HERITAGE**

#### **3.1.1 PROTECTION OF CULTURAL HERITAGE**

3.1.1.1 The route management structure together with public authorities supports the protection of tangible and intangible cultural heritage along the route (SINGLE ANSWER)

- a) Yes
- b) No
- c) I don't know/Data not available

3.1.1.2 Are there policies, strategies, action plans and tools in place to promote regional economic development using cultural heritage (SINGLE CHOICE):

- a) Yes
- b) No
- c) I don't know/Data not available

*IF YES, please describe these policies, strategies, action plans and tools.*

TEXT
------

3.1.1.3 Approximate percentage of old buildings on the route designated at local, national and/or World Heritage levels (NUMBER): \_\_\_N\_\_\_

### **3.1.2 PROMOTION OF CULTURAL ASSETS**

3.1.2.1 Thematic events and festivals are celebrated to promote the traditional / local culture and heritage (SINGLE ANSWER)

- a) Yes
- B) No

*IF YES, please provide additional information about these events and festivals.*

TEXT
------

#### FILE UPLOAD

3.1.2.2 What is the approximate percentage of the destination's events that are focused on traditional/local culture and heritage (NUMBER): \_\_\_N\_\_\_

3.1.2.3 Number of thematic events (related to the topic of the cultural route) (NUMBER): \_\_\_N\_\_\_

3.1.2.4 Number of historical sites available and open for visitors at the route (NUMBER): \_\_\_N\_\_\_

### **3.1.3 RESPECT OF CULTURAL HERITAGE**

3.1.3.1 Guidelines for visitor behavior at sensitive sites and cultural events are made available to visitors, tour operators and guides before and at the time of the visit (SINGLE ANSWER)

- a) Yes

B) No

*IF YES, please provide additional information about these guidelines.*

TEXT

## **3.2 ACCESSIBILITY**

### **3.2.1 ACCESSIBLE FACILITIES**

3.2.1.1 Are sites, facilities and services, including those of natural and cultural importance, accessible to all, including persons with disabilities and others who have specific access requirements or other special needs? (SINGLE ANSWER)

a) Yes

b) No

c) I don't know/Data not available

*IF YES, please provide additional information about these facilities if needed.*

TEXT

3.2.1.2 Are there is a consistent application of accessibility standards in public facilities (SINGLE ANSWER)

a) Yes

b) No

c) I don't know/Data not available

3.2.1.3 Please state the approximate percentage of commercial accommodation establishments participating in recognized accessibility information schemes (NUMBER):

\_\_\_N\_\_\_

3.2.1.4 Please state the approximate percentage of public transport that is accessible to people with disabilities and specific access requirements (NUMBER): \_\_\_N\_\_\_

### **3.2.2 ACCESSIBILITY INFORMATION**

3.2.2.1 Information is made available on the accessibility of sites, facilities and services (SINGLE ANSWER)

a) Yes

- b) No
- c) I don't know/Data not available

3.2.2.1.1 If necessary, provide additional information.

TEXT

### 3.3 RESIDENTS ENGAGEMENT & FEEDBACK

#### 3.3.1 PARTICIPATORY APPROACH

3.3.1.1 The route enables and promotes public participation in the sustainable planning and management of the destinations along the route (LIKERT).

Not at all 1 2 3 4 5 Very much 6 I don't know/Data not available

3.3.1.2 Please provide evidence of the promotion and facilitation of public participation in destination planning/management. + FILE UPLOAD

TEXT

#### 3.3.2 RESIDENT CONSULTATION

3.3.2.1 Residents in the destinations along the routes are regularly consulted about their level of satisfaction with tourism along the route (LIKERT).

Not at all 1 2 3 4 5 Very much 6 I don't know/Data not available

3.3.2.2 Surveys of residents and other systematic feedback mechanisms, covering tourism issues are conducted (SINGLE ANSWER)

- a) Yes
- b) No
- c) I don't know/Data not available

*IF YES, please provide additional information about these systematic feedback mechanisms.*

TEXT

#### 3.3.3 STRENGTHENING SOCIAL IDENTITY AND COHESION

3.3.3.1 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 (LIKERT)?

Not at all 1 2 3 4 5 Very much

3.3.3.2 If necessary, provide additional information about set topics.

TEXT

3.3.3.3 In the past five years, did a population decline in rural areas occur? (SINGLE ANSWER)

- a) Yes
- b) No
- c) I don't know/Data not available

*IF YES, please provide additional information about this decline.*

TEXT

3.3.3.4 State the percentage of local residents who believe they benefit from the trail (NUMBER): \_\_\_N\_\_\_

## 4. ENVIRONMENTAL SUSTAINABILITY

### 4.1 RESOURCE MANAGEMENT

#### 4.1.1 SOLID WASTE MANAGEMENT

4.1.1.1 The route and destinations along the route have a waste management system to treat and dispose of waste safely (SINGLE ANSWER)

- a) Yes
- b) No
- c) I don't know/Data not available

*IF YES, please provide additional information about the waste management system.*

TEXT

4.1.1.2 Are there waste bins or similar infrastructure available along the trail to separate waste? (SINGLE ANSWER)

- a) Yes
- b) No
- c) I don't know/Data not available

If found necessary, please provide additional information.

TEXT

4.1.1.3 The management structure of the route and the public authorities encourage enterprises along the route to reduce waste production, especially plastic waste (SINGLE ANSWER)

- a) Yes
- b) No
- c) I don't know/Data not available

*IF YES, state the approximate percentage of tourism enterprises separating different types of waste (NUMBER): \_\_\_N\_\_\_*

#### **4.1.2 WATER MANAGEMENT**

4.1.2.1 The quality of drinkable water along the route is regularly monitored (SINGLE ANSWER)

- a) Yes
- B) No

4.1.2.2 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 (SINGLE ANSWER)

- a) Yes
- b) No
- c) I don't know/Data not available

*IF YES, state the approximate percentage of tourism enterprises taking action to reduce water and energy consumption (NUMBER): \_\_\_N\_\_\_*

#### **4.1.3 ENERGY CONSUMPTION**

4.1.3.1 Are there facilities using renewable sources of energy incorporated along the route, such as solar panels, geothermal, etc.? (SINGLE ANSWER)

- a) Yes
- b) No
- c) I don't know/Data not available

*IF YES, please provide additional information about the usage of renewable sources of energy along the route.*

TEXT

4.1.3.2 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 (SINGLE ANSWER)

- a) Yes
- b) No
- c) I don't know/Data not available

*IF YES, state the approximate percentage of tourism enterprises taking action to reduce water and energy consumption (NUMBER): \_\_\_N\_\_\_*

4.1.3.3 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 (SINGLE ANSWER)

- a) Yes
- b) No
- c) I don't know/Data not available

*IF YES, please provide additional information about these financial incentives.*

TEXT

#### **4.1.4 SUSTAINABILITY CERTIFICATION**

4.1.4.1 Businesses along the route and destinations are encouraged to adopt voluntary certifications/ labelling for environmental sustainability as concrete efforts to reduce negative impacts (LIKERT)?

Not at all 1 2 3 4 5 Very much 6 I don't know/Data not available

4.1.4.1.1 State the number of certified businesses along the cultural route (NUMBER):  
\_\_\_N\_\_\_

4.1.4.2 Business along the route are encouraged to measure their Ecological Footprint using the ecological footprint calculator developed by Destimed (Hyperlink: <https://www.meetnetwork.org/calculator>) (SINGLE ANSWER)

- a) Yes
- b) No
- c) I don't know/Data not available

## 4.2 SUSTAINABLE MOBILITY

### 4.2.1 SOFT MOBILITY STRATEGY

4.2.1.1 The route has a soft mobility strategy with concrete targets to reduce transport emissions from travel within the route and its destinations Destimed (SINGLE ANSWER)

- a) Yes
- b) No
- c) I don't know/Data not available

*IF YES, please provide additional information about this soft mobility strategy.*

TEXT

### 4.2.2 LOW IMPACT TRANSPORTATION

4.2.2.1 Soft mobility options are encouraged to travel to and along the route (walking and cycling) (SINGLE ANSWER)

- a) Yes
- B) No

*IF YES, please state the approximate percentage of tourists and same-day visitors using different modes of transport to arrive at the destination (NUMBER): \_\_\_N\_\_\_*

4.2.2.2 Multimodal platforms are available to connect different modes of transport (SINGLE ANSWER)

- a) Yes



- b) No
- c) I don't know/Data not available

*IF YES, please state the approximate percentage of tourists and same-day visitors using local/soft mobility/public transport services to get around the destination (NUMBER):*  
 \_\_\_N\_\_\_

4.2.2.3 Public transport is available to reach destinations and attractions along the route (SINGLE ANSWER):

- a) Yes
- b) No

4.2.2.4 Please state the approximate percentage of environmentally friendly transport alternatives (bikes, electric public transport, etc.) (NUMBER): \_\_\_N\_\_\_

## **4.3 LANDSCAPE & BIODIVERSITY PROTECTION**

### **4.3.1 PROTECTED AREAS**

4.3.1.1 Natural sites and biodiversity are protected along the route by national and regional laws and designated protected areas (SINGLE ANSWER)

- a) Yes
- b) No
- c) I don't know/Data not available

*IF YES, please state the number of protected areas the route crosses (NUMBER):*  
 \_\_\_N\_\_\_

### **4.3.2 LANDSCAPE & SCENERY**

4.3.2.1 Natural and rural scenic views along the route and destinations visited are protected and the sense of place is maintained (LIKERT)

Not at all 1 2 3 4 5 Very much 6 I don't know/Data not available

4.3.2.1.1 State the approximate percentage of local enterprises in the tourism sector actively supporting protection, conservation and management of local biodiversity and landscapes (NUMBER): \_\_\_N\_\_\_

### 4.3.3 WILDLIFE

4.3.3.1 Activities and services provided along throughout the route do not disturb wildlife, or come into contact with endangered, threatened species (SINGLE ANSWER)

- a) Yes
- b) No
- c) I don't know/Data not available

4.3.3.1.1 If necessary, provide additional information about set activities and services

TEXT

