



MED-Routes

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MED-Routes

"Enhancing MED sustainable cultural tourism

through the creation of eco-itineraries inside European Cultural Routes"

D2.2.2 - EMBLEMATIC MED-Routes transferability guidelines

for the creation of eco itineraries





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1. WHO ARE WE AND WHAT DO WE SHARE WITH YOU?

The needs of the Mediterranean area to strategically re-shape its cultural tourism offer and emphasis on its local cultural heritage with greater sustainability initiated a movement to joined forces with Cultural Routes of the Council of Europe (CRs) and created key instrument to sustain and promote cultural tourism all over Europe, from mainstream destinations to small-scale local contexts.

Eight Mediterranean European partners/destinations and four European Cultural Routes cooperate under the **Interreg Euro –MED** program with the project **MED-Routes** in order to establish and disseminate a local-based, low-impact model of sustainable tourism across CRs in the MED area, in particular, to establish a specific model of Mediterranean "slow tourism" rooted in the common heritage of the 4 CRs. To tackle the project general objective, MED-Routes' approach is rooted in a transfer mechanism and put into place to cross-reference the most relevant, field-tested outputs from INCIRCLE & EMbleMatic projects for the design of eco-itineraries.

The four European Cultural Routes associated to the MED-Routes project are:

European Route of Ceramics

Phoenicians' Route

Routes of the Olive Tree

European Federation of Napoleonic Cities

MED-Routes project, capitalises the "Ecojourneys" guide from the "EMbleMatic" in order to develop the "eco-itinerary".

- The project produced and delivered the "Ecojourneys", for the territories/regions of 5 mountains in Mediterranean (Canigo, Olympus, Pedraforca, Sainte Victoire, Pirin).
- The "EMbleMatic" guide provides its reader with information necessary to understand the project, its origins, the partners involved in it, the process followed and all the relevant information that are useful to develop sustainable and green itineraries. In this Guide we have found detailed explanation of the process of creation of the "Ecojourneys", lessons learnt, recommendations and points necessary to be taken into account for the development of the MED-Routes eco-itineraries.
- The singularity and sustainability of these "ecojourneys" is guaranteed by the compliance of each territory with the implementation of thirty common attributes related to their basic characteristics, their associated services, ethics and sustainability issues, management and governance and marketing strategies.
- This "Ecojourneys" guide is structured to offer a thorough understanding of the INCIRCLE and EMBLEMATIC projects' efforts to foster circular tourism, providing valuable frameworks, tools, and insights that can be leveraged to achieve sustainable and resilient tourism practices applied to the MED-Routes eco-itineraries across the Mediterranean and beyond.



WHAT IS A TRANSFER GUIDE?

The GUIDE for the creation of MED-ROUTES Eco-itineraries is addressed to any Destination Management Organisation (DMO) or similar local public or private entities part of any European Cultural Route in Mediterranean that are willing to implement actions and projects of Eco-itineraries and circular economy to their territories. Consequently, this guide provides its reader with all information necessary to understand the steps and the process followed and relevant information that can be useful for potential MED-ROUTES Eco-itineraries. 'The MED-ROUTES guidelines can be capitalised and extended through a tailor-made analysis of the territories concerned by each European Cultural Route in Mediterranean'.

The Usage: It provides instructions and user-oriented design for easy access to practical tips and information. Highlights challenges and solutions with specific markers.

Experiential tourism routes: Addressing unbalanced tourist flows, seasonality, and economic benefits for urban Mediterranean areas. Focus on route features, local services, sustainability, management, governance, and marketing

1.1 EMBLEMATIC guidelines

EMBLEMATIC guidelines for the creation of Eco-itineraries is a tool that can be used to promote sustainable tourism in lesser-known areas, particularly in Mediterranean regions. The guidelines for creating eco-itineraries under this project focus on promoting environmental sustainability, cultural heritage, and local economic development.

Key aspects

Sustainability

Ensure that the eco-itinerary minimizes environmental impact. This includes promoting low-impact activities, encouraging the use of public transport, and supporting conservation efforts.

Community Involvement

Engage local communities in the planning and execution of the itineraries. This helps ensure that the benefits of tourism are shared and that the itineraries reflect local culture and traditions.

Cultural Heritage

Highlight and preserve the cultural and historical aspects of the area. This could involve promoting visits to historical sites, local crafts, and traditional events.

Authenticity

Provide genuine experiences that reflect the true character of the region. This can include local cuisine, traditional accommodations, and interactions with local residents.

Education and Awareness

Educate tourists about the local environment, culture, and the importance of sustainable tourism practices. This can be achieved through guided tours, informational signage, and interactive experiences.



Accessibility

Design itineraries that are accessible to a wide range of tourists, including those with disabilities, to ensure inclusivity.

Monitoring and Evaluation

Implement systems to monitor the impact of tourism on the environment and local communities, and adjust the itineraries as needed to promote positive outcomes.

By implementing these guidelines, you can create eco-itineraries that not only enrich visitors' experiences but also ensure the long-term sustainability of the region's natural and cultural resources. This approach helps build a strong, sustainable tourism model that benefits both visitors and local communities while preserving the integrity of the environment.

1.2 The Emblematic Dimension and how this concept supports MED-Routes partners/destinations?

The "emblematic dimension" of European Cultural Routes network in Mediterranean at tourist destinations refers to the distinctive qualities or attributes that make these destinations iconic or representative of the CRs. This dimension encompasses the unique cultural, historical, natural, or experiential elements that establish a destination's identity and appeal to the visitors.

Symbolism and Identity

MED-Routes destinations often embody the essence of the CRs, serving as its flagship attractions. For example, in a cultural heritage network, a famous historical site could serve as an emblem of the region's history.

Recognizability

Emblematic destinations are typically well-known and associated with the CRs. They often act as primary draws for tourists, boosting the overall visibility of the lesser-known sites.

Representation of Core Values

These destinations reflect the CRs themes, whether it's sustainability, history, gastronomy, or adventure. They convey the message and mission of the European Cultural Routes in Mediterranean effectively.

Economic and Social Impact

Being emblematic often translates to higher tourist influx and investment in these areas, which can drive local economic development and promote social engagement.

Role in Tourism Strategy

In marketing and tour planning, these destinations are often emphasized to attract a wide range of tourists and anchor the network's appeal.



1.3 EMBLEMATIC common values of the destinations part of the cultural routes in Mediterranean.

- Proud Mediterranean cultural identity
- Institutional recognition
- Power of inspiration
- Reputation
- Legends and myths
- Particular ecosystem
- Picturesque landscape
- Sustainability and anthropogenic environment
- Historic place

THE PRODUCT / ECO-ITINERARIES

An Eco-itinerary is a route of experiential slow tourism across rural or hinterland areas of Mediterranean regions. By enjoying these journeys, visitors have the chance to explore the areas' singularities and the activities offered by local providers. A journey where nature and culture meet and the experience with body and soul is such that it generously conveys the emblematic character of the territory

Eco-itineraries BECAUSE VISITORS

- Can learn about the local culture and traditional ways of life
- Can experience the local gastronomy
- Can easily see a wide range of biodiversity
- Can tour national protected parks
- Can view wildlife from a safe and respectful distance
- Can travel carbon Light
- Can enjoy sustainable coastal and inland areas
- Can be educated in cultural and environmental centres

2. STEP BY STEP FROM THE IDEA TO THE CREATION OF EMBLEMATIC ECO-ITINERARIES

Creating eco-itineraries requires a balance between promoting tourism, preserving natural and cultural heritage, and fostering sustainability.

This guide provides you with the most reliable insights in order to make available all necessary info from the adaptability of the idea till the implementation of the eco-itinerary.

In order to simplify the process, we have divided the methodology in the below 5 steps



Step 1: Involvement of Local Stakeholders. The co-creation approach is central, involving local stakeholders (persons, companies, associations, public administrations) from the start to ensure feasibility.

- Stakeholders are identified from both private (e.g., accommodation services, restaurants, local producers, travel agencies) and public sectors (e.g., municipalities, museums, national parks, Environmental and Cultural centres, protected areas authorities, DMOs).
- Contacting and involving stakeholders with effective engagement using various communication channels like participatory Labs, newsletters, personal calls, and emails. Regular meetings foster collaboration despite differing worldviews and potential reluctance.
- Handle the challenges include time consumption, legal issues, and managing diverse stakeholder interests.
- Empower the local communities to take ownership of the eco-itinerary by offering them roles as guides, cultural ambassadors, or facilitators of local experiences. This strengthens the local economy and provides visitors with deeper, more authentic insights into the destination.

Step 2: Design of the Itinerary. The concept of "Eco-itinerary" involves creating a common baseline across the European Cultural Routes in Mediterranean with shared sustainable tourism goals.

- Think of attributes of Eco-itineraries to be followed upon, covering basics, services, ethics & sustainability, management & governance, and marketing.
- Ensure compliance with these attributes will be challenging, especially regarding evidence submission deadlines.
- Work on a detailed description of your territory and the services available in it.
- Try to identify an area with the most suitable characteristics for an Eco-itinerary.
- Elaborate or update an inventory of all heritage contents (tangible and intangible) to valorise through the itinerary.
- Repeat the above task with all associated tourism services: leisure, accommodation, catering, transportation.
- Find out which existing infrastructure and routes could be incorporated in the new Eco-itinerary.
- Make sure that the paths promoted in your itinerary are accessible in terms of legal status, i.e. they belong to the public domain or you have obtained the appropriate authorization of use from private owner.

Step 3: Implementation on the ground with attributes defined and stakeholders engaged. This step involves translating the itinerary from concept to reality.

- Suggest tasks that will provide orientation but will also allow flexibility in the implementation process.
- Have in mind all the logistic requirements and the suppliers or external expertise you may need to work on them.
- Analyse the feasibility of the Eco-itinerary according to legal requirements and budget availability that may condition it.
- Estimate the consequent investments and make sure you can count on the necessary funding sources.



- Start up all the physical works on the itinerary, that is, its implementation on the ground: directional signage on road and paths, QR codes, digital maps, set-up of welcoming areas and interpretation tools, etc.
- Set the final design of the Eco-itinerary and validate it with your local stakeholders.
- Work with local governments and businesses to develop infrastructure that supports eco-tourism, such as waste management systems, eco-friendly transportation options, and visitor centres focused on sustainability.
- Involve local cultural groups to ensure the eco-itinerary promotes the preservation of cultural heritage. This might include traditional ceremonies, arts, crafts, and folklore that enhance the visitor experience while helping maintain local traditions.
- Ensure that local conservationists and park rangers are actively involved in guiding tourists and sharing information about local wildlife and conservation efforts.

Step 4: Creation of a Tourism Product. Turning implemented routes into marketable tourism products involves packaging and promoting the Eco-itinerary.

- Effective marketing strategies are essential to attract visitors.
- Define the target market. Eco-tourism usually attracts nature lovers, adventure seekers, and those interested in sustainability. You can also target educational groups, corporate teams for environmental retreats, or luxury eco-tourism enthusiasts.
- Use eco-conscious branding to resonate with the sustainability aspect of the product. Highlight green certifications, conservation efforts, and responsible travel in your messaging.
- Use appealing visual content that showcase the natural beauty of the route, local culture, and wildlife. This could be through photos, videos, and promotional materials that emphasize the unique features of the eco-itinerary.
- Use compelling storytelling to engage potential customers. Share stories about the community's efforts to preserve the environment or the history behind the routes.
- Promote the eco-itinerary in the Social Media and sponsor eco-conscious Influencers or bloggers to promote the package. Leverage platforms like Instagram, YouTube, or eco-tourism websites to share experiences and testimonials.

Step 5: Continuous Improvement and Monitoring. Maintaining the quality and spirit of the Eco-itineraries involves continuous monitoring and improvement.

- Indicators for measuring territorial and societal impacts are crucial, though challenging due to limited consortium capacities. Working on these issues is necessary for long-term sustainability.
- Creating EMBLEMATIC eco-itineraries requires a balance between promoting tourism, preserving natural and cultural heritage, and fostering sustainability.
- Provide training for the local stakeholders in sustainable tourism practices, hospitality, customer service, and environmental conservation. This helps improve the quality of the eco-tourism product and ensures that all partners adhere to sustainability principles.
- Ask for customer feedback on various aspects such as the itinerary, sustainability practices, and overall experience. This can help you refine and improve the product.



- Update regularly the eco-itinerary to incorporate new developments, seasonal activities, or changing environmental conditions.

3. ENVIRONMENTAL PRACTICES TO BE FOLLOWED IN THE ECO-ITINERARIES

In the following paragraph the list of recommendations about best environmental practices for stakeholders is provided.

Local stakeholders involved in our Eco-itineraries project, should be aware of the importance of:

- 3.1 Managing water consumption:** in the Mediterranean area, water is a scarce resource, we should avoid wasting it, so any measure to save or to collect and reuse it will be convenient and advisable.
- 3.2 Managing electric consumption:** the generation of energy has an impact on the environment, any progressive reduction of consumption should be our goal.
- 3.3 Managing waste:** probably we have all heard about the three R's (re-use, recovery and recycling), avoiding waste generation should be a must for us.
- 3.4 Consuming local products:** doing it in our business means helping local economy, promoting Traditional gastronomy and avoiding transport of products and its negative environmental consequences.
- 3.5 Using clean energies:** whenever possible by using hydropower, wind or solar energy, will reduce the impact of our activity and show our commitment to care for the planet.
- 3.6 Obtaining an ECOLABEL or the MED-ROUTES Green Label:** there are many national or international certifications that companies can obtain to ensure a good environmental performance.
- 3.7 Avoiding the use of hazardous substances or products:** they can endanger people and the environment and generate hazardous waste, so this must be in our "to-do" list.
- 3.8 Showing or delivering information** about our Eco-itinerary to the public and to visitors: it is a good way to communicate our engagement and to raise awareness among them with our example.

4. LESSONS LEARNT FROM THE PROCESS OF DEVELOPING Eco-Itineraries THROUGHOUT THE MED-ROUTES PROJECT

4.1 The power of human relationships among stakeholders in eco-itineraries is critical to creating sustainable and impactful travel experiences. Stakeholders, including travellers, local communities, businesses, governments, and non-profits, all play interconnected roles in ensuring the success and ethical integrity of eco-tourism. Strong relationships among these groups can amplify benefits and mitigate challenges.



4.2 The journey towards environmental, economic and social sustainability is not a quick fix but a long, evolving process that requires persistence, innovation, and collaboration. It involves rethinking how we interact with the environment, economy, and society to create a future that supports the needs of current and future generations.

4.3 While technology presents numerous challenges in the creation of eco-itineraries, these obstacles also provide opportunities for growth and innovation. By addressing these issues proactively and creatively, stakeholders can harness technology to create impactful, sustainable, and efficient eco-tourism experiences.

5. HOW TO TAKE ADVANTAGE OF THE LESSONS LEARNT

5.1 Define the Core Theme

- a. *Focus on Identity.* Identify the unique ecological or cultural features of the region. The theme could revolve around Gastronomy, biodiversity, local ecosystems, Cultural heritage, landscapes, or sustainable practices.
- b. *Alignment with Emblematic Elements.* Ensure the ECO-itinerary reflects the signature characteristics of the area or the cultural routes, making it instantly recognizable and appealing.

5.2 Prioritize Sustainability

- a. *Environmental Preservation.* Minimize environmental impact by promoting low-carbon transport options (e.g., walking, cycling, or public transport).
- b. *Carry Capacity Analysis.* Assess the number of visitors the area can handle without degrading the environment or resources.
- c. *Support Conservation.* Allocate portions of tour proceeds to conservation projects or local community initiatives.

5.3 Highlight Unique Destinations

- a. *Flagship Sites.* Include destinations that represent the region's emblematic features, such as iconic landscapes, endemic species, or cultural landmarks.
- b. *Hidden Gems.* Complement with lesser-known spots to distribute tourism pressure and create a more diverse experience.

5.4 Ensure Accessibility and Inclusivity

- a. *Physical Accessibility.* Make the itinerary navigable for a range of abilities, with appropriate infrastructure like trails and signage.
- b. *Cultural Accessibility.* Provide multilingual guides or materials to cater to international visitors.
- c. *Digital Accessibility:* Offer detailed digital maps and eco-friendly apps for self-guided tours.

5.5 Foster Local Community Engagement

- a. *Local Guides and Experts.* Involve local communities to share stories, traditions, and expertise.
- a. *Craft and Cuisine.* Incorporate local crafts, cuisine, and sustainable practices into the itinerary.
- b. *Economic Benefits.* Ensure local businesses and artisans benefit directly from tourism.



5.6 Promote Education and Awareness

- a. *Interactive Learning*. Include activities like guided nature walks, workshops on local biodiversity, or eco-awareness programs.
- b. *Interpretive Materials*. Provide clear, engaging information on the significance of sites and sustainable tourism practices.

5.7 Leverage Technology

- a. *Digital Tools*. Use apps and online platforms for itinerary booking, navigation, and eco-impact tracking.
- b. *AR/VR Experiences*. Enhance storytelling through augmented or virtual reality, especially in restricted or sensitive areas.
- c. *Sustainability Metrics*. Track the carbon footprint of the itinerary and share this information transparently with visitors.

5.8 Design for Seasonality

- a. *Off-Peak Tourism*. Promote visits during less busy seasons to avoid overcrowding and support local economies year-round.
- b. *Climate Considerations*. Factor in weather conditions to ensure visitor safety and experience.

5.9 Emphasize Ethical Practices

- a. *Wildlife Interaction*. Ensure interactions with wildlife are non-intrusive and respectful of animal welfare.
- b. *Cultural Respect*. Educate tourists on appropriate behaviours and dress codes in culturally sensitive areas.

5.10 Marketing and Branding

- a. *Eco-Friendly Branding*. Use sustainable materials for promotional materials and emphasize eco-values in all communications.
- b. *Social Media and Storytelling*. Share compelling stories, photos, and videos of the itinerary's highlights to attract conscious travellers.
- c. *Network Collaboration*. Partner with other emblematic eco-itineraries to create a unified identity and attract diverse tourist groups.

The marketing objectives become effective only when concrete, well defined and costumer-tailored marketing actions are executed. Our actions are thematically organised in the following seven aspects:

- 1) Target profile
- 2) Positioning
- 3) Storytelling
- 4) Brand
- 5) Product
- 6) Experience



In the following paragraphs, these six aspects will be explained in detailed. They will be presented in a logical sequence of a marketing process, i.e. addressing, first the profile of the desired target public; second, the description of the product in terms of the market positioning; third, the way the product is going to be told (“storytelling”); fourth, the visual component of the product (brand, label, logo, motto); fifth, the product itself and sixth, the experience related to the product;

5.10.1 Target profile

Our products are conceived a wide spectrum of visitants. Everyone is welcomed to visit our areas/Cultural Routes, and since the Eco-itineraries provided are of low difficulty, the product is thought to attract all sorts of customers and specially nature lovers who equally appreciates heritage and cultural events and like to move in a sustainable way, preferring to walk and cycle the area’s paths.

5.10.2 Positioning

In terms of positioning, there are three issues that potentially differentiate our offer from the rest located in areas with similar characteristics and/or having similar assets:

- 1) The experience that we propose differs from other Eco-touristic products in the sense that it will gather a set of values and characteristics that will make this experience exemplary and unique
- 2) We are Mediterranean, i.e. close to a sea that shapes our cultures and nature. We belong to the world’s most connoted sea and to its landscapes, traditions, shared heritage, sense of community, music or gastronomy. Mediterranean local product also shows preserve our common home.
- 3) The Emblematic European Cultural Routes in Mediterranean with everything that represent and the distinctiveness of our reach cultural heritage. Being Mediterranean’s is our main geographic originality, giving sense and identity to our Eco-itineraries and at the same time, being aware of the fragility of the human and natural ecosystems.

5.10.3 Storytelling

While each partner can develop its own storytelling for its Eco-itineraries that will be tailored to each case/region, we can also form a common storytelling for the “Product of the MED-Routes”. A text that will provides the foundation for the individual storytelling. which are nothing else than being synthesized by “Emblematic”, “Mediterranean” and “European Cultural Routes”.

5.10.4 Brand

A visual Identity is needed. Design a logo/label that reflects the eco-values of the product, incorporating natural elements like leaves, water, forest, rivers etc. Use of earthy tones colours and typography (greens, blues, browns) and clean, simple fonts to reinforce sustainability. Find a short slogan, memorable tagline that encapsulates the essence of the product (e.g., “Cultural Routes Eco-Journey to Sustainability”). Uniformity of the Eco-itineraries will ensure consistent branding across all destinations in order to build recognition. Recognition: Leverage partnerships with eco-certification/Green Labels programs to enhance brand credibility.

5.10.5 The Product



An Emblematic Eco-itinerary is a route of experiential slow tourism across hinterland areas of European Mediterranean mountain regions. By enjoying these itineraries, visitors have the chance to explore the areas' singularities and the activities offered by local providers. A journey where nature and culture meet and the experience with body and soul is such that it generously conveys the emblematic character of the territory and the Cultural Routes.

5.10.6 The Experience

Our visitors are eager to live sustainably while experiencing the sense of place: not feeling forced to fulfil exhaustive experiences but, rather, to enjoy exclusive discoveries needing time, including meeting people, places, regions. This is exactly what visitors will find in our Cultural Routes Emblematic Eco-itineraries.

6. CONTINUOUS IMPROVEMENT AND MONITORING OF ECO-ITINERARIES

Sustainable tourism thrives on adaptability and refinement. Establishing a system for continuous improvement and monitoring ensures that eco-itineraries remain environmentally, socially, and economically viable while meeting visitors' expectations.

6.1 Set Clear Goals and Metrics

- Environmental Goals
- Social Goals
- Economic Goals

6.2 In order to be achieved a suitable result the policymakers and stakeholders of each Eco-Itinerary can follow the below steps.

- Key Performance Indicators (KPIs):
- Visitor Feedback and Experience Monitoring
- Community and Stakeholder Involvement
- Environmental Impact Monitoring
- Quality Assurance Audits
- Training and Development
- Adaptation to Trends and Feedback
- Reporting and Transparency
- Continuous Innovation
- Long-Term Commitment

The MED.ROUTES project, in alignment with EMBLEMATIC guidelines, represents a sustainable tourism model that enriches visitor experiences using green local transportation system while protecting and enhancing local resources. By integrating hiking and biking activities with culinary and cultural experiences on the framework of CR's, the project not only promotes environmental and cultural sustainability but also fosters socio-economic growth for Mediterranean regions. This innovative approach underscores the potential of eco-itineraries to balance tourism development with the preservation of natural and cultural heritage.



Annex:

Sample of creating a Green Label for ECO-itinerary (Choose 5)

1	Energy Efficiency & Renewable Energy Sources	Implementation of energy-efficient technologies and practices. Use of solar, wind, or other renewable energy sources.
2	Water Conservation	Efficient water management systems and conservation practices.
3	Waste Reduction & Circular Economy Practices	Waste reduction programs and recycling initiatives. Programs converting waste into energy resources. Reduction or elimination of single-use plastics. Implementation of circular economy principles to minimize waste and promote recycling.
4	Low-Impact and green Infrastructure, Eco-friendly Architecture	Construction and infrastructure designed to minimize environmental impact. Integration of eco-friendly architectural designs. Development of green spaces and eco-friendly infrastructure within the tourist area -parks, picnic area and etc. Construction and utilization of buildings with zero-net energy consumption. Measures to minimize noise and light pollution. Promote or offer Eco-friendly Accommodations.
5	Sustainable Mobility and Transportation	Promotion of sustainable and low-emission modes of transportation. Encouragement of sustainable transportation options for tourists and employees, use of public transportation.
6	Carbon Footprint Reduction & Carbon Neutrality	Efforts to offset or minimize carbon emissions. Efforts to reduce the overall carbon footprint of the tourist destination. Example is planting trees in the area.
7	Digital Sustainability	Implementation of digital solutions to improve the sustainability - reduce paper, improve accessibility, disseminate sustainable solutions. Has a website or an application with useful information.
8	Climate Resilience & Natural Disaster Preparedness	Implementation of measures to enhance the destination's resilience to climate change impacts. Preparedness plans for natural disasters.
9	Certifications & Eco-labelling	Compliance with recognized sustainability certifications (e.g., LEED, Green Key). Adoption of eco-labelling to certify and communicate the sustainability of tourist facilities
10	Sustainable report	Published Sustainable / ESG report
11	Local Ecosystem Restoration & Conservation	Protection and conservation of local flora and fauna. Initiatives focused on restoring and preserving the local ecosystems and natural habitat. Preservation of natural habitats in and around the touristic area. Integration of nature-based solutions to enhance resilience and biodiversity. Encouragement of sustainable fishing practices, Promotion of wildlife tourism with ethical and sustainable practices. Responsible use and conservation of natural resources. Promote or implement sustainable agriculture practices such as implementation of permaculture principles.
12	Local Sourcing & Local Artisan Support	Promotion of local products and services. Support for local artisans and craftsmen.
13	Local Employment Opportunities	Creation of job opportunities for local residents.



14	Health and Safety Standards	Adherence to high health and safety standards for tourists and employers.
15	Accessible Tourism	Facilities and services catering to people with disabilities.
16	Environmental Education Programs	Offering educational programs on local culture, environment, and sustainability. Centres providing information on environmental conservation. Example is educational training, video, poster, articles.
17	Cultural & Historical Site Preservation	Preservation and promotion of local cultural heritage. Conservation and preservation of historical sites
18	Community Engagement & Community-Based Tourism	Active involvement and benefit-sharing with local communities. Promotion of tourism initiatives that directly benefit or engage local communities.
19	Inclusive Tourism / Cultural Sensitivity Training	Inclusion of marginalized communities in tourism initiatives, working process. Training programs for tourism staff or tourists to be culturally sensitive and tolerant.
20	Green Events and Initiatives	Hosting events / initiatives with minimal environmental impact, or events that promote sustainability.
21	Eco Partnerships	Collaboration with eco organizations and initiatives

Emblematic Mediterranean Mountains as Coastal destinations of excellence (EMbleMatiC)

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Transfer Guide

https://emblematic.interreg-med.eu/fileadmin/user_upload/Sites/Sustainable_Tourism/Projects/EMbleMatiC/Library/DELIVERABLES/D.5.3.2-Transfer_Guide/D532-V3-TRANSFER_GUIDE-PP8-CETT-191009.pdf

MED-Routes

"Enhancing MED sustainable cultural tourism through the creation of eco-itineraries inside European Cultural Routes" **WP1 CATALOGUE OF OUTPUTS WPT1 – ASSESSMENT OF OUTPUTS TRANSFERABILITY AND CIRCULAR ECONOMY PATTERNS IN THE CULTURAL TOURISM SECTOR**



INCIRCLE PRINCIPLES & COMMON FIELDS for Cultural routes ECO-itinerary

COMMON FIELDS OF ACTIONS CONCEPTUAL LEVEL	EUROPEAN CULTURAL ROUTES	INCIRCLE PRINCIPLES	COMMON FIELDS for Cultural routes' ECO-ITINERARIES
	Cooperation in terms of research and development	INNOVATE – innovation needs cooperation in order to develop - seeks to unify and guide territories towards a common sustainable development	Incorporating innovative methods from INCircle can enhance the research and development activities of Cultural Routes, making them more effective and sustainable.
	Valorization & enhancement of memory, history and European heritage	RETHINK - Emphasize the impacts of decisions on resources, including cultural resources, across their lifecycle. Stresses management of heritage sites and cultural resources sustainably, ensuring they are preserved for future generations.	Stressing principles that advocate for a broad, inclusive approach that considers the impact on all stakeholders Implementing an inclusive process that involves all stakeholders from the beginning, ensuring a comprehensive and resilient plan.
	Cultural and educational exchanges among the youngsters	REDUCE - Emphasizes education on sustainability practices, such as reducing waste and optimizing resource use in a participatory way. Incorporating sustainability education into cultural and educational exchanges	Stressing principles that involve education, active participation and engagement encouraging young people to engage in activities that promote both cultural understanding and environmental responsibility
	Contemporary cultural and artistic practice	REGENERATE - Emphasizes innovative practices to regenerate resources and integrate sustainable tourism with local activities	Promoting synergies that not only celebrate European heritage but also promote regeneration of heritage including sustainable and modern cultural practices
	Cultural tourism and development of Sustainable and Responsible Tourism practices	REVALUE - Focuses on upcycling and other methods (storytelling, interpretation) to enhance the value of (heritage) resources, turning them into higher quality or more functional products.	Including aims that promote tourism that supports the maintenance and enhancement of cultural sites, thereby contributing to sustainable territorial development

Council of Europe Cultural Routes “Transferring” principles to eco-itineraries

4 Pillars = WATER + WASTE + MOBILITY + ENERGY and ++HERITAGE pillar

Santiago de Compostela Declaration

23 October 1987

COUNCIL OF EUROPE, 1987

Santiago 30+ Declaration

Declaration Decl(27/09/2017)

COUNCIL OF EUROPE, 2017

Cultural Routes

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