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Enlarged Partial Agreement on Cultural Routes of the Council of Europe Certification cycle 2023-2024

Regular evaluation:

ROUTES OF EL LEGADO ANDALUSÍ

Independent expert report

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



Cultural Routes of the Council of Europe Evaluation Cycle 2023-2024

Independent expert report

Routes of El Legado Andalusí

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Cultural route
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**The opinions expressed in this independent expert report are those of the author, and do not engage the Enlarged Partial Agreement on Cultural Routes of the Council of Europe.*

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1. Executive Summary

The main findings regarding the evaluation of «Routes of El Legado Andalusi» are summed up in these lines. The evaluation has been conducted through an exhaustive analysis of the documentation provided by the Technical Unit and also considering other documents and the official digital communication channels of the routes (References p.27), taking into account the parameters established by the Cultural Routes of the Council of Europe Programme (CRCEP). The external expert has conducted a 3-day field visit to Granada (Spain), with included meetings with the Technical Unit and the Director of the Fundación Pública Andaluza El Legado Andalusi (FPA-LA), as well. Besides, 3 online interviews with members of the network from Lebanon, Jordan and Portugal were carried out (Annex 1).

The results of the evaluation of the last three years of activity are positive, confirming that the current state of development of the routes fulfils the criteria listed in Resolution CM/Res(2013)67 and the CRCEP (see table below).

The Routes of Legado Andalusi, certified in 1997, have experienced an outstanding growth and consolidation since then. The last three years under evaluation are especially interesting because the Direction of the FPA-LA was renewed in 2019, so this cycle reflects some improvements that were marked in previous evaluations and highlights other achievements. Such as, the development of new projects with European funding, the implementation and digital signposting of a route in the rural region of Las Alpujarras (Granada), the consolidation of a technical unit with a professional and dedicated staff (20 people), improving the communication strategy via social networks and a new website, reinforcing the annual programming of cultural or a model of governance that let the network operate coordinately. Nevertheless, in order to continue the growth of the project in search of quality and excellence in the management and dissemination of the routes, the evaluation also assesses some recommendations to be addressed within the next three years, namely: increasing the quality of management and the operational capacity of the network, deepen the development of projects and allowing them to continue to expand. Consequently, 3 of the key actions to achieve these goals could be: (1) To consolidate a permanent scientific committee and to define permanent international members of the network. (2) To set quality standards and monitoring tools to measure the impacts and achieve consistency among members, routes and projects and (3) to implement a strategic Plan focusing in internationalization, governance and cooperation of all members in order to promote and positioning the routes on a wide range (local, regional, national and transnational).

Expert summary conclusions		
	Yes	No
The theme complies with criteria listed in Resolution CM/Res(2013)67, I. List of eligibility criteria for themes.	X	
The Cultural Route complies with the criteria for actions listed in Resolution CM/Res(2013)67, II. List of priority fields of action.	X	
The Cultural Route complies with the criteria for networks listed in Resolution CM/Res (2013)67, III. List of criteria for networks.	X	
The Cultural Route implements the Guidelines for the Use of the Logo “Cultural Route of the Council of Europe”	X	

2. Introduction

Routes of El Legado Andalusi, certified as a Cultural Route of the Council of Europe in 1997, counts nowadays with [9 itineraries](#) in Andalusia: Route of the Caliphate, Route of Washington Irving, Route of the Nasrids, Route of the Almoravids and the Almohads, Route of the Alpujarras, Route of Ibn al-Khatib, [Route of al-Mutamid](#), Route of al-Idrisi and [Ummayyad Route](#). These cultural routes work as a network of very diverse agents (municipalities, tourist information offices, museums, archaeological and historical sites, artisanal production sites, etc.), which includes more than 150 villages, and highlights the diversity of the cultural (tangible, intangible) and natural heritage.

The mission of the routes is to raise the awareness of populations, inhabitants and tourists (local, national and international) about the great importance of the legacy of al-Andalus in the history of Spain and Europe. Al-Andalus was for several centuries the cradle of sciences, arts, politics, economy, culture, leading the coexistence of different religions and communities and building a scenario of unprecedented growth and refined development.

The Fundación Pública Andaluza El Legado Andalusi (FPA-LA) is responsible for the management of the routes. It is a Public Foundation of the Andalusian Regional Government, operating under the Regional Ministry of the Tourism, Culture and Sports.

The FPA-LA is structured in three management bodies (General Directorate, Financial Directorate, Cultural Directorate) and several specialized and technical services dedicated to the management and enhancement of the Cultural Route (European Projects Department, Cultural Tourism Department, Exhibition Department, Department for the Digitization of Ancient Documents). The current staff has 20 people: 1 director; 4 heads of departments, 12 specialists and technicians; 3 administrative personnel.

It has its headquarters at El Corral del Carbón, a unique historic building dated in the 14th century, which is the only “funduq” (commercial warehouse) preserved from the Nasrid period in the Iberian Peninsula.

The main aim of El Legado Andalusi is to deepen international cultural cooperation, comprising the fields of education, science, culture and heritage dissemination and to promote cultural and rural tourism, traditional arts and crafts and to preserve cultural and natural heritage.

Based on this concept, the Foundation set up a network of Cultural Routes and Itineraries of national and international scope. Its fundamental goal is to turn these Cultural Routes into motors for economic and social development, under its distinguishing brand, making a commitment and supporting the tourist, leisure and cultural infrastructures in the towns and villages included along the defined routes. The network also emphasizes the need to implement sustainable, responsible and quality tourism development outside the major urban centres crowded by mass tourism.

The activities undertaken by the Foundation are based on the dissemination and preservation of the cultural and artistic heritage of Al-Andalus, and the role that Andalusian and Spain have played throughout history, both as a cultural bridge between East and West as regarding the relations among countries of the Arab world, the Mediterranean and Latin America. Although it should be noted that the Foundation mainly operates in Spain and its activities are offered largely in Andalusia.

3. Main Body Evaluation

3.1 Cultural Route Theme

These Cultural Routes can be seen as a cultural, scholar and intellectual crossroads of heritage knowledge (tangible, intangible, natural) that arouses scientific interest, transnational cooperation and a great tourist potential in Europe and outside Europe (North Africa, Eastern Mediterranean, Levant and Latin America). Although the cultural heritage of al-Andalus, which referred to the historical legacy of Muslim Spain, was present in Spain, it was relatively unknown and silenced compared with other historical legacies. Therefore, the FPA-LA was founded with the aim of highlighting such a significant historical contribution of al-Andalus to Andalusia, Spain, Europe and other civilizations and continents and to seek to promote awareness and appreciation of this important cultural legacy.

The Cultural Routes El Legado Andalusi spread mostly in the Iberian Peninsula, but the themes they approach also involve several territories around the Mediterranean (Morocco, Tunisia, Lebanon, etc.) and is planning to involve territories of Latin America that have experience the influence of Arabo-Andalusian legacy through art, science and cultural interactions, as well.

3.1.1 Definition of the theme of the route

The Routes of El Legado Andalusi refer, on the one hand, to the historic paths that were once used to connect the Kingdom of Granada with other regions of Andalusia and the Iberian Peninsula, such as Murcia or Portugal. On the other hand, they refer to the Cultural Itineraries of al-Andalus, that extend beyond Spanish borders and explore paths of ancient civilisations, branching out to other continents.

The Routes evoke a brand and a concept that unites diverse topics: history, culture, heritage, people and traditions. These routes are traced on the map of Andalusia as well as in transnational scenarios, based on historical inspiration, leading visitors on a journey through towns and cities that have much to reveal and offer in terms of their rich cultural and historical heritage. The itineraries were not chosen at random; each one follows a primitive path with a unique history. Some of them originated from the need to supply the capital city of the Nasrid Kingdom -Granada- with goods like fish or meat, while others gained fame for being travelled by illustrious voyagers such as Washington Irving or Ibn al-Khatib at different times throughout history.

The FPA-LA has a true commitment to strengthen the cultural tourism offering in Andalusia and beyond its borders, combining demand driven by the region's rich historical, cultural, and natural resources. The creation of this network of routes aims to bring visitors closer to over 200 towns and villages that are often overlooked by traditional tourist circuits. These are places of interest that are linked to the civilization of al-Andalus through landscapes, monuments, handicrafts, gastronomy, history, culture, heritage and literary or legendary references. In this way, the Routes allow travellers to access different places through current communication routes, traditional roads, or paths which have been travelled for almost eight centuries.

In addition to the Routes throughout Andalusia, FPA-LA has defined 3 transnational Cultural Itineraries (the Almoravids and Almohads; the Umayyads; the Ibero-American Mudéjar and Baroque), which link the East and the West of the Mediterranean shore and that go beyond the Atlantic until Latin America. These itineraries are based on historical events that were representative of the rise and cultural significance of the civilization of al-Andalus, which shone for almost eight centuries in the fields of culture, arts, and science.

The aim of these cultural routes goes beyond just offering possibilities for cultural tourism. It searches to disseminate and promote the shared heritage and history, nurturing a sense of

coexistence, respect, tolerance and solidarity, all while fostering intercultural dialogue and ensuring the development of sustainable, inclusive and cooperative strategies.

3.1.2 Historical and cultural context

Al-Andalus refers to the medieval Muslim civilization extended to most of present-day Spain and Portugal from the 8th century until its decline in the late 15th century.

Arabs and Berbers populations arrived on the Iberian Peninsula in 711 AD and mixed with the local Roman-Visigoth population giving rise to a multicultural coexistence for several centuries. At its greatest geographical extent, under Umayyad dynasty, Al-Andalus occupied most of the Iberian Peninsula and part of present-day southern France.

Although al-Andalus has different dynasties (Umayyad, Almoravid, Almohad, Nasrids) and periods (Emirate, Caliphate, Taifas kingdoms, etc.), and its boundaries changed through time, between the 8th and 14th centuries, al-Andalus emerged as a cultural referent in the Western Mediterranean and established commercial, cultural, and human connections with European nations and the most significant Mediterranean powers, including states associated with Islamic culture from the Maghreb to the Middle East.

In the 10th century, the European West took a southern direction. As a result, al-Andalus stood at the forefront of medieval science and thought. Classical knowledge was reintroduced into Europe through translations from Arabic into European languages.

Different peoples, ideas, culture, knowledges and traditions were spread and shared and thus, Al-Andalus played an outstanding role as a cultural bridge with Europe, the East and the West. And this shared cultural legacy is yet visible in present times. Not just in monuments, archaeological sites and well known arts and sciences, or in the name of south region of Spain (Andalusia comes from Al-Andalus), but in current landscapes, gastronomies, languages, music, crafts, techniques and traditions and many quotidian spheres still very present nowadays.

3.1.3 Council of Europe values represented by the theme

As will be seen throughout this report, the FPA-LA share a common commitment with the Council of Europe to promote tolerance, equality and human rights by encouraging international cooperation, encompassing education, science, and culture, as outlined in the UNESCO Declaration of the Principles of International Cultural Cooperation. Besides, the network involves other of states parties to the European Cultural Convention.

In the context the UN Declaration of Human Rights, which guarantees the right "freely to participate in the cultural life of the community" (art. 27), the FPA-LA defends and promotes the access to culture and heritage contributing to its enrichment and fostering the intercultural dialogue. In thus, the Foundation actions are linked to the principles expressed in the Convention on the value of Cultural Heritage for society (Faro convention, 2005), the UNESCO Convention concerning the Protection of the World Cultural and Natural Heritage, the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage.

Besides, it also promotes sustainability, access and the use of digital technology in the context of cultural heritage following the lines of the ICOMOS International Cultural Tourism Charter in reinforcing cultural heritage protection and community resilience through responsible and sustainable tourism management and assuming the key principles of the Sustainable Development Goals (SDGs).

Nevertheless, it should be noted that these routes were certified in 1997 and since then, the parameters established by the Cultural Routes of the Council of Europe Programme (CRCEP) have been updated. Therefore, this evaluation will offer some recommendations in order to update, consolidate and strengthen issues such governance, formal structure and democratic

participation of the network of Legado Andalusí Routes, as it will be indicated throughout this report.

3.2 Fields of Action

3.2.1 Co-operation in research and development

Through years, the FPA-LA has established a variety of academic and research partners, which work and advise on themes related to the Cultural Routes, specially, in exhibition projects and publications (detail information can be found in the application form and documentation submitted by the FPA-LA).

This cooperation is set ad hoc, primarily, with universities, specialized research institutes and local institutions and actors, based on specific topics, in order to develop and implement curational actions, exhibit projects, scientific events or cultural and artistic activities related with Arab culture and the al-Andalus legacy. The aim of these interactions is to look for scientific rigor, to provide a cultural legitimacy beyond the mere technical management of the Cultural Route, to build synergies among members of the network and to contact and cooperate with possible future candidates to join the network.

Regarding research and development, it is important to mention that there is a specific department for European projects, which is active and cooperates with actors and institutions from other countries, mainly in the Mediterranean and European context. The interaction in this case looks for specialised partners to improve and develop strategies in sustainability, cultural tourism and the use of news technologies and ICT. For instance, they work with the Lebanese American University, Palermo University (Sicily), Algarve University (Portugal), Jordan Society for Scientific Research and the Department of Antiquities (Jordan) in the mark of iHeritage project, and with the universities of Maribor (Slovenia) and Bologna (Italy) through the project BestMed. Moreover, in 2022, FPA-LA has subscribed a Memorandum of Understanding with the Lebanese American University, which helps to coordinate the responsibilities and which reinforces the commitment and the partnership.

Nevertheless, these cultural routes do not have a permanent scientific committee, which could operate as a board/council or as an official body in the formal structure of the network.

3.2.2 Enhancement of the memory, history and European heritage

Cultural Routes of El Legado Andalusí enhance a very singular heritage, which represents one of the most refine and intercultural historic and cultural scenarios in the medieval past of Europe (see 3.1.2 for historical and cultural context). This legacy combines a multicultural substratum which mix elements from the Mediterranean, the Middle East and Europe, generating new forms of scientific, artistic expressions and a highly enriching social and cultural dialogue.

By establishing cultural itineraries, which foster the interaction along the Mediterranean, involving countries on both shores, these routes offer educational activities and cultural tourism to strengthen the cooperation and mutual understanding between different countries and peoples. Usually, all activities take place mostly in Spain, but it should be highlighted the Celebration of the «[Euro-Mediterranean Cultural Dialogue: Celebration of the Andalusian Days in Lebanon](#)» (Beirut, 5th-8th May 2023) by the Umayyad Route Digital Museum and the LAU-Louis Cardahi Foundation. And the [edition of publications](#) with the participation of international partners.

At first sight, the routes offer a direct access to our history and our past legacy through monumental sites and outstanding heritage assets which are protected as World Heritage Sites (Caliphate City of Medina Azahara of Córdoba, Renaissance Monumental Ensembles of Úbeda and Baeza, Antequera Dolmens Site, Rock Art of the Mediterranean Basin of the Iberian

Peninsula, the Alhambra, Generalife and Albayzín of Granada, the Historic Center of Córdoba or the Cathedral, Alcázar and General Archive of the Indies in Seville).

However, this monumentality, doesn't overshadow a living legacy that can be seen today not only in monuments and vestiges of the past, but through the continuity of cultural practices (language, gastronomy), artistic practices (music, literature, art), and crafts (ceramics, textiles, marquetry), economic strategies (oil and wine production, agriculture and irrigation systems), which turns this legacy not into something static and fossilized but into a living heritage that constructs a very enriching and diverse cultural landscape and natural heritage. In fact, some of these practices and techniques have been protected as UNESCO Intangible Cultural Heritage (Mediterranean Diet, Fiesta of the Patios in Córdoba, Flamenco, Tamboradas (drum-playing rituals).

The FPA-LA is committed to contribute to the dissemination of this heritage through the routes as experiential itineraries, which allows visitors to approach and meet this legacy in an integral experience (visiting towns, monuments, natural areas; enjoying arts, music, gastronomy; meeting with the local communities, etc.). Furthermore, as it can be seen in the following sections of this document, the foundation has a programme of complementary cultural and artistic activities (publications, exhibitions, conferences, etc.), that offers public services in order to promote the access to culture, science and heritage to anyone interested.

3.2.3 Cultural and educational exchanges for young Europeans

Cultural and educational exchanges are mainly established through a variety of activities scheduled by the FPA-LA along the year. On the one hand, the routes themselves attract the young audiences, which visit monuments, sites and towns in cultural trips arranged with the educational centres. On the other hand, the exhibitions - both the ones show at the Foundation headquarters and the ones that travel all around Andalusia - are the hardcore of cultural and educational change offering as well a diverse typology of complementary activities: mediation, visits, conferences and publications.

During these last 3 years, they have produced 20 exhibitions (11 in Granada, 4 in Cordoba, 3 in Seville, 1 in Jaen, 1 in France) and have collaborated in 5 from other institutions around Spain. Besides they have 14 travelling exhibitions projects.

The FPA-LA does not carry out any audiences' study, so there is not qualitative data (age, social and educational background, origin...) on the public profiles. But, they do collect the number of visitors. For instance, one of the latest exhibitions, "Gardens: Heritage and Dreams" received nearly 80,000 visitors since its opening on December 2022 until June 4th, 2023.

Regarding the routes, there are some quantitative data on visitor numbers collected by the tourist offices or heritage sites. Since the beginning of 2023, the use of QR codes in 2 of the routes (Alpujarras and W. Irving) allows access to quantitative data on visitors through this type of smart signposting. The Tourism Department also tracks number of users through the use of QR in catalogues, social networking or the institutional website.

Three specific actions should be highlighted regarding educational exchanges with undergraduate and graduate students: 1- The FPA-LA works together with the University of Granada offering 2-3 months internships in the Cultural department for students of the Master in Cultural Management. Among these beneficiaries there have also been some Erasmus students from other European countries. 2- The Foundation has extended its collaboration with Universities from Italy (Venice and Bologna), Portugal (Algarve) or Slovenia (Maribor) in the context of the European projects, what has included students visits to the Route of the Alpujarras, the development of the Best Med Open Platform, and partnering and coordination with Local Groups from Portugal. 3- The Living Lab carried out on "The interpretation of World Heritage in Andalusia in the 21st century: Advanced technological solutions in today's world" addressed to young individuals, primarily from universities in Andalusia, as well as other international universities.

3.2.4 Contemporary cultural and artistic practice

These last 3 years the FPA-LA has strengthened some outstanding cultural and artistic partnerships, with institutions such as the International Music and Dance Festival of Granada, the Council of La Alhambra and Generalife, the Archaeological and ethnological Museum of Granada, the Andalusian Institute of Historical Heritage (IAPH) or the network of Paradores of Spain.

The actions carried out show a diverse typology of activities: artistic exhibitions based on the themes of the Routes of El Legado Andalusi, digitalization of graphic materials belonging to the International Festival of Music and Dance of Granada, participation in the 41st Book Fair of Granada presenting new publications from the FPA-LA, complementary cultural activities such as conferences or poetic and musical recitals. Furthermore, a photography contest "[La mirada del viajero](#)" (The traveller's eye) inspired in the Routes of El Legado Andalusi celebrated its 11st edition in 2021. And new projects as iHERITAGE and the collaboration with the IAPH allowed the register 50 contributions of cultural intangible elements for the creation of the First Register of Intangible Cultural Heritage of the Mediterranean.

3.2.5 Cultural tourism and sustainable cultural development

The Routes of El Legado Andalusi are a product conceived originally to promote cultural tourism and foster the development for towns and their sustainable growth, outside the conventional tourist circuits in the region which are focused on capital cities and coastal areas. This proposal focuses on local heritage and traditional practices trying to avoid that the tourist activities take place just on high season and fostering the promotion of sustainable development and seasonal adjustment.

All the cultural and touristic proposals and actions of the FPA-LA are based on scientific studies since they are the result of research projects on the history, culture and heritage of al-Andalus. In this sense, it is important to highlight that quality research is the basis for good cultural dissemination regarding heritage, history and cultural tourism.

The FPA-LA has developed great connections and synergies with local agents making cultural tourism an important way to reinforce development of those communities. Municipalities, tourist offices, museums, heritage sites and also local producers, SME and artisans have built a consistent network and understand the value of been part of a Cultural Itinerary of Council of Europe such as Routes of Legado Andalusi, which is regarded as a seal of quality.

Although the routes mainly invite the visitors to drive through landscapes and travel through different regions, the aim of the road trip is always to visit villages, monuments and sites in different stops and completing stages. The link between culture and nature in these routes is very present, so the FPA-LA Tourism Department has developed alternatives of mobility offering other ways to explore the Route: cycling, hiking or riding on horseback, are also services that are available in specific destinations, such as the Route of Las Alpujarras.

Besides, during these last years, FPA-LA Tourism Department had made a solid bet for digital technologies and sustainability since they have reduced the use of printed materials such as maps or brochures, offering high quality online and digital versions of them through the use of detail signposts (outdoors and indoors) and QR codes (Figure 1). However, this digital strategy does not leave aside a warm and close human treatment to visitors focused in high quality proximity management.



Figure 1- Signposting with QRs in Las Alpujarras Route (Field visit, September 2023).

During these last 3 years, the signage of two Routes –Alpujarras and Washington Irving– has been renewed through smart access via QRs. Additional information is also offered on the Foundation's website, as well as in the new Digital Information Guide for the localities. This digital strategy is also available in Al-Mutamid cultural route that runs between Spain and Portugal.

This initiative seeks new supports and languages in accordance with the reality and current needs of the travelers. The aim is to provide municipalities and travelers with an agile and interactive tool that offers relevant information about each place directly on mobile devices. By scanning a QR code one can access to the historical introduction to the town, relevant aspects, places to visit, as well as a street map that geolocates the device and shows the points of interest, so that the traveler is provided with their real-time location (Figure 2). Besides, this new digital proposal has adapted a representative element of the old paper “Route passport” that certified the visit to a town, so that now this “town stamp” has been incorporated into the digital application in the form of a stamp with a representation of a characteristic element of each town. This resource such a “Passport”, is an interesting tool to engage and retain the visitor interest to complete stages of the routes.



Figure 2.- Some information of Las Alpujarras Route available through the QR code of Las Alpujarras route.

Furthermore, this QRs platform is a tool that allows the FPA-LA to account the visitors who are taking the Route and visit any of the towns because to access the information is required scanning the QR code on site, with no possibility of accessing from another point other than

the locality itself. The management of this data by FPA-LA is browsed through an internal application which offers a statistical model and allows the analysis of direct and real data of number of connections and locations that were active.

These update and digitalization projects are being implemented, during the last quarter of 2023, on the Caliphate Route, and will progressively be implemented on the rest of the routes, as the FPA-LA has informed during the field visit carried out for this evaluation.

Regarding the strategies of marketing and the development of news products. It is worth mentioning that the FPA-LA has built strong partnership with local agencies and tour operators in order to generate differentiated services and design specialized products. Some of these new experiences travel through the territory focusing in specified themes such as: “World Heritage on the Routes of El Legado Andalusi” or “The Routes of El Legado Andalusi with Paradores” (Annex 3).

3.3 Cultural Route Network

3.3.1 Overview of institutional /legal structure of the network

The network is managed by the FPA-LA, which is a cultural foundation with the aim of researching, preserving, recovering, promoting and disseminating the historical, monumental, cultural and touristic heritage of al-Andalus. This entity focuses, at the same time, on the promotion of the values of coexistence, tolerance and intercultural dialogue that characterize the al-Andalus legacy and civilization.

The FPA-LA is a public foundation, which depends on the ministry of Culture and Historical Heritage of the Andalusian regional government. The institutional headquarters of FPA-LA are located in Granada, at El Corral del Carbón, a unique historic building dated in the 14th century, which is the only “funduq” (commercial warehouse) preserved from the Nasrid period in the Iberian Peninsula.

Nowadays, the foundation has a staff of 20 people. Regarding its legal structure, the foundation is ruled by its [owns statutes](#) and has a Board of Trustees, with 22 members, as a [governing body](#).

The foundation is arranged according to a departmental organizational structure with 3 directorates, which delegate specific tasks and responsibilities to different departments:

Administration and governance:	General Directorate of the Foundation
	Financial Management Directorate
	Cultural Management Directorate
Cultural itineraries' management:	European Projects Department
	Culture Department
	Cultural Tourism Department
	Exhibitions Department
	Digitalization Department

The foundation annually elaborates an Action Plan which is approved by the Board of Trustees in the last quarter of the current financial year. Likewise, it should be noted that the Foundation presents an Activities Report together with the Annual Accounts for each financial year, both documents being approved by the Board of Trustees, as well. The documents referring last three years are available online in the [institutional website](#).

3.3.2 Overview of the financial situation of the network

The FPA-LA as a public foundation operates with a strong commitment to transparency and financial sustainability, taking into account its obligation to publish economic, financial and budgetary information in accordance with art. 16 of Law 1/2014, on Public Transparency of Andalusia. Moreover, as being an entity depending on Andalusian regional government, the foundation is regularly audited. For this evaluation, the external expert has had access to the documentation resulted of the audit conducted during 2021. Furthermore, all the details regarding its financing, annual budgets, operational plans are available online through the Foundation's [website](#) and also at the [Transparency Portal of the Andalusian administration](#).

The budget on the last 3 years (2021-2023) have been stable and the funding was permanent based on public financing (subsidies and contracts), Europeans funded projects, the contributions of the network members and other minor contributions such as editorial products. The forecast for the next 3 years (2024-2026) maintain the same structure and, thus, the financial solvency of the network and actions plans for the future seem to be financially and organizationally viable. Although, it has to be noticed that among the Foundation's budget, public funds become a very high percentage of its incomes, showing that just a very low percentage comes from its sales and provision of services, and has zero private contributions or sponsors.

CURRENT OPERATIONAL BUDGET (In Euros)			
	2021	2022	2023
Member contributions	36000,00	36000,00	36000,00
Funded projects (EU,...)	200.966,22	296.340,84	135066,85
Public Financing (subsidies and contracts)	1.008.752,09	1.008.669,90	1.008.752,00
Sponsors	0,00	0,00	0,00
Private funds	0,00	0,00	0,00
Crowdfunding	0,00	0,00	0,00
By Products	14.037,06	8.342,81	10.000,00
In kind contributions	0,00	0,00	0,00
Other contributions	5223,41	58,83	0,00

3-YEAR BUDGET FORECAST (In Euros)			
	2024	2025	2026
Member contributions	36000,00	36000,00	36000,00
Funded projects (EU,...)	178108,00	159678,19	135000,00
Public Financing (subsidies and contracts)	1.008.752,00	1.008.752,00	1.008.752,00
Sponsors	0,00	0,00	0,00
Private funds	0,00	0,00	0,00
Crowdfunding	0,00	0,00	0,00
By Products	10.000,00	10.000,00	10.000,00
In kind contributions	0,00	0,00	0,00
Other contributions	0,00	0,00	0,00

Figure 3.- Financial information submitted (Source: Financial Directorate FPA-LA).

As a final observation, it can be underlined that the Foundation successfully meets its statutory objectives, therefore presenting a high degree of coherence, since the budgetary objectives set out in the strategic documents are aligned with the founding purpose of the Foundation: the dissemination and preservation of historical, cultural and artistic heritage of al-Andalus at the regional, national and international level, disseminating the role that Spain and Andalusia have played as a cultural bridge between East and West as regarding the relations among countries of the Arab world, the Mediterranean and Latin America. Thus, it can be concluded that the work during these 3 last years has been effective, having achieved to a large extent the objectives that had been proposed in their action plans. However, there are still challenges and improvements for the future that must be implemented, especially in relation to consolidating the structure and governance of the network and strengthening its internationalization both in memberships and in activities and operation of the routes (see page 21).

3.3.3 Current composition of the network by country and type of member¹

The network is extensive and is formed and operating mainly in Spain via the cultural routes. Although it increasingly tends towards internationalization via the collaboration with scientific and sociocultural institutions from other countries in two scenarios: 1) The development of cultural itineraries as such Ummayyad Route in the Near East and Al-Mutamid Route in Portugal. 2) The implementation of research projects approaching cultural heritage, its management, preservation, dissemination and digitalization, and cultural tourism and sustainability as a key scenario for local development and intercultural dialogue.

Regarding the Spanish entities and institutions involve in the network, almost two hundred partners are active nowadays through the cultural routes and the Board of Trustees or scientific Committee. They can be classified mainly as public entities, which can be organized in different categories: public administrations at different scales (municipalities, province councils, regional and national governments), research and cultural institutions (universities, museum, cultural and research centers), public foundations, consortiums and federations.

International partnership is specially represented through the international Cultural Itinerary of Umayyad via institutions such as the Tourism Institution of Algarve (Portugal), the Chamber of Commerce of Alexandria (Egypt), the Cultural Association of Palermo (Italy), the Scientific Association of Amman (Jordan) and the Cultural Organization of Byblos (Lebanon).

The Foundation maintains a fluid relationship regarding collaboration in cultural activities carried out by or with international members, namely exhibitions, research projects, workshop or meeting events. It can be highlighted that more than 3 countries which are member states of the Enlarged Partial Agreement (EPA) on Cultural Routes of the Council of Europe are involved in this network.

The governance and communication among the members of the route is coordinated by the FPA-LA. Periodically, the foundation deals with local councils, departments of culture and tourism which are members of the routes in Spain via telephone, email or through visits. Meetings can be due to special events or activities or just regular contacts to assess the function of the route, to establish key actions in the town and to work on tourist promotion strategies. Nevertheless, the foundation does not hold annual meetings or general assemblies with network members as the technical unit of the Foundation has reported.

In addition, it is also important for the network function the existence of scientific advisors. Nowadays, there are several international institutions and professional which collaborate and advise the FPA-LA in different fields of expertise: history, culture, tourism, entrepreneurship and creativity, Cultural heritage and conservation management. These are, for instance: The

¹ The network has no members or any partnership within the Russian Federation.

Universities of Malaga and Granada, the Jordan Society for Scientific Research, the Ministry of Culture of Morocco in; the Lebanese American University, and the LAU-Louis Cardahi Foundation. Besides, other 11 specialists from universities and research centres in Lebanon, Portugal, Italy, Spain and Slovenia, are involved in scientific works, activities and particular actions on the Routes.

Although, co-operation in research and development is active and fruitful, there is one important point to be considered in the evaluation: As it has been reported by the FPA-LA, there is a network of scientific collaborators for particular projects and research actions, which includes members of European or Mediterranean institutions (Lebanon, Egypt, Jordan, Italy, Portugal). But regarding the management of the Cultural Routes, there is not a formal network council with permanent members representing different countries. And this implies that in relation to the participation of members from outside Spain, there are not meetings or general assemblies with network members in order to define, debate and vote the strategies, action plans, necessities and so on. And therefore, since this is a necessary requirement on the governance of the certified Routes, this is a priority that has been included in the conclusions and improvements section (see page 22).

3.3.4 Network extension since last evaluation

Since last evaluation, FPA-LA has developed some European projects, which confirm its trend initiated after the Covid pandemic, showing how collaboration with European and Mediterranean countries has helped strengthen the network actions and consolidate the constructions of strong relations and partnerships via the establishment of contacts and agreements with universities and research centers.

The criteria for the selection and inclusion of new network members have been: 1- The criteria mainly responded to geographical, historical and cultural reasons, due to the location of a potential alliance in the cultural routes. 2- The selection of new members is based on strategic criteria and is related to the implementation and dissemination of goals and activities that share similar areas of action.

In this purpose, as it was already mentioned, the accuracy of the routes and actions is always designed and supervised by scientist and specialists.

The projects financed by UE in the past three years that have allowed the extension of the network are: «Best Med Path» and «Dialogue 4 Tourism» aiming to transform tourism into a more sustainable and diverse industry, which are both leaded by FPA-LA. Besides, the Foundation is a partner in the project «iHeritage: ICT Mediterranean platform for UNESCO cultural heritage» which focuses in the development of ICT to deliver innovative solutions on the interpretation of cultural heritage. The project is committed to addressing cross-border socio-economic challenges. It actively engages young people, unemployed individuals, and other communities in Living Labs and training courses.

In this goal of connecting and spreading out, the FPA-LA is also part of a working group along with other Cultural Routes of the Council of Europe, namely the Aeneas Route, the Routes of the Olive Tree, the Iter Vitis Route and the Phoenicians Route. These actions allow to keep in touch with other networks and to share informative topics of common interest, beyond the coordination and attendance at events held by the Council of Europe (Advisory Forums, Certification of Routes, International Conferences...).

3.3.5 Strategy for the network extension in the three years to come

The strategy for the network extension will be materialised mainly through future incorporations via new partners for the cultural routes and itineraries and also via new collaborators and partners in research projects.

The Foundation is already working in new alliances for the routes. For instance, Torre-Cardela town council that is already in the process of inclusion in the Route of the Nasrids. But this process of acceding to the network is not only focused in Granada province, but also in Huelva and Seville, where 8 municipalities of Columbian Sites will enlarge the Route of Washington Irving. Furthermore, in the Spanish region of Murcia, 2 towns, namely Cieza and Yecla, has applied to become members of the Route of the Almoravids and Almohads.

Regarding new partnership in research projects, it can be pointed out that there are new members potentially interested in a future accession: 1- The National Park of Val de Durance (France) already applied to join the European project «Imagine your future EU landscape». 2- Several tourism stakeholders in France, Greece, France, and local and national authorities in Montenegro, Macedonia, Croatia, or Research centers in Portugal, Montenegro, Greece are potential partners in the «SmarTour project» network. And other tourism stakeholders, universities, local and national authorities in Greece, Italy, Croatia, Cyprus, Montenegro, France are interested in future collaboration and are potential partners in «Herit Adapt project».

The annual participation of FPA-LA in international touristic events, such as, ITB de Berlin, Destinaxtion-Connecting Tourism Players (Turobserver), FITUR- Madrid International Tourism Fair) or International Fair of Rural Tourism, Sports and Adventure of Andalusia, has contributed to publicize the cultural routes and the projects developed by the Foundation and, therefore, help to advertise or promote its purposes. Other strategies such as a promotional action of the Routes of El Legado Andalusi by the Spanish Tourist Office in Singapore (2022), the participation in the Euro-Mediterranean Cultural Dialogue: Andalusian Days in Lebanon (2023), organised by The Umayyad Route Digital Museum or the inclusion of the Routes in the Official Tourism Portal of Spain (TURESPAÑA), KAYAK international browser or Spanish Paradores' network can be assessed as a good showcase to find new future potential partners.

3.4 Communication tools

3.4.1 Current state of communication tools developed by the network

FPA-LA uses mainly online tools, such as its own website and a number of social media channels to promote and communicate the work of the network. Although in the local and regional scenario the Foundation also implements analogic communication strategies such as press releases, advertisements or press conferences and as a public foundation of the Andalusian Regional Government uses other official communications channels as well.

The language used for communication is mainly Spanish. Punctually, some specific contents are available in English (website of the Foundation, routes brochures, routes promotions documents, exhibitions contents or catalogues). And definitely, English is also the language of communications with collaborators and members of the network which are from other non-Spanish speaking countries (Lebanon, Jordan, Portugal or Egypt).

FPA-LA doesn't have any specific graphic charter or document regarding the entity's visual identity. Although it can be perceived that they work with a clear style guide and corporate identity regarding communication materials and channels, which fulfil the general requirements for certified routes.

Regarding any type of communication materials on the certified routes such as itineraries maps and documents or routes brochures, FPA-LA have decided to minimise the use of printed materials, in order to reduce their environmental footprint as much as possible. Therefore, they have replaced much of the printed material which is offered to the visitors regarding touristic activities, by the online version of it and the information of the routes is share online and in situ with signposting and QR codes (see 3.2.5 Cultural tourism).

The current [institutional website](#) was released in 2020, when it was redesigned and restyled to fulfil the new necessities and commitments stablished by the new Direction of the Foundation in 2019. The Website is available both in Spanish and in English and offers

interoperability (i.e., compatibility with other systems, devices and products) and ease of use (complete, clear and desktop and mobile friendly), including:

- The contact information (telephone, email, address of the Foundation)
- Newsletter subscription
- Link to the social media channels (Twitter · X, Facebook, YouTube, Instagram).
- Options of accessibility such as changing the font size and toggling between high and low contrast
- The display of contents menu (Figure 4).



Figure 4.- Home page of «FPA-LA» website and its content menu (September 2023).

As a proposal of improvement, although the logo and the words “Cultural Route of the Council of Europe” are present in the website, and the routes’ section provides detail information about the 9 active routes in Spain (mainly Andalusia), it is recommended to include a clearly identifiable section in the content menu with a brief text explaining the relation of the routes of «El Legado Andalusí» with the Council of Europe and the meaning of the Cultural Routes Program, which it should include a link to the Cultural Route website’s homepage: www.coe.int/routes.

Other improvements in order to offer more information about the routes and the network could be, a specific section in the website menu which includes «Entities» (Members and Collaborators) that are currently part of the project promoter network, at least identifying different countries or authorities (local, regional, state governments, universities and so on). Besides, it might be enriching to have the website translated in other languages in the future, taking into consideration, on the one hand, specially the languages spoken by members and collaborators, and, on the other hand, the information of users (which marks France as the second countries with more visits to the web) and the assessment of other possible users and potential visitors (Portuguese, Italian, French or Arab).

A final observation is that the use of two concepts “Routes” (certified in 1997) and “ Cultural Itineraries” in the contents menu of the site might be confusing (Figure 4).

As part of the communication strategy, FPA-LA also works with 5 social media channels. The four of them can be follow through the same user name @legadoandalusi, which is comfortable and appropriate in communicative terms.

The use of these social networks has increased progressively in recent years. The numbers of followers by 8th December 2023 were:

[YouTube channel](#), registered in November 2006, is mainly used as a repository for presentations, exhibitions and activities of the Foundation, promotional videos of «El Legado Andalusi» and its routes:

- 723 followers, 28 videos and 109.250 views.
- [LinkedIn](#), registered in 2017.
 - 341 followers
- [Facebook](#), registered in December 2009:
 - 8640 followers; 7500 Likes; Rated as 5 stars by 20 users.
- [Twitter/X](#), registered in December 2009:
 - 5.607 subscribers in last evaluation cycle; 5597 followers now a days.
- [Instagram](#), registered in January 2015:
 - 2.463 followers.

These last 3 channels usually have the same activity: information (posts, photos) is shared simultaneously and are mainly used to share the institutional agenda of the Foundation, cultural activities, projects, pictures of events and current news.

The current use of social networking sites (e.g. Instagram, Facebook, X) and video sharing sites (e.g. YouTube) is working, but as a future strategy the use and development of other collaborative consumption platforms such as digital applications for mobiles or the use of other technologies should be considered. Without a doubt, a good future strategy would be to bet on the consolidation of the Web 2.0 philosophy, which allows the development of media channels with deeper user-generated content and a participatory culture. Promoting the use of social networks as a vehicle to generate a community of users is an important challenge to consolidate. Therefore, a more equal use of Spanish along with English as vehicular languages in online content is recommended, since sharing content in bilingual format can help promote internationalization. In addition, interaction with users can be encouraged with the use of hashtags, making posts in survey-question format; generate educational and historical content about the al-Andalus legacy, etc. All with the aim of ensuring that users use and participate in the Foundation's communication profiles.

3.4.2 Compliance with the Guidelines for the Use of the Logo “Cultural Routes of the Council of Europe”

After evaluating the different sources and materials related to communication purposes, it is confirmed that the logo is used and displayed in accordance with the general requirements established in the document “Guidelines for the use of the logo “Cultural Route of the Council of Europe, May 2023”, both in printed and audio-visual materials, as well as in websites, events and promotional items.

The materials produced for the purpose of or in relation with events/projects bearing the “Cultural Route of the Council of Europe” which have been assessed display the logos correctly. These are stationery, brochures, posters, audiovisual or promotional items.

A final observation is that although the reproduction and display of logos on social networks is normative, perhaps the descriptive information of the RRSS profiles should include an explicit

mention of “certified Cultural Route of the Council of Europe” or “Cultural Route of the Council of Europe since 1997”.

4. Conclusions and Recommendations

The Routes of Legado Andalusi have experienced an outstanding growth and consolidation since its certification in 1997. The last three years under evaluation reflect specially the improvements and achievements carried out by the new Direction of the FPA-LA, which started a new phase of governance in 2019. It is important to highlight the consolidation of the brand 'Legado Andalusi', the internationalization via new projects with European funding, the implementation and digital signposting of some routes, the consolidation of a technical unit with a professional and dedicated staff (20 people), the renovation of the institutional website and the improvement of the communication strategy via social networks or the reinforcement the annual programming of cultural activities.

Nevertheless, in order to continue the growth of the project in search of quality and excellence in the management and dissemination of the routes, this evaluation also assesses some recommendations to be addressed within the next three years:

I. [List of eligibility criteria for themes](#)

As has been argued throughout this document FPA-LA successfully meets the founding purpose of the Foundation and the themes of the Cultural Routes: the dissemination and preservation of historical, cultural and artistic heritage of al-Andalus at the regional, national and international level, disseminating the role that Spain and Andalusia have played as a cultural bridge between East and West as regarding the relations among countries of the Arab world and the Mediterranean.

As proposals for improvement:

- Strengthening the cultural routes impact in other European regions beyond the Mediterranean basin.
- Keep promoting the cultural itineraries in North Africa and the Middle East as a strategy of multicultural dialogue, local development and argument for the democratic and peaceful coexistence.
- To assess possible collaborations with countries and institutions in Ibero-America in order to begin the implementation of actions, projects and routes regarding the Cultural Itinerary of the Mudéjar of El Legado Andalusi.

II. [List of priority fields of action](#)

Cooperation in research and development

- Increasing the quality of management and the operational capacity of the network, deepen the development of projects and allowing them to continue to expand.
- The FPA-LA does not have a stable scientific committee but a network of collaborators and advisors, so it seems crucial to define a permanent scientific committee, whose members become part a formal council in the network structure. So, it is necessary to take advantage of relationships with experts in European projects to form a stable international scientific committee. The objective of greater professionalization through the Advisory Commission, a consultative body, allows the incorporation of people or institutions into the Foundation whose contribution can be valuable to the organization, especially in specialized matters.
- To implement a strategic Communication Plan focusing in internationalization and cooperation of all members in order to promote and positioning the routes on a wide range (local, regional, national and transnational). And set quality standards and monitoring tools to measure the impacts and achieve consistency among members, routes and projects.

Enhancement of memory, history and European heritage

- This Cultural Route is still mostly oriented towards a regional (Andalusian) and Spanish dynamic. To enhance the internationalization of these activities it would be enriching to consolidate the cooperation and research activities with other Cultural routes teams, other countries representative of the Arabic legacy and also to start building a net in Latin America, where until now there are no formal links with any local actor or institution.
- To assess the possibility of offering open online access to the digital heritage they preserve: virtual collection or virtual museum via website.

Cultural and educational exchanges for young Europeans

- To deepen in a closer collaboration with European Universities at an institutional level, as well as include their representatives in the scientific committee of the FPA-LA.
- To increase educational internships and exchanges for young Europeans via Erasmus and other university programmes (bachelor, master or doctorate students), which offer research, study and learning possibilities in several themes (history, art, heritage, cultural management, cultural tourism, etc.). Linking young Europeans to the network not just as visitors and consumers, but as active agents involved in projects, activities and in the routes.
- FPA-LA could explore new opportunities and scenarios to bring young people via possible cooperation with associations, namely European Students' Association for Cultural Heritage, European Heritage Volunteers or COE's European Young Heritage Professionals Forum.

Contemporary cultural and artistic practice

- To promote intercultural exchange and contemporary cultural-artistic practices with a higher international impact, it is recommended to give greater visibility to the cultural actions and activities developed by join new local, regional and European collaborations with international influence. And thus, strengthen some collaborations in the world of arts and contemporary culture with international events (festivals, concerts, etc.) in order to diversify the artistic and tourist offer beyond the heritage sites proposed for visitors. This diversification of artistic cooperation and contemporary practices in the field of Arabo-Andalusian culture is particularly interesting and relevant since other foundations and institutions like [Casa Árabe](#), depending the Ministry of Foreign Affairs and the Spanish Agency for International Cooperation, is settled in Madrid and Cordoba, or [Arab World Institute](#) (Paris) offer a very dynamic and outstanding cultural agenda.
- The FPA-LA could highlight the links between heritage and contemporary culture following UNESCO calendar in order to organise activities among partners of the network, young people etc. following, for instance, the celebration of ICOM International Museum Day, European Heritage Days or UNESCO world days, which can offer themes and scenarios to collaborate and generate annual events that interconnects the routes. For example, "World Art Day", "International Youth Day", "World Day for Cultural Diversity for Dialogue and Development" or "World Arabic language day".
- A final observation: Considering that Spain will hold the title of European Capital of Culture in 2031 and that Granada and the FPA-LE have already stepped forward to be nominated, it's important that for the next years the Foundation establish a strategic Action Plan to keep advertising the Arabo-Andalusian culture and its legacy both in Spain but also internationally.

Cultural Tourism and Sustainable Cultural development

The development of strategies in cultural branding, marketing and digital skills are fully presented in the actions plans (promotion in specialised tourism fairs, presence in portals of tourism in [regional](#) and [national governments](#), international tourism browsers, use of ICTs, etc.)

so cultural tourism is one of the central pillars of the FPA project. Furthermore, the commitment with sustainability practices and local development are one of the leif motives of these Cultural Itineraries, which offer an integral experience through natural and cultural Heritage beyond the main touristic circuits. As proposals for improvement:

- To assess the possibility of joining other cultural routes in Spain and being present in the [Cultural Routes in Spain website](#) –a tourist brand endorsed by the Secretary of State for Tourism and Trade of the Government of Spain– where other certified Cultural routes are already present, namely Prehistoric rock art trails and Carolus V emperor Itineraries.
- Implementation of public studies in order to define user profiles, target audiences and new segments.

III. List of criteria for networks

As it has been assessed throughout this evaluation, the institutional and legal structure of the Foundation as well as its financial situation duly confirmed that the cultural routes operate with a strong commitment to transparency, financial sustainability and in accordance with the values and requirements of the Cultural Routes of the Council of Europe Programme.

The information and documentation submitted by the FPA-LA reflects that, in Spain, the network is formed by more than 150 members, but all of them are Andalusian town councils of each of the towns that take part in the Routes settled in Spain.

Some recommendations are offered here to strengthen the governance of the network and the implementation of projects and itineraries in search of continuity in internationalization and scientific excellence strategies:

- Regarding the management and governance of the Cultural Routes, it is necessary to:
 - create permanent memberships to define a stable and permanent network committee with members representing different countries in order to develop a governance model that beyond Spain generate an international network which operates coordinately.
 - define tools of democratic participation through regular meetings and general assemblies, where all the network members take part in the definition, debate and votes of the strategies, action plans, necessities and so on.
- Regarding the current composition of the network, it is important to define a stable and permanent multidisciplinary and international scientific committee, which could conform a consultative body and join the institutional structure of the network. And following this goal, the strategy in the three years to come should focus on keep on strengthening the route network in dialogue with other certified cultural itineraries and with new countries and scientific partners from the potential cultural and regional areas which link the cultural theme of the routes: North Africa, Near East, Latin America and Europe.

IV. Communication tools recommendations

- Keep improving the institutional website by adding some enriching information such as new specific section on Members & Collaborator, the link of FPA-LA and Cultural Routes Program of CoE (see in detail 3.4.1) or offering the contents into other languages beyond English and Spanish to promote internationalization.

- A good future strategy for communication would be to bet on the consolidation of the Web 2.0 philosophy, which allows the development of media channels with deeper user-generated content and a participatory culture. Promoting the use of social networks as a vehicle to generate a community of users is an important challenge to consolidate.

- As an investment in providing accessibility the FPA-LA could assess the possibility of making the website accessible for the blind and visually impaired in accordance with the Web Content Accessibility Guidelines 2.1 established by the World Wide Web Consortium. FPA-LA's website already provides changing the contrast and text size adjustment, but a screen

reader could be very effective for visual impairment accessibility because it renders all text and graphic content as speech output.

- Social Networks: to develop a professional Communication Plan with an editorial calendar which allows to plan ahead the contents, not only to communicate the Foundation's agenda (meetings, events, press conferences, etc.) but also to establish strategic and regular communication on the different routes (contents, projects, partners), cultural activities (exhibitions, festivals...), etc. This will communicate deeper the intense activity of management, documentation, interpretation and dissemination of cultural heritage carried out by the FPA-LA through culture, tourism and research, because now a days this information on social networks is more diluted and does not foster interactions and engagement with users as it could.

- Besides, it should be taken into consideration the design of a global communication strategy to be shared with all the members of the network. The aim of such a strategy could improve the communication of the mission, objectives, values and philosophy of the network, generating a proactive way of sharing and positioning the routes. For instance, by using the common hashtags, tagging partners and so on.

- As an observation regarding signposting, due to the fact that many places linked to the routes are historic buildings, heritage assets or tourist offices which cannot be marked or altered, the use of ephemeral advertising displays (such as roll-ups, zipper-banners, fly-banners, etc) with the logos of FPA-LA and CoE and a minimum content necessary to promote the positioning of the route and improve its visibility among visitors could be a good communication practise. Likewise, the use of this type of ephemeral advertising and marketing materials and supports is recommended during events, press conferences, seminars, ceremonies, inaugurations or any other type of formal event with media and public coverage, as well as at the headquarters or information points of the different places along the routes.

CRITERIA		Recommendations previous evaluation 2019-2020	Has the route addressed the recommendation since the last evaluation?		Recommendations current evaluation 2023-2024
			YES	NO	
I.	Cultural route theme	Continue dialogue efforts with neighbouring European countries (France, Portugal, Italy)	X	☐	Keep promoting the cultural itineraries in North Africa and the Middle East: multicultural dialogue, local development
		Strengthening the contribution of Al Andalus's knowledge in Europe	X	☐	Beyond European projects, more emphasis in strengthening the cultural routes impact in Europe.
	Cooperation in research and development	Strengthening scientific collaborations with Latin America via European funds	☐	X	Initiate institutional and academic contacts in Latin America to launch collaborations and routes
		Better targeting of long-term scientific collaborations in the Mediterranean	X	☐	Consolidate an interdisciplinary scientific committee

II. Priority fields of action					with a consultative and permanent nature
	Enhancement of memory, history and European heritage	Pursue exhibition and dissemination activities (catalogues) by making the European dimension more visible	X	☐	Consolidate the cooperation and research activities with other Cultural routes teams and countries representative of the Arabic legacy
		Initiate and sustain the work of digitizing the documents (archives)	X	☐	Assess the possibility of offering open online access to the digital heritage they preserve: virtual collection or virtual museum via website
	Cultural and educational exchanges for young Europeans	Reinforce the annual programming of cultural mediation activities (workshops) for young audiences	X	☐	Deepen in a closer collaboration with European Universities at an institutional level
		Organise specific (youth) activities during the European Heritage Days	☐	X	Increase educational internships and exchanges for young Europeans via Erasmus and other university programmes.
					Possible cooperation with associations, namely European Students' Association for Cultural Heritage, European Heritage Volunteers or COE's European Young Heritage Professionals Forum.
	Contemporary cultural and artistic practice	Identify "flagship" events (music, dance) of culture & arts to reinforce the visibility of the route	X	☐	Highlight the links between heritage and contemporary culture following UNESCO and ICOM calendar
		Strengthen institutional partnerships with "flagship" events (music, dance)	X	☐	Diversification of artistic cooperation and contemporary practices in the field of Arabo-Andalusian with other foundations and institutions like Casa Árabe or Arab World Institute

	Cultural Tourism and Sustainable Cultural development	Continue work on the tourism offer in connection with new ecoresponsible tourism practices (cycling, horse riding, etc.)	X	☐	Implementation of public studies in other to define user profiles, target audiences and new segments.
					Join other certified cultural routes in Spain and being present in the Cultural Routes in Spain website
III. Cultural Route Network		Updating the database of the members of the Scientific Committee	X	☐	Define and conform a stable and permanent scientific committee
		Strengthen the route network in dialogue with other itineraries (e.g. Jewish heritage)	X	☐	Keep on strengthening the route network in dialogue with other cultural itineraries
		Strengthen the academic network (universities) through active participation	X	☐	Keep on strengthening the route network in dialogue with new countries and scientific partners
Communication Tools		Modernize the institutional website	X	☐	Expand languages and accessibility options. Web 2.0
					Add new specific sections with some enriching information
		Develop a communication strategy via social networks	X	☐	Professionalize social media management. Define a strategic editorial calendar.

5. List of references

The technical unit submitted all documents required for the evaluation. Moreover, during the field visit and the evaluation cycle the evaluator was provided with extra documentation: brochures of the Cultural Route, information of specific activities (exhibits, ongoing projects, future collaborations and projects. Besides, other additional information, requested by the evaluator, was duly received after the field visit.

> List of documents provided by the Cultural Route:

1. Application Form:

a. Certification form cycle 2023-2024 (Document 1)

b. Annexes to the Certification Form (Document 1):

Annex 1. General Information

Annex 2. Responsible Network

Annex 3. Conformity with the eligibility criteria for themes

Annex 4. Activities by the network during the last 3 years:

- III SEMINARIO PI (002) (Doc. 1 p. 33)
- 28-06-23 D4T Poster final version. (Doc. 1 p. 37)
- Living lab program English. Pdf (Doc. 1 p. 49)
- Transnational session Spanish Living Lab (Doc. 1 p. 49)
- Folder: REIM. Intangible heritage (3 pdf files) (Doc. 1 p. 53)
- Conferences gardens.pdf (Doc. 1 p.54)
- Folder: Images digital guide Alpujarras-WI (11 jpg files) (Doc. 1 p.61)
- Andalusian Days in Lebanon-practical information (Doc. 1 p. 64)

Annex 5. Visibility

Annex 6. Publications

c. Self-Assessment Grid (Document 2)

d. Declaration of Honour (Document 3)

2. Updated legal statutes of the network

3. Updated list of members of the network

4. Ordinary and extraordinary General Assembly meeting reports of the past 3 years

5. Financial information forecast (current operational budget and 3-year Budget forecast)

6. Forecast of activities for 2023-2026

7. Copy of evaluation report of the route «Evaluation cycle 2019-2020» by *Isabelle Brianso*.

> Additional documentation or information sources analysed by the expert:

- Document «Composición del Patronato» referring the composition of the board of the FPA-LA (dated 14 February 2023).
- Document «Personal de la Fundación» referring the staff and human resources of FPA-LA (dated 30 June 2022).
- Document «Plan de Actuación 2021» referring the action plan for 2021 by the FPA-LA.
- Document «Plan de Actuación 2022» referring the action plan for 2022 by the FPA-LA.
- Document «Plan de Actuación 2023» referring the action plan for 2023 by the FPA-LA.
- Document «2020 annual report of the Tourist Observatory of the Province of Granada».
- Official profiles of Social Networks and web of the FPA-LA.
- <https://webar.legadoandalusi.es/paradores/2023/para2023.html>
- <https://www.legadoandalusi.es/portal-de-transparencia/>
- <https://www.juntadeandalucia.es/organismos/fpala/estructura/transparencia/informacion-economica-presupuestaria/presupuestos.html>
- Eric Calderwood (2014) The invention of al-Andalus: discovering the past and creating the present in Granada's Islamic tourism sites, The Journal of North African Studies, 19:1, 27-55.
- Document «Executive Report Cultural Routes of the Council of Europe and Ibero-America. Summary April 2021».
- Document «Impact of European Cultural Routes on SMEs' innovation and competitiveness».
- Document «Cultural Routes of the Council of Europe Programme Activity Report 2021».
- Guidelines for the use of the logo “Cultural Route of the Council of Europe”, May 2023.
- Resolution CM/Res(2013)67 revising the rules for the award of the “Cultural Route of the Council of Europe” certification (Adopted by the Committee of Ministers on 18 December 2013 at the 1187bis meeting of the Ministers' Deputies)
- [Spain's official tourism website](#)
- Cultural Itinerary of [Umayyads' web site](#).
- [Al-mutamid Cultural Route web site](#) in Spain and Portugal.

6. Annex 1: Expert field visit and interviews with the network management and members

- Programme of the field visit:

SEPTEMBER 20th: Granada city

12:30h. Arrival at Granada Airport

13h. Meeting with the representatives of Legado Andalusí Foundation at Granada downtown.

14:30h. Lunch and work meeting with chair of the foundation and with staff in charge of cultural activities and publications, financial management and communication strategies and human resources.

16:15h-20h. Visit of La Alhambra and Generalife, with a professional touristic guide and the FPA-LA staff.

SEPTEMBER 21st: Visit to Route of Las Alpujarras of Granada

8:30h. Informal breakfast meeting with FPA-LA staff in charge of tourism and cultural routes.

9:30h. Departure from Granada with FPA-LA staff to visit the route of Alpujarras.

10:15h. Arrival in Lanjarón:

- Visit of the Tourist Office, which holds an information point for Routes of Legado Andalusí.
- Meeting with the Delegate of Agriculture, Fisheries, Water and Rural Development of the Government of Andalusia in Granada, Carmen Lidia Reyes.
- Visit to the honey museum and walk to the Mirador del Castillo.

12:45h Departure from Lanjarón towards Pampaneira.

13:20h. Arrival in Pampaneira.

- Meeting with local representative of the Municipality, M^a Ángeles Vázquez.
- Visit the Alpujarras Interpretation Center, which holds an information point for Routes of Legado Andalusí.
- Visit of the Church and walk through the village to see its local architecture, public fountain, irrigations canal, and traditional looms and crafts.

14:30h Visit to Fuente Agria natural place in Pórtugos and meeting with the Major, José Javier Vázquez Martín.

15:30h. Lunch at the Asador de Capileira Restaurant.

16:30h. Visit Capileira

- Walk through the village, its local architecture, church, surrounding landscapes.

18.30h Departure to Granada.

SEPTEMBER 22nd: El Legado Andalusí Foundation Headquarters (Corral de el Carbón)

08:30h visit Foundation's headquarters:

- Meeting with the Director of the foundation
- Visit of facilities of Corral del Carbón
- Visit of the exhibition about astronomy in Al-Andalus.

12.30h Departure to the airport.

- List of interviews carried out

These interviews and online meetings were scheduled to clarify some outstanding issues concerning the evaluation and to gather further elements to assess the network's compliance with the certification criteria.

(include their names, roles within the network and email addresses).

- Meeting with members of FPA-LA (20-22 September 2023 in Granada)
 - Concha de Santa Ana: Director of FPA-LA. Manager and director of the routes programme (desantaana@legadoandalusi.es)
 - Carmen Checa: Chief of the foundation's management office and HHRR department (carmen.checa.gonzalez@juntadeandalucia.es)
 - Ana Ruiz: Head of financial department (anarv@legadoandalusi.es)
 - Inmaculada Cortés: Head of the Department of Culture (inmaculada.cortes.martinez@juntadeandalucia.es)
 - Palmira López: Head of the cultural tourism department (palmira.lopedelhierro@juntadeandalucia.es)
 - Juan J. Ruiz: specialist technician at European projects service and cultural and editorial department (juanjesus@legadoandalusi.es)
 - Carmen Pozuelo: deputy head of the department of Culture (carmenpozuelo@legadoandalusi.es).
- Additional interviews to representatives/network members of different countries:
 - 17th October: online meeting with members of FPA-LA:
 - Carmen Checa: Chief of the foundation's management office and HHRR department
 - Palmira López: Head of the cultural tourism department
 - Juan J. Ruiz: specialist technician at European projects service and cultural and editorial department
 - Carmen Pozuelo: deputy head of the department of Culture
 - 25th October: online meeting with Dr Rachid Chamoun (rchamoun@lau.edu.lb). Director of the LAU Louis Cardahi Foundation and Advisor to the Lebanese Ministry of Tourism representing Lebanon to the Enlarged Partial Agreement on Cultural Routes of the Council of Europe.
 - 26th October: online meeting with Dr Talal Akasheh (t.akasheh@gmail.com) Director Jordan Society for Scientific Research, Entrepreneurship and Creativity (Jordan).
 - 20th November: online meeting with Maria Alexandra Rodrigues Gonçalves (marodrig@ualg.pt). Diretor of the School of Management, Tourism and Hospitality, University of the Algarve (Portugal). UALG Coordinator for iHeritage Project - ICT Mediterranean platform for UNESCO cultural heritage, iHERITAGE.

7. Annex 2: Expert assessment checklist

Please note that although the final score obtained in the checklist may provide an indication of the compliance of the route with the certification criteria, the score has nevertheless a non-binding character as it must be confirmed with the documentary analysis and results of the field visit.

QUESTIONS			Y e s	N o	
3.1 THEME	1	Does the theme of the Route represent a common value (historical, cultural, or heritage) to several European countries?	1	0	
	2	Does the theme of the route offer a solid basis for youth cultural and educational exchanges?	1	0	
	3	Does the theme of the route offer a solid basis for innovative activities?	1	0	
	4	Does the theme of the route offer a solid basis for cultural tourism products development?	1	0	
	5	Has the theme been researched/developed by academics/experts from different regions of Europe?	1	0	
3.2 FIELDS OF ACTION	3.2.1 Co-operation in research and development	6	Does the Route offer a platform for co-operation in research and development of European cultural themes/values?	1	0
		7	Does the Route play a unifying role around major European themes, enabling dispersed knowledge to be brought together?	1	0
		8	Does the Route show how these themes are representative of European values shared by several European countries?	1	0
		9	Does the Route illustrate the development of these values and the variety of forms they may take in Europe?	1	0
		10	Does the Route have a network of universities and research center working on its theme at the European level?	1	0
	3.2.2 Enhancement of the memory,	11	Does the Route have a multidisciplinary Scientific Committee?	1	0
		12	Does the Scientific Committee work on its theme at the European level?	1	0
		13	Does the Scientific Committee carry out research and analysis of the issues relevant to its theme and/or activities on the theoretical level?	1	0
		14	Does the Scientific Committee carry out research and analysis of the issues relevant to its theme and/or activities on the practical level?	1	0
		15	Do the Route activities take into account and explain the historical significance of tangible and intangible European heritage ?	1	0
	3.2.3 Enhancement of the memory,	16	Do the Route activities promote the values of the Council of Europe?	1	0
		17	Do the Route activities promote the brand of the Cultural Routes of the Council of Europe?	1	0
		18	Does the route work in conformity with international charters and conventions on cultural heritage preservation?	1	0
		19	Do the Route activities identify, preserve and develop European heritage sites in rural destinations?	1	0
		20	Do the Route activities identify, preserve and develop European heritage sites in industrial areas in the process of economic restructuring?	1	0
	3.2.4 Enhancement of the memory,	21	Do the Route activities valorize the heritage of ethnic or social minorities in Europe?	1	0

		2 2	Do the Route activities contribute to a better understanding of the concept of cultural heritage, the importance of its preservation and sustainable development?	1	0
		2 3	Do the Route activities enhance physical and intangible heritage, explain its historical significance and highlight its similarities in the different regions of Europe?	1	0
		2 4	Do the Route activities take account of and promote the charters, conventions, recommendations and work of the Council of Europe, UNESCO and ICOMOS relating to heritage restoration, protection and enhancement, landscape and spatial planning (European Cultural Convention, Faro convention, European Landscape Convention, World Heritage Convention, ...)?	1	0
	3.2.3 Cultural and educational exchanges of	2 5	Are the youth exchanges (cultural and educational) planned to develop a better understanding of the concept of European citizenship?	1	0
		2 6	Are the youth exchanges (cultural and educational) planned to emphasize the value of new personal experience through visiting diverse places?	1	0
		2 7	Are the youth exchanges (cultural and educational) planned to encourage social integration and exchanges of young people from different social backgrounds and regions of Europe?	1	0
		2 8	Are the youth exchanges (cultural and educational) planned to offer collaborative opportunities for educational institutions at various levels?	1	0
		2 9	Are the youth exchanges (cultural and educational) planned to place the emphasis on personal and real experiences through the use of places and contacts?	1	0
		3 0	Are the youth exchanges (cultural and educational) planned to set up pilot schemes with several participating countries?	1	0
		3 1	Are the youth exchanges (cultural and educational) planned to give rise to co-operation activities which involve educational institutions at various levels?	1	0
	3.2.4 Contemporary cultural and artistic practice	3 2	Do the Route's cultural activities promote intercultural dialogue and multidisciplinary exchange between various artistic expressions in European countries?	1	0
		3 3	Do the Route's cultural activities encourage artistic projects that establish links between cultural heritage and contemporary culture?	1	0
		3 4	Do the Route's cultural activities encourage innovative cultural and contemporary art practices* connecting them with the history of skills development?	1	0
		3 5	Do the Route's cultural activities encourage collaboration between culture amateurs and professionals via relevant activities and networks creation?**	0	1
		3 6	Do the Route's cultural activities encourage debate and exchange - in a multidisciplinary and intercultural perspective - between various cultural and artistic expressions in different countries of Europe?	1	0
		3 7	Do the Route's cultural activities encourage activities and artistic projects which explore the links between heritage and contemporary culture?	1	0
		3 8	Do the Route's cultural activities highlight the most innovative and creative practices?	1	0
		3 9	Do the Route's cultural activities link these innovative and creative practices with the history of skills development?***	1	0
	3.2.5 Cultural	4 0	Do the Route's activities (relevant to sustainable cultural tourism development) assist in local, regional, national and/ or European identity formation?	1	0
		4 1	Do the Route's activities (relevant to sustainable cultural tourism development) actively involve 3 major means to raise awareness of their cultural projects: print, broadcast and social media?	1	0

	4 2	Do the Route's activities promote dialogue between urban and rural communities and cultures?	1	0
	4 3	Do the Route's activities promote dialogue between developed and disadvantaged regions?	1	0
	4 4	Do the Route's activities promote dialogue between different regions (south, north, east, west) of Europe?	0	1
	4 5	Do the Route's activities promote dialogue between majority and minority (or native and immigrant) cultures?	1	0
	4 6	Do the Route's activities open possibilities for co-operation between Europe and other continents?	1	0
	4 7	Do the Route's activities draw decision makers' attention to the necessity of protecting heritage as part of the sustainable development of the territory?	1	0
	4 8	Do the Route's activities aim to diversify cultural product, service and activities offers?	1	0
	4 9	Do the Route's activities develop and offer quality cultural tourism products, services or activities transnationally?	1	0
	5 0	Do the Route's activities develop partnerships with public and private organisations active in the field of tourism?	1	0
	5 1	Did the network prepare and use tools along the route to raise the number of visitors and the economic impacts of the route on the territories crossed?	1	0
3.3 NETWORK	5 2	Does the Route represent a network involving at least three Council of Europe's member states?	1	0
	5 3	Was the theme of the route chosen and accepted by the network members?	1	0
	5 4	Was the conceptual framework of the route founded on a scientific basis?	1	0
	5 5	Does the network involve several Council of Europe member states in all or part of its projects?	1	0
	5 6	Is the network financially sustainable?	1	0
	5 7	Does the network have a legal status (association, federation of associations, EEIG,...)?	1	0
	5 8	Does the network operate democratically?	1	0
	5 9	Does the network specify its objectives and working methods?	1	0
	6 0	Does the network specify the regions concerned by the project?	1	0
	6 1	Does the network specify its partners and participating countries?	1	0
	6 2	Does the network specify the fields of action involved?	1	0
	6 3	Does the network specify its overall strategy in the short and long term?	1	0
	6 4	Does the network identify potential participants and partners in Council of Europe member states and/or other world countries?	1	0
	6 5	Does the network provide details of its financing (financial reports and/or activity budgets)?	1	0
	6 6	Does the network provide details of its operational plan?	1	0

	67	Does the network append the basic text(s) confirming its legal status?	1	0
3.4 COMMUNICATION TOOLS	68	Does the Route have its own logo?	0	1
	69	Do all partners of the network use the logo on their communication tools?	1	0
	70	Does the Route have its own dedicated website ?	1	0
	71	Is it the website available in English and French?	0	1
	72	Is it the website available in other languages?	1	0
	73	Does the network use effectively social networks and web 2.0?	1	0
	74	Does the network publish brochures on the Route?	1	0
	75	If yes, are the brochures available in English?	1	0
	76	If yes, are the brochures available in French?	0	1
	77	Is the title of "Cultural Route of the Council of Europe" present on all communication materials (including press releases, webpages, publications, etc.)?	1	0
	78	Is the certification logo present on all communication materials?	1	0
	79	Is the certification logo used in accordance to the guidelines for its use (size and position,...)?	1	0
	80	Are the logos (Cultural Route + certification logo) provided to all the members of the Route?	1	0
	81	Does the Council of Europe certification logo appear on road signs/ boards indicating the cultural route?	1	0
	SCORE		76	5

Note: Please insert 1 for every positive answer and 0 for a negative one. See your total score at the bottom of the column.

* E.g. visual arts, the performing arts, creative crafts, architecture, music, literature, poetry or any other form of cultural expression

**Particularly in terms of instruction for young Europeans in the relevant fields

***Whether these fields include visual arts, performing arts, creative crafts, architecture, music, literature or any other field

8. Annex 3: List of acronyms, figures and tables

- Figures and tables included in the report and numbered consecutively:

- Figure 1. Signposting with QRs in Las Alpujarras Route.
- Figure 2. Some information of Las Alpujarras Route available through the QR code of Las Alpujarras route.
- Figure 3. Financial information submitted (Source: Financial Directorate FPA-LA).
- Figure 4. Home page of «FPA-LA» website and its content menu (September 2023).

- A list of acronyms used throughout the report:

- CoE: Council of Europe
- CRCEP: Cultural Routes of the Council of Europe Programme
- EPA: Enlarged Partial Agreement
- FPA-LA: Fundación Pública Andaluza El Legado Andalusí.
- IAPH: Andalusian Institute of Historical Heritage.
- ICT: Information and Communications Technologies.
- SME: Small and medium-size enterprise.

- Additional elements such as maps, tables, pictures and graphics.





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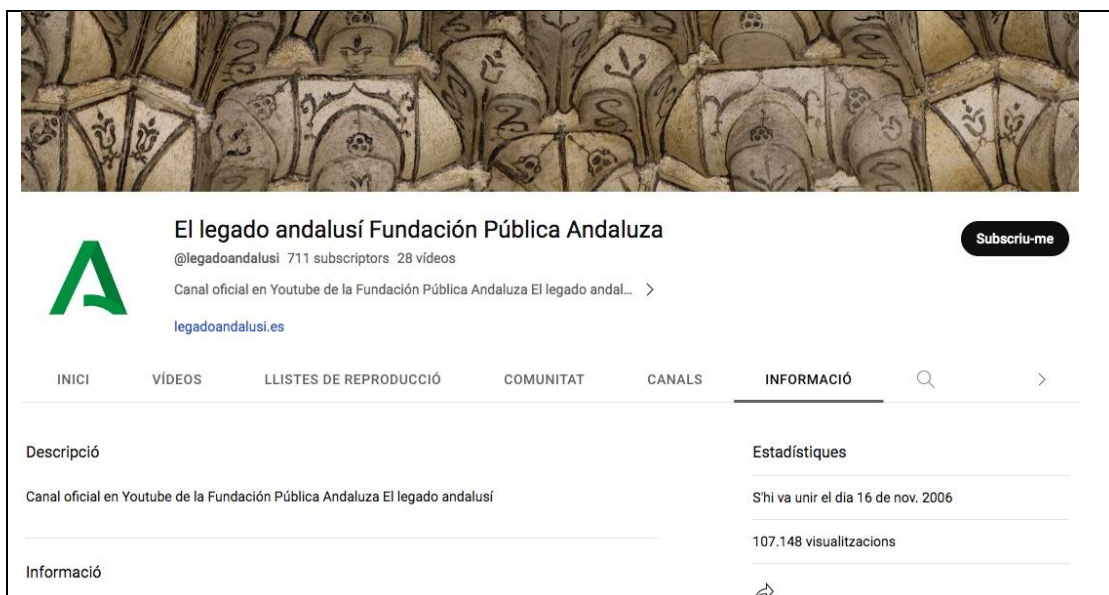
📍 Granada, España 🔗 legadoandalusi.es

📅 Data de naixement: 18 de febrer de 1996

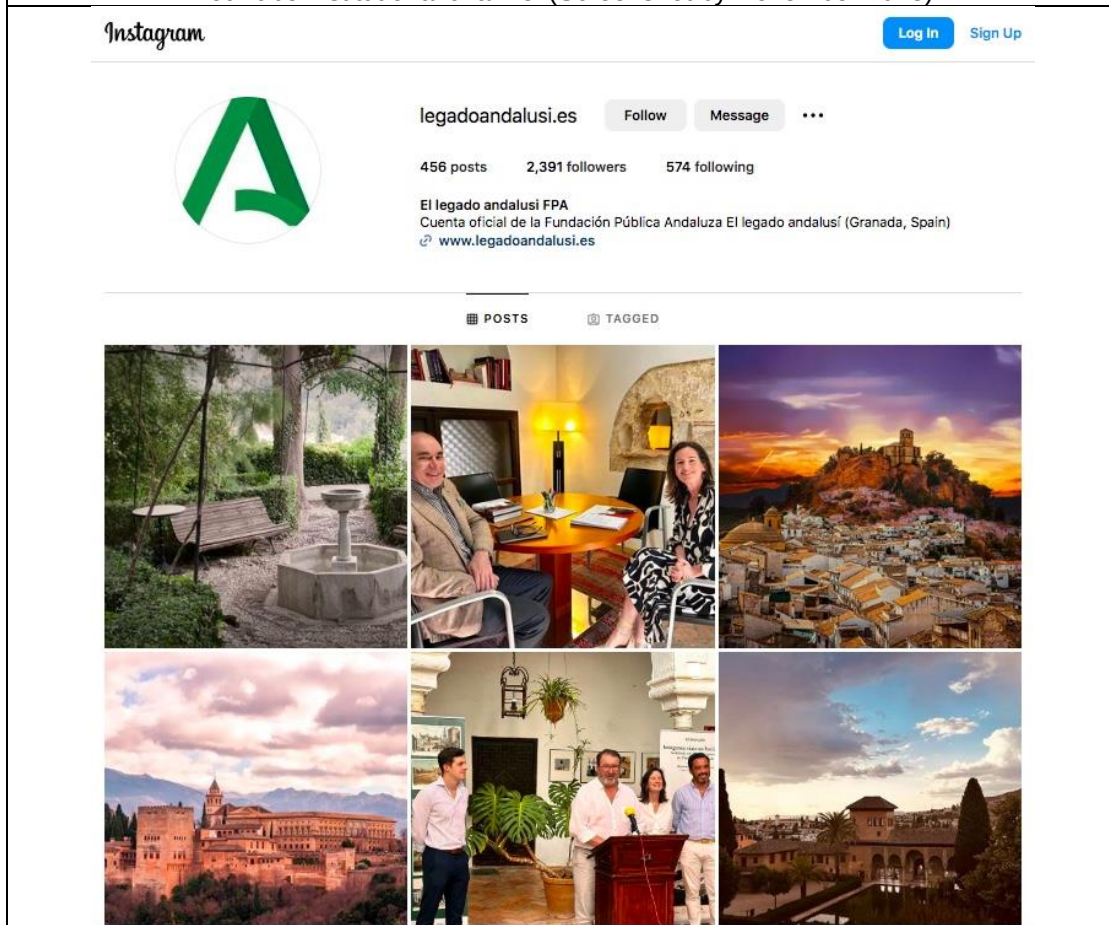
📅 Data en què s'hi va unir: desembre de 2009

1.818 Seguint **5.581** Seguidors

Twitter/X institutional channel (Screenshot by November 2023)



YouTube institutional channel (Screenshot by November 2023)



Instagram institutional channel (Screenshot by November 2023)

LAS RUTAS DE EL LEGADO ANDALUSÍ

Itinerario Cultural del Consejo de Europa



MONTEFRÍO. RUTA DE WASHINGTON IRVING
Javier García Domínguez.
XI Concurso de Fotografía La Mirada del Viajero

ES EL MOMENTO

Del viaje sosegado, de encontrar la tranquilidad, de disfrutar de paisajes sorprendentes y un fascinante Patrimonio Cultural, de Volver.

Recorrer las Rutas de El legado andalusí es un reencuentro con el pasado, presente y futuro de Andalucía, una oportunidad única de descubrir su Riqueza.



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