



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
CENTER FOR ADVANCED STUDIES IN TOURISM



MED S&C Path Model

Linear Cultural Routes and Sustainability

1st Cultural Routes Academic Workshop – 9th December 2021

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Introduction



Best MED project

BEST MED (Beyond Sustainable Tourism) is an ongoing strategic Interreg Med project coordinated by El Legado Andalusí (Cultural Route of the Council of Europe). Its main aim is to enhance Mediterranean Governance, being the main challenges to **tackle seasonality** and the **lack of effective cooperation** among tourism stakeholders.



Med S&C Path model

In this framework, CAST research team as external expert for Lazio Region has developed a **theoretical model** to improve the management of cultural routes and walking paths by assessing their sustainability level using a set of criteria and indicators. A chapter dedicated to the model will be included in the upcoming Handbook of Research on Cultural Tourism and Sustainability edited by Prof. Claudia Ribeiro de Almeida et al. (IGI Global - April, 2022).



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Project co-financed by the European
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Objectives of the Model



Achieve integrated planning and management

of cultural routes and other physical / thematic paths in Mediterranean destinations by following sustainability principles based on a self-assessment.



Contribute to better governance

of routes and paths, achieving greater levels of cooperation between local and regional authorities, managers of cultural routes / paths and other key stakeholders.



Concrete needs of Monitoring Social and Economic Impacts of CR



Data

“Most routes are not gathering the data needed to measure the economic impact of their activities”*

01



Level

“Data need to be captured at a much lower level (destinations/ villages) if the impact of Cultural Routes is to be measured”*

02



Economy

“The economic dimension of the CRs has never been made a major criterion and therefore economic development and SME growth has not been a focus of their work” (EICR, 2011)


03



Governance

Lack of coordination or dialogue between institutions” (Policy brief on CR, 2019)

04



Resources

“Lack of resources, technical expertise and different approaches to data collection across the network was an issue highlighted by several routes”*

05

*Impact of European Cultural Routes on SME's innovation and competitiveness report, 2011

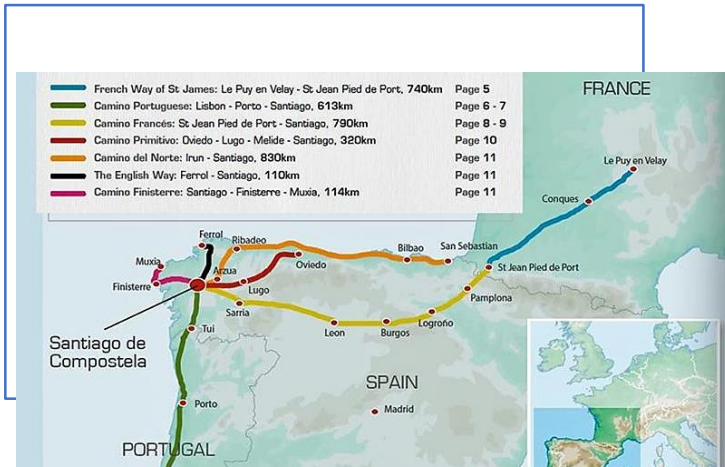


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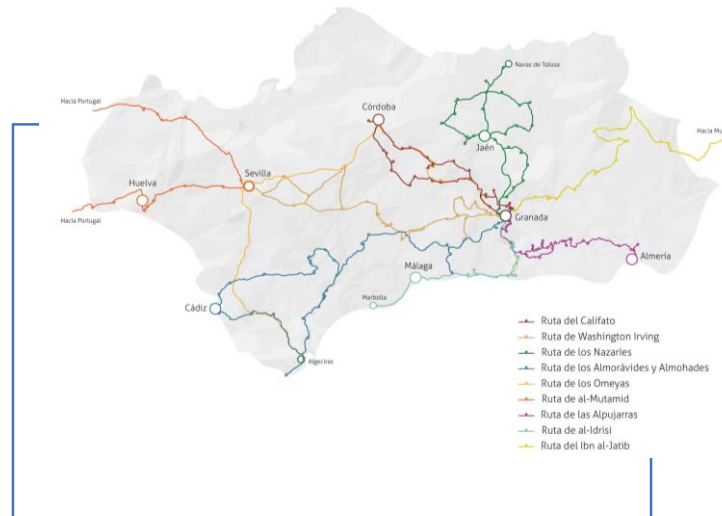
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Different types of Cultural Routes/Paths



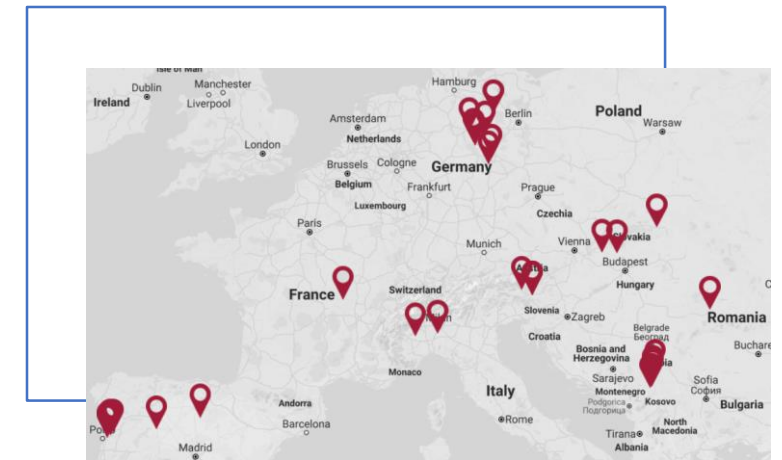
Linear pattern

Mostly through a path (e.g. Santiago de Compostela Pilgrim Routes).



Territorial pattern

Involving territories that present one common theme or character (e.g. Routes of El legado andalusí).



Reticular pattern

Or *archipelago* pattern. With geographically separated elements (e.g. Transromanica).

Pilot Areas: 2 key requirements

	Route	Itinerary type	Linear stretch	Management structure
Croatia	Iter Vitis	CR of CoE – Territorial	✓	✓
Spain	La Ruta de las Alpujarras	CR of CoE – Territorial	✓	✓
Portugal	Estrada Nacional 2 (N2)	National route	✓	✓
Slovenia	Iter Vitis – European Cemeteries – St. Martin of Tours	CR of CoE – Territorial	✓	✓
Calabria	Cycle Route of the Parks	Regional path	✓	✓
Lazio	Via Francigena del Sud	CR of CoE – Linear	✓	✓
Greece	The Routes of the Olive Tree	CR of CoE – Territorial	✓	✓
Montenegro	The Illyricum Trail	CR of CoE – Territorial	✓	✓



Target audience of the model

1. The management structure of the cultural routes (association/ legal entity in charge of managing and promoting the route).
2. The **Regional Public sector**: Policy makers at regional level where the section of the cultural route/ path belongs



Methodology to define the Model

Literature Review: Sustainable tourism models, International sustainable tourism standards, Cultural Routes of CoE, pilgrimage and other paths.

Sustainable Tourism	Cultural Routes and Itineraries
Mitomed Plus: M&C Tourism Management Model, Green Beach Model	Green Pilgrimage Project
Destimed, Co Evolve, Emblematic, MedCycleTour	Criteria for Cultural Routes certification
Sustainable Tourism Programme at World Heritage Sites	Routes4U project
Global Sustainable Tourism Council Criteria	UNESCO Culture for Development Indicators (CDIS) tool
Green Destinations	Impact of European Cultural Routes on SME's innovation and competitiveness report
INSTO Network	CERTESS project
European Tourism Indicator System (ETIS)	CULT-RING Project
European Charter for Sustainable Tourism in Protected Areas	University of Perugia Report on Italian Paths
	Policy brief on Cultural Routes of Europe



Methodology to define the Model



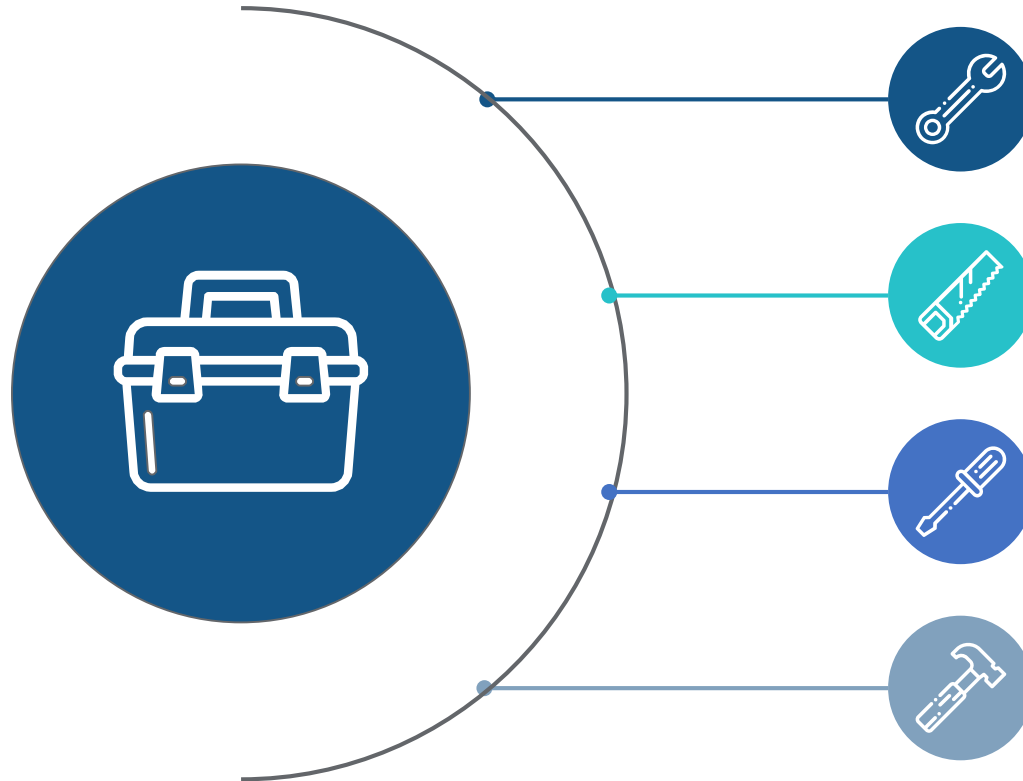
Criteria for MED S&C Path

1. Sustainable Management	2. Economic Sustainability	3. Socio-Cultural Sustainability	4. Environmental Sustainability
1.1 Cultural Route Planning & Management	2.1 Economic contribution to local economy	3.1 Preservation of Cultural Heritage	4.1 Resource Management
1.2 Quality of Infrastructure	2.2 Seasonality	3.2 Accessibility	4.2 Sustainable mobility
1.3 Health & Safety		3.3 Residents engagement & feedback	4.3 Landscape & Biodiversity protection
1.4 Information & Promotion		3.4 Gender equality	

Section	Category	Reference Number	Criteria	Yes / No		
1. Sustainable Management	1.1 Cultural Route / Path Planning & Management	1.1.1	Management structure	1.1.1.1 The route has a legal entity, group or committee responsible for managing the route	▼	
		1.1.2	Stakeholders involvement	1.1.2.1 The management structure involves stakeholders from the public and private sector and civil society, enabling participation in the planning and management of the route	▼	
		1.1.3	Funding	1.1.3.1 The management structure is appropriately funded to carry out its duties	▼	
		1.1.4	Trained staff	The staff working in the management structure is adequately trained in:		▼
				1.1.4.1	Sustainability	▼
				1.1.4.2	Tourism	▼
		1.1.4.3	Heritage	▼		
	1.1.5	Route's strategic plan	1.1.5.1 The route/ path has a strategic, multi-stakeholder, up to date plan in place to manage all aspects of the route, including tourism and sustainability, with performance indicators to monitor implementation results	▼		
	1.1.6	Region's sustainable tourism strategy	1.1.6.1 The region where the stretch of the route is located has a sustainable tourism strategy and the cultural route/path operation is compatible with it	▼		
	1.1.7	Visitors management	1.1.7.1	Tools are implemented along the route to count the number of visitors on territories crossed	▼	
			1.1.7.2	Visitors satisfaction with the quality and sustainability of the route is regularly monitored	▼	
	1.2 Quality of Infrastructure	1.2.1	Infrastructure condition	1.2.1.1	The infrastructure along the route is well maintained and provides all the services visitors might need, comprising:	▼
				1.2.1.2	Physical paths/ treks	▼
				1.2.1.3	Viewpoints	▼
				1.2.1.4	Rest areas	▼
				1.2.1.5	Litter bins	▼
				1.2.1.6	Water fountains	▼
				1.2.1.7	Toilets	▼
				1.2.1.8	Information boards	▼
				1.2.1.9	Sheds or other type of shelter	▼
1.2.1.10				Bicycle racks	▼	
1.2.1.11				Vehicle parking bays	▼	
1.2.1.12				Signposting system indicating the sites/paths/buildings that are part of the cultural route	▼	
1.3 Health & Safety	1.3.1	Safety information	1.3.1.1 A safe use of the route is guaranteed by safety information: the provision of permanent, all-weather, environment-friendly, clear signposting and other markings associated to a trail are available wherever necessary	▼		
	1.3.2	Emergency protocols	1.3.2.1 Emergency protocols are established to respond to natural or man-made disasters as well as health issues from visitors	▼		



MED S&C Toolbox



Self-Assessment Audit Sheet

Criteria → Qualitative evaluation

Set of Indicators and Online platform

Benchmarking method (after the testing phase)

C.R. Managers and Visitors Questionnaires

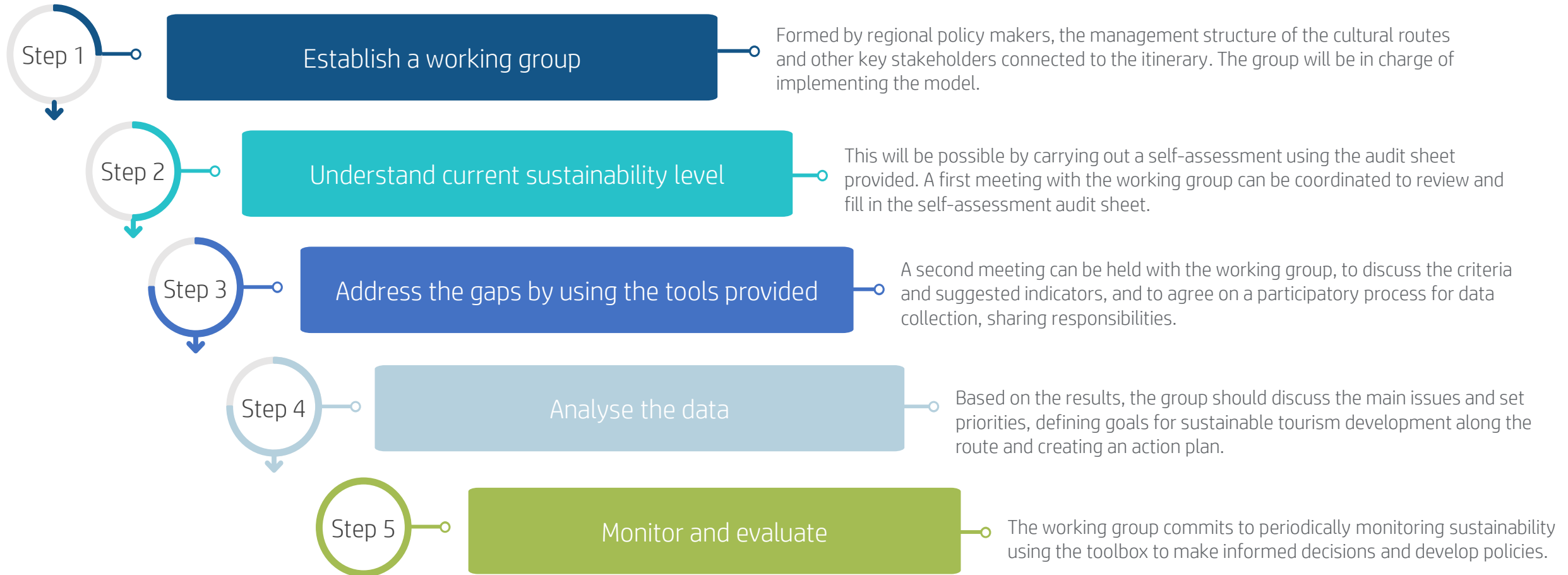
To gather key data, define profile and level of satisfaction

Best practices and Recommendations

Identified in Best Med and other EU funded projects



Step-by-step implementation methodology



Best MED Online Platform

- Developed by **University of Maribor**, the platform incorporates data from MITOMED Plus, EUROSTAT and the Self Assessment Audit sheet compiled by cultural routes.
- It allows to measure compliance with the Med S&C Path model's criteria and perform benchmark among different cultural routes.

Destinations

- Albania
- Croatia
- Cyprus
- Greece
- Italy
- Montenegro
- North Macedonia
- Poland
- Portugal
- Slovenia
- Spain
- Undefined

Cultural Routes

- Circular

The Francigena Ways in the South
LINEAR

Since 1994, the Via Francigena is an official Cultural Route of the Council of Europe connecting Canterbury (Kent, UK) to Rome. Since 2020, the trail between Rome and Santa Maria di Leuca received the same recognition.

Links

- Vie Francigene del Sud
- Find out more

The Francigena Ways in the South
+41.5949050397679; 13.0078125

Since 1994, the Via Francigena is an official Cultural Route of the Council of Europe connecting Canterbury (Kent, UK) to Rome. Since 2020, the trail between Rome and Santa Maria di Leuca received the same recognition.

The Southern Via Francigena is a historical itinerary connecting Rome to the main ports of today's Apulia, where pilgrims have always embarked to reach the Holy Land. However, the same trail has also been walked by devote pilgrims coming from the South of Italy to visit the Eternal City, Rome, and the tombs of Saints Peter and Paul.

Route parts:

- The Francigena Ways in the South - Lazio

Links:

- Vie Francigene del Sud

Contacts:

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Best MED Online Platform

THE FRANCIGENA WAYS IN THE SOUTH

FRANCIGENA DEL SUD

Route Self Assessment Audit

Show advanced version of the questionnaire

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Started: eperoni@regione.lazio.it (Monday, July 12, 2021)
 Last modified: eperoni@regione.lazio.it (Wednesday, July 14, 2021)

1. Sustainable Management

1.1.1 Management Structure

Q: Does the route have a legal entity, group or committee responsible for managing the route?

A: Yes

1.1.2 Stakeholders Involvement

Q: Does the management structure involve stakeholders from the public, private sector and civil society, enabling participation in the planning and management of the route?

A: Yes

1.1.3 Funding

Q: Is the management structure appropriately funded to carry out its duties?

A: No

1.1.4 Trained Staff

Q: Is the staff working in the management structure adequately trained in sustainability?

A: Yes

Q: Is the staff working in the management structure adequately trained in tourism?

A: Yes

Q: Is the staff working in the management structure adequately trained in heritage?

A: Yes

1.1.5 Route's Strategic Plan

Q: Does the route/path have a strategic, multi-stakeholder, up to date plan in place to manage all aspects of the route, including tourism and sustainability, with performance indicators to monitor implementation results?

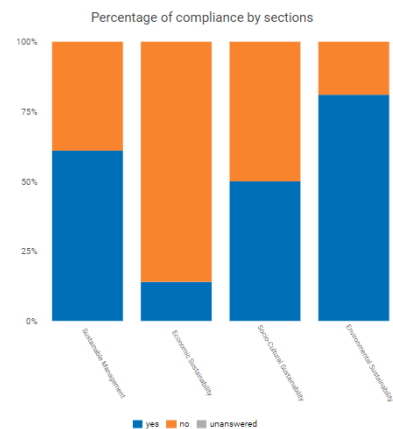
A: Yes

1.1.6 Region's sustainable tourism strategy

Q: Does the region where the stretch of the route is located have a sustainable tourism strategy with which the cultural route/path operation is compatible with it?

A: Yes

1.1.7 Visitors Management



Select Year

2021

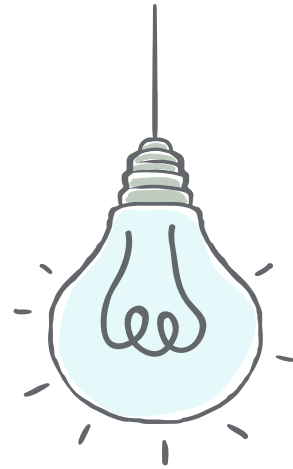
ID	Indicator name	Group	Period
1a	Percentage of stakeholders' representation from public in the route's management structure	Management	
1b	Percentage of stakeholders' representation from private sector in the route's management structure	Management	
1c	Percentage of stakeholders' representation from each community/sector in the route's management structure	Management	
2	Percentage of staff and volunteer adequately trained in tourism, heritage and sustainability	Management	
3	Percentage environmental, social, cultural actions recommended in plan which have been implemented	Management	
4	Percentage of the destination with a sustainable tourism strategy/plan with agreed monitoring, development control and evaluation arrangement	Management	
5	Number of tourists on a trail, at one time, in a given time period or season. per year. For example. by		-----



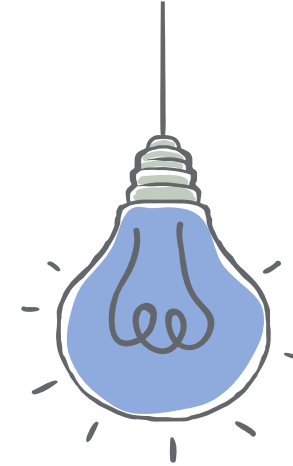
Scalability and Transferability of the Model



Useful for any kind of cultural routes/ paths addressing the need for monitoring tools to assess the actual and potential impacts routes have, particularly in rural and less known areas



Common implementation methodology, set of common criteria but flexible selection of suitable indicators



The model and tools can become an instrument for Cultural Routes of the Council of Europe to comply with their 3-year evaluation.



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Thank you!

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