Sustainable Cultural Tourism awareness toolkit

Smart CulTour

Smart Cultural Tourism as a Driver of
Sustainable Development of European Regions

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Abstract

This toolkit is part of task 8.3 "SmartCulTour "Afterlife" Strategy for Smart Sustainable Tourism", and more specifically in subtask 8.3.3 "European Sustainable Cultural Tourism Awareness Activity".

This In line with the SCT OMC Member State working group recommendations which call for "increased awareness raising programmes and campaigns to encourage responsible tourism with an emphasis on the environment and an ethical approach to tourism" this Task has developed a specific and targeted awareness activity aimed at professionals and stakeholders from the tourism and culture sectors in the EU. This targeted awareness activity has promoted the main tools from the project to organisations and individuals working in these sectors, highlighting key aspects related to their usability, relevance and contribution to sustainable and responsible cultural tourism practices.

This toolkit aims to convey the importance of setting up a campaign to attract more tourists and in it can be found why dissemination and communication is important, where to start, the importance of a graphic image and a clear claim and messages. It is also presented how a campaign should be designed and structured, the outreach actions and the measuring actions.

Contents

01 Introduction

Tourism is one of the fastest-growing socioeconomic sectors worldwide. It makes up 7 % of world trade, and with the exception of the disruption in tourist flows and drop in travel due to the Covid-19 crisis, has continued to grow in recent years. It is a strong economic catalyst that creates direct and indirect employment, helps to anchor the population in rural areas, provides more job opportunities for women and vulnerable sectors of society, and is a driver of sustainable policies.

Tourism is estimated to contribute 10 % to the GDP of the European Union and in 2019 employed over 26 million people. Culture is one of the main motivations behind tourism in the European Union, in fact approximately 11 % of the whole market is driven by culture, reaching 40 % among secondary and accidental tourists[1].

However, there are still many challenges at global level: meeting the new market demands, adapting to global crises, deseasonalizing tourist flows, adapting constantly to technological innovations or avoiding massification that can jeopardize the historic and artistic, environmental or landscape heritage are still causes for concern for governments and tourism managers.

The search for new cultural experiences, the increase in segments of visitors seeking more original and authentic places to visit, in slow-paced environments far away from built-up areas, have opened up possibilities to develop new tourist destinations at regional and peri-urban level, where tangible and intangible cultural assets can be main pillars and secondary elements of their tourism proposition.

The SmartCulTour project - Smart Cultural Tourism as a Driver of Sustainable Development of European Regions – seeks to support regional development in areas with important tangible and intangible cultural assets. It aims to do so by providing tools to identify opportunities and set up and monitor initiatives in peri-urban and rural surroundings. All areas have their own local contexts and economic, social and historical circumstances, different levels of maturity as tourist destinations and actors, communities, stakeholders and target audiences.

When managing tourist destinations and resources, marketing and communication are essential. They are strategic tools to create a brand, build a destination's reputation, attract tourists, identify potential new visitors and contribute to generating sustainable wealth. From the point of view of visitors' perception of a destination it is noteworthy that cultural tourism or territory brands linked to history or to historic and cultural heritage, are very often associated to values of prestige or high quality experiences, for instance state art museums, gastronomy, or destinations associated with universally acclaimed artists and humanistic achievements, etc., which opens up interesting possibilities for strategic alliances and to attract specific visitor flows.

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[1] The SmartCulTour Toolkit.

In the particular case of sustainable cultural tourism, in order to launch new destinations in areas with little-known cultural assets, or to create or visibilize new products for potential visitors, for instance in areas that are not traditionally associated with culture or that are based on new resources, appropriate marketing planning and outreach activities are essential. Innovative approaches and creative strategies developed in collaboration with stakeholders are key to fulfil the objectives of the global strategy.

Planning for local destinations involves working from a global perspective in order to interpret the trends and choices of contemporary travellers, where values such as trust, safety, purpose or sustainability now play a key role in their decision-making.

Planning communication efforts to promote cultural destinations and projects not only encourages tourism and attracts visitors but also drives general economic development by activating the economy, promoting local products and developing new infrastructures, as well as creating well-known, quality and trusted brands.

The interventions envisaged in SmartCulTour include the creation of this Dissemination and Communication Tool Kit, conceived as a document designed for managers of current tourist destinations and potential new destinations that do not have dissemination, marketing and communication skills and help them to launch and publicize their projects.

Therefore, this guide includes inspirational, interesting examples for readers, extracted from SmartCulTour's own sustainable tourism experiences developed in the project's Living Labs, namely: the Rotterdam Metropolitan Region (Holland); the Scheldeland Region (Belgium); the province of Huesca (Spain); the City of Split Metropolitan Area (Croatia); the Italian city of Vicenza; and Utsjoki, the only town in Finland whose population is a Sámi majority. These living labs have been used to test creative participatory approaches and design tools to support destinations in their efforts to implement local actions that can enhance the progress of sustainable cultural tourism.

02 Why dissemination and communication?

Dissemination and communication campaigns can target different objectives depending on the level of development of the project and concrete needs.

In general terms actions can be taken to:

- Launch a new destination or touristic or cultural product;

- Promote a destination' s brand image;

- Change an image and associate it to other attributes and services;

- Increase the number of visitors or seek new niche segments;

- Lengthen stays or number of nights;

- Increase average expenditure per visitor;

- Create visitor loyalty;

- Attract new investments;

- Boost local products such as crafts or agriculture or food produce linked to the destination (knowledge, production, export, etc.);

- Inspire or enhance new touristic and commercial initiatives;

- Strengthen involvement and engagement of local stakeholders.

03 Where do I start? SWOT

The development of any robust dissemination or communication strategy in the medium or long term involves self-diagnosis of the situation, an analysis that serves to re-think the project and ask deeper questions such as: Who are we? Where do we want to go? What are our strengths and values? What are our weak points?

The SWOT analysis is a strategic tool that will help you to gain a more accurate idea of your resources and destination and develop a strategy. The SWOT enables you to analyse:

- **Weaknesses and Strengths:** Internal questions. Analysis of internal aspects that could limit progress of your project or development of your tourism resource (potential visitors are unacquainted with the tourist destination, lack of engagement of local stakeholders, scarce economic resources, etc...); as well as the internal strengths (innovative proposition, favourable geostrategic situation, good communications, strong local business network, proposition of differentiating value, etc...).

- **Threats and Opportunities**: External questions. Analysis of external factors that could threaten the development of the project (economic crises, adverse political situations, changes in market trends, etc...), and opportunities (favourable market trends, scarce competition, fashions, etc.).

04 Defining the brand and cultural asset

The SWOT gives enough insight to take a snapshot of the actual situation of the project and will help to draw up the marketing and communication strategy. As with any process involving dissemination, you will have to reflect upon the strengths and values of your product or tourist destination and from then onwards position your brand and narrative. Who am I? What can I offer? How do people perceive me and what do I want to be known for? Do I need to know how my project or destination's attributes are positioned from the perspective of possible competitors or other actors (public institutions, local agents, tour operators, citizens, etc...)?

You will need to identify your competitive advantage and main selling point. A brand can be defined as a name that is used for product, service or project. But it holds more significance than just a name or visual symbol, as it encompasses a range of values, qualities, and expectations that define and set it apart.

The territorial or tourist brand englobes to a geographical space and is related to a number of places, experiences, services or attributes that can cover a range of areas whether local, regional or national, that can overlap or interact with other brands.

The launching strategy of a tourist destination or asset involves the following actions:

4.1. Logo/graphic image

This is the graphical representation of the brand. The logo should be easy to recall and to reproduce on different surfaces, should help to identify and differentiate the brand from competitors' and contain and convey the project's values and principles.

In order to select and use the graphic image appropriately, you should start by drawing up a corporate identity manual that sets out the standards for correct use of the logo and make sure that everyone involved uses it correctly. The manual should include questions such as typography, colour palette, appropriate uses and types of application on different surfaces where it will be used, such as brochures, outdoor signs, tourist guide uniforms, etc.

Good Practice (PROVINCE OF HUESCA, SPAIN)

AN EMBLEMATIC TERRITORIAL BRAND: "HUESCA LA MAGIA"

The Magic of Huesca (*Huesca la Magia*, or *La Magia de Huesca*), as it was called at the beginning back in 1986, is the brand of a territory that covers the province of Huesca and countless tourist attractions in the province. It belongs to the Provincial Government of Huesca (*Diputación Provincial de Huesca*), who commissioned a tourist promotion campaign in 1987. The advertising agency that proposed this slogan has continued to use it in all publicity campaigns linked to tourism developed by the public body. The brand has been successful right from the beginning. The initial significant step involved associating the slogan with the basketball team competing in the premier national league, effectively establishing its presence nationwide. In 2008, the Provincial Government of Huesca commissioned a promotion of the brand and repositioning of the province's tourism promotion body TuHuesca, created in the same year. From then onwards, the TuHuesca strategy has focused on giving greater visibility to the brand and to the tourist attractions of the province of Huesca. It has created and run effective campaigns including a series of promotional videos showcasing the province's beautiful landscapes, promoting rural tourism and cultural and sporting events.

These campaigns have had a positive impact on the local economy as they have attracted a large number of tourists to the area. The province of Huesca receives over 1.5 million visitors per year, which is a large boost to the local tourism industry.

4.2. Claim and key messages

A good claim helps people to identify and recall the destination. It is a way to identify the strategy and the brand and reinforce specific campaigns.

Good Practice (UTSJOKI, FINLAND)

SLOGAN FOR SUSTAINABLE TOURISM: 'EXPLORE WITHOUT A TRACE'

"Explore Without a Trace" (Jälkiä jättämättä) is the slogan for sustainable tourism for visitors to the Finnish town of Utsjoki. The aim is to reduce litter and give tourists some recommendations on how to respect nature when they go on the short trails and take the wilder destination routes.

05 Designing and planning the campaign

5.1. Budget, calendar and objectives

The effective launching of any campaign requires clear objectives that enable you to monitor them afterwards. You have to know what budget you have and establish a calendar with a time limit for running the campaign. In the planning process, include the most significant milestones and events in your action plan so that you can measure the results (see point 7).

- Here are some recommendations:
- Set a starting date and an execution period for the campaign.
- Fix a budget.
- Specify the human resources and people in charge of running the campaign.

Very often, human and economic resources are limited and it is not always possible to count on communication and marketing specialists, either in-house or external specialist agencies. If this is the case, you can start off with small initial actions that can be upscaled or implemented at later stages, for instance you can create the logo of the resource or destination and start to create specific content on the official pages of the town or region, or build a website if the project is already well under way.

5.2. Target audience

An effective campaign means publicizing your project, values and unique features among all target audiences, both internal and external, that is, both stakeholders and target public, and raise their awareness of your project or destination. Involving people from the area will help you earn the support of citizens and local actors, fostering a sense of place and pride in the area, and creating a tourism mind-set, especially when launching new destinations and products in regions that are not accustomed to receiving tourists. This will generate a multiplying effect of the actions you take.

When publicizing the project use key messages to earn a reputation, in accordance with the attributes that you would like your destination to be identified with, for example: sustainability, history, tradition, quality, etc... .

You should also explain the essence of the project and provide good training for local agents regarding the destination or touristic resource and take necessary steps to engage them, enhancing their sense of place so they will contribute to outreach efforts. It is not rare to see, especially in local-scale projects with limited budgets, that locals lack deep knowledge of the touristic resources and their potential.

Targets to consider in disseminating and presenting your touristic destination or resource:

1. **Local public:** citizens, local traders, crafts people, agriculture and food producers, cultural

associations (recreational and creative associations, educational and cultural dissemination, etc...), gastronomic forums and associations, small tourism companies, business associations, chambers of commerce, etc.

2. **Public administrations:** city councils, municipal associations, counties, regional governments, tourism, culture and sustainability departments of national and international public administrations, other specialist public entities. When developing sustainable cultural tourism, collaboration between stakeholders is vital. Sometimes people make the mistake of setting up projects with great potential but do so in isolation and it is the governments that have to lead and coordinate the parties and provide an atmosphere of cooperation and encourage synergies.

3. **Local cultural and tourist agents:** Tourist guides, tourism offices, restaurants, accommodation, tourism companies, etc. It is vital that these stakeholders identify with the core identity of the destination and actively contribute to the progress of tourism in their area.

4. **Local media. Local and regional influencers:** Use them to inform the local public of product launches or highlights, to build trust and to turn local agents into ambassadors of the area.

5. **National, international and/or specialist media:** Depending on the scale of the actions you take, they can facilitate outreach and help you earn a reputation and attract national and international visitors and influence potential tourists.

6. **Travel agencies, operators and distributors:** You can work with them to facilitate a constant flow of visitors.

Good Practice (UTSJOKI, FINLANDIA)

COOPERATION BETWEEN LOCAL AGENTS AND TOURIST AGENTES FOR A PURPOSE: TRIANGLE OF ALLIANCE AND CODE OF ETHICS

In order to achieve the so-called Triangle of Alliance -tourism, culture and community -, the Finnish town of Utsjoki involved local entities in their sustainable tourism project to ensure the existence of tourist flows compatible with the conservation of natural heritage and the Sami culture. It brought together the local population, local representatives and reindeer herders – in Finnish Lapland, reindeer herding is one of the oldest ways of earning a living. The region of Utsjoki has over ten times more reindeers than people and this activity is very closely linked to the Sami culture and tradition. Together they identified and decided on the most appropriate places to channel tourist visits.

Sámi Parliament created ethical guidelines for visitors and tour operators from outside the Sami community, to terminate tourism exploiting Sámi culture and to eliminate incorrect information about the Sámi distributed through tourism. The second priority was to safeguard the cultural practices and traditions of Sámi population. This code was approved by the Sami parliament in Finland in 2018.

Consult the Sami code of ethics for tourists or Samediggi: https://www.samediggi.fi/ethical-guidelines-for-sami-tourism/?lang=en

Good Practice (HUESCA, SPAIN)

WINE TOURISM FOR CHILDREN IN THE DO SOMONTANO DE HUESCA

The Designation of Origin (DO) *Vino del Somontano* was created in 1984 and includes 29 wineries in the heart of the province of Huesca (Spain), in the foothills of the Pyrenees. One of the most recent actions implemented for the local public was the introduction of wine tourism for children, the 'Not to be missed' initiative developed in collaboration with the Association for Tourism Promotion of the Somontano and headquarters of the Spanish distance university UNED in the city of Barbastro. With this project, each year local school children film promotional videos of the territory, its resources and products, made by and for children to promote family tourism.

The objective is to raise children's awareness of their surroundings and introduce them to the use of audio-visual media from a professional and high quality perspective. It is also a different form of tourism promotion. The main objectives are to enhance knowledge, a sense of place, creative and content-creation skills, segmented content and responsible tourism.

The offer of wine tourism for children of the wine route *Ruta del Vino del Somontano* was acknowledged as the best wine tourism initiative in the International Wine Challenge, and the best promotion campaign of Spanish wine routes *Rutas del Vino de España* in 2018.

Recently, in the second phase of execution, the project has also received the award for the best promotion campaign of Spanish wine routes *Rutas del Vino de España in 2022* and in 2023 the prize for sustainable wine tourism in the Eidelweiss Awards for sustainable tourism in the Autonomous Community of Aragon.

A CURIOUS FACT:

The Somontano wine route *Ruta del Vino Somontano* was one of the first routes in Spain to launch a wine bus in 2011. In recent years over 3000 visitors have done the 95 itineraries, with an average satisfaction score of 4.7 out of 5. The routes are based on the opinions of the bus travellers in the previous year and have counted on the collaboration of the bus company Avanza Group from the start of the initiative.

06 Outreach actions

The type of actions to be conducted in the campaign will be determined by your budget and target audiences.

6.1 Online actions:

- **Website.** Align your website with the values of the destination and orient it towards your target audiences. Here are some recommendations for designing an effective cultural or tourism website:

  - Use inspiring, attractive visual resources that tell a different story about the destination.

  - Include videos and photo galleries.

  - Include a calendar of events.

  - Include a news section or blog with good quality content, different routes and proposals for tourists to acquaint them with the area.

  - Facilitate good, practical information (maps, access, points of interest, etc.).

  - Keep the website updated.

  - If appropriate, depending on the destination, offer segmented information and proposals for different target groups: young people/families/active tourism /couples/seniors, etc...

  - Include downloadable pdfs or use online display systems for guides, tourist books and publications of interest for the visitor to learn more about the destination and prepare their visit.

  - Create a website in different languages to attract international visitors.

  - Provide simple contact forms that are user-friendly and quick to complete: a contact section on the home page, real-time telephone assistance via WhatsApp, online chat, information request forms, etc.

  - Check usability and adaptability of the website.

  - Encourage active listening and feedback from visitors.

  - Enable online opinion surveys and a feedback channel to learn about visitors' experience at the destination and detect opportunities for improvement in services (accommodation, quality of guided tours, perceptions, etc.).

Monitor the website's positioning in the browsers as well as its digital footprint, that is, the number of times your destination appears. Consider SEO when creating content and updating the website. Besides offering quality information for the visitor it also helps the page ranking.

- **Link to reference portals**. Make sure that the resource or destination website is correctly linked to all portals of interest: institutional websites, regional and national tourist offices, tourist directories, specialist portals, networks or associations in which you are involved, etc.

- **Newsletter.** Send regular newsletters from the website to keep visitors informed and build loyalty. Include promotions, draws, proposals of gastronomic experiences, new routes, different proposals for visitors, prizes and awards received, etc.

- **Virtual tours.** On websites, apps and social media, virtual tours and webcams can be an effective way to show the destination's features and transport visitors virtually.

- **Social media.** Choose the most appropriate social media for your project. Measure the effort and budget needed to determine which social media to use and to keep it updated and effective. Tourists seek experiences and new adventures, therefore engaging content must be evocative and inspiring, with quality photos and videos and reliable information.

  - Programme content and make a calendar.

  - Be creative and post messages adapted to each social network using appropriate language for each target audience.

  - Use good quality, original, unique photographs that encourage interaction (likes, learn more about the destination, request information, download photos, etc.).

  - The cultural tourist is an educated visitor interested in arts and humanities. Provide in-depth, rigorous information (historical data and facts, biographies, etc.).

  - Use videos. Videos are among the most effective resources in touristic communication due to the information they provide about the destination.

  - Organize competitions, draws and actions that encourage interaction and increase audiences whilst promoting the destination.

  - Provide reviews and accounts from visitors in the form of videos, comments and images, etc.

  - Post endorsements from influencers and opinion-leaders talking about your destination.

  - Respond immediately to requests for information.

  - Direct people to the website. Share links on profiles that take visitors to the website to learn more about your destination and also generate traffic to the portal.

Good Practice (ROTTERDAM, NETHERLANDS)

SOCIAL MEDIA STRATEGY OF ROTTERDAM CITY

In the social media strategy, Rotterdam Partners focus on "living like a local" and "the Dorist", targeting active tourists who want to experience culture and discover hidden gems. The Instagram profile rotterdam-info describes:

Official city account for a different kind of tourist

Seek the unknown. Think local. Go green. Do Rotterdam.: **#dorotterdam**. **linktr.ee/rotterdam_info**

▪ **Apps.** Consider building an App for your destination to offer routes or propositions of new ways to live the experience, with thematic journeys, specific products, immersive experiences or augmented reality. You can use the app to offer travellers practical information about the destination in a simple, user-friendly way through mobile devices.

6.2 Offline actions:

▪ **Information and tourist outreach material.** Develop good information material, make it attractive and offer practical, good-quality content in factsheets, thematic leaflets (nature, culture, gastronomic routes, etc.), books about the destination for accommodation establishments, photobooks, content to be posted online, posters, merchandising, etc.

Follow a coherent corporate line and respect the corporate identity in all forms of communication used (paper, social media, website, signs, posters, etc.).

▪ **Actions with local inhabitants.** Working with local inhabitants is essential to promote the tourism resource or destination, pursue common objectives and create synergies. Certain actions can help:

  ▪ Facilitate local agents with touristic and outreach material and inform them of new material, innovative tours and any new features (tourist offices, hotels, restaurants, business associations, etc.).

  ▪ Conduct surveys among visitors. Ask them to complete feedback forms. It is important that data collected at the tourist offices or tourist information points include a brief survey or questionnaire. Make sure this includes the question 'How did you hear about us?' as this will help you to see the effectiveness of the actions you have taken. Possible replies could include the following:
      i. Own social media
      ii. Own website
      iii. Article in a magazine or printed media
      iv. Influencers
      v. Advertising campaign (if one has been conducted)
      vi. Word of mouth (personal recommendation)
      vii. Advertisement or tv commercial

  ▪ Organize seminars, presentations and training about the destination for local professionals: tourist guides, hospitality sector, gastronomy, crafts people, local artists, etc.

  ▪ Do interventions with local tourism schools, universities and future professionals of the tourism sector in the surrounding area.

  ▪ Do interventions such as guided visits, book presentations, Apps, etc. with local bodies such as business entities, gastronomic associations, etc.

  ▪ Identify local/regional influencers and involve them in the promotion activities presenting new features, routes, tours etc.

  ▪ Carry out continuous actions from the press office with the local and regional media. Present data summaries about visitors, highlights, new tours, etc.

- **Press Office and PR.** Create a proactive and continuous public relations (PR) plan and engage with media channels at regional, national and international level, tailored to the destination's maturity and audience's knowledge. If you do not have in-house specialized professionals, outsource to specialists or specialized agencies. Here are some useful options:

  - Locate tourism media, journalists and influencers, their influencer index and specialization.

  - Organize media releases, press conferences or periodical dispatches to provide information of interest: start of the tourist season, highlights on the agenda (tours, proposals of new trips, incorporations of new features, launch of applications, book presentations, guides or publications about the destination, etc.).

  - Organize press trips or familiarization tours for influencers or specialist journalists.

  - Generate specific content on the destination for portals and target media to attract visitors and specific target audiences.

  - Be present on rankings or destination lists.

  - Consider hiring paid support online and offline:

    - **Online**: digital marketing actions on specialized apps or digital media that lead to your website, brochures or social networks.

    - **Offline**: outdoor advertising, publicity in mainstream media with potential interest in the destination, travel guides, specialized magazines, event sponsorship, etc.

- **Trade fairs, associations and collaborative networks.** Consider participation in tourism trade fairs or other sectors of interest and join tourism associations or supra-regional, national or international bodies, or producers associations that may enhance visibility of your destination, include it in tours and create synergies with agents in the sector (e.g. Association of Tourist Palaces and Castles of Spain; Smart Destinations Network; NECSTouR; etc.).

- **Filming locations.** Many destinations and cultural tourism assets such as castles, palaces, historic sites and landscapes or innovative spaces and surroundings, are often used as filming or advertising locations. This choice can have significant direct economic benefits while also increase visibility and recognition of the destination. Many town councils and regional governments have set up film offices to promote their assets as ideal filming locations, and facilitate the necessary arrangements and coordinate with producers.

- **Prizes, awards and competitions.** Participation in contests, competitions, and awards applications focused on tourism, culture, sustainability, corporate social responsibility, or advertising and marketing campaigns is a good opportunity to establish a prominent presence in leading forums and attract potential visitors.

Good Practice (SIGN, CROATIA)

Communicating sustainability

SINJ, ACKNOWLEDGED BY THE EDEN AWARDS, EXCEPTIONAL CULTURAL-TOURIST OFFER IN EDEN DESTINATIONS

Sinj has boosted sustainable tourism https://visitsinj.hr/en/ , constantly aiming to ensure pleasurable everyday life for the locals and attraction and freshness to its guests. This was recognized by EDEN network (European destinations of excellence), which awarded this town with first prize in category ''Exceptional cultural-tourist offer in EDEN destinations''. Numerous significant cultural-art events contributed to winning this award, together with numerous places and the richness of its long-lasting cultural historical heritage: the Tournament of Alka, the Croatian Madonna sanctuaries, museums or different traditions.

07 Measuring actions

Monitoring the interventions you initiate, regardless of their budget, is crucial. A valuable tool is a Key Performance Indicator (KPI) panel that can be updated on a monthly basis. This allows you to track the progress of your interventions and identify months with low, moderate or high levels of activity. By doing so, you can achieve more accurate annual assessments, make comparisons, and implement corrective actions or improvements for the actions you have undertaken.

Some useful KPIs to include in the panel:

- Number of monthly visits to the website, total number of users, geographical origin and other demographic data (sex, age, etc...);

- Number of factsheets and documents downloaded from the website;

- Number of information request forms sent and number of responses from website tourist information services;

- Number of subscribers to your newsletter;

- Number of followers in each of your social media channels;

- Number of mentions on social media;

- Number of replies to questions on social media;

- Number of responses to requests on social media;

- Number of impacts and appearances in the press, and assessment of the quality of the impacts;

- Results of satisfaction surveys included on the website and other possible media channels;

- Survey results and on which media channel did they find your destination.

  Analyse these data parallel to and together with other data gathered in tourist management, such as accommodation occupancy data, number of entrance tickets sold for monuments, museums or tourist routes, number of visitors to tourist information offices, origin or country of origin of visitors, etc.

  This will give you a global balance of the actual tourism situation and the effectiveness of the implemented actions.

08 Resources of interest

- SmartCulTour Project: http://www.smartcultour.eu/

- Sinj Tourist Information (Living Lab): https://visitsinj.hr/hr/

- Rotterdam Tourist (Living Lab): https://en.rotterdam.info/

- Vicenza Tourist Information (Living Lab): https://www.vicenzae.org

- Tu Huesca Tourist information (Living Lab): https://www.tuhuesca.com/

- Utsjoki Tourist Information (Living Lab): https://exploreutsjoki.fi/

- Scheldeland region (Living Lab): https://www.visitflanders.com/en/flemish-destinations/scheldeland

- International Council on Monuments and Sites: https://www.icomos.org/en

- Organización Mundial del Turismo: https://www.unwto.org/es

- UNESCO: https://www.unesco.org/

- European Tourism Agenda 2030: https://single-market-economy.ec.europa.eu/news/european-tourism-agenda-2030-commission-welcomes-commitment-eu-countries-make-tourism-greener-more-2022-12-02_en

- Hispania Nostra: https://www.hispanianostra.org/