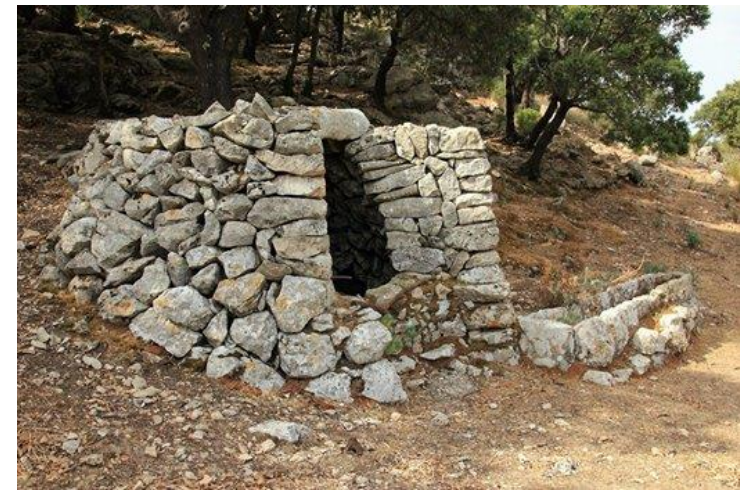# Good Practice

# CULTURAL ROUTES

*This presentation forms a part of the CHARTS project*
*Web based toolkit on Good Practice title and accompanied by*
*Guide, Brochure and DVD video clip.*

*It is developed with co-funding support from*
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Consell de Mallorca
Departament de Medi Ambient

Culture and Heritage Added value to Regional policies for Tourism Sustainability

INTERREG IVC
INNOVATION & ENVIRONMENT
REGIONS OF EUROPE SHARING SOLUTIONS

European Union
European Regional Development Fund

- Change in perception and appreciation of cultural heritage

## CULTURAL ROUTES

- Promote awareness of cultural heritage

  and european identity

- Tool to put in value cultural identity

- Heritage to reactivate local economy

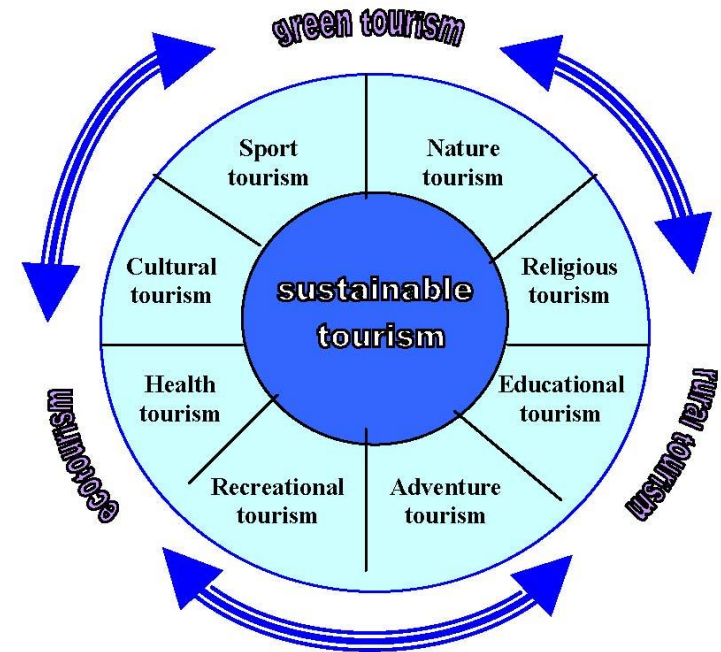- More than a travel

- Sustainable development

# HIKING AND CULTURAL ROUTES

- High increase of hikers
- Wide offer on hiking destinations

## TOURISM AND CULTURAL ROUTES

- Continued growth

- Change on motivations

- Rural development

- Improve the perception of the

  community's heritage

# TRANSFER PROCESS

1. **Purpose and scope of the project:**

   - Define the goals to achieve

   - Identify the project's backbone

# TRANSFER PROCESS

### 2. Analysis:

- Identify stakeholders

- Paths network cataloguing

- Cultural resources cataloguing

- Natural resources cataloguing

- Analyze host capacity

- Analyze regional stragies

# TRANSFER PROCESS

## 3. Design and planning:

- Route selection

- Points of interest selection

- Sustainability

- Adaptation to user's needs

- Accessibility

- Identify actions to be taken

- Identify training needs

-Define management mechanisms, work plan and budget

# TRANSFER PROCESS

## 4. Execution:

- On the route

- Signposting

- Heritage restoration works

## TRANSFER PROCESS

### 5. Management and maintenance:

- Services, infrastructure and heritage
  sites maintenance

- Citizen participation

- Creation of visitor communication
  channels

- Systematic and periodic review

# TRANSFER PROCESS

## 6. Dissemination and promotion:

- Set up a marketing strategy for:
  - Differentiate with other destinations
  - Positioned the route
  - Orientate the route to potential markets

- Define marketing actions