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Be.CULTOUR
Beyond cultural tourism

Be.CULTOUR:

"Beyond CULtural TOURism: human-centred innovations for sustainable and circular cultural tourism"

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Abstract

This report provides a structured baseline of sustainable cultural tourism potential in the six European cultural heritage areas defined as “pilot heritage sites” in the Be.CULTOUR project, collecting quantitative and qualitative data using existing statistical sources and ad-hoc surveys in pilot regions. The objective of this report is to provide an overview of the territorial and socio-economic context, and build a baseline of data and key indicators related to cultural tourism and regional development, supporting stakeholders and policy makers in understanding and enhancing the conditions for making cultural heritage as a means for regional development through sustainable and circular cultural tourism. The data collected are related to territory and demography, accessibility of the sites, level of development of cultural tourism, creativity and innovativeness of the region, supply of cultural tourism services, infrastructures such as mobility, energy, water, waste management, materials extraction and production, digital infrastructure, feeling of European identity of residents and visitors, knowledge and recognition of local cultural heritage, sustainable behaviour of tourists and residents and appreciation of sites. Existing statistical data were collected from official sources with the support of project partners, while new data on cultural tourism at the micro level of the pilot heritage sites were generated through a survey addressed to visitors and residents in the areas. Conclusions highlight the key dimensions to be considered to implement the Be.CULTOUR framework of circular cultural tourism, as well as the need of more structured and collaborative data at local level, which can support the sustainable management of pilot heritage sites and engage stakeholders’ networks to reach sustainability and circularity targets, stimulating innovation and collaboration.

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1. Description of the Project

Be.CULTOUR stands for "Beyond CULtural TOURism: heritage innovation networks as drivers of Europeanisation towards a human-centred and circular tourism economy". It expresses the goal to move beyond tourism through a longer-term *human-centred* development perspective, enhancing cultural heritage and landscape values.

Cultural tourism entails opportunities but also risks. Tourism as a whole can be a highly volatile economic sector. If not managed properly, cultural tourism can also easily turn into a "value extractive" industry, generating negative environmental, social and cultural impacts on local communities and ecosystems. This project will develop specific strategies to promote an understanding of cultural tourism, which moves away from a "stop-and-go" consumer-oriented approach towards one that puts humans and circular economy models at its centre, paying attention to nature, communities and cultural diversity. "Place", intended as the *genius loci*, the ancient spirit of the site expressing its "intrinsic value" and "people" as co-creators of its uniqueness, culture, art, tradition, folklore, productivity, spirituality, as well as its "time space routine", are the focus of Be.CULTOUR, which aims at realizing a longer-term development project for the pilot areas involved.

The overarching goal of Be.CULTOUR is to co-create and test sustainable human-centred innovations for circular cultural tourism through collaborative innovation networks/methodologies and improved investments strategies. Targeting deprived remote, peripheral or deindustrialized areas and cultural landscapes as well as over-exploited areas, local Heritage innovation networks will co-develop a long-term heritage-led development project in the areas involved enhancing inclusive economic growth, communities' wellbeing and resilience, nature regeneration as well as effective cooperation at cross-border, regional and local level.

Wide and diversified partnerships of stakeholders from 18 EU and non-EU regions of Northern-Central and Southern Europe, the Balkans, the Eastern neighbourhood and the Mediterranean will be the driving force of the project. A community of 300 innovators (which includes regional authorities and municipalities, clusters and associations, museums and tourist boards, entrepreneurs, chambers of commerce, citizens, researchers, practitioners as well as project partners) in 6 pilot regions will co-create innovative place-based solutions for human-centred development through *sustainable* and *circular* cultural tourism.

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Collaborative "Heritage innovation networks" will be established in 6 European deprived remote, peripheral and deindustrialised areas and cultural landscapes identified as "pilot innovation ecosystems": committed to the project's objectives, they have defined clear cultural tourism-related challenges requiring innovation that will serve as the basis for the collaboration with the 16 additional "mirror innovation ecosystems". Mutual learning and up-scaling of business solutions will be the objectives of the collaboration between pilot and mirror ecosystems, building the sustainability of the project's results beyond its lifetime.

By adopting a human-centred quadruple/quintuple helix approach to co-design, Be.CULTOUR will result in 6 community-led Action Plans, 18 innovative human-centred solutions and 6 close-to-market prototypes of new cultural tourism integrated services and products: these will directly contribute to inclusive economic growth, communities' wellbeing and resilience, and nature regeneration in pilot and mirror regions, stimulating effective cooperation at a cross-border, regional and local level. The core partners of the Consortium will progressively build Be.CULTOUR sustainability by broadening the interregional collaboration while anchoring it to relevant EU initiatives in the academic, business and institutional realms.

1.1 Be.CULTOUR specific objectives

The scopes of the Be.CULTOUR project will be achieved through a set of specific, measurable, achievable, realistic and time-constrained (SMART) specific objectives:

Objective 1 – To assess the impacts and market potential of sustainable and circular cultural tourism at national, regional and local level through multidimensional quantitative and qualitative indicators, innovative statistical methods and advanced smart data management systems;

Objective 2 – To build a Community of Practice of 6 pilot regional ecosystems and a Community of Interest with 16 "mirror ecosystems" in EU and non-EU countries actively engaged in knowledge-sharing and exploitation of Be.CULTOUR's approach, methodology, tools, and innovative solutions for sustainable and circular cultural tourism;

Objective 3 – To co-develop 6 Action Plans for sustainable and circular cultural tourism by establishing collaborative "Heritage innovation networks" in 6 pilot regions in Northern-Central and Southern Europe, the Balkans, the Eastern neighbourhood and the Mediterranean;

Objective 4 – To co-develop, prototype and test human-centred and place-specific product, process and service innovations for sustainable and circular cultural tourism in pilot heritage sites;

Objective 5 – To provide policy recommendations for more effective use of European Structural Investment Funds (ESIFs) and other EU funds to support cultural tourism innovation ecosystems in pilot and mirror regions, and develop a proposal of evolution of ESIFs through synergies with other public funds;

Objective 6 – To contribute to deepen cultural Europeanisation through information and educational activities focused on the European history, identity and culture expressed in tangible and intangible cultural heritage and cultural landscapes, developing European Cultural Routes and European Heritage Labels in pilot heritage sites.

All partners have wide experience in developing and testing the Be.CULTOUR proposed approach, methodology and tools, ensuring the effective and time-constrained achievement of all the above-mentioned specific goals.

2. Introduction

The objective of this document is to provide a structured overview of the territorial and socio-economic context of the six European cultural heritage areas defined as “pilot heritage sites” in the Be.CULTOUR project, and build a baseline of data and key indicators related to cultural tourism and regional development, supporting stakeholders and policy makers in understanding and enhancing the conditions for making cultural heritage as a means for regional development through sustainable and circular cultural tourism.

The report is organised in different Sections:

Section 1 described the project objectives, approach and activities;

Section 2 introduces the objectives of this document and provides the background and rationale for the organisation of the work;

Section 3 presents the data collected and levels of analysis;

Section 4 provides the data collected for each of the six case studies (pilot heritage sites) of the project, highlighting key indicators to be considered a baseline for future actions;

Section 5 reports the structure of the survey on visitors and residents in the six pilot heritage sites conducted in the first part of the project;

Section 6 presents the first results of the survey conducted, providing a specific section for each pilot site;

Section 7 describes the characteristics of visitors in each site, developing a first profiling based on the sample collected;

Finally, Section 8 provides the conclusions and reflections for further steps of the work.

How to read this document

This report includes a summary of the data collected and analysed for each pilot heritage site and region included as areas experimentation in the Be.CULTOUR project. A general introduction is provided in Sections 2 and Section 3, highlighting the overall approach to the data collection in view of the identification of key indicators of performance for circular cultural tourism.

Each one of the Sections 4, 5 and 6 includes a specific sub-section on each pilot heritage site, which can be read separately. For example, one can be interested to know more about one specific case study, and read through the document the sub-sections dedicated to it, as follows.

Case study	Region	Country	Statistical data	Survey results	Visitors profile
			Sub-sections		
Vulture - Alto Bradano	BASILICATA	ITALY	4.1	6.1	7.1
Cultural Park of The Río Martín	ARAGON-TERUEL	SPAIN	4.2	6.2	7.2
Larnaca rural area	LARNACA	CYPRUS	4.3	6.3	7.3
Industrial heritage sites of Forvsik and Rydal	VÄSTRA GÖTALAND	SWEDEN	4.4	6.4	7.4
Municipalities of Bač, Sremski Karlovci and Irig	VOJVODINA	SERBIA	4.5	6.5	7.5
Cultural Route of "Stephan the Great"	CROSS-BORDER AREA	NORTH-EAST ROMANIA / MOLDOVA	4.6	6.6	7.6

Below, it is introduced the background and rationale of this study, explaining the project framework and the key dimensions to be considered to develop sustainable and circular cultural tourism strategies and innovative solutions, with particular reference to the pilot heritage sites as experimental areas to test the assumptions of the project.

2.1 Theoretical background: the circular economy and circular city/region development model

In the current global scenario, urban areas represent engines of economic development, with a urbanisation rate increasing in all regions. However, cities are also responsible for two-thirds of global energy consumption and produce up to 80% of greenhouse gas emissions and 50% of global waste (Ellen MacArthur Foundation, 2017b; Romano, 2019). From the social point of view, cities particularly in Europe produce opportunities for jobs, cultural activities and entertainment, however the level of inequalities already increasing before the Covid-19 outbreak (Florida, 2017), is becoming even larger with the recent crisis related to the pandemic. Unequal development patterns can be observed between urban and rural areas, the latter loosing human capital, services, cultural and social capital. However, in European remote areas lies also a large, rich cultural and natural heritage which embeds important elements of the

European identity. Rural areas in particular are fundamental to preserve and maintain the natural resources needed to provide ecosystem services also in cities: biodiversity, fertile soils, green areas, freshwater, absorption of greenhouse gases and air pollution. Cities and regions are currently consuming excessive natural resources for functioning / metabolism processes (energy use, eating, transport, heating and cooling, water use, digital activities), generating wastes and greenhouse gas emissions as "output" of those processes, as well as increasing energy needs. This development model based on "take-make-dispose" has been defined as "linear" (ESPON *et al.*, 2016; Ellen MacArthur Foundation, 2017a; Ellen MacArthur Foundation and ARUP, 2019).

The unsustainability of linear territorial metabolisms can be addressed adopting the circular economy approach, which consists of "closing the loop" of resources consumption by reusing, repairing, recycling, refurbishing any object, building, infrastructure and territorial area, "decoupling growth from resources consumption" (Ellen MacArthur Foundation, 2014; Wijkman and Skånberg, 2015). The "circular" development model, opposed to the linear one, can be obtained by reducing the amount of wastes in all processes and at all levels, reducing energy needs and using renewable energy sources, reducing greenhouse gas emissions, raw materials extraction, as well as the amount of natural resources needed for all production and consumption processes using "secondary" materials from reuse, recycling and dismantling processes.

The circular city / circular region model has been promoted by diverse European and international initiatives (European Commission, ESPON, OECD, European Investment Bank, Eurocities, ICLEI, ARUP, Ellen MacArthur Foundation, UCL, etc.) as a model able to turn cities and regions into engines of sustainable development, instead than "black holes" of energy, water and materials consumption. The concept of a circular city/region originates in the industrial symbioses experimentations (van Berkel *et al.*, 2009; Ohnishi *et al.*, 2017), which are not only based on the technical means for "clean" industrial processes, but also (and mostly) on the capacity of territorial actors to cooperate and collaborate, building circular/closed industrial production chains where all output materials and energy are recovered as inputs for new processes. The model of the eco-industrial parks and industrial symbioses can be successfully applied to neighbourhoods, cities and entire regions, as described by ESPON and Horizon 2020 research projects such as CLIC and REFLOW (ESPON *et al.*, 2016; Fusco Girard and Gravagnuolo, 2017; Fusco Girard, 2019). Some examples are the De Ceuvel urban metabolism

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experimentation in Amsterdam (Gravagnuolo, De Angelis and Iodice, 2019), as well as the circular city plans of Amsterdam, Paris, London and other European cities (Gravagnuolo *et al.*, 2019) and other good practices such as those promoted by Metabolic research group[1]. Collaboration and cooperation of diverse actors is key for the implementation of a circular economy model in cities and regions. Thus, it can be argued that a "cultural" approach of stakeholders' cooperation and shared sustainability objectives is fundamental to transition from a linear to a circular model in urban and regional development (Fusco Girard, 2021a).

The European research project CLIC (www.clicproject.eu) focused on abandoned and underused historic urban areas and cultural landscapes as ideal settings for developing circular adaptive reuse processes of cultural heritage, showing how circularity aspects are related to the cultural dimension as well as to the economic, environmental and social dimensions (Bosone *et al.*, 2021). The circular reuse of unused cultural heritage becomes a leverage for regeneration processes able to drive economic, social, environmental and cultural development in deprived urban and rural areas, reducing "urban wastes" (regenerating dross-scapes), and providing new cultural, social and jobs opportunities for local communities, which often become primary actors of the process, re-generating local identity and relationships in a virtuous circle (Fusco Girard and Nocca, 2019; Fusco Girard, 2021a, 2021b).

2.2 Current scenarios for cultural tourism development after the global pandemic

As highlighted in the recent European Commission report on "Transition Pathway for Tourism" (European Commission, 2022), the EU's tourism ecosystem is highly diverse and complex, covering globalised and interconnected value chains. According to non-official sources, in 2019, tourism generated 9.5% of total EU GDP and provided 22.6 million jobs in the EU[2]. Eurostat data shows that, in 2019, the ratio of international travel receipts relative to GDP was over 12% in

[1] Circular cities and regions, Metabolic, Webpage https://www.metabolic.nl/consultancy/cities-and-regions/

[2] WTTC data from Travel & Tourism on Economic Impact https://wttc.org/Research/Economic-Impact

some EU Member States (Croatia, Cyprus and Malta)[3]. Out of 3.2 million tourism businesses, 99.8% were micro, or small and medium enterprises (SMEs)[4].

EU is a leader in tourism globally, with four of its Member States (specifically, France, Spain, Italy and Germany) among the world's top ten destinations for holidaymakers in 2019, according to UNWTO. In 2019, international tourism accounted for 41% of total arrivals, divided into intra-EU travelling (23%) and extra-EU travelling (18%). In recent years, EU tourism ecosystem encompasses globalised and interconnected value chains comprising both off-line and on-line information and services providers (tourist offices, digital platforms, travel technology providers), travel agents and tour operators, accommodation suppliers, destination managing organisations, attractions and passenger transport activities (for example, airlines, trains, and cruises), an ecosystem where private and public capital are intertwined and where very small companies continue to operate alongside large multinational corporation. An example is given by EU service providers at destination level (e.g. hospitality) that are, in their majority, owned by small local businesses.

According to the European Commission Staff Working Document 351(2021), micro and small enterprises generate about 64% of the value added of tourism ecosystem and employ 84% of its workers. The proportion of micro and small companies is particularly high in hospitality (hotels, bars, restaurants), with many owners operating independently or under franchise from large groups. This entails heterogeneous supply chains of the tourism services and substantial coordination efforts in agreeing common objectives and pathways to embrace the changes required both during and after the pandemic.

The tourism ecosystem includes economic activities related to: Land transport and transport via pipeline; Water transport; Air transport; Accommodation and food service activities; Travel agency, tour operator and other reservation service and related activities; Office administrative, office support and other business support activities; Creative, arts and entertainment activities; libraries, archives, museums and other cultural activities; gambling and betting activities; Sports activities and amusement and recreation activities.

The tourism ecosystem was among the most severely affected ecosystems by COVID-19 crisis. With a drop of some 70% in revenues in 2020[5] and up to 11 million jobs at risk in the EU[6],

[3] 8 Tourism statistics - Statistics Explained (europa.eu) https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Tourism_statistics

[4] Eurostat Structural Business Statistics https://ec.europa.eu/eurostat/web/structural-business-statistics

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tourism services started 2021 at the bottom of the business confidence indicator. According to Labour Force statistics, employment in accommodation and food services stood in the last quarter of 2020 about 18% below the level of one year earlier (2019 Q4). At a more disaggregated level, Labour Force statistics show that the accommodation sector experienced a 21.3% employment loss between 2019 Q4 and 2020 Q4. In the same period, travel agencies activities lost 21.7% employment and food activities lost 14% employment. In 2020, compared with 2019, 1.5 billion less nights (-52 %) were spent in EU tourist accommodations. Hotels recorded a drop of 70%, while the campsites, supported by domestic tourism, were less affected. This condition has had serious implications and spill-over effects on the overall economic outlook of the Union, representing tourism a sizeable proportion of EU's GDP; due to the impact of the pandemic on tourism, in fact, the overall contribution of tourism to total GDP in Europe halved from 9.5% in 2019 to 4.9% in 2020. Countries with a higher-than-average GDP share of tourism and significantly dependent on international inbound in tourism – France, Italy, Germany and Spain, to mention a few- recorded major loses. WTTC (World Travel & Tourism Council) 2021 data for Italy showed that the contribution of tourism and travel (T&T) to the country's GDP dropped from 13,1% in 2019 to 7% in 2020 (losses of 113 billion EUR), reaching the overall value of 109 billion EUR, whereas the 80% of the 2020 expenditure in Italy was attributed to domestic travel. European travel demand remained weak in early 2021, whereas the gradual easing of restrictions provided a short-term recovery in both intra and extra-EU travels in the continent during summer months. According to European Travel Commission quarterly report published in November 2021, international tourist arrivals to Europe were down 77% half-way through the year relative to 2019. A few European destinations enjoyed a better-than-expected summer season. During the pandemic period, intra-regional travel experienced an uplift and is set to account for 85% of European arrivals in 2021, up from 77% in 2019, according to Tourism Economics' latest baseline. Although European travel demand is poised for a major recovery and the slow ending of the pandemic should permit further easing and facilitate travel in 2022, volumes are still far from the pre-pandemic days which are not expected to return until 2024.

[5] UNWTO (2020), 'World Tourism Barometer', Volume 18, Issue 6, October 2020 https://www.e-unwto.org/doi/epdf/10.18111/wtobarometereng.2020.18.1.6

[6] Behavioural changes in tourism in times of Covid-19 - Publications Office of the EU (europa.eu) https://op.europa.eu/en/publication-detail/-/publication/7174abf8-e80a-11ea-ad25-01aa75ed71a1

Changes of behaviour and preferences in the tourism sector

In 2020 compared with 2019, as it could be expected, nights spent by non-residents (guests from another country) fell by 68%, while nights spent by residents (domestic tourists) fell by 38%. The relatively minor negative impact that the pandemic had on domestic tourism partly anticipates the emerging tourism trend of **domestic tourism and 'staycations'** (taking holidays closer to home).

The pandemic has brought with it the development and consolidation of **two main trends**, in the short and medium to long term respectively. In the short term, **national and regional holidays and short trips may become predominant in tourism demand of the next years**, whereas in the medium-long term, EU tourism sector is facing important challenges related in particular to its **green transformation, digitisation and integration of new technologies, competitiveness and resilience**. In this scenario, **sustainable tourism** becomes one of the most important concepts in tourism development. It involves balancing the environmental, economic and socio-cultural aspects of tourism development to ensure that tourism could be sustainable in the long term.

The pandemic has, furthermore, changed travel patterns and behaviour as a consequence of the health emergency and of the process of adapting to the emergency period, showing a tendency towards uncrowded and close-to-home destinations. Travellers are more willing to book domestic holidays, preferring remote destinations and short-term trips, often close to home, craving local experiences, having a "safety first" mindset while travelling and pursuing nature and outdoor experiences. Despite more ethical, responsible and sustainable forms of tourism was already being discussed and promoted before the pandemic, the COVID-19 crisis has reinforced the need for tourism stakeholders to take bolder steps towards achieving more resilient and sustainable tourism models also linked with carbon neutral objectives for the tourism sector before 2050. Data from the 2021 summer season indicates that the transformation must take place in a timely fashion in order to avoid the risk of unsustainable over-tourism and to exploit the opportunities of new emerging trends in the sector, which represent now both challenges and opportunities for SMEs and other stakeholders operating in tourism. Their ability to seize these opportunities and challenges will be crucial in order to boost their activities and make their businesses more resilient and competitive in the coming years.

Thus, tourist behaviours and trends are rapidly evolving with the emerging of new needs, as it was also highlighted in the report "Behavioural changes in tourism in times of Covid- 19" of the European Commission Joint Research Centre: "changing consumer preferences hold

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opportunities for more diversified and sustainable forms of tourism, building on Europe's rich territorial and cultural diversity. [...] Reshaping governance towards **Sustainable Smart Specialisation Strategies** (S4), the model could play a key role in the post COVID-19 recovery process" (European Commission Joint Research Centre, 2020).

The transversal innovation approaches of the Be.CULTOUR project aim precisely at catching up by innovating consumer preferences, already investigated by data analysts in the tourism sectors[7]: **'bubble resorts'** (ensuring health safety), **workcations** (hybrid work and vacation), and sustainably conscious consumers, also highlighted in a recent analysis by the Booking company[8] with "solo travel" trips, "relaxury" travel (less expensive but more relaxing), "breakaway bubbles" to visit friends and relatives, "weekend wonders" and "local travels – food for thought", exploiting shorter and more local trips. As Ecobnb observed[9], due to the difficulties in organising long-distance trips, the trend nowadays is also "**staycation**" for short trips of a few days to minimise any disappointment of eventual restrictions. These new trends increase local travel as a new way of exploring the world. After the restrictions due to the pandemic, the trend is towards more **sustainable travel for communities and the environment**. The desire is for natural remote destinations, but also for having a more authentic relationship with neighbours, disconnecting from everyday life, reducing stop-and-go tourism. Currently, the **transformative travel** is emerging, as well as previously niche sectors such as 'post-tourism' to discover less usual places and "normal" daily life, in order to learn and grow into new ways of being, taking authentic culture-centric experiences off the beaten path, for self-development during and after the journey. Thus, Be.CULTOUR project identified **innovation areas and emerging trends** that serve as inspiration for the project community in order to identify their own innovation strategies for circular cultural tourism, aligning with the most interesting tourism trends and attracting a promising niche of sustainable travellers.

[7] 4 trends sparking new life into travel, Web article, 2021 https://amadeus.com/en/insights/blog/4-trends-sparking-new-life-into-travel

[8] The 5 emerging trip types of 2021, Web article, 2021 https://globalnews.booking.com/the-five-emerging-triptypes-of-2021/

[9] What will post-pandemic tourism look like, Web article, 2021 https://ecobnb.com/blog/2021/04/what-will-postpandemic-tourism-look-like/

2.3 Towards cultural tourism sustainability and circularity

A return to pre-pandemic tourism economy is clearly desirable, however, tourism as a whole risks to remain a highly volatile economic sector. If not managed properly, tourism can turn into a "value extractive" industry, generating negative environmental, social and cultural impacts on local communities and ecosystems, and turning local economies into fragile ecosystems, not able to withstand global economic shocks and stresses. A shift towards a more resilient, sustainable and circular tourism economy is needed, enhancing resilience to shocks and sustainability through circular economy and human-centred tourism approaches.

During the COVID-19 shock, the European tourism ecosystem has been supported with liquidity and funding measures. The estimated investment gap for 2020-21 is EUR 161 billion; high level of indebtedness increases the risk of very slow restart, and also of the ownership of some services moving outside Europe. This can further **reduce the capacity of tourism enterprises and especially local entrepreneurs to invest in the development of more resilient supply chains and new services**. Furthermore, **compared to other ecosystems, the tourism ecosystem is low paid, employing a majority of young and female employees for temporary and highly demanding work**. During COVID-19, part of the people skilled for working in the tourism ecosystem may have moved to other sectors, which could reduce the capacity of tourism ecosystem to adequately restart. Thus, the resilience of the tourism sector is a challenge to be faced today for the long-term recovery and resilience of the industry.

The objective of making the sector more resilient to possible future exogenous shocks is accompanied by the need to **make tourism more accessible and sustainable over time**, for example taking into account the need of reducing the high seasonality and peak demand of some tourist destinations and the crowding during periods of high seasonality, which is also linked to serious **environmental pressure**, in order to achieve a fair balance between the benefits and costs that local communities and ecosystems face because of these phenomena. More generally, sustainable tourism is defined by UN World Travel Organisation as tourism that *"takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities"*. Among the industry, however, there is still a **lack of awareness of the tangible benefits of "greening" the tourism ecosystem**, e.g. by applying circular economy actions that can result in reduced costs in the long-term and over the entire life-cycle of the product/service, or promoting sustainable businesses by using ecological labels. According to a EP report from 2016 From

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Responsible Best Practices to Sustainable Tourism (Peeters et al., 2016), there is a **lack of data** with which to measure the social and environmental effects of tourism, and the industry fails to internalise many of the external costs. At the same time, the industry notes that despite growth in consumer demand for a more sustainable tourism experiences, sustainability is not yet the key driver for consumers' choice of tourism products and services. **Boosting consumer awareness about sustainability in tourism and hospitality needs to be addressed** in order to enhance the sustainable tourism demand enabling consumers to make responsible and informed choices, since travel and tourism greatly depend on a healthy and clean environment, rich biodiversity as well as on flourishing local culture.

Making the tourism sector environmentally, economically and socially sustainable by promoting tourism activities all year-round, addressing seasonality and over-tourism, and providing authentic experiences, would not only have crucial and positive impact on businesses resilience but also have a major impact on the overall economic development and job growth. A successful and sustainable transition will mainly involve investments in greening existing tourism infrastructure, in the assessment of the carbon footprint of tourism activities, and in building sustainable applicative skills and practices among people working in the sector. The large-scale application of sustainable practices and business models in the tourism sector requires concrete, standardised and effective ways of measuring performances within the pillars of sustainability, by integrating economic performance indicators with indicators aimed at measuring and quantifying their impact on the environment and society as a whole, with multidimensional quantitative and qualitative data towards higher awareness of tourism sector stakeholders.

Be.CULTOUR aims at promoting sustainability strategies in tourism, and more specifically in the cultural tourism sector, inspired to the circular economy, making tourism stakeholders aware and able to adopt circular models, approaches and tools that strengthen the preservation of natural heritage and biodiversity, linked (for example) to agro-tourism, sport tourism, rural tourism and ecotourism, with particular attention to slow tourism across seasons, and in connection with respecting the authenticity and well-being of host communities. Sustainable and circular tourism can include, for example, more sustainable buildings and environment, creation of new long-term and "green" jobs, and, in relation to cultural heritage sites and resources, the renovation and reuse of under-used assets considering both the needs of tourists and locals, towards the improvement of the quality of life of the local population, reduction of

GHG emissions, and shift to energy-efficient sources, according to the European Green Deal objectives, the European Commission`s SME strategy and the updated European Industrial Strategy.

Be.CULTOUR promotes innovative and highly resilient tourism services and products, which move away from the consumption-oriented tourism model towards sustainable and human-centred tourism centred on human capital empowerment, regional economic resilience, places regeneration and circular economy. Improvements towards sustainable practices and investments will also have an impact on many different sectors beyond tourism, since its interdependency with other sectors (agriculture, retail, construction, education, culture, creative industries, transport, etc.) and has significant indirect effects throughout the entire economy, providing the industry with the rationale for linking Sustainable Development Goals (SDG) targets.

A "just" transition to a more sustainable development model has been evoked in many policy documents by the European Commission, related to the implementation of the European Green Deal[10]. This "just" transition implies a human-centred approach of the green and circular economy, which places the fundamental human rights of present and future generations as objectives of green/circular policies, ensuring the conditions for human flourishing "for all". This means to ensure that every person, in every setting, can have access to decent job, basic services, healthy environment, food, water and shelter, and opportunities for "soft" elements of a good life such as social relationships, cultural identity, self-empowerment.

In this sense, cultural tourism can be a great opportunity in deprived and remote areas to empower local communities and people and make them actors of positive change, reversing deprivation trends and re-building community relationships. Building on shared heritage and cultural identity, local communities can activate their capacity to become entrepreneurial and valorise, enhance and regenerate their cities and regions, adopting a collaborative innovation approach (Marasco and Errichiello, 2016; Marasco *et al.*, 2018). Examples can be found in the recovery of the Catacombs of San Gennaro in Naples, Italy, or in the experience of Sciacca Community Cooperative "Identity and Beauty" in Sicily. Sustainable and circular cultural tourism, as defined in Be.CULTOUR project, is centred on cultural heritage regeneration: especially minor, less-known and "hidden" heritage, tangible and intangible, and natural

[10] https://ec.europa.eu/regional_policy/en/information/publications/communications/2021/the-territorial-just-transition-plans

heritage, can become the leverage factors to re-start local economies and make remote areas attractive for new residents and visitors interested to discover authentic places, to learn about local history and common roots, enhancing the visitor experience as "temporary citizens", further becoming ambassadors for the development of these areas.

Circular cultural tourism aims as well to reduce the negative environmental impacts of tourism activities in many ways. Empowering remote areas can be a way to better balance tourist flows avoiding over-tourism issues and related environmental pressure in specific locations, such as shortage of freshwater, energy, local food, excessive wastes generation and GHG emissions - mainly due to transportation needs. Also, circular tourism as a new model of tourism development implies a transition towards a circular business model of all tourism-related activities, including non-core tourism sectors such as agricultural production and rural hospitality, and cultural and creative industries including digital services.

2.4 The Be.CULTOUR circular cultural tourism assessment framework

The Be.CULTOUR framework adopts the definition of circular cultural tourism as *"a sustainable and regenerative cultural tourism model that aims to foster sustainable and equitable regional development implementing a "human-centred" circular economy model through the enhancement of abandoned, underused and less-known cultural and natural resources, enhancement of human capital and human rights, reduction of tourism pressure on over-exploited territories, reduction of wastes and natural resources consumption (energy, water, soil, biodiversity), increase of clean energy and green transport means, recycling and reuse of materials and products, and enhancement of locally based food and craft productions – finally empowering local communities, enhancing ecosystems, enhancing local identity, wellbeing, health and cultural diversity, and enhancing local entrepreneurial innovation ecosystems through cultural tourism"* (Be.CULTOUR Glossary[11]).

The ambition of Be.CULTOUR project is to turn remote and less-known areas into new sustainable and circular cultural tourism destinations, stimulating sustainable regional development and long-term growth, while conserving the authenticity and integrity of cultural heritage and identity and regenerating bonds and relationships in local communities.

[11] Be.CULTOUR Glossary https://becultour.eu/glossary

As described in the Deliverable 3.1 on Project methodology[12], the project framework is based on three main concepts / "pillars": Circular economy in cultural tourism, Human-centred design & development, Cultural tourism as driver of Europeanisation.

These three concepts are here further explored as the base of the Be.CULTOUR evaluation framework to assess, through key indicators and data, the performance of destinations in relation to the goals of Be.CULTOUR proposed circular cultural tourism model, operationalising the theoretical framework.

According to the project framework, and based on previous studies on sustainable tourism management, each dimension is explored to identify key criteria and related first proposals of indicators that are able to explain the achievement of objectives / expected performances. Moreover, this framework and data collected will be used to identify and validate key variables of circularity in cultural tourism through advanced statistical methods, to be developed in the next steps of the research.

Scientific literature and the previous Horizon 2020 project CLIC represent the reference for the development of the multidimensional evaluation framework of Be.CULTOUR project, focusing on building a specific multi-criteria impact assessment framework based on the concept of "multidimensional productivity" of cultural heritage as a resource for sustainable development (Fusco Girard and Nijkamp, 1997; Hosagrahar *et al.*, 2016; Gravagnuolo *et al.*, 2017, 2021; Gravagnuolo and Fusco Girard, 2021). Adopting the Multi-Attribute Utility Theory (MAUT), which represents the foundation of the multicriteria evaluations (Farquhar, 1977; Fusco Girard and Nijkamp, 1997), the project identifies Objectives/Dimensions, Criteria and Indicators as elements of the evaluation framework. According to Milan Zeleny (Zeleny, 1982), "criteria express what is interpreted / chosen as relevant in a certain context". The evaluation problem can be thus structured by defining the Goals, Objectives, and Criteria, which are further specified into Attributes of the object evaluated, and thus Indicators able to "measure the fulfilment of criteria based on the observation of attributes" (Gravagnuolo *et al.*, 2017).

A key reference for the development of Be.CULTOUR circular cultural tourism framework is the European Tourism Indicator System (ETIS) developed in 2016 (European Commission, 2016). The ETIS framework is not only a set of indicators for the assessment of sustainability of tourism

[12] D3.1 Protocol/Methodology for human-centred innovation in sustainable cultural tourism (v.1), 2021, Published on Be.CULTOUR official website https://becultour.eu/sites/default/files/2022-02/D3.1%20%E2%80%93%20Protocol%20%20methodology%20for%20HC%20innovation%20in%20sustainable%20cultural%20tourism%20%28v1%29.pdf

destinations, but it also represents a sustainable management toolkit based on the engagement of diverse stakeholders in tourism destinations, promoting shared objectives linked to sustainable policies and management practices. The ETIS framework includes 4 main dimensions, 18 criteria and 43 core indicators as showed in Figure 1.

Section A: Destination management		
Criteria	**Indicator reference#**	**ETIS core indicators**
A.1 Sustainable tourism public policy	A.1.1	Percentage of tourism enterprises/establishments in the destination using a voluntary certification/labelling for environmental /quality/sustainability and/or Corporate Social Responsibility
A.2 Customer satisfaction	A.2.1	Percentage of tourists and same-day visitors that are satisfied with their overall experience in the destination
	A.2.2	Percentage of repeat/return visitors (within 5 years)

Section B: Economic value		
Criteria	**Indicator reference#**	**ETIS core indicators**
B.1 Tourism flow (volume and value) at destination	B.1.1	Number of tourist nights per month
	B.1.2	Number of same-day visitors per month
	B.1.3	Relative contribution of tourism to the destination's economy (% GDP)
	B.1.4	Daily spending per overnight tourist
	B.1.5	Daily spending per same-day visitors
B.2 Tourism enterprise(s) performance	B.2.1	Average length of stay of tourists (nights)
	B.2.2	Occupancy rate in commercial accommodation per month and average for the year
B.3 Quantity and quality of employment	B.3.1	Direct tourism employment as percentage of total employment in the destination
	B.3.2	Percentage of jobs in tourism that are seasonal
B.4 Tourism supply chain	B.4.1	Percentage of locally produced food, drinks, goods and services sourced by the destination's tourism enterprises

Section C: Social and cultural impact		
Criteria	**Indicator reference#**	**ETIS core indicators**
C.1 Community/social impact	C.1.1	Number of tourists/visitors per 100 residents
	C.1.2	Percentage of residents who are satisfied with tourism in the destination (per month/season)
	C.1.3	Number of beds available in commercial accommodation establishments per 100 residents
	C.1.4	Number of second homes per 100 homes
C.2 Health and safety	C.2.1	Percentage of tourists who register a complaint with the police
C.3 Gender equality	C.3.1	Percentage of men and women employed in the tourism sector
	C.3.2	Percentage of tourism enterprises where the general manager position is held by a woman
C.4 Inclusion/accessibility	C.4.1	Percentage of rooms in commercial accommodation establishments accessible for people with disabilities
	C.4.2	Percentage of commercial accommodation establishments participating in recognised accessibility information schemes
	C.4.3	Percentage of public transport that is accessible to people with disabilities and specific access requirements
	C.4.4	Percentage of tourist attractions that are accessible to people with disabilities and/or participating in recognised accessibility information schemes
C.5 Protecting and enhancing cultural heritage, local identity and assets	C.5.1	Percentage of residents that are satisfied with the impacts of tourism on the destination's identity
	C.5.2	Percentage of the destination's events that are focused on traditional/local culture and heritage

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Section D: Environmental impact		
Criteria	**Indicator reference#**	**ETIS core indicators**
D.1 Reducing transport impact	D.1.1	Percentage of tourists and same-day visitors using different modes of transport to arrive at the destination
	D.1.2	Percentage of tourists and same-day visitors using local/soft mobility/public transport services to get around the destination
	D.1.3	Average travel (km) by tourists and same-day visitors from home to the destination
	D.1.4	Average carbon footprint of tourists and same-day visitors travelling from home to the destination
D.2 Climate change	D.2.1	Percentage of tourism enterprises involved in climate change mitigation schemes — such as: CO_2 offset, low energy systems, etc.— and 'adaptation' responses and actions
	D.2.2	Percentage of tourism accommodation and attraction infrastructure located in 'vulnerable zones'
D.3 Solid waste management	D.3.1	Waste production per tourist night compared to general population waste production per person (kg)
	D.3.2	Percentage of tourism enterprises separating different types of waste
	D.3.3	Percentage of total waste recycled per tourist compared to total waste recycled per resident per year
D.4 Sewage treatment	D.4.1	Percentage of sewage from the destination treated to at least secondary level prior to discharge
D.5 Water management	D.5.1	Water consumption per tourist night compared to general population water consumption per resident night
	D.5.2	Percentage of tourism enterprises taking actions to reduce water consumption
	D.5.3	Percentage of tourism enterprises using recycled water
D.6 Energy usage	D.6.1	Energy consumption per tourist night compared to general population energy consumption per resident night
	D.6.2	Percentage of tourism enterprises that take actions to reduce energy consumption
	D.6.3	Percentage of annual amount of energy consumed from renewable sources (Mwh) compared to overall energy consumption at destination level per year
D.7 Landscape and biodiversity protection	D.7.1	Percentage of local enterprises in the tourism sector actively supporting protection, conservation and management of local biodiversity and landscapes

Figure 1 – ETIS sustainable tourism management dimensions, criteria and indicators

The ETIS framework has been adopted in diverse tourism sites at European level to enhance the sustainability of tourism destination management. It represents a clear and transferable reference taken into account for the development of the project innovative framework of circular cultural tourism.

The Be.CULTOUR approach, however, aims to go "beyond" tourism, and particularly also "beyond" the traditional cultural tourism experience, innovating the way in which the tourism experience is understood from the point of view of residents, visitors and stakeholders in the local heritage sites, and offering an innovative perspective of resilience and circularity able to address more specifically the new challenges and global trends emerged with the pandemic, further strengthened in the current unstable geo-political scenario, especially in Europe.

Thus, the Be.CULTOUR framework identifies specific objectives/dimensions related to sustainability and circularity in cultural tourism, expressing a new way of thinking about travel

and cultural experience: environmental regeneration, human-centred approach, and significance/authenticity of cultural experience.

For each objective/dimension, related criteria and indicators are identified and initially tested through the data collection conducted in the first part of the research. Figure 2 shows the main elements of the Be.CULTOUR circular cultural tourism evaluation framework.

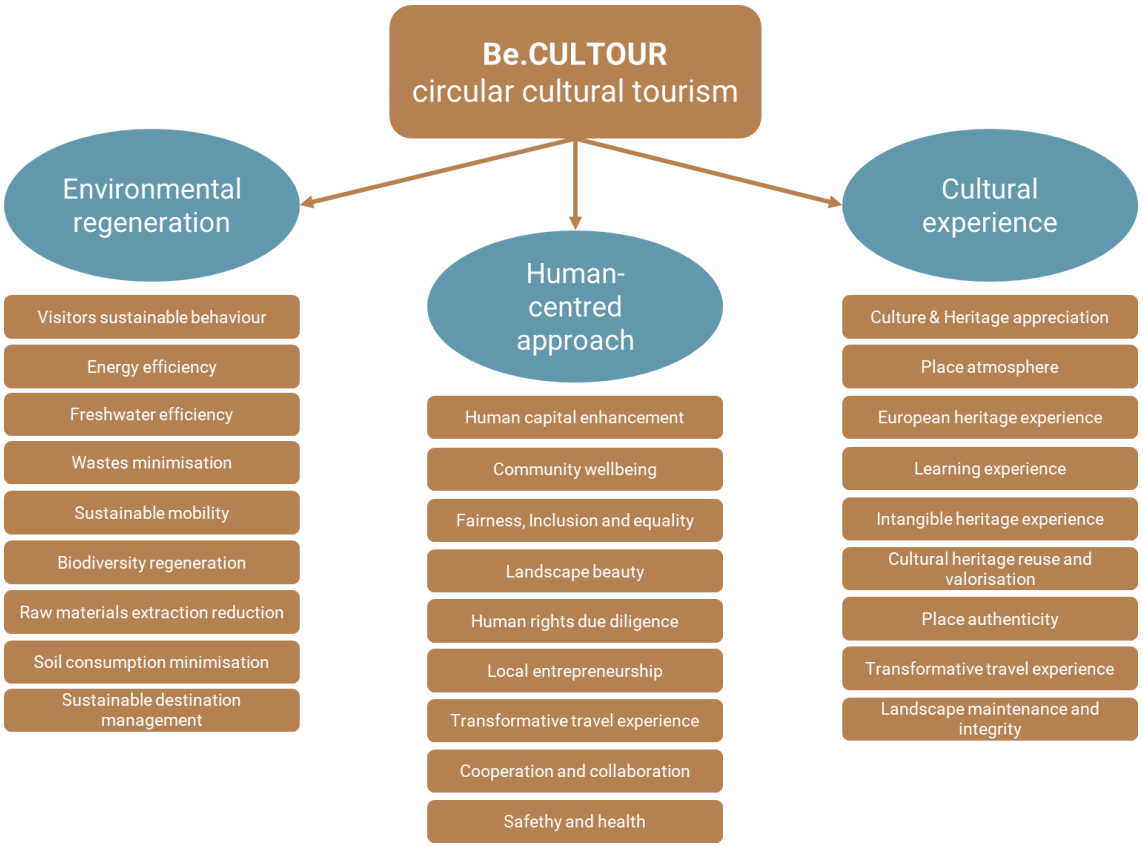

Figure 2 – Be.CULTOUR circular cultural tourism evaluation framework first definition

The initial framework will be tested and validated through structured interaction with project pilot and mirror regions, as well as data collection and analysis, to develop the consolidated Be.CULTOUR circular cultural tourism assessment framework based on key performance criteria and indicators, usable at local and regional level by stakeholders and decision-makers, as well as accessible to residents and visitors.

Also, it is worth to highlight here that performance indicators should be read in a dynamic way within the context and time in which there are applied, as diverse sites/destinations can have

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very different levels of readiness to innovation, environmental performance, human capital, infrastructure, inclusiveness and attractiveness, and can show a higher or lower performance based on comparison with the "initial" state. Thus, to compare performances on a fair base, "status" indicators are needed able to describe the baseline of territorial context and socio-economic conditions, tourism sector development, innovation ecosystem development, environmental sustainability of the site/destination, barriers and challenges.

Moreover, the "potential" for the development of new circular cultural tourism experiences / solutions in a site / destination can be explored through an assessment of preferences and desires of current and potential visitors of the site. This exploration of the potential of the site to become a "circular cultural tourism" destination is linked with Be.CULTOUR innovation areas, which define new emerging and innovative ways in which thinking and acting about cultural tourism, shifting the view from "tourism" to "temporary residency", towards authentic and transformative cultural experiences.

The above mentioned circular cultural tourism objectives/dimensions, criteria and indicators were explored through an extensive data collection in the first year of project activity, which included statistical data sources, as well as direct perceptions of visitors collected through a structured exploratory survey conducted in all pilot heritage sites.

This document reports the results of the data collection and analysis, and concludes with analysing the main lessons learned and the key aspects to be taken into account for the further development and specification of the Be.CULTOUR circular cultural tourism assessment framework in the next phases of the project.

2.5 Data collection

Next Sections are focused on the analysis of market potential, human capital and social impact of sustainable and circular cultural tourism. It provides a structured baseline of sustainable cultural tourism in pilot areas, collecting quantitative and qualitative data using existing statistical sources and ad-hoc surveys in pilot regions, focusing on the level of development of sustainable cultural tourism ecosystems, promotion of gender equality and social inclusion with a focus on minority cultures and marginalised social groups, feeling of European identity of residents and visitors, knowledge and recognition of local cultural heritage, sustainable behaviour of tourists and residents, creativity and innovativeness of the region, supply of

cultural tourism services, infrastructures such as mobility, energy, water, waste management, materials extraction and production, digital infrastructure.

This baseline, built over the first year of activity of the project, is informing the exploration and ideation phases of co-creation processes through the Heritage innovation networks established in pilot heritage sites, providing the necessary understanding of the current state-of-the-art of sustainable cultural tourism to stakeholders and policy-makers.

Territorial and statistical data were collected by project partners in pilot heritage sites, following the templates provided by CNR IRISS. Detailed data on visitors and appreciation of the sites in the pilot areas was not available, as tourism official statistics do not provide detail at sub-regional, municipal or even lower territorial level. Thus, new data was generated by project partners, in particular through the survey administered to visitors and residents of the pilot heritage sites. Pilot and Mentor partners both contributed to the data collection during the first phase of the project activity, building a rich baseline of information which is considered an extremely useful knowledge base for the further steps of the action, such as the Action Plans development and the innovative solutions development. This report is released in March 2022, however the data and analysis steps were shared between project partners during their elaboration, adopting a open research approach. Indeed, this baseline will help to build innovation scenarios, identifying the specific impacts of alternative cultural tourism solutions in the pilot sites.

3. Data types and levels of analysis[13]

One of the scopes of the Be.CULTOUR project is to assess the impacts and market potential of sustainable and circular cultural tourism at national, regional and local level through multidimensional quantitative and qualitative indicators, innovative statistical methods and advanced smart data management systems. For the analysis of market potential of circular cultural tourism of the pilot sites, an extensive territorial and statistical data collection was conducted. The data collected within WP1 Deliverable D1.1 – Study on market potential, human capital and social impact of cultural tourism, inherent to the six pilot heritage sites (VENOSA and MELFI in ITALY; LARNACA in CYPRUS; FORSVIK, RYDAL AND SEGLORA in SWEDEN; CULTURAL PARK OF RÍO MARTÍN in SPAIN; BAČ, IRIG, SREMSKI KARLOVCI in SERBIA; CULTURAL ROUTE STEFAN CEL MARE in MOLDOVA -NORTH-EAST ROMANIA) was related to the following aspects:

- Geographical analysis: context, demography and accessibility;
- Socio-economic analysis: context, income levels, migrants, population density;
- Environmental and Circularity Mapping;
- Sustainable cultural and tourism: cultural and natural resources/services selection and analysis;
- Survey on market potential for circular cultural tourism in Pilot-cases, addressed to visitors;
- Survey to residents and stakeholders.

The data collected refer to the levels:

- MACRO (Regional or National scale): defines the administrative region boundary – in case of Moldova and Cyprus, the unit of analysis at Macro level is the country;
- MESO (Buffer zone /Municipalities): "buffer zone" of the pilot heritage site, that includes the municipalities that intersect the Pilot Heritage Site;
- MICRO (Pilot Heritage Site): this represents the specific heritage site / route target of the research (e.g. a park, a route path, a city, etc.). Each data collected includes a reference to the respective source.

The datasets also were produced by revisiting previous studies, reviewing national and regional

[13] The data collection was structured with the collaboration of Dr. Alessandra Marasco, Senior Researcher at CNR IRISS

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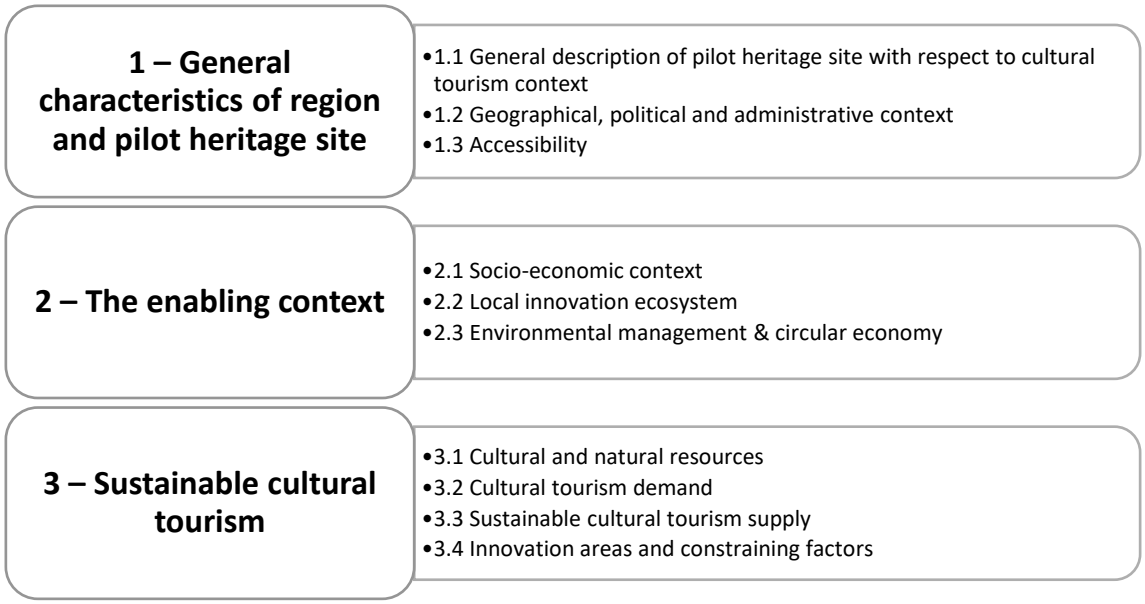
secondary data. Be.CULTOUR additionally used and analysed secondary data sourced from public archives such as Eurostat and similar national and regional archives.

3.1 Quantitative Data

CNR IRISS developed a specific form in order to collect relevant on current geographical, socio-economic, touristic, environmental and cultural context for to provide at the project with a structured set of data and information useful to launch the Action Plans co-creation participatory process. This analysis has provided an overview of the 'current state' of pilot sites region/area with respect to the potential of circularity in cultural tourism development. However, the ambition of this project is to change the status quo towards the enhancement of circular cultural tourism supply and demand. Therefore, this analysis represents also the baseline data necessary for to assess trends and levels of change at the end of the project.

The Data Collection form has three specific and thematic sections organised as follows:



Graphic 1– Sections on Data collection form

In brief, project partners have collected, and managed data sets related to the following domains (according to the Classification of Statistical Activities (CSA)): Population and migration, Labour, Income and consumption, Culture, Political and other community activities, Macroeconomic

statistics, Economic accounts, Business statistics, Sectoral statistics, Energy, Transport, Tourism, Science, technology and innovation, Environment, Regional and small area statistics, Multi-domain statistics and indicators, Gender and special population groups, Sustainable development, Entrepreneurship, Population and housing censuses; registers of population, dwellings and buildings; Business and agricultural censuses and registers.

Collected data were represent by qualitative (binary and nominal) and quantitative (both discrete and continuous) data. Among the main format, were consider text, spreadsheets and maps.

3.2 Qualitative Data

Qualitative data were collected about cultural heritage in the pilot heritage sites, as well as socio-economic, policy and governance aspects also in coordination with the D3.4 – Report on Challenge-driven innovation in Be.CULTOUR regions[14]. For the purposes of the this project deliverable, a survey was conducted to assess the pilot sites from a qualitative perspective.

The objective of the survey was to explore the potential of developing sustainable cultural tourism in the pilot sites (see Section 5 of this document).

A sample of visitors and residents was recruited for each pilot site with the aim to take part in questionnaires and interviews to assess, between other aspects, the level of satisfaction of tourism services, sustainable behaviours, cultural heritage appreciation and feeling of European identity.

Tourists were recruited through the following procedures:

1. online questionnaires links (using Survey Monkey tool) shared on project partners social media channels and accessed on a voluntary base;
2. QR codes related to online questionnaires printed, exposed in Pilot Heritage Sites and accessed on a voluntary base.

Technical measures were employed to ensure anonymization of data at the source. The survey focused on visitor-cantered experience, environmental and social sustainability and European culture and values. The survey was administered to adult visitors (+18 years old) that visited the pilot sites from August to October 2021.

[14] D3.4 – Report on Challenge-driven innovation in Be.CULTOUR regions https://www.becultour.eu/results

More detail on the qualitative data collection through the exploratory survey in pilot heritage sites is provided in Section 5 of this document.

4. Quantitative data collection overview

In order to allow for an integrated analysis of the data collected, the CNR IRISS prepared an excel-based database capable of normalising the qualitative/descriptive data in the form and, once completed in all its parts, providing an overview of the data collected. The database followed the structure of the form prepared by CNR IRISS in order to collect relevant data for the Deliverable 'D1.1 - Analysis of market potential of sustainable and circular cultural tourism' in Pilot Heritage Sites - providing, therefore, the three sections "General characteristics of region and pilot heritage site; The enabling context; Sustainable cultural tourism; and indicating for each available data the level of afference (MACRO (Regional/Country Level), MESO (Buffer zone /Municipalities) or MICRO (Pilot Heritage Site)). Through the data base it was possible to detect the 'current state' of each pilot site. The integral data set relative to each pilot heritage site will be available on the open-source platform.

In order to contextualise the data reported below, a summary descriptive overview of each pilot heritage site - on current geographical, socio-economic, touristic, environmental and cultural context - is proposed.

4.1 VULTURE - ALTO BRADANO AREA, BASILICATA, ITALY

General characteristics of regional and pilot heritage site levels

Be.CULTOUR will promote the Vulture - Alto Bradano area, a part of the Basilicata region that is very precious for its several cultural sites and its archaeological and architectural heritage (especially the traces of the Roman era and the period of Emperor Frederick II of Svevia) and famous for its naturalistic and gastronomic resources (Mount Vulture, Monticchio Lakes, Aglianico wine, etc.). The area is crossed by the Via Appia Antica Romana 'Regina Viarum'. The area is particularly suited to the development of a circular cultural tourism offer and embraces its location at the crossroads of natural, historical and artistic itineraries.

Figure 3 - The interregional roads "The Roman Ancient Appian Road "Regina Viarum" (blue) and "The Bradanica Cultural Road" (red): cross point in Vulture – Basilicata

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The (MACRO (Regional/Country Level), MESO (Buffer zone /Municipalities) and MICRO (Pilot Heritage Site) areas, project fields of intervention, are structured as follows:

	PILOT SITES & COUNTRY	*Vulture – Alto Bradano area, ITALY*
MACRO LEVEL	**Name of the administrative Region**	Basilicata Region
	Name of regional capital city	Potenza
	Total territorial surface (km²)	10.000
MESO/MICRO LEVELS	**Name**	Vulture – Alto Bradano Area
	N. of municipalities	22
	Total territorial surface (km²)	2.000
	Heritage type	Historic cities; Rural areas

The Pilot Heritage site area identified coincides with the Buffer zone/Municipalities area.

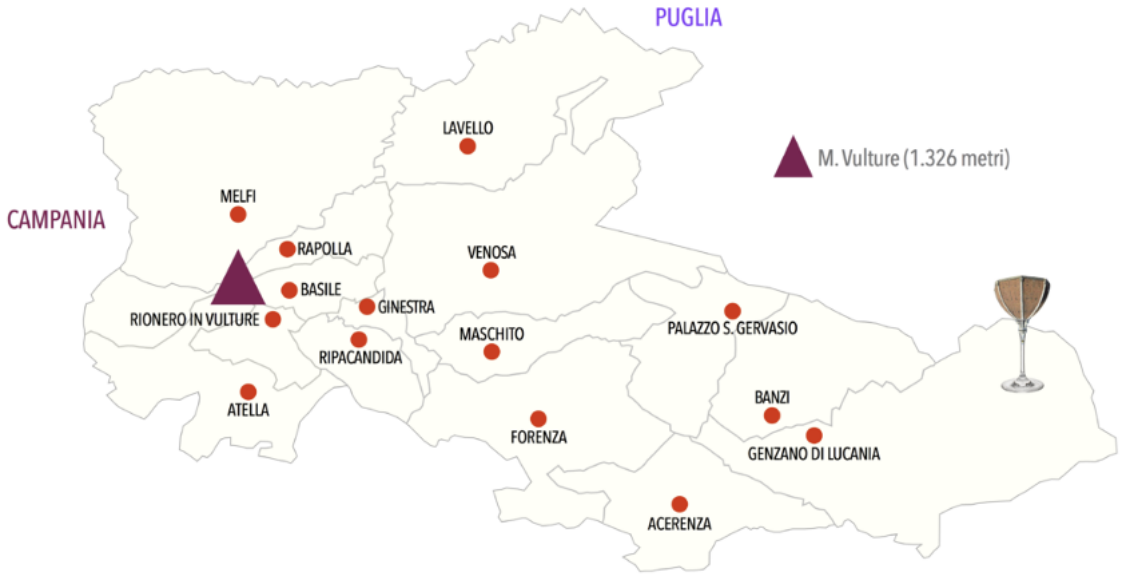

Figure 4 - Vulture – Alto Bradano: administrative boundaries & geographical boundaries

In terms of accessibility, the following transport facilities in the Buffer zone/Municipalities area are noted: Bus (Several transport companies operate trips to and from Basilicata from northern Italy and several foreign countries), Train and FAL (Appulo Lucanian railways) connect Potenza and Matera with Bari, Foggia, Naples and Salerno every day, reaching the final destination with an integrated train and bus system, 3 Ports - Porto Turistico di Maratea, Porto Turistico di

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Marina di Policoro and Porto Turistico degli Argonauti, 3 Airports Bari Palese, ideal for the Ionian coast area and the province of Matera, Napoli Capodichino, preferred for the Maratea coast and the province of Potenza, and Lamezia Terme, to reach the Pollino National Park. The distance of Pilot Heritage Site from the regional capital city is from 50 to 100 Km, while the distance of Pilot Heritage Site from nearest local and international airports of Napoli or Bari is 150Km.

The enabling context

This section contains basic data on the socio-economic context, such as number of residents, income levels, population density and others. All the data refer to year 2020 (if available) and, depending on the themes, to Regional, Buffer zone/Municipalities and Pilot Heritage Site levels.

At Regional level the demographic variables are composed as follows:

Name of Region / Country	N. of inhabitants	Population density (inhabitants per sq. Km)	Population Growth Index	Average income per person	% Male	% Female	% Youths (<30 years)	% Elderlies (>65 years)	% of total national population
BASILICATA	545,130	55	-10,0 per thousand inhabitant	25,68€	49.0	51.0	29.0	24.0	0.9

Follows the Buffer zone/Municipalities level:

Name of area	N. of Municipalities	Total n. of inhabitants	Population density (inhabitants per sq. Km)	Average income per person	Average % Male	Average % Female	Average % Youths (<30 years)	Average % Elderlies (>65 years)	Average % of total national population
MOUNT VULTURE AND THE CITY OF VENOSA	22	97604	/	/	49.3	50.7	/	/	/

The Population Growth Index at Buffer zone/Municipalities level is -9.7 per thousand inhabitants.

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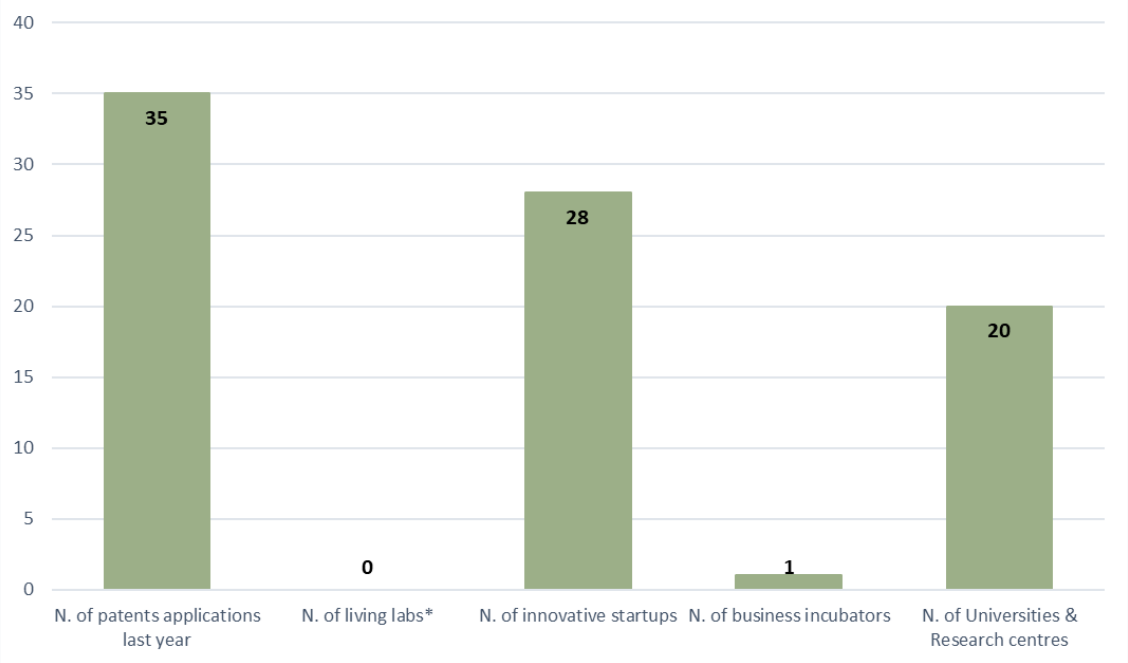
Basilicata region has a Gross Domestic Product of 12,902 and a GDP per capita of 23,051 (EUR million and/or percentage values). The average income per household (€) is 26,300 (2018). The Employment rate standing at 52.9%. 53,000 is the total number of active firms. With regard to the specific sectors Tourism, Cultural Sector and Agriculture the values have been identified are refer to the percentage values of active firms by sectors:

	TOURISM	CULTURAL SECTOR	AGRICULTURE
Contribution to GDP by sector (%)	3-4	3-4	5-6
% value of active firms by sector	6.7	4	33.7

In relation to Human capital and fairness it is possible to detect on the Regional Level a share of labour force with at least secondary education is amounting to 57%; the female labour participation in all sectors is amounting to 37.5% while the percentage of female labour participation in the tourism sector is 62.5%. Within section "2 - The enabling context" of the data collection form, point "2.2 Local innovation ecosystem" asks partners to define their Regional Level of innovation referring to the year 2020 with indications on N. of patents applications; N. of living labs (with their localization and whether they are included in the official European ENoLL network or they are unofficial); N. of innovative start-ups; N. of business incubators and N. of Universities & Research centers.



Graphic 2 - Basilicata: Local Innovation Ecosystem

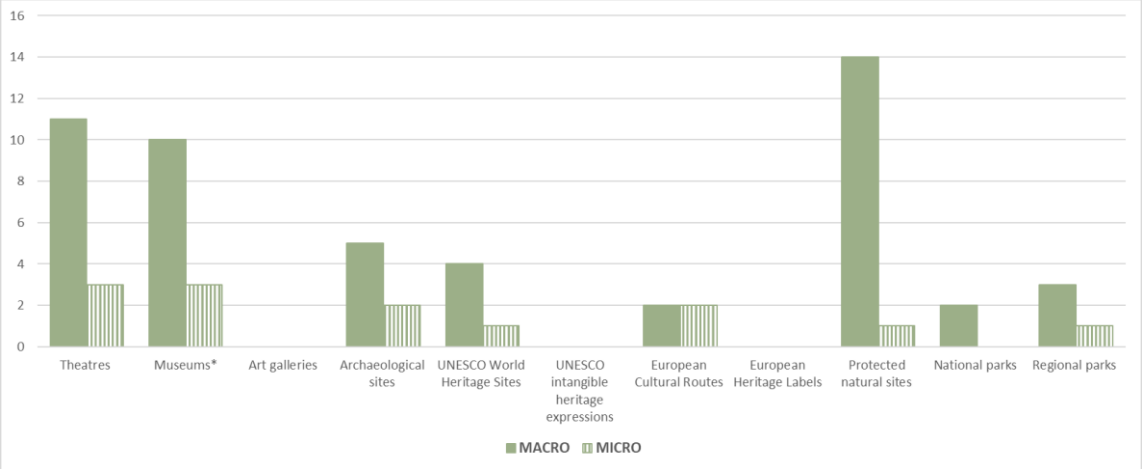
A section of the "enabling context" is dedicated to environmental management & circular economy. In this section basic data on environmental context and management in Regional and Pilot Heritage Site levels are given.

On the Greenhouse gas emissions and pollution, the Co2 Emissions - kilo tons per year is 8,11 tons (not only Co2, also GHGs), and the Average level in ug/m experienced by the population of PM2.5 Air pollution ranges from 6 to 11 ug/m. The Sq. km² the terrestrial and marine areas under protection as a share of country's total territorial area are 1.980km².

On the issue of natural resources consumption, at MACRO level, the Energy consumption is equal to 2210 kilowatt hours and the renewable energy share is 90%. The Soil consumption per year is amounting to 3.2% (2019) and the wastes generated per capita is 354 tons (2019). The recycling rates of wastes is 49.4 % (2019). With regard to the sustainable mobility, in the Regional Level are the services of bike sharing and shuttles and micro transit. No statistics available on LOCAL ENVIRONMENTAL ISSUES topic refer to Pilot Heritage Site area, but it is possible to perceive an Increase of energy consumption in tourism high season; Increase of pollution and traffic congestion in tourism high season; Increase of wastes production in tourism high season. The pilot heritage site is too small and tourism has very little impact on the data requested, so it is impossible to provide any information and/or make any assumptions in this respect.

Sustainable cultural tourism

This section provides basic data on core tourism resources and tourism sector at Regional Level as well as in the pilot heritage site. The Vulture - Alto Bradano area, the pilot heritage site of the Basilicata, also account for about 25.5% of the total number of natural and cultural assets in its Regional Level.

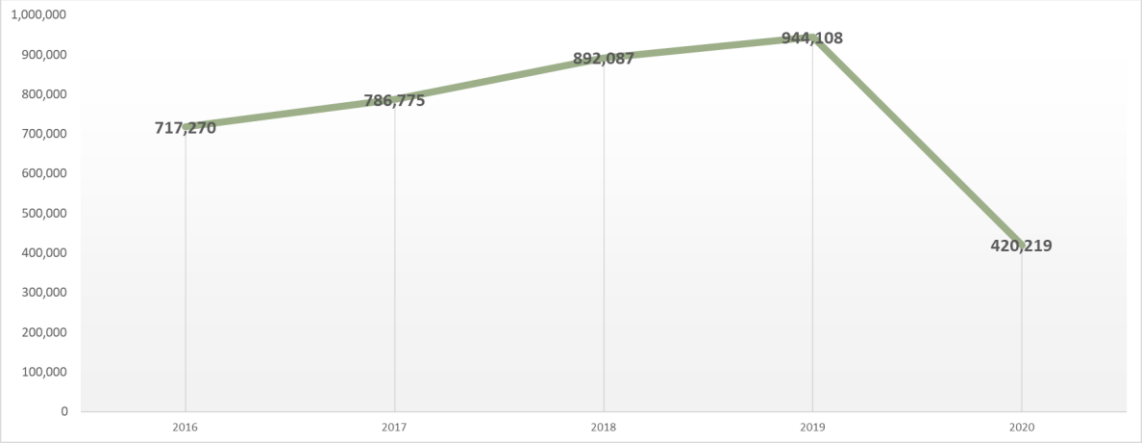


Graphic 3 - Basilicata: cultural and natural assets. MACRO (Regional)/MICRO (Pilot Heritage Site)

*The Graphic refers only to public museums. Data on the number of private museums is not available.

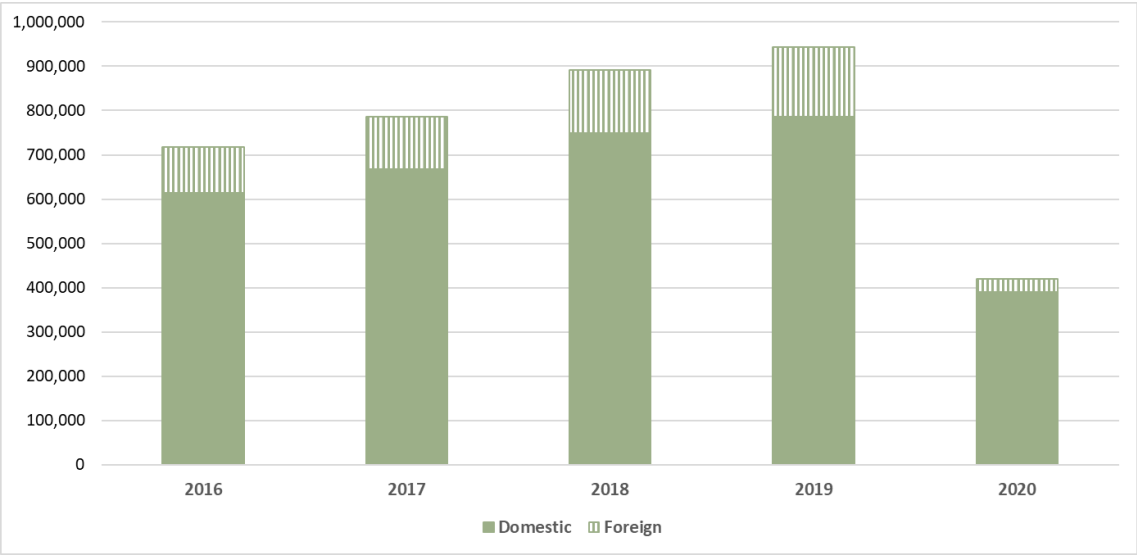
The cultural tourism demand was calculated on the basis of the following indicators: Number of total visitors per year/month for all public cultural sites of the region 2016-2020; Number of arrivals (2016-2020) of domestic and foreign tourists; Top 5 foreign countries of tourist arrivals, Number of overnight stays (2016-2020) by domestic and foreign tourists (2016-2020) and Average length of stay of tourists (n. of nights); Number of overnight stays total per month (2016-2020).

The Covid impact caused in Vulture area - 45% arrivals and - 47% overnight stays. The percentage of beds and accommodations has decreased of -2.09% in Pilot Heritage Site Level. A lesson from the very short 2020 tourism season: inland and green areas have attracted more travelers than in the past. A summary overview of the status quo of the cultural tourism demand in the Regional Level is therefore proposed.

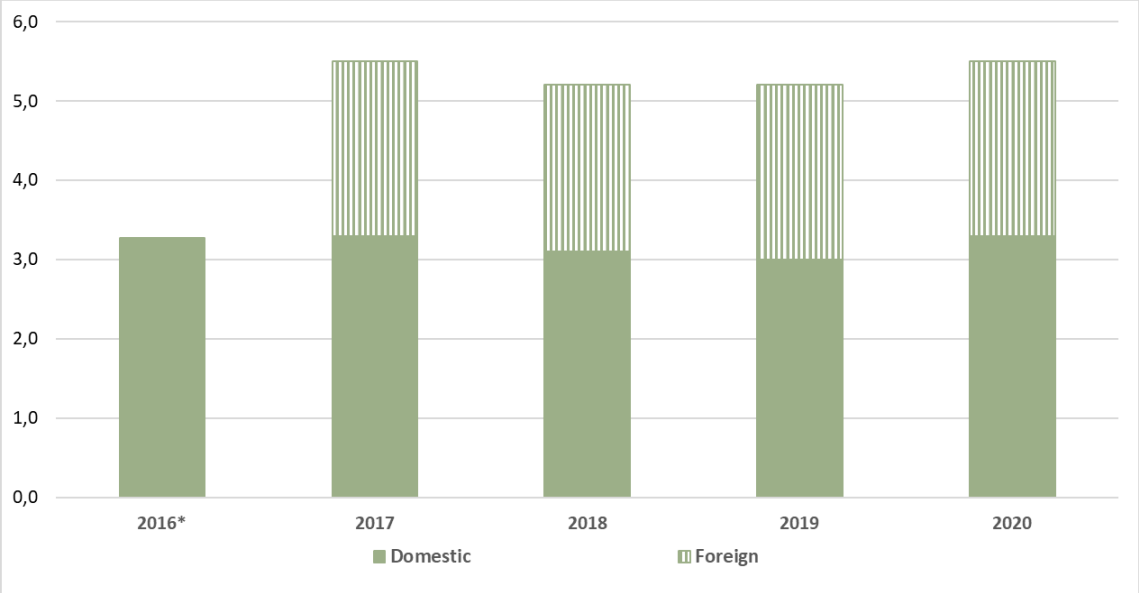


Graphic 4 - Number of total visitors per year for all public cultural sites of the region 2016-2020

With reference to the year 2019, it should be noted that about 1/3 (377,561) of the total visitors to all public sites in the Region were registered at the major public Museums, Monuments and Archaeological Areas. The Total Revenues from entrance fees (2019) was 268,357,75 Euro (net income) (Source: Ministry of Culture, General Directorate Budget - Service I - Statistical Office).



Graphic 5 - Number of arrivals (2016-2020) of domestic and foreign tourists



Graphic 6 - Average length of stay of domestic and foreign tourists (2016-2020)

*Monthly data not available in 2016

Now, provides an overview of the tourism core services supply. Spreading the legacy of Matera European Capital of Culture 2019. Matera's bid succeeded in transforming concrete territorial challenges into cultural, economic and touristic opportunities: following the ECoC nomination, the growth rate of tourist accommodations increased of 47.23% but the focus was set on "green", slow and distributed forms of hospitality, which had an eye for social inclusion, as well as sustainability. These topics have a strong connection with the promotion of circular economy models of development. In terms of **accommodation facilities,** the Pilot Heritage Site area are equipped with:

	N. of structures	*N. of bed places available*
Hotel	29	1,631
B&B	35	201
House/apartment rental	21	184
Room rental in house	--	--
Agri-tourism	9	143
Camping (camp sites)	0	0
Sharing (e.g. couchsurfing)	1	15
Total n. of *accommodation facilities*	95	2,174

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The Vulture – Alto Bradano Area has different innovative tourism app/guide of the destination. One example is "The Archaeological Park of Venosa INVENTUM", a 3D augmented reality application that allows to get to know the characters and historical character of the place.
On the Barrier-free access to cultural & natural sites and Sustainable tourism supply, the share of tourist attractions that are accessible to people with special needs and/or participating in recognized accessibility information schemes (%) is more than 50%. The percentage of locally produced food, drinks, goods and services sourced by tourism enterprises is less than 30%.

Basilicata is equipped with destination management organization (DMO) named APT - Basilicata. Last relevant topic are the constraining factors and barriers that prevent the pilot heritage site to become attractive for cultural tourism and to develop a circular cultural tourism strategy. The pilot heritage site suffer from the Depopulation.

4.2 CULTURAL PARK OF RÍO MARTÍN, ARAGON-TERUEL, SPAIN

General characteristics of Regional and Pilot Heritage Site Levels

In Aragon the circular economy-based solutions of Be.CULTOUR will be applied to the "Cultural Park of Río Martín (Martin river)". The pilot heritage site combine natural attractions with some excellent examples of cultural heritage.

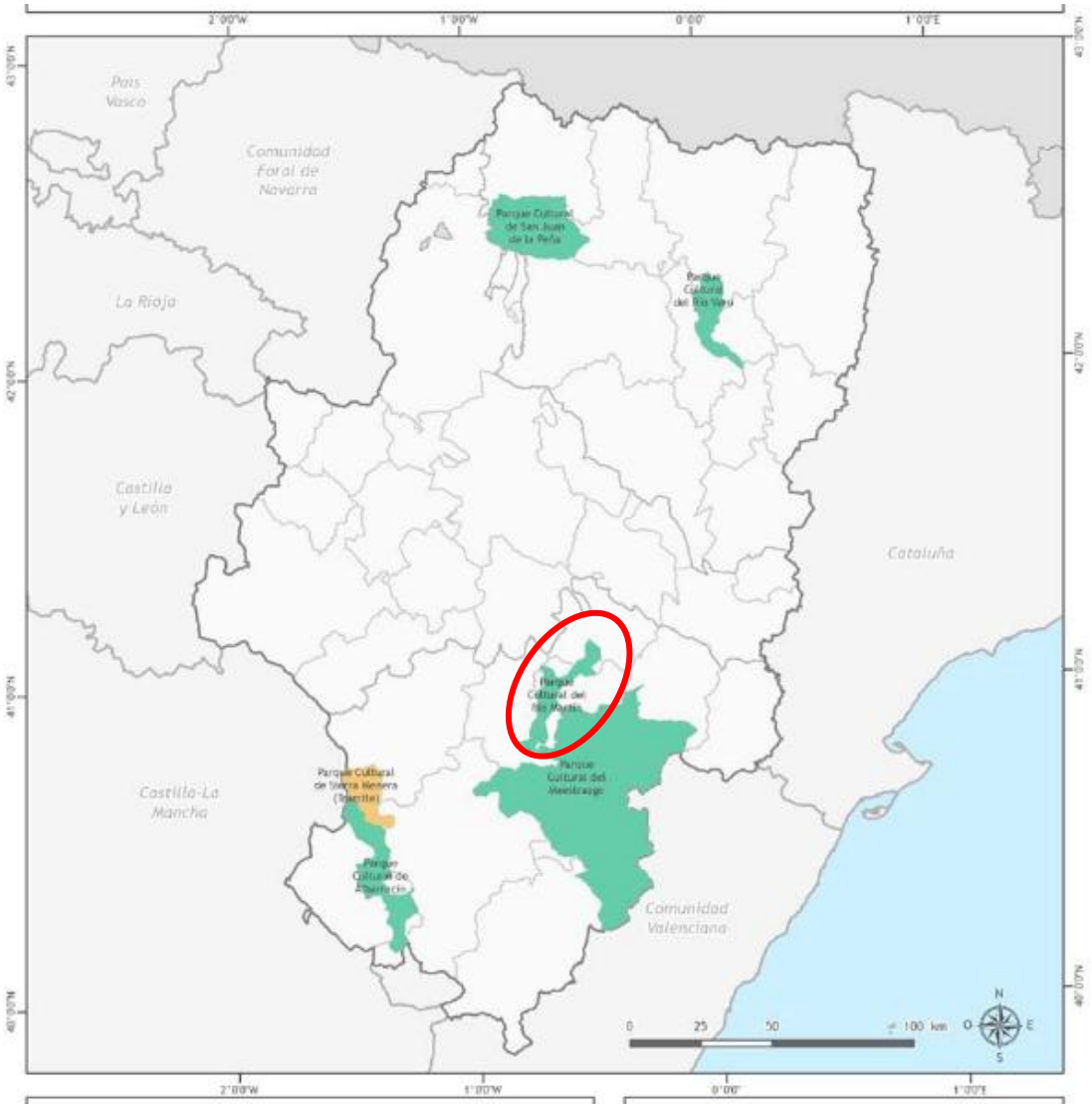

Figure 5 - The Cultural Parks of Aragon. Evidence of Cultural Park of Río Martín (Martin River)

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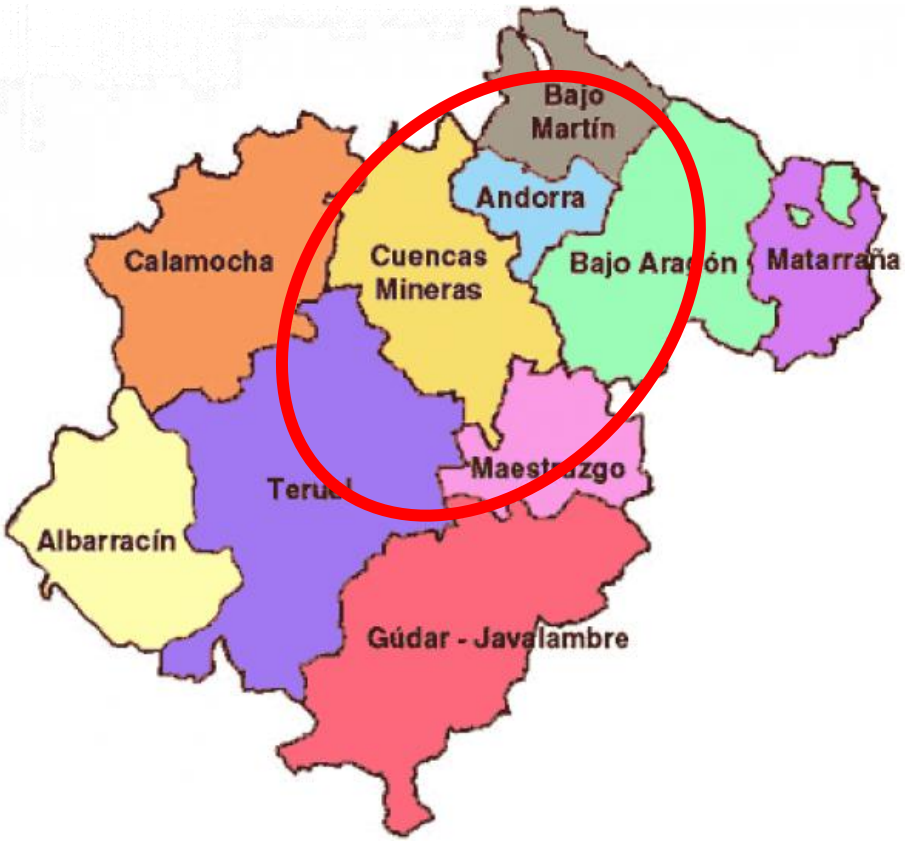

Figure 6 - The Buffer zone/Municipalities Level: County of Bajo Martín, County of Andorra-Sierra de Arcos and County of Cuencas Mineras

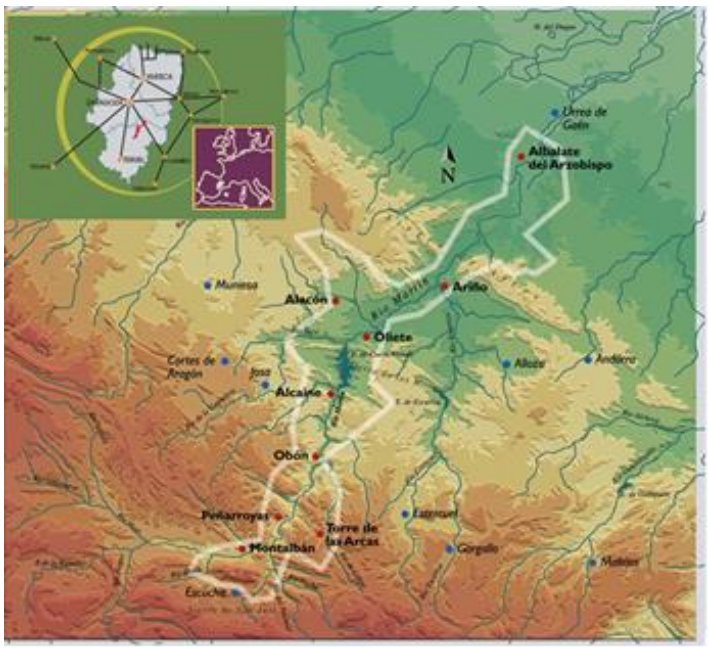

Figure 7 - The Cultural Park of Río Martín: geographical overview

The (MACRO (Regional/Country Level), MESO (Buffer zone /Municipalities) and MICRO (Pilot Heritage Site) areas, project fields of intervention, are structured as follows:

	PILOT SITES & COUNTRY	CULTURAL PARK OF RÍO MARTÍN, SPAIN
MACRO LEVEL	**Name of the administrative Region**	General Government of Aragon
	Name of regional capital city	Saragossa
	Total territorial surface (km²)	47.720
MESO LEVEL	**Name**	County of Bajo Martín, County of Andorra-Sierra de Arcos and County of Cuencas Mineras
	N. of municipalities	48
	Total territorial surface (km²)	2.878.3
MICRO LEVEL	**Name**	Cultural Park of Río Martín
	N. of municipalities	8
	Total territorial surface (km²)	252.88
	Heritage type	Natural Park; Mountain villages

In terms of accessibility, the following transport facilities in the Buffer zone/Municipalities Level are noted: one Bus station and 3 Camp sites. The same situation applies to the MICRO area.

The distance of Pilot Heritage Site from the regional capital city is 100 Km, while the distance of Pilot Heritage Site from nearest local and international airport is 100Km.

The enabling context

This section contains basic data on the socio-economic context, such as number of residents, income levels, population density and others. All the data refer to year 2020 (if available) and, depending on the themes, to to Regional, Buffer zone/Municipalities and Pilot Heritage Site levels.

At Regional level the demographic variables are composed as follows:

Name of Region / Country	N. of inhabitants	Population density (inhabitants per sq. Km)	Population Growth Index	Average income per person	% Male	% Female	% Youths (<30 years)	% Elderlies (>65 years)	% of total national population
ARAGON	1,329,391	27.86	11,7	28,727 €	49.0	51.0	34.1	21.7	2.8

Follows the Buffer zone/Municipalities Level:

Name of area	N. of Municipalities	Total n. of inhabitants	Average population density (inhabitants per sq. Km)	Average income per person	Average % Male	Average % Female	Average % Youths (<30 years)	Average % Elderlies (>65 years)	Average % of total national population
COUNTY OF BAJO MARTÍN, COUNTY OF ANDORRA-SIERRA DE ARCOS AND COUNTY OF CUENCAS MINERAS	48	24,003	6.7	13,752	55.3	44.7	18.2	34.6	90.5

The Population Growth Index at Buffer zone/Municipalities level (2010=100) is -1.5% for Andorra-Sierra de Arcos, -1.2% for Bajo Martín and Cuencas Mineras.

Aragon has a Gross Domestic Product of 38,043,571 thousand of euros (2019) and a GDP per capita of 28,727 € (2019). The average income per household (€) is 29,672 (2019). The Employment rate standing at 53.2% in 2019 and 51.3% in 2020. 128,668 (2019) is the total number of active firms including 52,269 with at last one employee. The average number of employees in active firms is 11. With regard to the specific sectors Tourism, Cultural Sector and Agriculture the following values could be determined:

	TOURISM	CULTURAL SECTOR	AGRICULTURE
Contribution to GDP by sector (%)	8 (2019)	3.2	5.3 (2019)
Employment rate by sector (%)	9.53 (2019)	2.6 (2019)	5.6 (2020)
Total number of active firms by sector (n)	7,39415	3,107 (2019)	17,611 (2019)

[15] Only data updated to the year 2021 appears in the database of the Government of Aragon. It includes as tourist establishments: Hostels and refuge, Campsites, Hotel accommodation, Tourist flats, Coffee shops and restaurants, Rural houses an travel agencies.

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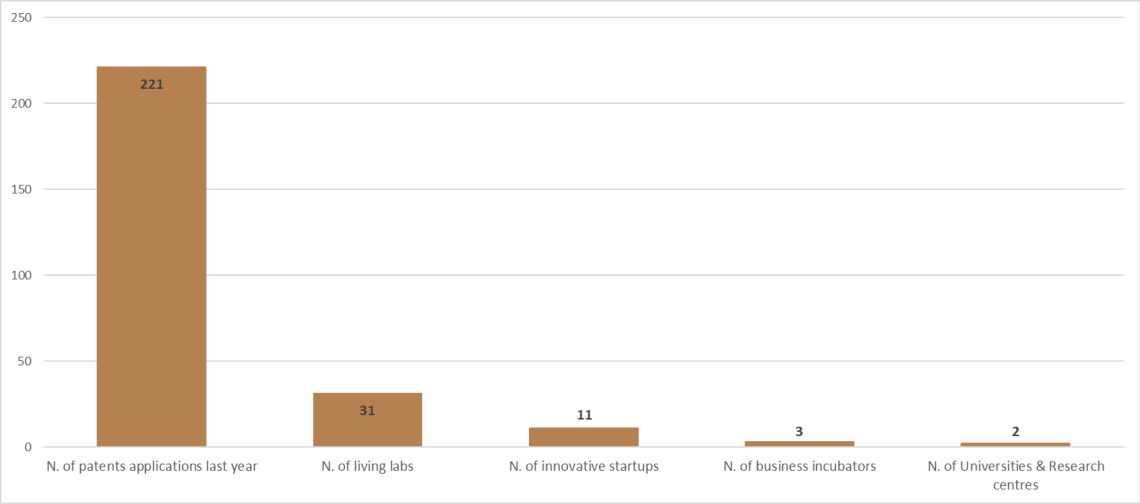
Average number of employees by sector (n)	71,55316	15,200 (2019)	34,375 (2019); 31,975 (2020)

In relation to Human capital and fairness it is possible to detect on the Regionl Level a share of labour force with at least secondary education is amounting to 71%; the female labour participation in all sectors is amounting to 45.8% while the percentage of female labour participation in the tourism sector is 56% (2019, service sector).

Within section "2 - The enabling context" of the data collection form, point "2.2 Local innovation ecosystem" asks partners to define their Regional Level of innovation referring to the year 2020 with indications on N. of patents applications; N. of living labs (with their localization and whether they are included in the official European ENoLL network or they are unofficial); N. of innovative start-ups; N. of business incubators and N. of Universities & Research centres.



Graphic 7 - General Government of Aragon: Local innovation ecosystem

In Aragon, there are two universities: one public and one private. The public university has three campuses and five affiliated centers. In addition, some centers provide university-level education by educational systems in force in other countries. There are also three campusese of the Open National University in Aragon, one in Teruel capital city and is starting other in Alcañiz, very close to the Cultural Parck.

[16] Total number of employees in the Tourism sector in 2019 (hotels, campsites, apartments, rural tourism and hostels).

A section of the "enabling context" is dedicated to environmental management & circular economy. In this section basic data on environmental context and management in Regional and Pilot Heritage Site Levels are given.

On the Greenhouse gas emissions and pollution, the Co2 Emissions - kilo tonnes per year are 8 14,844 ktCO2eq (2019), the Co2 Emissions Rate - kilo tonnes per capita is amounting to 11,209 (2019) and the Average level in ug/m experienced by the population of PM2.5 Air pollution is 8'2ug/M.

On the Natural areas field, the vegetation coverage share is 3.51% (Protected areas in relation to the Macro territorial area) and the share of the terrestrial and marine areas under protection as a of country's total territorial area is 0.33% (2018). On the issue of natural resources consumption, at Regional level, the Water consumption per capita per year is 129l (latest available data for 2018; data published in 2020) and the Energy consumption is equal to 5,057 ktep of primary energy (2019) and 3,913,629 tep de Gross Final Consumption Aragon (2019). The renewable energy share is amounting to 68%.

The soil consumption per year is subdivided by zones: 52,033h for artificial zones, 2,184,754h for agricultural areas, 2,506,347h for forested areas with natural vegetation and open spaces. Are 494,4kg (2018) the wastes generated per capita and the recycling rates of wastes is 23.2% (2018).

With regard to the sustainable mobility, in the Regional Level are the services of bikesharing, carsharing, scootersharing and ridesharing/carpooling.

For the spanish Pilot Heritage Site Level no statistics are available on local environmental issues. Cultural Park of Río Martín is not a highly touristic area and the most significant number of tourists is concentrated in summer or during festivities such as Easter. The required data are not available at the level of the Cultural Park, but the information obtained from the agents involved in the area is explained point by point.

Tourists average water consumption per day: Data on the daily water consumption of tourists are difficult to obtain. Tourist accommodation does not have this data and the information we have is not at the level of the "Cultural Park" but the county level. The general perception in each county is that the increase in the summer season is not high.

As an example of this situation, in the whole of the Bajo Martín region, the increase in the summer months is 20%.

Soil consumption due to hotels, infrastructure and other tourism facilities development: The number of hotels, infrastructures, and other tourist facilities in the Cultural Park is not high; there

are thirteen tourist establishments and five active tourism companies. The characteristics of the tourist accommodation do not imply a large consumption of soil.

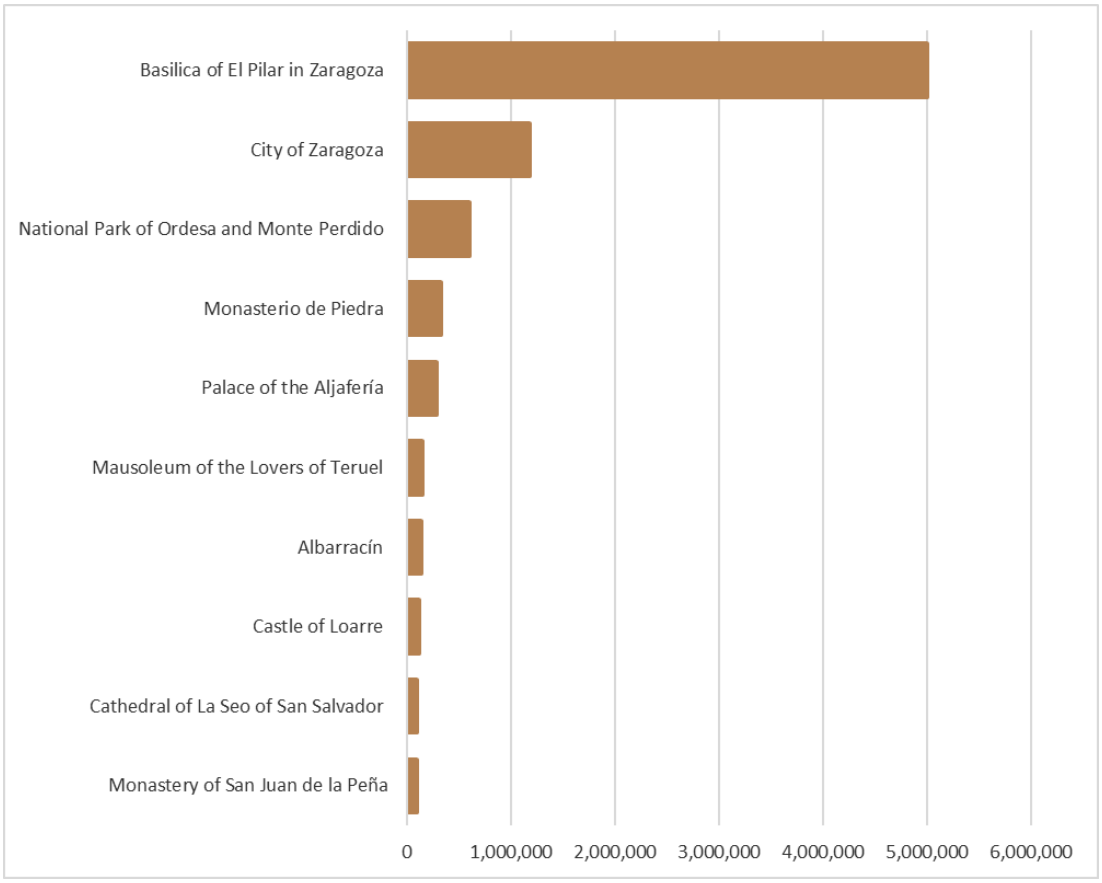
Average carbon footprint of traveller to the location: The average number of return journeys made by tourists is 425 kilometres, and the carbon footprint is 0.09 tonnes. Increase of pollution and traffic congestion in tourism high season

The immense extension of the Cultural Park makes this territory an area where there is no traffic congestion in the high season.

Sustainable cultural tourism

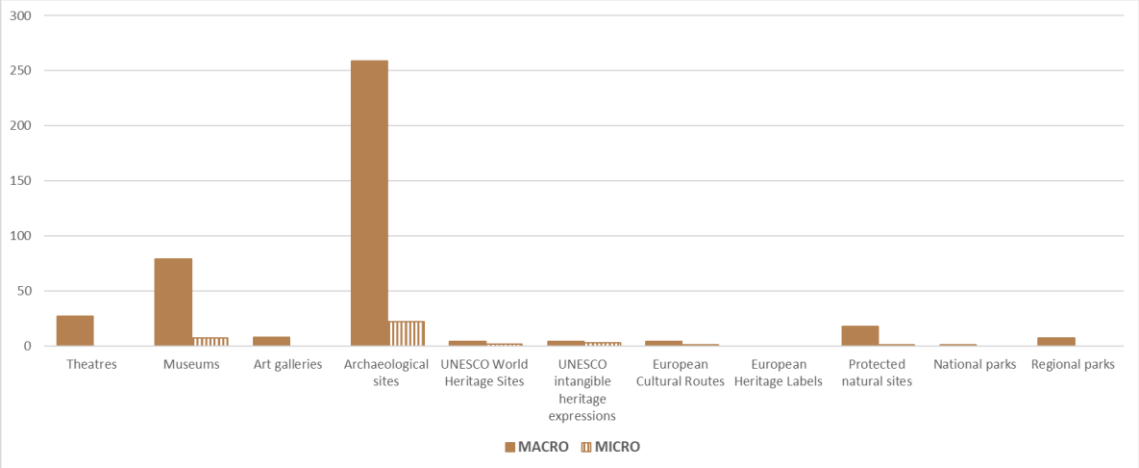
This section provides basic data on core tourism resources and tourism sector at Regional level as well as in the pilot heritage site.

The regional Top 10 cultural and natural attractions based on the total number of visitors in 2019 has been formulated through by consulting various unofficial sources (there are no official data on the number of visitors).



Graphic 8 - Region Level of General Government of Aragon: top 10 cultural and natural attractions based on the total number of visitors in 2019

About 8.9% of the assets present in the Region Level of General Government of Aragon area are located within the pilot site Cultural Park of Río Martín.



Graphic 9 - General Government of Aragon: cultural and natural assets. MACRO (Regional)/MICRO (Pilot Heritage Site)

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In particular, the pilot heritage site sees the coexistence of several categories of cultural and natural resources / attractions:

- tangible cultural heritage as the expressions of rock art. Furthermore, the "Cultural Park of Río Martín" also has a rich historical and artistic heritage, with outstanding buildings from the medieval period. Also mudejar art is a genuine manifestation, the fruit of Muslim, Christian, and Jewish cultures in the Hispanic kingdoms UNESCO World Heritage Site (stated in 2001);
- intangible cultural heritage expressions as the "tamboradas", the intense, prolonged, and rhythmic ritual peals of thousands of drums repeatedly beating, both day and night, art of dry stone walling; and then the "Mediterranean diet";
- cultural landscapes. The "Cultural Park of Rio Martin," with 250 square kilometers, is located in the Aragonese branch of the Iberian Mountain Range and around the middle section of the river that gives it its name. The river and its tributaries have shaped its landscape, formed by steep canyons crossed by mountain ranges industrial Heritage. In the "Cultural Park of Rio Martin," several routes have allowed the recovery of traditional paths. On them, you can enjoy the rock art, dinosaur ichnites and geological landscapes and the different cultural and natural elements of the Park. These trails have the title of tourist trails of Aragon and as a European Cultural Itinerary attached to the CARP (Prehistoric Rock Art Trails).

Among the regions that make up the Park is one, the Cuencas Mineras, traditionally mining (coal, iron, gypsum, lead, and salt mines), which has been the area's economic engine since the 20th century. Traditional trails and roads are present.

The heritage assets identified in the "Cultural Park of Rio Martin" represent European culture and history (Europeanization). It is a region with a rich heritage and many of the resources identified in the Cultural Park are UNESCO World Heritage Sites.

The cultural tourism demand was calculated on the basis of the following indicators: Number of total visitors per year/month for all public cultural sites of the region 2016-2020; Number of arrivals (2016-2020) of domestic and foreign tourists; Top 5 foreign countries of tourist arrivals, Number of overnight stays (2016-2020) by domestic and foreign tourists (2016-2020) and Average length of stay of tourists (n. of nights); Number of overnight stays total per month (2016-2020).

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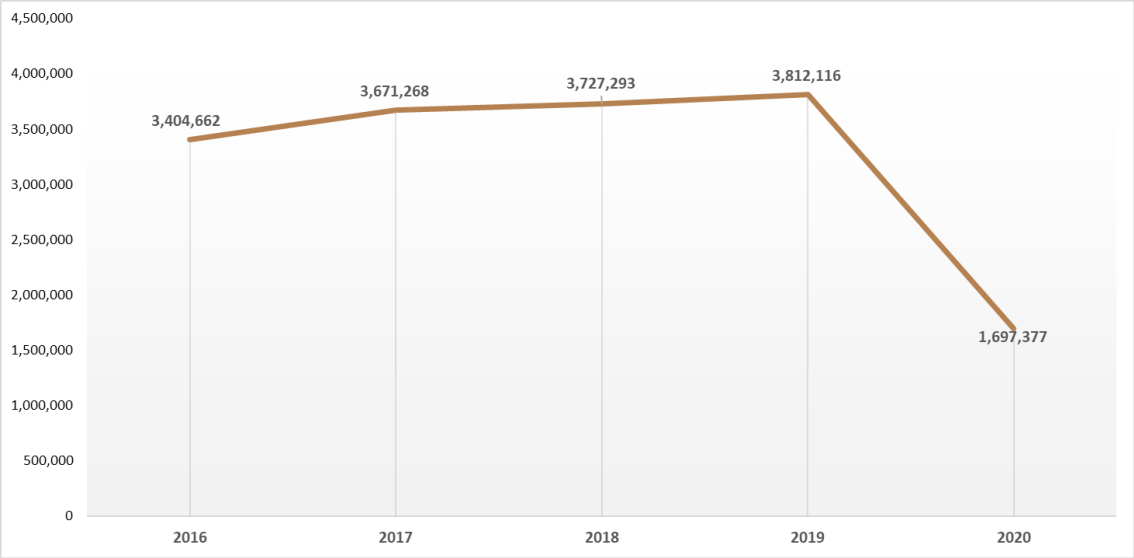
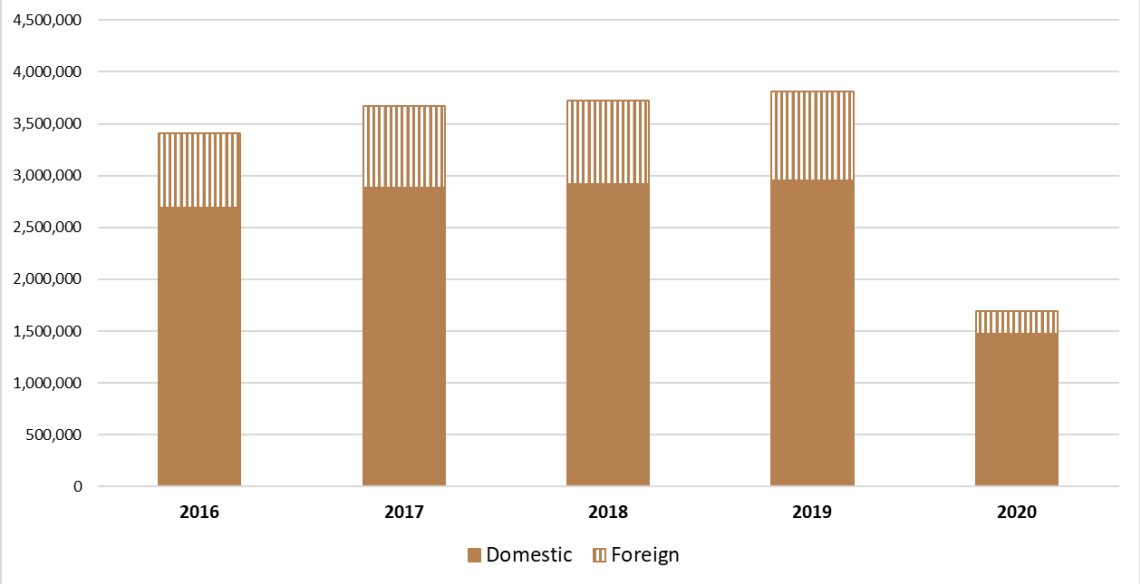
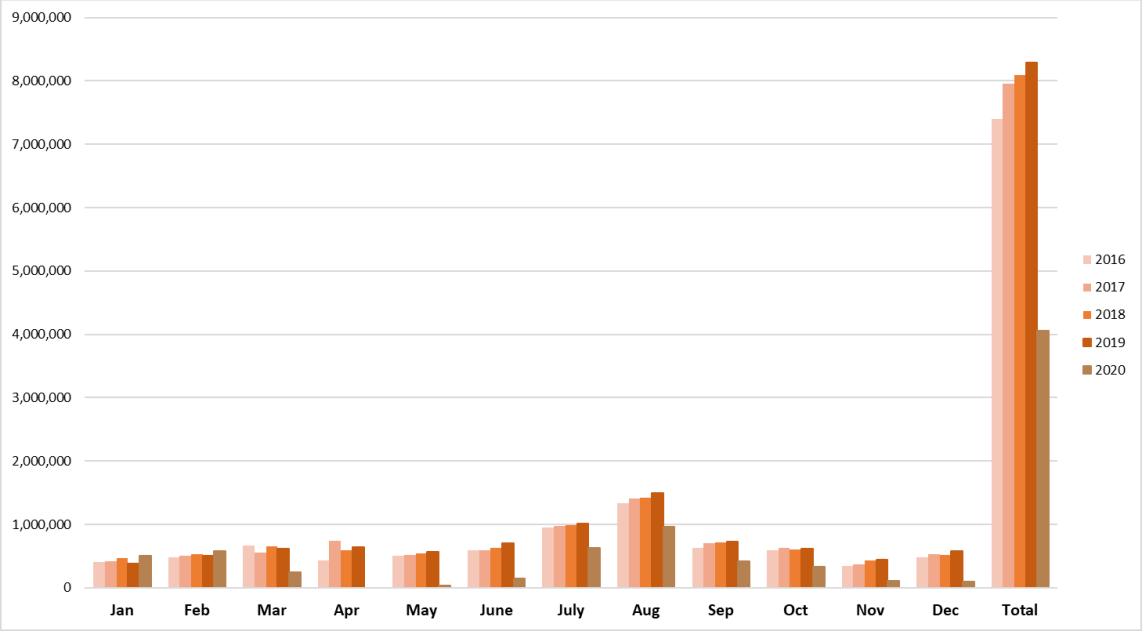
Recent Eurostat statistics (2020) show that in 2018 half of the total nights spent by non-residents (people travelling outside their country) in the EU were spent in Spain, Italy and France. During the Tourism crisis Covid-19, small villages and depopulated areas have received more visitants. A summary overview of the status quo of the cultural tourism demand in the Region Level is therefore proposed.



Graphic 10 - Number of total visitors per year for all public cultural sites of the region 2016-2020



Graphic 11 - Number of arrivals (2016-2020) of domestic and foreign tourists



Graphic 12 - Number of overnight stays total per month (2016-2020)

According to the data by Interpretation Centers and the five eco-counters, located at points of interest in the Park, the tourism density (number of tourists per square meter of the site) was 60% in 2019 and 58% in 2020.

The following is provided an overview of the tourism core services supply. The data on seasonal employment in tourism are from the year 2019. Seasonal employment refers to employment at certain times of the year, with the most tourists in the Cultural Park in the summer months. The average employment in 2019 is 5963. The increase for the summer months is: June +3.14%; July +15.91%; August +19.60%. In terms of accommodation facilities the Pilot Heritage Site Level are equipped with:

	N. of structures	N. of bed places available
Hotel	2	128
B&B	0	0
House/apartment rental	0	0
Room rental in house	0	0
Agri-tourism	9	80
Camping (camp sites)	0	0
Sharing (e.g. couchsurfing)	0	0
Hostel and spa	3	60
Total n. of accommodation facilities	14	268

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Aragon has one Official website(s) for cultural tourism[17]. Other ICT services are: one virtual tours (Walking pads accessible) https://www.aragonvirtual.es, online booking services for tickets and online booking services for accommodation. In the MICRO area there is an official tourism website of the destination: https://parqueriomartin.com/. Also, Official tourism guide of the destination is present (Guide to the Cultural Park of the Martín River. IV updated and renewed edition. December 2020. J. Royo Lasarte and J.C. Gordillo Azuara). The Cultural Park offers an augmented reality app. The app helps visitors contemplate the prehistoric shelters in places with rugged terrain or where the light prevents the prehistoric art hidden in these places from being seen. On the Barrier-free access to cultural & natural sites, there are four accessible interpretation centers out of the seven existing in the Cultural Park. This means that 60% of the centers are accessible. The total percentage of accessible tourist establishments is 14% although they do not participate in recognised accessibility programmes.

On number (or %) of tourism businesses adopting Social Corporate Responsibility and Human rights policies, the tourism companies of the "Parque Cultural del Río Martín" are family businesses that do not have a specific policy on human rights. However, according to the Universal Declaration of Human Rights and international treaties and agreements, these companies comply with the standards relating to fundamental rights and freedoms recognized by the Spanish Constitution. According to the data provided by the Employers' Associations, there are no companies with a Corporate Social Responsibility certificate.

In the Pilot Heritage Site there are minority cultures as Moroccans, Gypsies (a large number in Albalate del Arzobispo) and Romanians.

On the subject of Local entrepreneurship/self-entrepreneurship the "Cultural Park of Rio Martin" highlights the 95% of tourism businesses owned by people of the local community, 60% of tourism businesses owned by women, 3% of tourism businesses owned by youths (<30 years old) and 10% of tourism businesses owned or conducted by minority culture people (persons of Romanian origin run bars and multi-service businesses).

[17] https://www.turismodearagon.com/aragon/arte-y-cultura/

Last relevant topic are the constraining factors and barriers that prevent the pilot heritage site to become attractive for cultural tourism and to develop a circular cultural tourism strategy. The pilot site suffer from the Lack of governance coordination / partnership of all relevant actors, Lack of strategic and coordinated planning between all relevant actors, Lack of accessibility of less-known cultural sites and the phenomenon of Depopulation.

4.3 LARNACA RURAL AREA, CYPRUS

General characteristics of Regional and Pilot Heritage Site Levels

Cyprus is an island nation in the eastern Mediterranean Sea. It is the third largest and third most populous island in the Mediterranean. Cyprus is divided into six districts whose capitals share the same name. The districts are subdivided into municipalities and communities.

The pilot heritage site area consists of the villages of Larnaca District. Larnaca District is an area of outstanding beauty - endowed with numerous attractions, waterfronts and scenic vistas as well as some of the islands most outstanding beaches. Larnaca District offers its visitors a multitude of options, with a well-defined historical city centre, important museums, excellent coastlines for swimming, a multitude of shops and an exciting nightlife scene that embraces all generations.

Figure 8 - Larnaca District in Cyprus. Evidence of pilot heritage site area (in red the Larnaca city).

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The (MACRO (Regional/Country Level), MESO (Buffer zone /Municipalities) and MICRO (Pilot Heritage Site) areas, project fields of intervention, are structured as follows:

	PILOT SITES & COUNTRY	*LARNACA DISTRICT, CYPRUS*
MACRO LEVEL	**Name of the administrative Region**	Cyprus
	Name of regional capital city	Nicosia
	Total territorial surface (km²)	9251
MESO LEVEL	**Name**	Larnaca District
	N. of municipalities	6 municipalities and 53 communities
	Total territorial surface (km²)	1.120
MICRO LEVEL	**Name**	Larnaca villages
	N. of municipalities	53 communities
	Total territorial surface (km²)	734,779
	Heritage type	Rural landscape; Rural villages

In terms of accessibility, the following transport facilities in the Buffer zone/Municipalities level are noted: 1100 Bus station, 1 Port, 1 Airport and 1 Camp sites. Into MICRO area, there are 843 Bus Station and 1 Camp site. 33 Km is the distance of Pilot Heritage Site from the centre of the pilot area that is Skarinou village. The longest distance is 57,4 km and the shortest is 10,3km. While the distance of the pilot site from the centre of the pilot area (Skarinou village) is 29km. The longest distance is 53 km and the shortest is 11km.

The enabling context

This section contains basic data on the socio-economic context, such as number of residents, income levels, population density and others. All the data refer to year 2020 (if available) and, depending on the themes, to Regional, Buffer zone/Municipalities and Pilot Heritage Site levels.

At Regional Level the demographic variables are composed as follows:

Name of Region / Country	N. of inhabitants	Population density (inhabitants per sq. Km)	Population Growth Index	Average income per person	% Male	% Female	% Youths (<30 years)	% Elderlies (>65 years)	% of total national population
CYPRUS	888,005	95.990	0,78	15,336 per year	48.9	51.1	39.4	16.3	95.3

Follows the Buffer zone/Municipalities Level:

Name of area	N. of Municipalities	Total n. of inhabitants	Average population density (inhabitants per sq. Km)	Average income per person	Average % Male	Average % Female	Average % Youths (<30 years)	Average % Elderlies (>65 years)	Average % of total national population
LARNACA DISTRICT	6 municipalities and 53 communities	149,000	133,03	16,621 per year	48.6	51.4	41.03	12.79	16.7

The Population Growth Index at Buffer zone/Municipalities level (2010=100) is 4.05%, while the Population Growth Index at MICRO level (2010=100) is 2.65%.

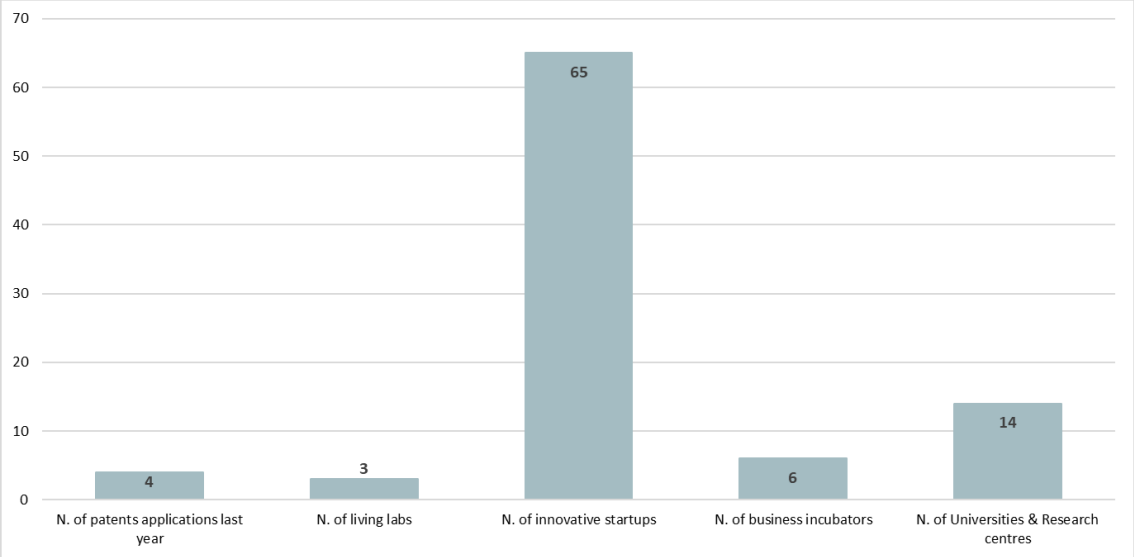
Cyprus has a Gross Domestic Product of € 19664,25 billions and a GDP per capita of € 32093,00. The average income per household (€) is € 34,131. The numebr of employees is 334126. 114716 is the total number of active firms. The average number of employees in active firms is 2,9. With regard to the specific sectors Tourism, Cultural Sector and Agriculture the following values could be determined:

	TOURISM	CULTURAL SECTOR	AGRICULTURE
Contribution to GDP by sector (%)	22.7 (2019)	1.2	2.1
Employment rate by sector (%)	22.6	0.98	2.07
Total number of active firms by sector (n)	6,367	2,479	3,641
Average number of employees by sector (n)	37,862	7,674	3,009

In relation to Human capital and fairness it is possible to detect on the Regional Level a share of labour force with at least secondary education is amounting to 85%; the female labour

participation in all sectors is amounting to 46.8% while the percentage of female labour participation in the tourism sector is 51.65%.

Within section "2 - The enabling context" of the data collection form, point "2.2 Local innovation ecosystem" asks partners to define their Regional Level of innovation referring to the year 2020 with indications on N. of patents applications; N. of living labs (with their localization and whether they are included in the official European ENoLL network or they are unofficial); N. of innovative start-ups; N. of business incubators and N. of Universities & Research centres.



Graphic 13 - Cyprus: Local innovation ecosystem

In Cyprus there are 8 universities and 6 research centres. There is not any official living lab in Cyprus registered in ENoLL. However, though EU projects 3 Living Labs have been created. The R&D public expenditure is 0.63% of GDP.

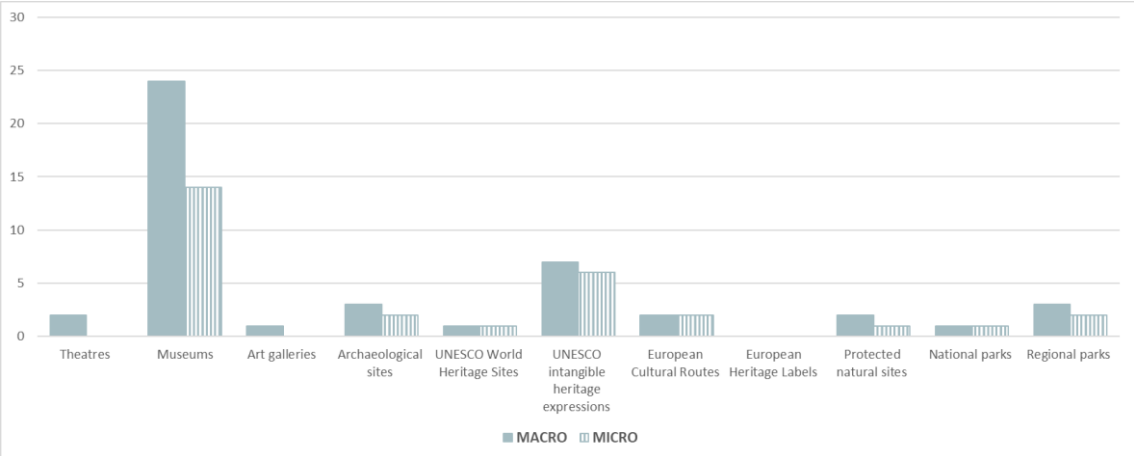
A section of the "enabling context" is dedicated to environmental management & circular economy. In this section basic data on environmental context and management in Regional and Pilot Heritage Site Levels are given. On the Greenhouse gas emissions and pollution, the Co2 Emissions - kilo tonnes per year are 7,4 million tones (2019), the Co2 Emissions Rate - kilo tonnes per capita is amounting to 6,19 tons and the Average level in ug/m experienced by the population of PM2.5 Air pollution is 17 µg/m3. On the Natural areas field, the vegetation

coverage share is 20.6% and the share of the terrestrial and marine areas under protection as a of country's total territorial area is 1.7 %. On the issue of natural resources consumption, at Regional Level, the Water consumption per capita per year is 73,284 Tons and the Energy consumption is equal to 3,633 kWh. The renewable energy share is amounting to 9.4%. Are 643kg the wastes generated per capita and the recycling rates of wastes is 17%. The Circular materials use rate is 2.3%. With regard to the sustainable mobility, in the Regional Level are the services of bikesharing, scootersharing, pushscooter in sharing, ridesharing/carpooling and shuttles and microtransit. On local environmental issues topic reffer to Pilot Heritage Site Level, it was possible to record a Tourists average water consumption per day equal to 16.9%. Up to 70% of the annual emissions of carbon footprint is responsibility for tourism. The increase of energy consumption in tourism high season is 2,85 times while the increase of pollution and traffic congestion in tourism high season is by almost 2 times. The waste is increase 3 times more during tourism high season.

Sustainable cultural tourism

This section provides basic data on core tourism resources and tourism sector at Regional Level as well as in the pilot heritage site.

Larnaca Villages have about 63% of the total assets in Cyprus (Regional Level). The presence of assets is therefore abundant and represents a significant potential.



Graphic 14 - Cyprus: cultural and natural assets. MACRO (Regional)/MICRO (Pilot Heritage Site)

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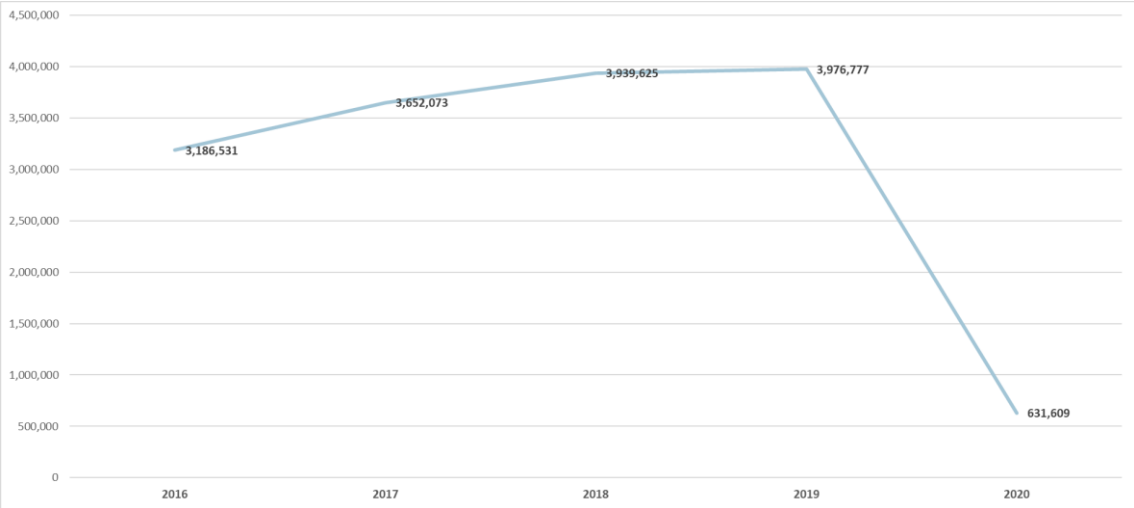
In Larnaca Villages there are also 48 traditional work craft places and 17 traditional festivals.

In particular, the pilot heritage site sees the coexistence of several categories of cultural and natural resources / attractions. The villages of Larnaca have a rich history, hundreds of years of contrasting civilizations, architecture and culture that have left their mark. The area has always been one of Cyprus' most important and diverse regions. The pilot area stretches out to rural villages with some of the larger suburbs, constituting small towns which are active in the cultural offerings of the region with their own annual festivals, museums, monuments, and tourist attraction. Furthermore, the mountainous area of Larnaca is dotted with charming villages with narrow streets, where traditions and traditional handicrafts are still in practice. Of the most famous is the handmade lace embroidery of Lefkara (UNESCO intangible heritage) and its delicate filigree silver. The Larnaca Mountainous Area (Orini Larnaca) won first prize in the European Destinations of Excellence EDEN VIII competition themed 'Cultural Tourism', organised by the Cyprus Tourism Organisation for 2017. The area is rich in UNESCO world heritage sites: The Neolithic settlement of Choirokoitia (UNESCO) (Europeanization), the Church of Panagia Aggeloktisti which is a part of the Tentative list of Cyprus in order to qualify for inclusion in the World Heritage List. A unique intangible heritage enriches the cultural capital of the area: Kataklysmos: Festival of the Flood; Livadia village basketry: traditional form of basket making and weaving are still practised, and only a few women today are skilled in the particular art form; Athienou village's unique lace: home of some special lace techniques; Lefkara and its embroidery: tradition of lace-making since 1489; Traditional Red Clay Pottery: At Kornos village; Bread-making tradition in Athienou: a long bread-making tradition and is famous for the widely known round "common Cypriot bread".

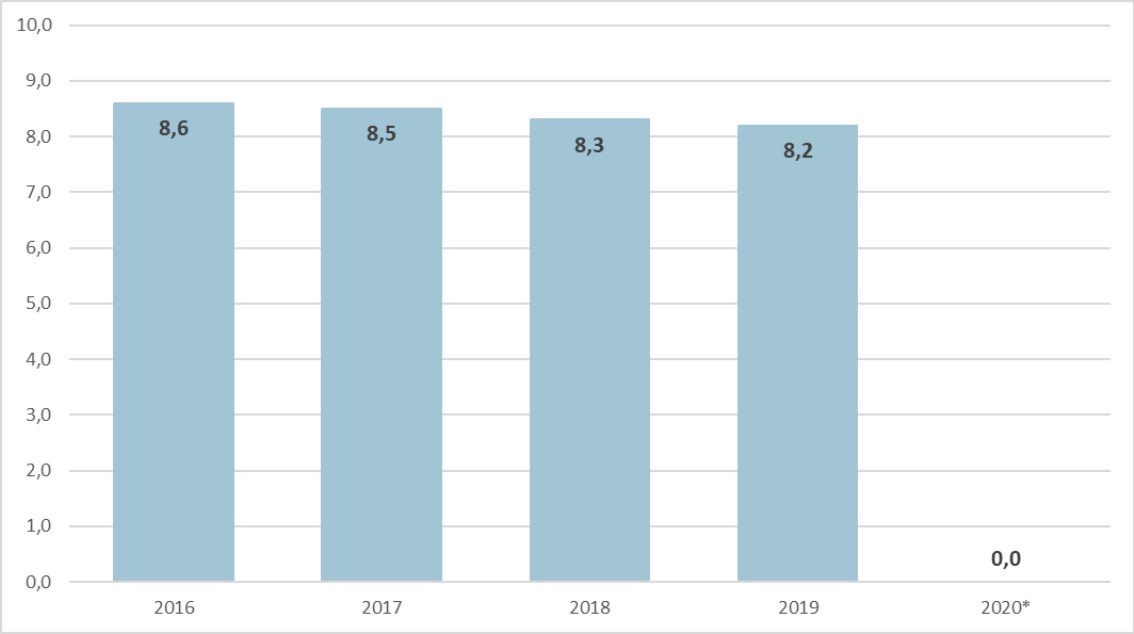
The cultural tourism demand was calculated on the basis of the following indicators: Number of total visitors per year/month for all public cultural sites of the region 2016-2020; Number of arrivals (2016-2020) of domestic and foreign tourists; Top 5 foreign countries of tourist arrivals, Number of overnight stays (2016-2020) by domestic and foreign tourists (2016-2020) and Average length of stay of tourists (n. of nights); Number of overnight stays total per month (2016-2020).

The Covid impact caused an increase of 2% in the tourist flows for the months of January and February 2020. In March 2020 there was a sharp drop on tourism arrivals: tourism arrivals for

2020 reached 621,927 tourism which is a 83.9% decrease compare to 2019. As a result, there has been an tourism generated revenue fall and a increase in unemployment (hospitality sector hit by the Lockdown, decline in occupancy rates, decline in average daily rate, increase in unemployment in services linked to tourism sector, private consumption and investment decreased). A summary overview of the status quo of the cultural tourism demand in the Regional Level is therefore proposed.



Graphic 15 - Number of total visitors per year for all public cultural sites of the region 2016-2020



Graphic 16 - Average length of stay of foreign tourists (n. of nights)

**Data not available in 2020*

The tourism density is approximately 0,21 number of tourists per square metre (mean number 2019 and peak month average 2019).

The following is provided an overview of the tourism core services supply. In terms of accommodation facilities the Pilot Heritage Site Level are equiped with:

	N. of structures	*N. of bed places available*
Hotel	8	2,930
Bnb	6	282
House/apartment rental	47	444
Room rental in house	0	0
Agri-tourism	3	38
Camping (camp sites)	1	360
Total n. of accommodation facilities	65	4,054

Cyprus has one Official website(s) for cultural tourism https://www.visitcyprus.com/index.php/en/ and two dedicated mobile applications for cultural visits: Choose your Cyprus and Cyprus Tourist Guide. In the MICRO area there is an official tourism website of the destination https://Larnacaregion.com/ and one dedicated mobile applications for cultural visits: Larnaca Travel Guide, Cyprus.

On the Barrier-free access to cultural & natural sites, the share of commercial accommodation establishments participating in recognized accessibility information schemes is less than 5%. The share of of tourist attractions that are accessible to people with special needs and/or participating in recognized accessibility information schemes is less than 5%.

In the villages there is a support from the local enterprises towards local produced goods of approximately 20-30%. Is less than 5% the percentage of tourism enterprises or establishments using a voluntary certification (labeling) for environmental/quality sustainability and/or Corporate Social Responsibility. And is less than 5% the percentage of tourism businesses adopting Social Corporate Responsibility and Human rights policies.

The destination management organization (DMO) of Larnaca Villages is deputed to the Deputy Ministry of Tourism in collaboration with the Larnaca Tourism Board.

On the subject of Local entrepreneurship/self-entrepreneurship the Pilot Heritage Site highlights 9,524 of tourism businesses owned by people of the local community, the 15% on total of tourism businesses owned by women, and 10% of tourism businesses owned by youths (<30 years old).

Last relevant topic are the constraining factors and barriers that prevent the pilot heritage site to become attractive for cultural tourism and to develop a circular cultural tourism strategy. The pilot site suffer from the Lack of governance coordination / partnership of all relevant actors, Lack of strategic and coordinated planning between all relevant actors, Lack of recognition of the pilot heritage site as a "cultural tourism destination", Depopulation in pilot heritage site, Lack of skills and capacities in the entrepreneurial ecosystem of local actors, Lack of innovation, "out of the box" solutions and evolutive/adaptive capacity of local actors, Lack of social inclusion, residents involvement in strategic planning, and lack of focus on human rights and human-centred solutions, Lack of effective and up-to-date marketing and communication skills and capacities of local actors and Lack of digital tools for organized booking, marketing and communication of the destination.

One of the most relevant documents that affects the planning development of the tourism sector in Cyprus is the Cyprus Tourism Strategy until 2030. A strategy that was prepared and presented in January 2020. The strategy is based on both quality and quantity goals which will be met in a ten-year period, adding that the vision is for sustainable growth of Cyprus' tourism which will benefit the economy, society, and the environment. The aim is to turn Cyprus into an all-year destination with the promotion of not only the coastal areas of Cyprus but the mountain villages and the countryside. Further, though the strategy the goals is to make Cyprus a quality and smart destination as well as a destination which values the protection of the environment and the climate change.

However, the national strategy even though it refers to the vision to make Cyprus a sustainable destination does not have any specific measures to tackle the issue of sustainability or circular economy. It does not tackle the pressures on of water, energy, waste, and mobility in depth even thought that this are referred to the strategy as problems and issues that are created by the excess capacity of tourism flows.

4.4 INDUSTRIAL HERITAGE SITES OF FORSVIK AND RYDAL, VÄSTRA GÖTALAND REGION, SWEDEN

General characteristics of Regional and Pilot Heritage Site Levels

The Industrial sites of Forsvik and Rydal, respectively in the municipalities of Karlsborg and Mark, will be target of Be.CULTOUR experimentation. Both are situated of the Västra Götaland region.

Forsvik is an old Mill Town situated in the eastern part of region. It is one of the first industrialized places in Sweden with a saw- and iron mill of the 15th century and an important mechanic workshop and foundry of the 18th century. Rydal is situated on the banks of the river Viskan, north of the town called Kinna. Due to the well-preserved remains of an old industrial community, Rydal is of national interest. The factory, along with several other buildings, has been declared historical monuments.

Figure 9 - Overview Västra Götaland region: Karlsborg and Mark marked with red point

The (MACRO (Regional/Country Level), MESO (Buffer zone /Municipalities) and MICRO (Pilot Heritage Site) areas, project fields of intervention, are structured as follows:

	PILOT SITES & COUNTRY	*FORSVIK, RYDAL AND SEGLORA SWEDEN*
MACRO LEVEL	**Name of the administrative Region**	Västra Götaland Region
	Name of regional capital city	Vänersborg, Gothenburg
	Total territorial surface (km²)	23.942
MESO LEVEL	**Name**	Karlsborg; Mark
	N. of municipalities	2
	Total territorial surface (km²)	406; 1.030
MICRO LEVEL	**Name**	Forsvik; Rydal and Seglora
	N. of municipalities	2
	Total territorial surface (km²)	0.83 km², 0.89 km² and 1.64 km²
	Heritage type	Industrial heritage; Rural villages

The partner identified 2 pilot areas (MICRO) located in two different Buffer zone/Municipalities Level. The following data will therefore be separated for each Pilot Heritage Site and Buffer zone/Municipalities Levels concerned.

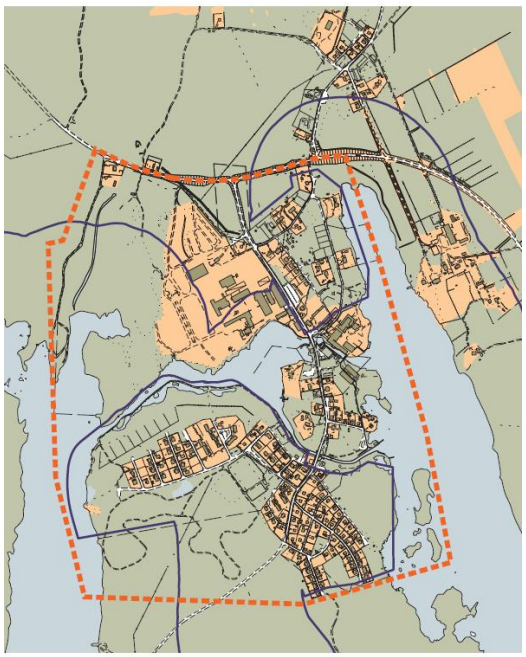


Figure 10 - Territorial surface of Forsvik

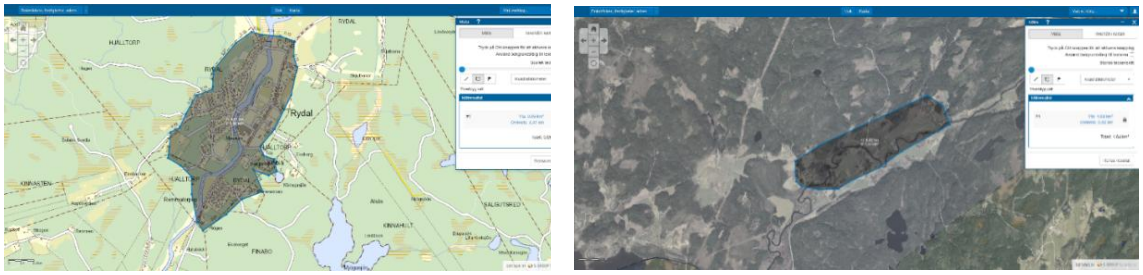


Figure 11 - Territorial surface of Rydal and Seglora

In terms of accessibility, the following transport facilities in the Buffer zone/Municipalities Level of KARLSBORG are noted: Bus, with a number of stations totalling 44, n. 4 Camp sites and n. 8 RV-Park.

The distance of Pilot Heritage Site from the regional capital city is 205km, while the distance of Pilot Heritage Site from nearest local and international airport of "Till Kinna" is 198Km.

The transport facilities in MARK are: Bus with more than 100 stations, Trains with 7 stations, one Airport and 3 Camp sites. The distance of Pilot Heritage Site from the regional capital city is 61km, while the distance of Pilot Heritage Site from nearest local and international airport of "Till Landvetter" is 39Km.

The enabling context

This section contains basic data on the socio-economic context, such as number of residents, income levels, population density and others. All the data refer to year 2020 (if available) and, depending on the themes, to Regional, Buffer zone/Municipalities and Pilot Heritage Site Levels.

At Regional Level the demographic variables are composed as follows:

Name of Region / Country	N. of inhabitants	Population density (inhabitants per sq. Km)	Population Growth Index	Average income per person	% Male	% Female	% Youths (<30 years)	% Elderlies (>65 years)	% of total national population
VÄSTRA GÖTALAND	1,736,000	72.90	110,0	30,700	50.0	50.0	17.5	19.5	17.0

Follows the Buffer zone/Municipalities Level:

Name of area	N. of Municipalities	N. of inhabitants	Population density (inhabitants per sq. Km)	Average income per person	% Male	% Female	% Youths (<30 years)	% Elderlies (>65 years)	% of total national population
KARLSBORG	1	6,962	17,2	27,767	51.1	48.9	30.0	31.0	0.07
MARK	1	34,896	37,6	27,242	50.3	49.7	34.0	22.0	0.30

Population Growth 2010-2020 at Regional level is 154-146. Karlsborg Buffer zone/Municipalities Level Population Growth is 202 people and Mark Buffer zone/Municipalities Level Population Growth is 1,267 people.

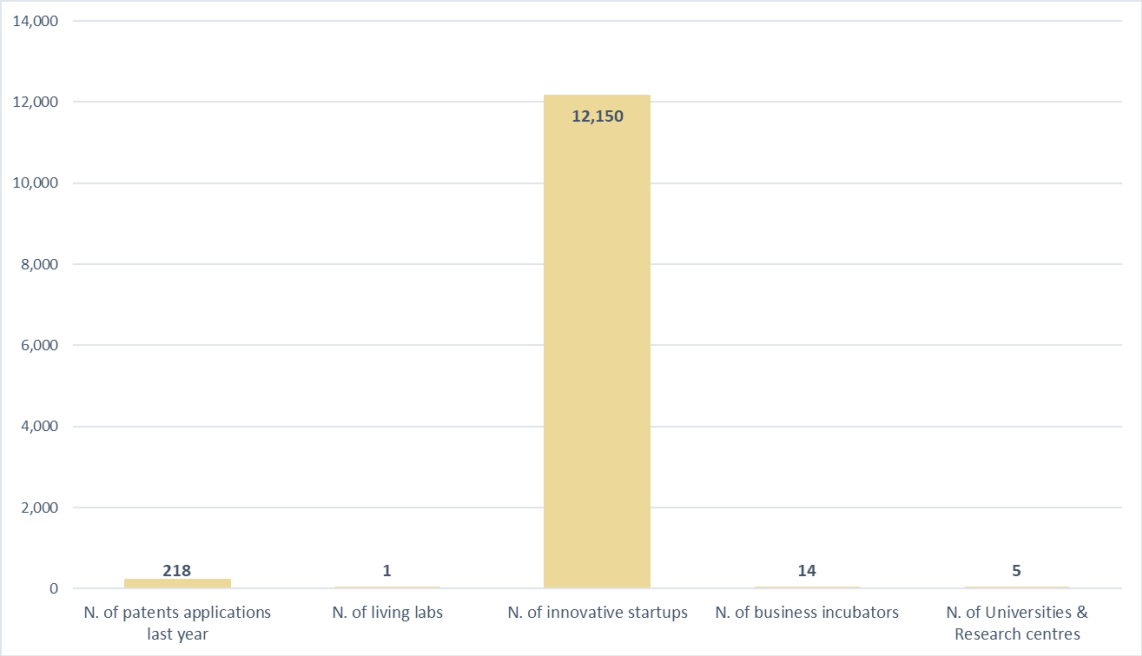
Västra Götaland Region has a Gross Domestic Product of 47,900 and a GDP per capita of 48,700 (EUR million and/or percentage values). The Employment rate standing at 7.5%. 90 is the total number of active firms of which the average number of employees in active firms is 5. With regard to the specific sectors Tourism, Cultural Sector and Agriculture the following values could be determined:

	TOURISM	CULTURAL SECTOR	AGRICULTURE
Contribution to GDP by sector (%)	2.5*	3.1	10
Employment rate by sector (%)	5	4	2
Total number of active firms by sector (n)	16,100	21,000	14,000
Average number of employees by sector (n)	43,000	36,000	13,762

In particular, the Contribution to GDP by sector (%) of tourism (*) was recorded at national level. The values of the cultural sector refer to the creative industries. In relation to Human capital and fairness it is possible to detect on the MACRO area a share of labour force with at least secondary education is amounting to 83%; the female labour participation in all sectors is amounting to 75% while the percentage of female labour participation in the tourism sector is 45%.

Within section "2 - The enabling context" of the data collection form, point "2.2 Local innovation ecosystem" asks partners to define their Regional level of innovation referring to the year 2020 with indications on N. of patents applications; N. of living labs (with their localization

and whether they are included in the official European ENoLL network or they are unofficial); N. of innovative start-ups; N. of business incubators and N. of Universities & Research centres.



Graphic 17 - Västra Götaland Region: Local Innovation Ecosystem

Västra Götaland Region is one of the strongest regions in Europe when it comes to innovation and start ups. In 2020, 12,150 new companies started in the region. With reference to the reported living lab called HSB Living LAB, it is located in Gothenburg and its is included in the official European ENoLL network.

A section of the "enabling context" is dedicated to environmental management & circular economy. In this section basic data on environmental context and management in Regional and Pilot Heritage Sites Levels are given.

On the Greenhouse gas emissions and pollution, the Co2 Emissions - kilo tonnes per year are 9,8 million tons (2019), the Co2 Emissions Rate - kilo tonnes per capita is amounting to 5,700 kg/capita (2019) and the Average level in ug/m experienced by the population of PM2.5 Air pollution is 2,300 tons (2019).

On the natural areas the vegetation coverage share is amounting to 70% end are 2,400,00 (of which 820 Marine areas) the Sq. km² the terrestrial and marine areas under protection as a share of country's total territorial area.

On the issue of natural resources consumption, at Regional level, the water consumption per capita per year is amounting to 140 liter, Energy consumption is equal to 13,000kWh electrical energy/capita and the renewable energy share is 62%. In in terms of the Soil consumption per year, the total area arable land is 465,250 hectares (16% of the total landuse). Wastes generated per capita is amounting to 440 kg/capita, the recycling rates of wastes is 58% of waste reused (incl energiproduction). The Circular materials use rate is 25%.

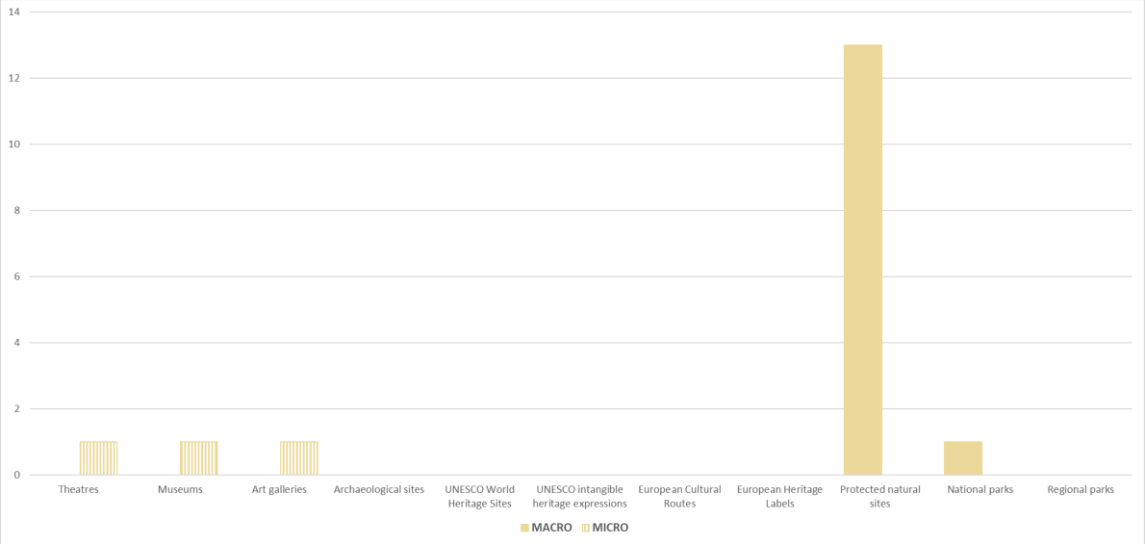
With regard to the sustainable mobility, in the Regional Level are the services of bikesharing, carsharing, ridesharing/carpooling, on demand services (ridesourcing/TNC, ridesplitting/collective taxi, E-hail), shuttles and microtransit and support services (aggregators/trip or journey planner and parksharing).

For the Swedish Pilot Heritage Sites no statistics are available on local environmental issues. Just a note about the increase of wastes production in tourism high season: for the pilot heritage site of FORSVIK dove, during week 23-36, the waste handling is expanded with four containers of 160 liters.

Sustainable cultural tourism

This section provides basic data on core tourism resources and tourism sector at Regional Level as well as in the pilot heritage site.

Forsvik and Rydal, the pilot heritage sites of the Västra Götaland Region, also account for about 21.4% of the total number of natural and cultural assets in their respective Regional Level. In this case there is also a differentiation of assets with respect to the region. The concentration of theatres, museums and art galleries recorded in the Swedish pilot sites appear as a unicum within the Regional Level, which is certainly richer in protected areas and national parks.



Graphic 18 - Västra Götaland Region: cultural and natural assets.
MACRO (Regional)/MICRO (Pilot Heritage Site)

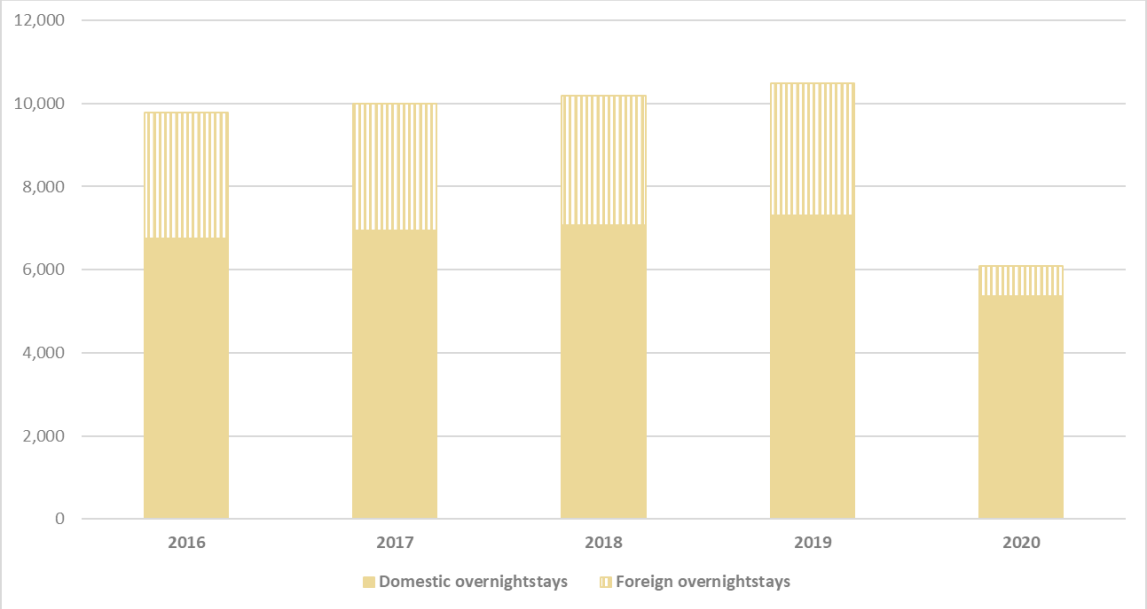
In FORSVIK there are also one traditional work craft place and 4 traditional cultural events (e.g. festivals, folklore). In RYDAL AND SEGLORA the are 3 traditional cultural events.

FORSVIK is located between the lakes Viken and Bottensjön at the southern border of Tiveden. The Göta Canal runs through the town and Forsvik was the place where the construction of the canal began. Forsvik is one of Sweden's oldest mills dating from the 15th century. It has become a symbol of a long industrial tradition, structural transformation and technological history. Forsvik's mill consists of a large number of buildings. The area is classified as national interest and architectural monument. Several of the buildings are unique; the calorie sphere and wood grinding, for example, are the only ones left of their kind in Sweden.

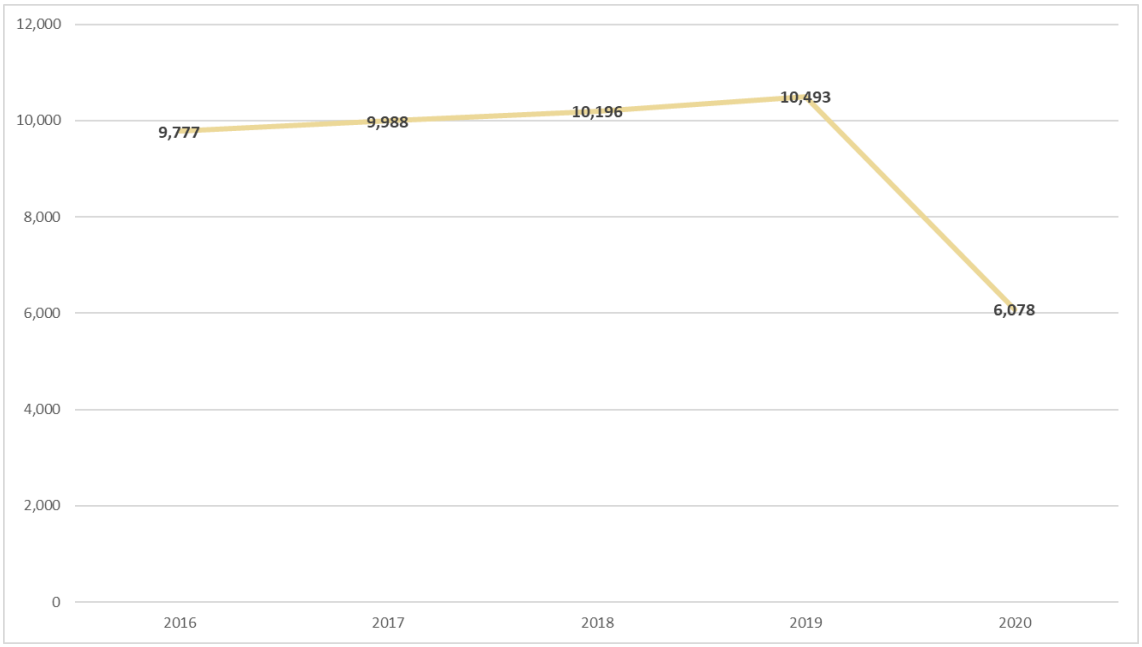
At RYDAL AND SEGLORA there are many associations for different interests and leisure time activities, Kindergarten, companies (interior design, product design, garage, construction, forest contractor, medical equipment, hostel), attractions in neighbourhood (flour and saw mill, manors for textile barons, fabric shopping in the textile industries, hiking and cycle trails, fishing, lakes, beaches). In addition, there are expressions of tangible cultural heritage as well as Spinning mill (historical monument); intangible cultural heritage expressions as well as Contemporary Circus Festival and the Living Advent Calendar.

The cultural tourism demand was calculated on the basis of the following indicators: Number of total visitors per year/month for all public cultural sites of the region 2016-2020; Number of

arrivals (2016-2020) of domestic and foreign tourists; Top 5 foreign countries of tourist arrivals, Number of overnight stays (2016-2020) by domestic and foreign tourists (2016-2020) and Average length of stay of tourists (n. of nights); Number of overnight stays total per month (2016-2020).



Graphic 19 - Number of overnight stays (2016-2020) by domestic and foreign tourists



Graphic 20 - Number of overnight stays total per year (2016-2020)

Västra Götaland Region does not have many statistics on cultural tourism demand. However, the Swedish pilot sites are not territories oriented towards mass tourism, but towards cultural and proximity tourism. For these reasons, during the project, data will be collected on these demand categories in order to measure their performance.

Now, provides an overview of the tourism core services supply. In terms of accommodation facilities the Swedish Pilot Heritage Site areas are equiped with:

	FORSVIK	*RYDAL AND SEGLORA*
Hotel	1	0
B&B	1	0
House/apartment rental	0	0
Room rental in house	0	0
Agri-tourism	0	0
Camping (camp sites)	1	1
Sharing (e.g. couchsurfing)	0	0
Hostel and spa	1	2
Total n. of *accommodation facilities*	4	3

FORSVIK has 3 official tourism websites of the destination: www.vastsverige.com/karlsborg/; https://www.vastsverige.com/skaraborg/; https://www.destinationforsvik.se/; RYDAL AND SEGLORA have 1 official tourism website, the Rydals museum web site https://www.upplevmark.com. On the Barrier-free access to cultural & natural sites no statistics are available in both Pilot Heritage Site areas but in RYDAL AND SEGLORA there are accessibility services for people with special needs in the Rydals Museum (ex. LIS translation).

FORSVIK is equipped with destination management organization (DMO) named Visit Karlsborg AB. It is a municipal company with a managing director and three employees as well as a number of seasonal workers and guides during the tourist. There is no destination management in the municipality of Mark. The issues are managed by the business office in the municipality with a director and two employees.

A specific section of the form is dedicated to human rights. In the FORSVIK Pilot Heritage Site area the numer of tourism businesses adopting Social Corporate Responsibility and Human rights policies is 10. On the subject of Local entrepreneurship/self-entrepreneurship FORSVIK highlights 9 tourism businesses owned by people of the local community and 8 tourism businesses owned by women. For RYDAL AND SEGLORA there is 1 tourism businesses owned by people of the local community (Sjuhärads lilla Toscana (sjuharadslillatoscana.se)). In Forsvik there are 4 tourism businesses owned by people of the local community.

Last relevant topic are the constraining factors and barriers that prevent the pilot heritage sites to become attractive for cultural tourism and to develop a circular cultural tourism strategy. Both pilot sites suffer from the lack of public funding to stimulate innovation and adaptation; lack of skills and capacities in the entrepreneurial ecosystem of local actors; lack of innovation, “out of the box” solutions and evolutive/adaptive capacity of local actors and the lack of effective and up-to-date marketing and communication skills and capacities of local actors. Of particular note for FORSVIK is the lack of governance coordination / partnership of all relevant actors, lack of strategic and coordinated planning between all relevant actors.

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4.5 BAČ, SREMSKI KARLOVCI AND IRIG, VOJVODINA, SERBIA

General characteristics of Regional and Pilot Heritage Site Levels

Vojvodina is an autonomous province of all the citizens living in its territory, as part of the Republic of Serbia. It is mostly a plain landscape intersected by three navigable rivers - the Danube, Tisa and Sava, as well as by a network of canals, roads and railways, connecting the Central and Western Europe with the Balkans and Middle East. Three multicultural sites – municipalities, located 13 to 60 km from the Capital City of Vojvodina Province – Novi Sad, 2022 European Capital of Culture, will be included in Be.CULTOUR experimentation: Municipality of Bač, Municipality of Sremski Karlovci and the Municipality of Irig.

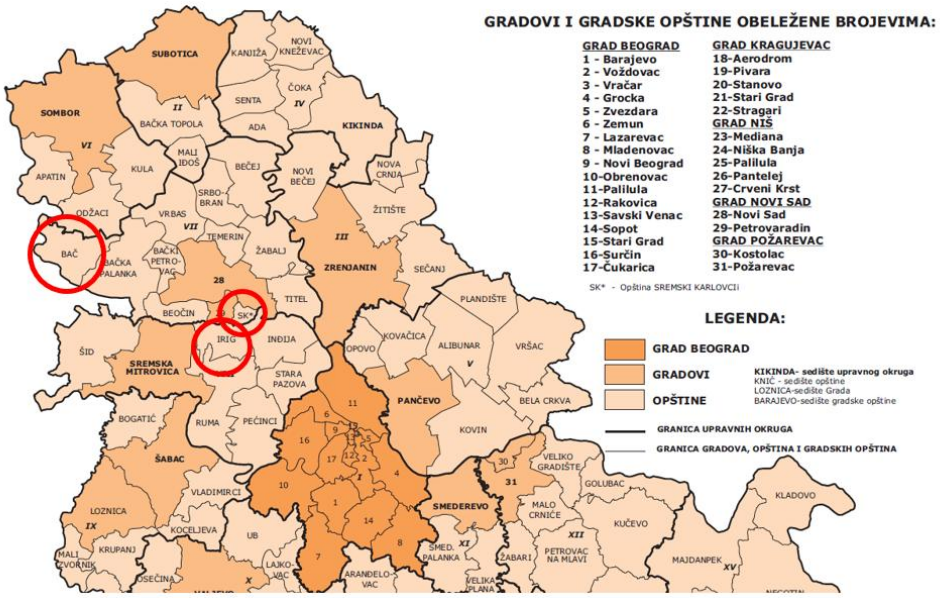

Figure 12 - Municipalities of Bač, Sremski Karlovci and Irig in Vojvodina province

The (MACRO (Regional/Country Level), MESO (Buffer zone /Municipalities) and MICRO (Pilot Heritage Site) areas, project fields of intervention, are structured as follows:

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	PILOT SITES & COUNTRY	AUTONOMOUS PROVINCE OF VOJVODINA, SERBIA
MACRO LEVEL	Name of the administrative Region	Autonomous Province of Vojvodina
	Name of regional capital city	Novi Sad
	Total territorial surface (km²)	22.313
MESO LEVEL 1st option	Name	Wider
	N. of municipalities	21
	Total territorial surface (km²)	8.210
MESO LEVEL 2nd option	Name	Narrow
	N. of municipalities	11
	Total territorial surface (km²)	5.035
MICRO LEVEL	Name	Bač, Irig, Sremski Karlovci
	N. of municipalities	3
	Total territorial surface (km²)	648
	Heritage type	Historic cities; Rural landscape

As first option, Buffer zone /Municipalities Level could be from methodological point view seen as two "counties" - Srem and South Bačka with 8 and 13 municipalities, including the capital city Novi Sad. On the other hand, Meso level could be micro level with bordering municipalities, ie. 11 local self-governing units.

In terms of accessibility, the following transport facilities in the Buffer zone /Municipalities Level are noted: 5 Train operating lines (Novi Sad – Budapest (Hungary); Novi Sad – Zagreb (Croatia); Novi Sad – Thessaloniki (Greece); Novi Sad – Sofia (Bulgaria); Novi Sad – Timisoara (Romania)), and one Airport. The distance of SREMSKI KARLOVCI Pilot Heritage Site from the regional capital city is 13 Km, while the its distance from nearest local and international airport - NIKOLA TESLA, BELGRADE - is 60 Km. The distance of IRIG Pilot Heritage Site from the regional capital city is 22 Km and its distance from nearest local and international airport - NIKOLA TESLA, BELGRADE - is 60 Km. The distance of BAČ Pilot Heritage Site from the regional capital city is 60 Km, while the its distance from nearest local and international airport - NIKOLA TESLA, BELGRADE - is 134 Km.

The enabling context

This section contains basic data on the socio-economic context, such as number of residents, income levels, population density and others. All the data refer to year 2020 (if available) and, depending on the themes, to Regional, Buffer zone /Municipalities and Pilot Heritage Site Levels.

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At Regional level the demographic variables are composed as follows:

Name of Region / Country	N. of inhabitants	Population density (inhabitants per sq. Km)	Population Growth Index	Average income per person	% Male	% Female	% Youths (<30 years)	% Elderlies (>65 years)	% of total national population
VOJVODINA	18,520,933	96,97	-0,35	376,24	48.5	51.5	16.63	19.24	23.24

Follows the Buffer zone /Municipalities Level:

	N. of Municipalities	Total n. of inhabitants	Average population density (inhabitants per sq. Km)	Average income per person	Average % Male	Average % Female	Average % Youths (<30 years)	Average % Elderlies (>65 years)	Average % of total national population
NARROW	11	700,478	153,6	356	48.36	51.64	16.47	20.4	0.67

Vojvodina province has a Gross Domestic Product of 12,236,161,513 euros and a GDP per capita of 6,610 euros. The average income per household (€) is 442. The Employment rate standing at 17.65%. The total number of active firms is 287,369. With regard to the specific sectors Tourism, Cultural Sector and Agriculture the following values could be determined:

	TOURISM	CULTURAL SECTOR	AGRICULTURE
Contribution to GDP by sector (%)	--	--	12.8
Employment rate by sector (%)	3.4	1.5	3.2
Average number of employees by sector (n)	18,608	8,353	17,682

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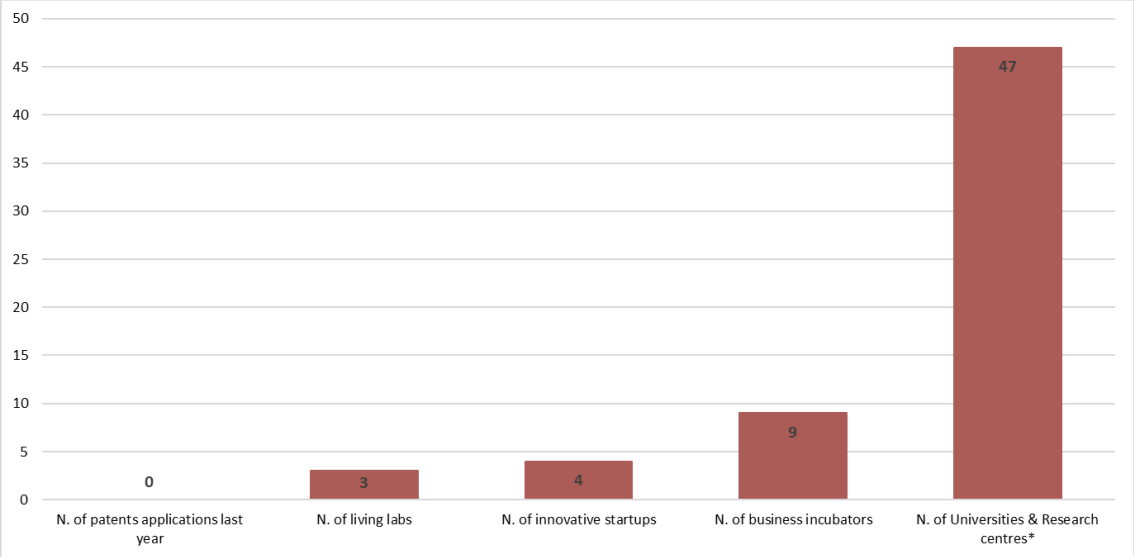
In relation to Human capital and fairness it is possible to detect on the MACRO area that the female labour participation in all sectors is amounting to 46%.

Within section "2 - The enabling context" of the data collection form, point "2.2 Local innovation ecosystem" asks partners to define their Regional level of innovation referring to the year 2020 with indications on N. of patents applications; N. of living labs (with their localization and whether they are included in the official European ENoLL network or they are unofficial); N. of innovative start-ups; N. of business incubators and N. of Universities & Research centres.



Graphic 21 - Autonomous Province of Vojvodina: Local Innovation Ecosyste

*5 universities (1 State and 4 private) with 37 faculties and 8 research centres/institutes within.
The R&D public expenditure is 81,607,609 euros.

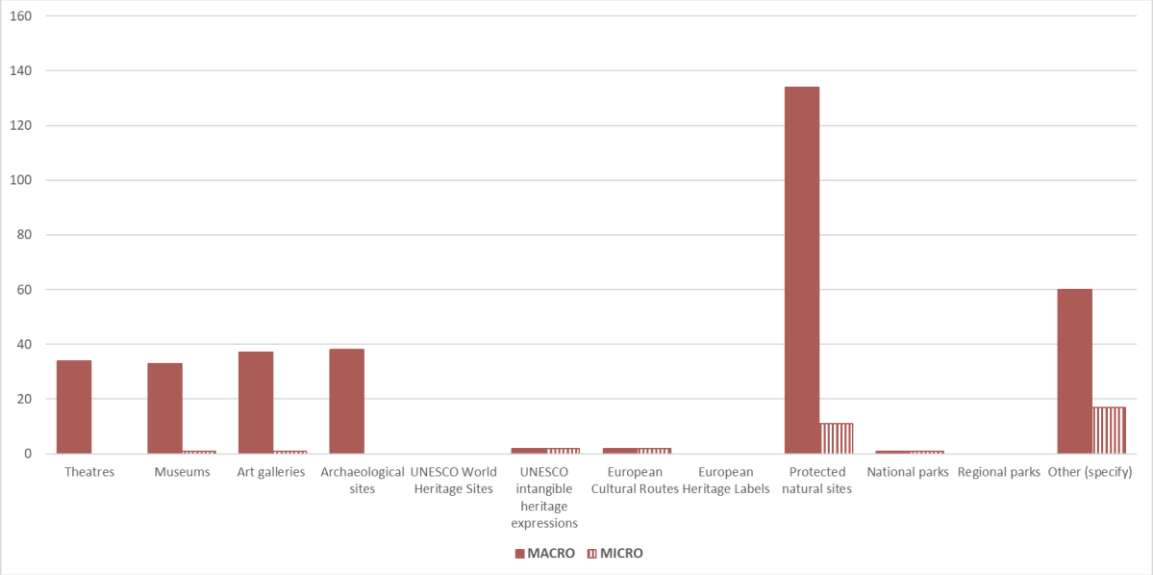
With regard to the sustainable mobility, in the MACRO area are the services of bikesharing, shuttles and microtransit and support services (aggregators/trip or journey planner and parksharing).

Sustainable cultural tourism

This section provides basic data on core tourism resources and tourism sector at Regional Level as well as in the pilot heritage site.

About 11.4% of the total assets present in the Regional Level of Autonomous Province of Vojvodina are present in the pilot sites of Bač, Sremski Karlovci and Irig with National Park "Fruška Gora".

It should be noted, in this case, a copious presence of "other" assets for a total of 60 at the MACRO level and of 17 at the MICRO level specified, respectively, as follows: UNESCO Tentative list (3) (1); National Cultural Monuments of Exceptional Importance (57) (16).



Graphic 22 - Autonomous Province of Vojvodina: MACRO (Regional)/MICRO (Pilot Heritage Site)

In Serbian pilot heritage sites there are also traditional cultural events (e.g. festivals, folklore). In particular, the pilot heritage sites sees the coexistence of several categories of cultural and natural resources / attractions:

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HERITAGE		BAČ	SREMSKI KARLOVCI	IRIG
Cultural	Historic	• Europa Nostra award for cultural heritage • UNESCO Cultural Heritage Tentative List • Roman Emperors and Danube Wine Routes • Turkish Bath • Museum Unit "Centuries of Bač"	• Roman Emperors and Danube Wine Routes • Karlovci Grammar School • Chapel of Peace • Stefaneum and Seminary • 5 Museums	• Roman Emperors and Danube Wine Routes • First Serbian Reading Library • Vrdnik tower
	Events	• Bač Kulen Fair • Bač Cooking Pot Fair • European Cultural Heritage Days • CycloBač Festival	• Branko Spring Poetry and Branko's Wreath Days • Art Colony • Kuglof Festival • Cornelius Days Festival • Honey Days • Karlovci Grape Picking Days	• Pudar Days • Watermelon Days • Wine Days • Eggplant Neradin Days • Vidovdan Day • Plum Days
Religious		• Franciscan Monastery • Bodjani Monastery • 12 Churches (4 Orthodox, 1 Evangelist and 7 Catholic)	• Patriarchy residence • Orthodox Cathedral • Karlovci Theological School • Roman Catholic Church • Virgin Mary Monastery	• 17 Orthodox Monasteries (Serbian Holy Mount - Athos)
Natural		• Danube (+Danube-Tisa-Danube canal) • "Backo Podunavlje" UNESCO Man & the Biosphere Reserves • Lake Provala (swim area and sand beach) • CycloBač - EuroVelo 6 long-distance cycling route • Water Pumping Station "Plavna"	• Royal Garden • Danube • Marshes of Kovilj and Petrovaradin (IBA, ICPDR and Ramsar List of Wetlands of International Importance) • Fruška Gora National Park	• Fruška Gora National Park • Spa "Thermal" • 4 lakes (3 in use for sport)

Table 1 - Cultural and natural resources/attraction in Serbia's pilot site

Thanking for its geopolitical setting, PHS and its Buffer zone /Municipalities Level represent significant part of European history – from prehistoric time and Antiquity to Medieval and New Era. Cultural and historic remains in archaeological sites and findings to still functional monasteries and churches – both tangible and intangible heritage and natural resources – are internationally acclaimed and as such are ever present in inhabitants lives. Burden of history, multiculturalism, tolerance and openness of warm and welcoming people are representing core

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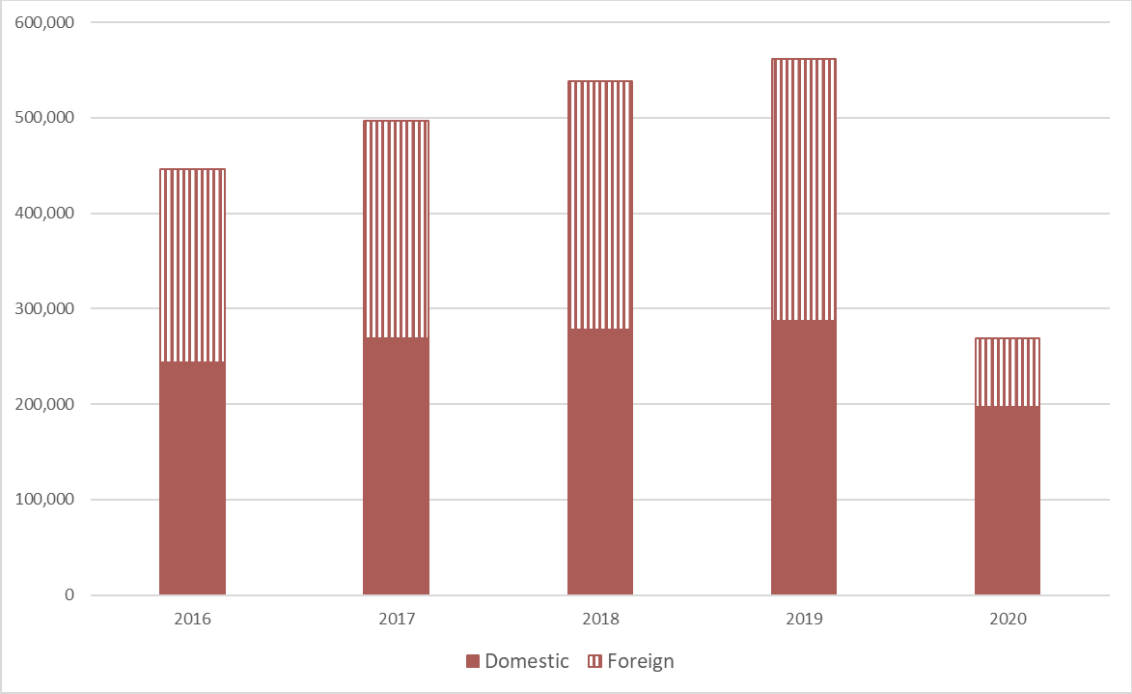
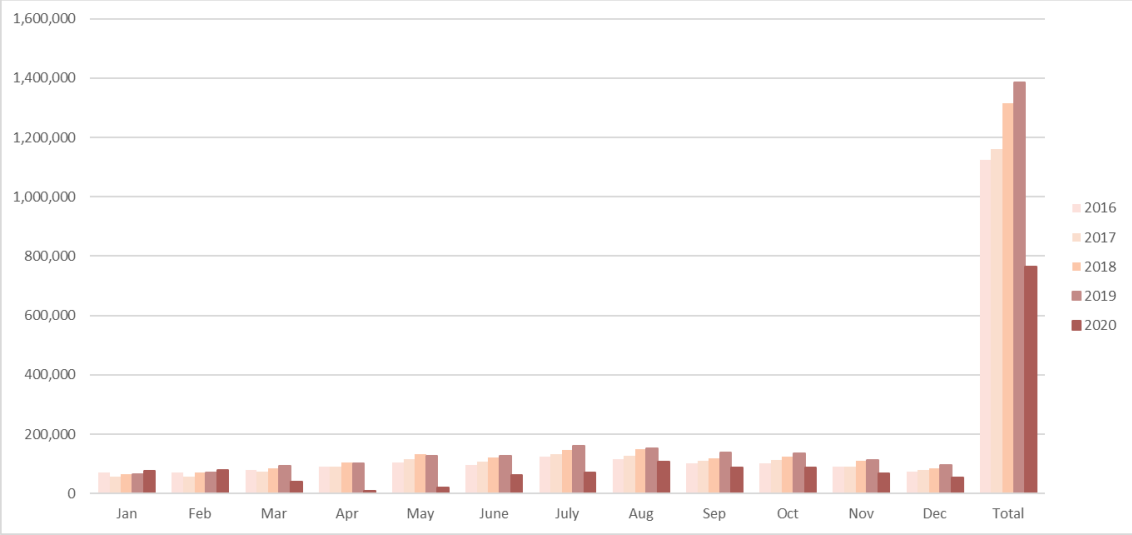
and basic European values. Having in mind continuation of turbulent history in recent decades, after First and Second World War – which were very present and with grave consequences – in and after socialist/communist era that ended with dissolvement of Socialist Federative Republic of Yugoslavia in civil war – left whole Serbia, Vojvodina and Irig, Sremski Karlovci and Bač in delay for development and progress. In that regard, PHS are not valorised and they are not able to communicate to the fullest potential of its possibilities – according to progress and EU standards in various areas – tourism, cultural heritage preservation, marketing, promotion etc. Intensity and energy, ie. genius loci of pilot heritage sites – small in territory and people, but with abundance of history and culture – important for European history, its foundation and its future – are great opportunity to focus on and exercise modern tendencies for circular cultural tourism. Having in mind tolerance and openness of Vojvodina inhabitants, its capital – Novi Sad is elected as European Youth Capital in 2019 and Cultural Capital in 2021 (which is postponed for 2022 due to pandemic) (Europeanization).

The cultural tourism demand was calculated on the basis of the following indicators: Number of total visitors per year/month for all public cultural sites of the region 2016-2020; Number of arrivals (2016-2020) of domestic and foreign tourists; Top 5 foreign countries of tourist arrivals, Number of overnight stays (2016-2020) by domestic and foreign tourists (2016-2020) and Average length of stay of tourists (n. of nights); Number of overnight stays total per month (2016-2020). According to the Report on Tourist Flow in 2020 of the Ministry for Trade, Tourism and Telecommunication, in 2020, the total number of tourist arrivals in the Republic of Serbia amounted to 1,820,021 (a decrease of 50.7% compared to 2019, of which domestic accounted for 1,374,310 (a decrease of 25.4%). The number of foreign tourist arrivals was 445,711 (a decrease of 75.9% compared to 2019). In 2020, the largest number of arrivals (51,459) and overnight stays (128,020) were made by tourists from Bosnia and Herzegovina. On the level of Vojvodina province, there is a decrease of 53% of total number of tourist arrivals in comparison to 2019. According to Bac municipality, there was an increase of domestic tourists. The structure of tourists changes, there are more tourist from urban areas. The category of tourist visits changed also from group excursion to individual tourists, from several days to one-day visit. Irig municipality had increase in number of tourist. For instance, Banja Vrdnik (Vrdnik Spa) had 31,594 tourist in total, out of which there was 28,746 domestic and 2,848 foreign tourists, which has been an increase of 52.2% in total. A summary overview of the status quo of the cultural tourism demand in the Regional Level is therefore proposed.



Graphic 23 - Number of arrivals (2016-2020) of domestic and foreign tourists



Graphic 24 - Number of overnight stays total per month (2016-2020)

The following is provided an overview of the tourism core services supply. In terms of accommodation facilities the Pilot Heritage Site Level are equiped with:

	N. of structures	*N. of bed places available*
Hotel	7	1,134 cc.
B&B	11	--
House/apartment rental	28	--
Room rental in house	44	--
Agri-tourism	0	0
Camping (camp sites)	2	--
Sharing (e.g. couchsurfing)	0	0
Hunting resorts	2	41
Total n. of accommodation facilities	90	Over 1,300

Autonomous Province of Vojvodina has one Official website(s) for cultural tourism https://vojvodina.travel/ and two dedicated mobile applications for cultural visits. Other ICT services are: two Virtual tours and 10 Online booking services for accommodation. In the Pilot Heritage Site Level there are 3 official tourism websites (one for each municipality) and two official tourism app/guide of the destinations.

On the subject of Human rights, in Vojvodina there are minority cultures. Vojvodina is multicultural and multi-confessional diverse "melting pot" territory with 27 nationalities and/or ethnic minority cultures (as it can be seen on the following map) and 6 languages in official use.

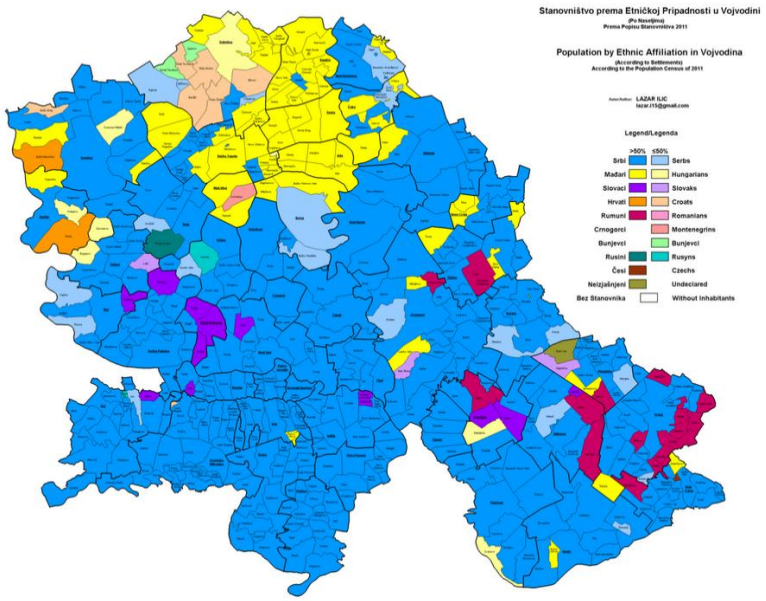


Figure 13 - Source: Statistical Office of Republic of Serbia for Vojvodina from 2011 Population Census

Sremski Karlovci has an Organisation for Protection of the Heritage of the Germans from the Danube Basin “Native home” – or in German “Donauschwaben” – since they were present in Vojvodina from 18th century. Bač has Orthodox, Roman-Catholic and Evangelist churches in its territory.

Last relevant topic are the constraining factors and barriers that prevent the pilot heritage site to become attractive for cultural tourism and to develop a circular cultural tourism strategy. The pilot sites suffer from the Lack of public funding to stimulate innovation and adaptation, Depopulation, Lack of skills and capacities in the entrepreneurial ecosystem of local actors, Lack of effective and up-to-date marketing and communication skills and capacities of local actors and Lack of data and data-driven policies.

4.6 CULTURAL ROUTE OF STEPHAN THE GREAT, CROSS-BORDER AREA OF NORTH-EAST ROMANIA AND MOLDOVA

In the Be.CULTOUR project, the North-East Romania Development Region and Republic of Moldova represent a unique cross-border territory, including the cross-border touristic and cultural route of Stephan the Great, which is under development and is selected as one of the pilot heritage sites of the Be.CULTOUR project. The cultural route is the result of a collaboration between the Ministry of Tourism (Romania) and the National Agency for Investments (Republic of Moldavia). In order to allow a comprehensive understanding of the local realities and to reflect the differences generated mainly by diverse governance structures, laws and overarching national characteristics, the cross-border territory is here described separately for each region/country.

The unique character of the cross-border territory is defined by its geography, climate, culture and, in part, its history. The Prut River crosses the territory from north to south and represents the national border between Romania and Moldova.

The rest of the geography is formed predominantly by hills with a mild climate. From a historical perspective, the territory was several times in history administrated as one entity, which is reflected in the predominant languages, religions, cultures and traditions that remain today.

One of these historic periods was under the reign of Stephan the Great, who is known for setting the base for numerous religious buildings and communities, some of which now have national and/or world heritage status. This heritage, often located in unique cultural landscapes, are the base for the touristic and cultural route development. The biggest challenges of the cross-border territory are related to demographics. The area is being strongly affected by brain drain and emigration, population ageing, abandonment and depopulation, in a context of weaker accessibility and lower-performing economies, compared to other European regions.

4.6.1 NORTH-EAST ROMANIA

General characteristics of the Regional and Pilot Heritage Site Levels

The Route of Stephen the Great and Saint itinerary is “under construction” by the Ministry of Tourism (Romania) and National Agency for Investments (Republic of Moldova) with 20 places in Romania and 13 in Republic of Moldova. Stephen III of Moldavia (or Stephen the Great), Prince of Moldavia, in the medieval age, established a number of Romanian Orthodox churches and monasteries as founder. All the included cultural heritage sites pertaining to Stephen the Great History have an important component based on intangible heritage (stories, books, legends, movies, knowledge, crafts and traditions, linked to the great Prince of Old Moldavia – which comprised the North-East of Romania and the today Republic of Moldova, along with other parts of Romania and Ukraine). The challenges addressed by the project in this area are related to the accessibility of remote areas, quality standards for cultural tourism and cultural mediation.

Figure 14 - Map of the settlement system in the North-East Region Romania

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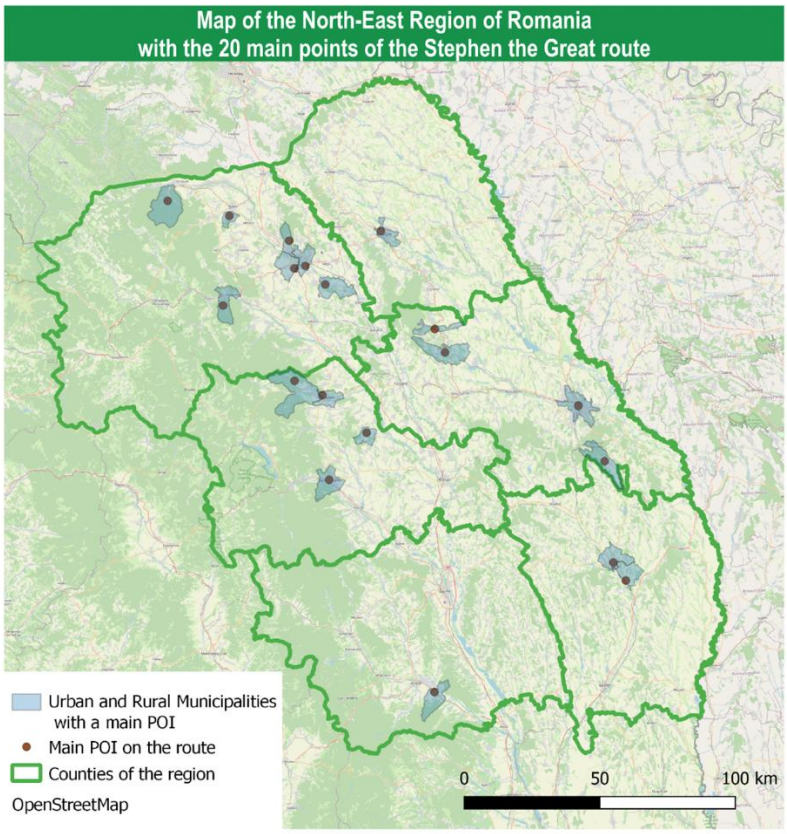

Figure 15 - First draft of the map of the North-East Region of Romania with the 20 main points of the Stephen the Great route

The (MACRO (Regional/Country Level), MESO (Buffer zone /Municipalities) and MICRO (Pilot Heritage Site) areas, project fields of intervention, are structured as follows:

	PILOT SITE & COUNTRY	*ROUTE OF STEPHAN THE GREAT AND SAINT, NORTH-EAST REGION OF ROMANIA*
MACRO LEVEL	Name of the administrative Region	North-East Romania
	Name of regional capital city	Iasi - Largest city
	Total territorial surface (km²)	36.850
MESO/MICRO LEVESL	Name	Route of Stephan the Great and Saint
	N. of municipalities	19
	Total territorial surface (km²)	--
	Heritage type	Natural and rural landscape; Historic cities

The Pilot Heritage site area identified coincides with the Buffer zone/Municipalities area.

The route areal comprises sites from the whole region, from each of the 6 counties of the region, to be exact: [ENG] Suceava, Botosani, Iasi, Neamt, Vaslui, Bacau. The Points of Interest of the route are situated in 19 municipalities (territorial administrative units), comprising 9 urban localities and 10 rural localities.

In terms of accessibility, the following transport facilities in the Buffer zone /Municipalities Romanian area are noted: numerous Bus stations, numerous Train stations and 3 International Airports (Iasi, "George Enescu" and "Stefan cel Mare").

The enabling context

This section contains basic data on the socio-economic context, such as number of residents, income levels, population density and others. All the data refer to year 2020 (if available) and, depending on the themes, to Regional, Buffer zone /Municipalities and Pilot Heritage Site Levels.

At Region Level, the demographic variables are composed as follows:

Name of Region / Country	N. of inhabitants	Population density (inhabitants per sq. Km)	Population Growth Index	Average income per person	% Male	% Female	% Youths (<30 years)	% Elderlies (>65 years)	% of total national population
NORTH-EAST ROMANIA	3,192,001 (2019)	86,6	-2,6 (2019 vs. 2010)	498 (2018)	49.8	50.2	36.2	18.1	16.5

Follows the Buffer zone /Municipalities Level:

Name of area	N. of Municipalities	Total n. of inhabitants	Average population density (inhabitants per sq. Km)	Average income per person	Average % Male	Average % Female	Average % Youths (<30 years)	Average % Elderlies (>65 years)	Average % of total national population
ROUTE OF STEPHAN THE GREAT AND SAINT	19	1,036,182	833,8	--	49.71	50.29	35.35	14.52	0.25

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The Population Growth Index at Buffer zone /Municipalities Level (2010=100) is 110 (2019)

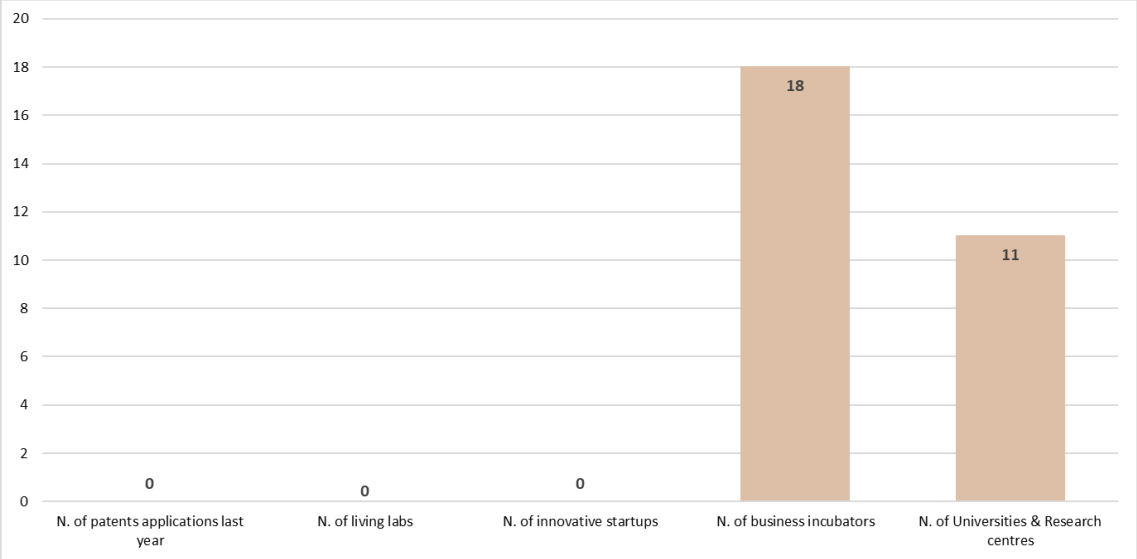
The North-East Region of Romania has a Gross Domestic Product of 21,3bn euro (2018) and a GDP per capita of 6,600 euro (2018). The average income per household (€) is 3,970,9 lei= 819,7 euro. The number of employees in 2018 was 1,134,800, 13.5% of total employees in Romania. 62,160 (2018) is the total number of active firms. The total number of employees in active firms is 583,064 (2019). With regard to the specific sectors Tourism, Cultural Sector and Agriculture the following values could be determined:

	TOURISM	CULTURAL SECTOR	AGRICULTURE
Employment rate by sector (%)	2.2 (2018) (hotels and restaurants)	0.6	31.1
Total number of active firms by sector (n)	3,265 (2019)	957	2,521
Average number of employees by sector (n)	9,2 (2019)[18]	10,4	6,9

In relation to Human capital and fairness it is possible to detect on the Romanian Regional Level a share of labour force with at least secondary education is amounting to 34%; the female labour participation in all sectors is amounting to 58.7%.

Within section "2 - The enabling context" of the data collection form, point "2.2 Local innovation ecosystem" asks partners to define their Regional Level of innovation referring to the year 2020 with indications on N. of patents applications; N. of living labs (with their localization and whether they are included in the official European ENoLL network or they are unofficial); N. of innovative start-ups; N. of business incubators and N. of Universities & Research centres.

[18] Not an official value. It was approximated based on the number of small, medium and large firms.



Graphic 25 - North-East Romania: Local Innovation Ecosystem

The R&D public expenditure in the North-East Region of Romania is 0.3% of the Regional GDP in 2019.

A section of the "enabling context" is dedicated to environmental management & circular economy. In this section basic data on environmental context and management in Regional and Pilot Heritage Site Levels areas are given.

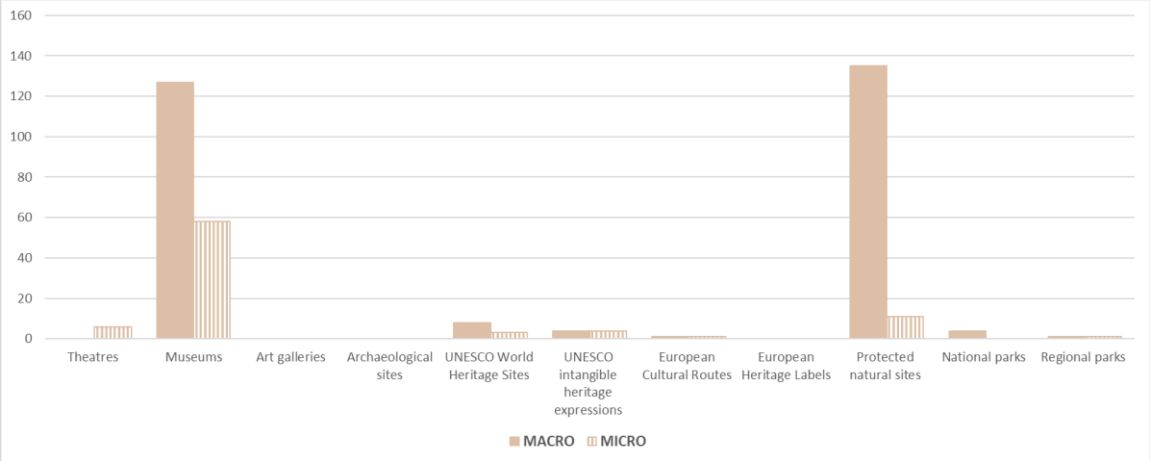
On the Natural areas field, the vegetation coverage share is 94.7 % (33% cropland, 34.6% woodland, 2.3% shrubland, 24.8% grassland) and the share of the terrestrial and marine areas under protection as a of country's total territorial area is more 22% (3.730 km2 of Natura2000 SPA protected areas (10% of the region); 4.310 km2 of Natura2000 SCI protected areas (12% of the region); some protected areas are both SPA and SCI NATURA2000 sites). On the issue of natural resources consumption, at MACRO level, the Water consumption per capita per year is 4,14 cubic meters per capita (2019) (most rural areas in the region do not have running water so they use wells or personal water pumps). All other data on natural resources consumption are only available on a national level.

With regard to the sustainable mobility, in the Romanian Regional Level are the services of bikesharing, scootersharing, pushscooter in sharing and shuttles and microtransit.

Sustainable cultural tourism

This section provides basic data on core tourism resources and tourism sector at Regional Level as well as in the pilot heritage site.

In the case of the Route of Stephan the Great and Saint itinerary, which involves the Regional Levels of Moldova and North-East Romania, about 21.6% of the assets are located within the pilot site that coincides with the Route. Noteworthy is the data on Archaeological sites which is identified by the partner as "Thousands (but only very few prepared for visiting)" at regional Level but which is not determined, due to the complexity of the asset, at Pilot heritage Site level thus causing an unrealistic comparison.



Graphic 26 - North-East Romania: Total MACRO (Regional)/MICRO (Pilot Heritage Site) number

All the included cultural heritage sites pertaining to Stephan the Great History have an important component based on intangible heritage (stories, books, legends, movies, knowledge, crafts and traditions, linked to the great Prince of Old Moldavia – which comprised North-East of Romania and the today Republic of Moldavia). In our project we will focus on mapping the cultural objectives that will be included in the Stephan the Great Cultural Route:

- In Suceava county: Voroneț Monastery (1488) and Pătrăuți Monastery (1487) (Holy Cross Church), which are Unesco Heritage Monasteries.

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- In Neamt County: the Bison Land and the linked cultural heritage area from Neamt County, around Targu Neamt town. This area is promoted by Bison Land Association, Ozana Valley Association and Eco-tourism Association. They are keepers of a priceless spiritual and natural heritage, lands full of divine grace, located on the border between reality and magic. The reappearance of the bisons, after years of efforts, is just like a fairy tale. The specificity of the area is given by the intermingling of the natural beauties with the cultural and spiritual values. The monastic community present here is the second largest in Europe (after the one from Mount Athos), the monastic villages (Văratec, Agapia, Neamţ), with their special organization, represent a unique European cultural heritage. The area includes the Vânatori Neamţ Natural Park.

The Vanatori Neamt Natural Park means much more than the place where the Romanian bison live, it is an area of about 31,000 hectares, of which over 26 thousand only forest, in the northern part of Neamţ county, harboring a diversity of cultural, historical and natural values. Rare species such as brown bear, lynx, , wild cat, Carpathian deer can be seen. In its territory, there are famous monastic communities, the monasteries of Agapia, Văratec, Neamt, Secu, Sihastria or Sihla, the Baltatesti and Oglinzi resorts, along with three protected natural areas: the Silver Forest, the Brass Forest, The Dragos Voda Bison Reservation. The movies “Fratii Jderi” and “Stefan cel Mare” were filmed in the Vanatori-Neamt Natural Park in the 1970s due to the beauty of the places and their picturesque nature. This area is an open lab for circular economy and it is labeled as eco-tourism area (among the other 6 from Romania). In Moldova, the Capriana Monastery, Archeological Complex Old Orhei, Soroca Fortress, Tighina Fortress, Mereni Village and the wine region Stefan Voda (Stephan the Prince) will be the target of the project. The pilot site in Moldova include the UNESCO Man and the Biosphere Reserve Lower Prut in Moldova, directly managed by VEM partner.

The route of Stephen the Great (Ștefan cel Mare) will bring together the main points of interest connected to the life, events and the cultural and military accomplishments of this great medieval ruler. During his reign of 47 years, Ștefan managed to make Moldavia known throughout Europe, establishing commercial, military and cultural connections with the most important European powers of that time. With a succession of wars and peace treaties, Ștefan strengthened the position of Moldavia in both the military and cultural fields. Through his connections with King Matthias Corvinus of Hungary, Sultan Mehmed II - the conqueror of

Constantinople, King Cazimir IV of Poland, Vlad Țepeș of Wallachia (Dracula) - his cousin or Pope Sixtus the IV of Rome, Ștefan

entered triumphantly on the European stage. The points of interest identified on the route are valorized and communicated mostly independently, the local community is very attached to the historical Figure of Ștefan and there are lots of legends regarding his reign. The most famous points of interest are the medieval fortresses, the princely courts and the beautiful churches built during the 47 years of rule. Most of them were conserved in time as the most valuable assets of the region, so the valorification and communication in an innovative and integrated way is not only possible, but highly expected (Europeanization).

The cultural tourism demand was calculated on the basis of the following indicators: Number of total visitors per year/month for all public cultural sites of the region 2016-2020; Number of arrivals (2016-2020) of domestic and foreign tourists; Top 5 foreign countries of tourist arrivals, Number of overnight stays (2016-2020) by domestic and foreign tourists (2016-2020) and Average length of stay of tourists (n. of nights); Number of overnight stays total per month (2016-2020).

The negative impact registered in the tourism industry due to the medical crisis caused by the new coronavirus are huge, loss of clientele and skilled labor contracts were lost, suppliers, debts were accumulated, a certain reluctance will remain for a while. In the next period the holidays preferred by Romanians will be in the mountain resorts, in the rural areas (isolated villages) and in the balneoclimateric (SPA) resorts and “vacation in nature”. A summary overview of the status quo of the cultural tourism demand in the Regional Level of North-East Romania is therefore proposed.

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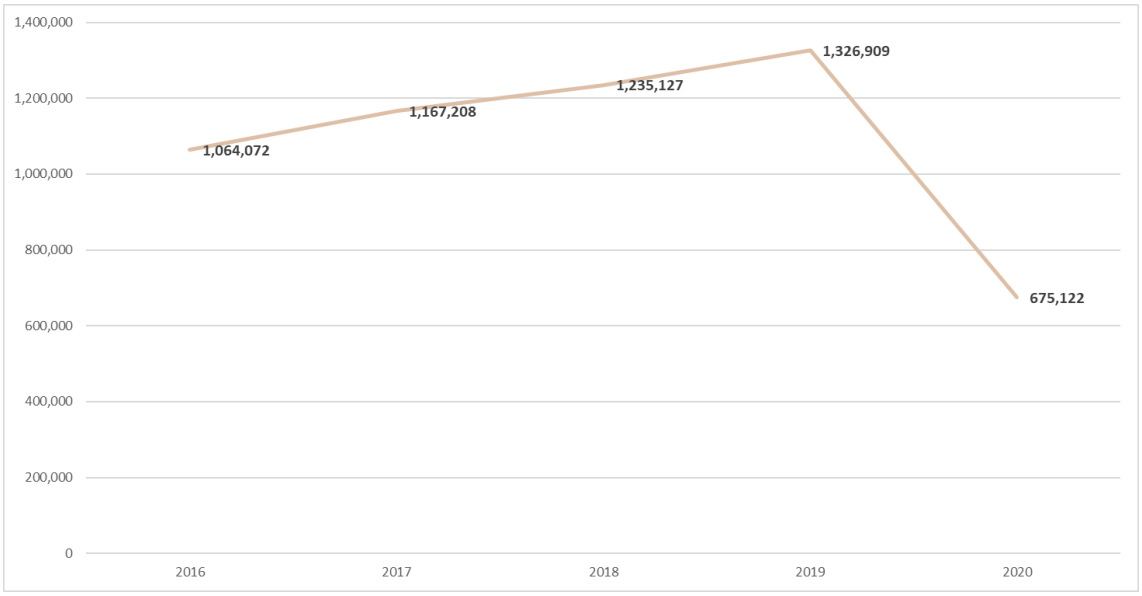
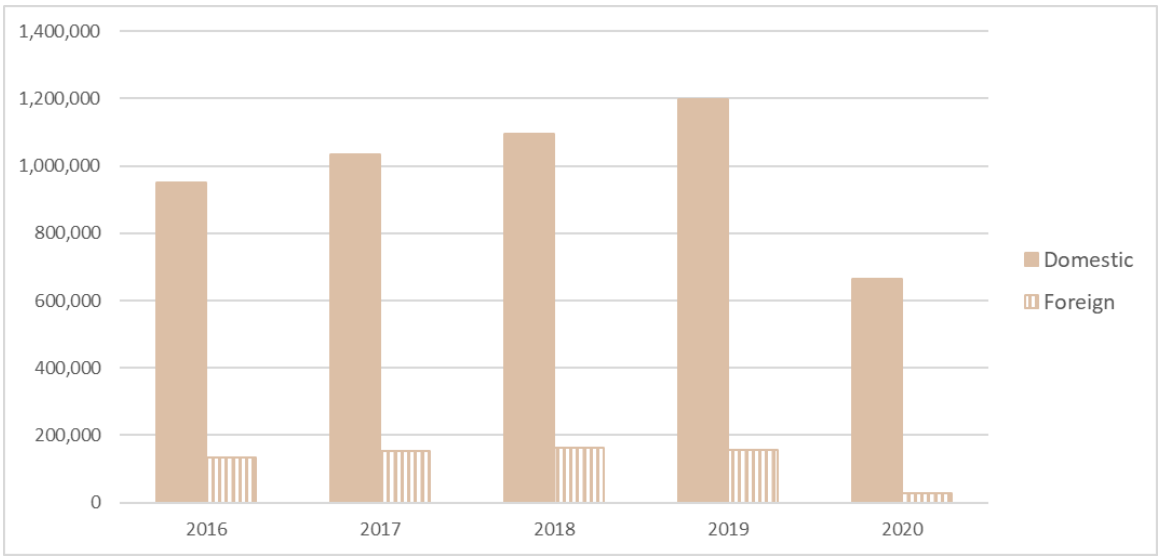
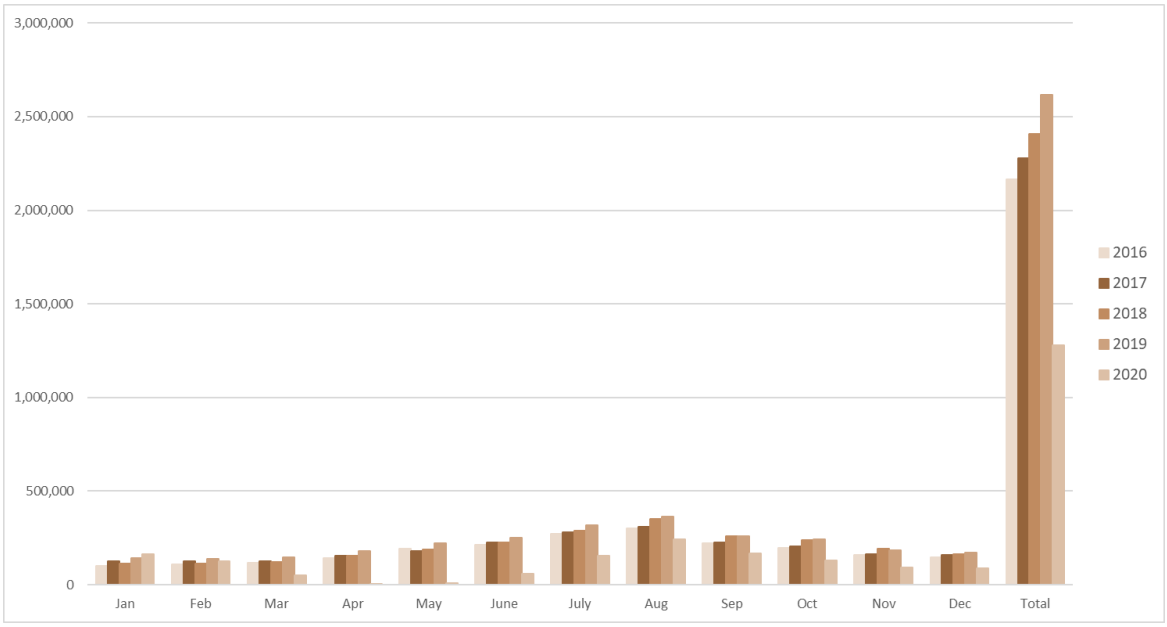


Graphic 27 - Number of total visitors per year for all public cultural sites of the region 2016-2020



Graphic 28 - Number of arrivals (2016-2020) of domestic and foreign tourists



Graphic 29 - Number of overnight stays total per month (2016-2020)

The following is provided an overview of the tourism core services supply. In terms of accommodation facilities, the Romanian Pilot Heritage Site is are equiped with:

	N. of structures	*N. of bed places available*
Hotel	71	--
Bnb	101	--
House/apartment rental	--	--
Room rental in house	--	--
Agri-tourism	23	--
Camping (camp sites)	4	--
Sharing (e.g. couchsurfing)	--	--
Bungalows, Hostels, Cabin	23	--
Total n. of accommodation facilities	65	--

North-East Romania has numerous websites for cultural tourism made for individual sites or touristic regions. Other ICT services: Virtual tours in some museums and Online booking services for accommodation (Booking.com and Airbnb are used extensively). In the MICRO area there is an official tourism website of the destination https://stephenthegreat.travel/.

North East Romania has a one DMO which is a partner in the Be.CULTOUR project.

Minority cultures are present in the Pilot Heritage Site in the Romanian side. The main minority culture present is the Roma culture. In Romania there are about 15 organizations focusing on the Roma Culture.

Last relevant topic are the constraining factors and barriers that prevent the pilot heritage site to become attractive for cultural tourism and to develop a circular cultural tourism strategy. The pilot site in the Romanian territory suffer from the Lack of public funding to stimulate innovation and adaptation and Depopulation.

4.6.2 REPUBLIC OF MOLDOVA

General characteristics of the Regional and Pilot Heritage Site Levels

Moldova covers a territory of approximately 34.000 km2 and hosts a population of 2,6 million inhabitants. The territory is dominated by hills (highest point reaches 430m in altitude), the river Prut (which marks the country's western border) and the river Dniester in the east. At its southernmost point, Moldova has approximately 500 meters of direct access to the Danube River, where the International Free Port of Giurgiulești is established. The country is a former territory of the USSR and currently shares its borders with Romania in the west and Ukraine in the east. Since 2001, the Republic of Moldova is administratively divided into 32 districts, five municipalities and two administrative-territorial units. Two of its six development regions have a special status: Autonomous Territorial Unit of Gagauzia (south) and the breakaway territory of Transnistria (east of the river Dniester). Between 1990 and 1992, a brief war took place between the Moldovan government and the separatist pro-Russian Transnistrian forces. Since then, there remains a frozen conflict, in which Transnistria has a complicated status that is disputed between the national government of Moldova and the breakaway administration (Directorate-General for External Policies- Policy Department, 2016).

The (MACRO (Regional/Country Level), MESO (Buffer zone /Municipalities) and MICRO (Pilot Heritage Site) areas, project fields of intervention, are structured as follows:

	PILOT SITE & COUNTRY	*ROUTE OF STEPHAN THE GREAT AND SAINT, REPUBLIC OF MOLDOVA*
MACRO LEVEL	**Name of the administrative Region**	Republic of Moldova
	Name of regional capital city	Chisinau
	Total territorial surface (km²)	33.846
MESO/MICRO LEVESL	**Name**	Route of Stephan the Great and Saint
	N. of municipalities	13
	Total territorial surface (km²)	--
	Heritage type	Natural and rural landscape; Historic cities

The enabling context

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This section contains basic data on the socio-economic context, such as number of residents, income levels, population density and others. All the data refer to year 2020 (if available) and, depending on the themes, to Regional, Buffer zone /Municipalities and Pilot Heritage Site Levels.

At National Level, the demographic variables are composed as follows:

Name of Region / Country	N. of inhabitants	Population density (inhabitants per sq. Km)	Population Growth Index	Average income per person	N. Male	N. Female	N. Youths (16-30 years)	% Elderlies (>65 years)	% of total national population
REPUBLIC OF MOLDOVA	2,611 million	123	- 0.25	7000,00 MDL/Month	1,250 milion	1,361 milion	1,450 milion	13.0	--

Moldova has a Gross Domestic Product amounted to around 11,97 billion U.S. dollars and a GDP per capita recorded at 3250,40 US dollars. The disposable income of the population of Moldova amounted to an average of 3096,6 lei per month. Employment Rate is 41.8% Total number of active firms is 50,5 thousand and the average number of employees in active firms is 335,8 thousand. With regard to the specific sectors Tourism, Cultural Sector and Agriculture the following values could be determined:

	TOURISM	CULTURAL SECTOR	AGRICULTURE
Employment rate by sector (%)	0.46	3.3	9.51 to the GDP of Moldova, 23.28 percent came from the industry and 54.24 percent from the services sector.
Employment rate by sector (%)	0.83	3.5	35.36
Total number of active firms by sector (n)	900	--	--

Accessibility and transport infrastructure represent one of the biggest challenges Moldova faces. Its peripheral position east of the EU border makes it a distant destination for many EU citizens, accessible by only one international airport near Chisinau. If necessary, the airports near Iași (Romania) and Odesa (Ukraine) can also serve as transport nodes. Beyond that, the road, railway and public transport infrastructure is lagging behind, being poorly maintained and

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often in a state of degradation. To start with, Moldova has no highways. The quality of the infrastructure is even more problematic for the roads linking different rural areas. At the same time, although the county has railway infrastructure in place, its efficiency is very limited. Therefore, most of the railway capacity is used for freight and not passengers. International connections to the EU pose another challenge. The wheelbase infrastructure is different in Moldova, and therefore the wheels of the trains need to be changed when crossing the border. Regarding public transport, most of it operates in the largecities. Public transport routes between rural areas are few and slow and as a result, there is a high use of privately owned cars. In terms of water connections, although the Danube port of Giurgiulesti is small, it can accommodate medium-sized ships, both for freight and passengers.

The main economic sectors of Moldova are wine production, agriculture (due to its high-quality soil) and industry. Wine production has a very long history in Moldova, and is recognised at the international level via its exports. In Moldova, there are about 500,000 SMEs representing around 97% of the total enterprises, 50% of employment and generating more than 30% of the country's income.

Since 2005, Moldova has had a national programme through which seven Free Economic Zones have been developed, in hopes of attracting international companies and stimulating the creation of jobs. These Zones have attracted numerous foreign companies (mainly in the manufacturing industry) which benefit from tax reductions. Since 2014, in the cities and villages located near the border, there are many seasonal workers who choose to come and work in Romania. This phenomenon is particularly strong in the south and west, e.g. in Ungheni. In the same period of time, in Gagauzia, Turkish businesses have created some new textile facilities. With the exception of these, most of the economic activity is related to agriculture. When Transnistria broke away in 1992, pro-Russian forces took control of most of the industry of the area. Today, part of that industrial infrastructure is unused, while accurate information about this sector is relatively difficult to obtain. In addition, a very important contribution to the national economy is the money sent from the Moldovan diaspora back to those living in the country. Currently it amounts to 1.7 billion US dollars and represents a significant percentage of the 37 billion US dollars national budget. This money is sent by Moldavians abroad as financial support to families and friends living in the country. A last point that poses a particular challenge for the Moldavian economy is the matter of human capital, marked by insufficient qualified workers in the field of management and the provision of quality services. Many public

administrations, especially at the local level, are not able to find appropriately trained experts. The salary levels and available opportunities in other cities and regions of Europe are just some of the many reasons for this phenomenon.

In relation to Human capital and fairness it is possible to detect on the Moldova National area a share of labour force with at least secondary education is amounting to 13.3%; the female labour participation in all sectors is amounting to 34% while the percentage of female labour participation in the tourism sector is 54%

A section of the "enabling context" is dedicated to environmental management & circular economy. On the Natural areas field, the vegetation coverage share is 15% The country covers an area of 33,843 km2, of which 472 km² are water. On the issue of natural resources consumption, at national level, the Water consumption per capita per year is 34, 7 m3. Energy consumption (per capita per year) is 1,679 kWh. Renewable energy share (%) represent 20% of Moldova's energy mix. On soil consumption per year, the registered agricultural land area is 1,449,310 hectares. Wastes generated per capita is 122 KG, meanwhile, the recycling rates of wastes stands at 10%. Circular materials use rate is 3%.

In Moldova the concept of circular economy is mainly associated with green development and wastewater management. Since 2014, Moldova has implemented a National Climate Change Adaptation Strategy, and since 2018 a Waste Law. These policy and legislative improvements have been achieved as a result of the assistance provided by the EU integration of "green" economy principles. Although some discussions about the concept are taking place, such as the recent dialogue between several public institutions: "Waste Management - The transition to a circular economy in Moldova" (Report: Waste Management - The transition to a circular economy in Moldova https://e-circular.org/uncategorized/dialog-online-tranzitia-spre-o-economie-circulara-in-republica-moldova/) there isn't yet a high level of awareness or implementation of the concept.

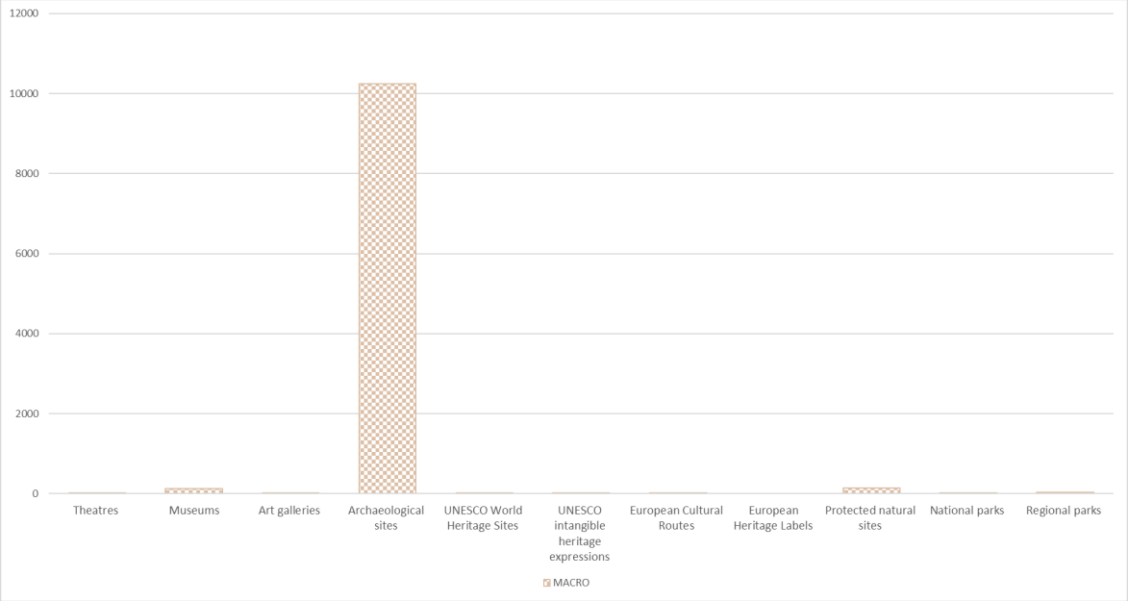
Sustainable cultural tourism

This section provides basic data on core tourism resources and tourism sector at National Level as well as in the pilot heritage site.

The Republic of Moldova is a small country with a great diversity of objects of tourist interest located at short distances from the main cities - hotel centers.

The tourist heritage of the country consists of over 15,000 anthropic tourist attractions and over 300 important natural areas, over 1000 protected architectural monuments, about 50 Orthodox monasteries.

The immovable archaeological heritage of the Republic of Moldova includes a number of over 9000 sites of different categories and types, of which 180 are Paleolithic resorts, about 2650 - open settlements dating from the Neolithic to the late Middle Ages, 90 - fortress or fortified settlements from the Eneolithic , the Iron Age and the Middle Ages, 5 - ancient or medieval linear fortifications, 5950 - mounds or funerary mounds dating mainly to the Bronze Age and 130 - prehistoric, ancient and medieval flat cemeteries.



Graphic 30 – Republic of Moldova: Total number of assets in MACRO (National) area

The national area of Moldova, has assets of an articulated character, with a greater presence of archaeological sites.

The archaeological and ecclesiastical complex at Orheiul Vechi (Old Orhei), about 50km north of Chişinău, is an important historical site and a place of stark natural beauty. Occupying a remote, rocky ridge over the Răut River, the complex is known for its Cave Monastery, but also includes

ruins ranging from the earliest days of the Dacian tribes more than 2000 years ago through the Mongol and Tatar invasions of the early Middle Ages and the time of Ştefan cel Mare.

The complex is in the village of Butuceni, where a small bridge over the Răut takes you to the trailhead for a 15-minute hike up to the Cave Monastery. Further along the ridge you see the twin spires of an Orthodox church dedicated to the Ascension of St Mary, built in 1905 and recently restored. The church was shut down by the Soviets in 1944 and remained abandoned throughout the communist regime. From here a steep shortcut leads down to Vila Etníca in the village proper.

There are two museums in Butuceni. One is near the bridge inside the Orheiul Vechi Exhibition Centre. It contains objects recovered during archaeological digs, and also sells a handy English-language map and guide (40 lei) of the complex. The other museum is a small ethnographic museum at house no 15 in Butuceni village proper.

Ancillary attractions around here include remnants of a 15th-century defence wall surrounding the monastery complex and recently opened caves across the valley that you can hike to. All exploration is done on foot and it takes about half a day to see everything. Dress appropriately: long skirts or pants for women, long shorts or trousers for men, and no tank tops.

The cultural tourism demand was calculated on the basis of the following indicators: Number of total visitors per year/month for all public cultural sites of the region 2016-2020; Number of arrivals (2016-2020) of domestic and foreign tourists; Top 5 foreign countries of tourist arrivals, Number of overnight stays (2016-2020) by domestic and foreign tourists (2016-2020) and Average length of stay of tourists (n. of nights); Number of overnight stays total per month (2016-2020).

The negative impact registered in the tourism industry due to the medical crisis caused by the new coronavirus are huge, loss of clientele and skilled labor contracts were lost, suppliers, debts were accumulated, a certain reluctance will remain for a while. In the next period the holidays preferred by Romanians will be in the mountain resorts, in the rural areas (isolated villages) and in the balneoclimateric (SPA) resorts and “vacation in nature”.

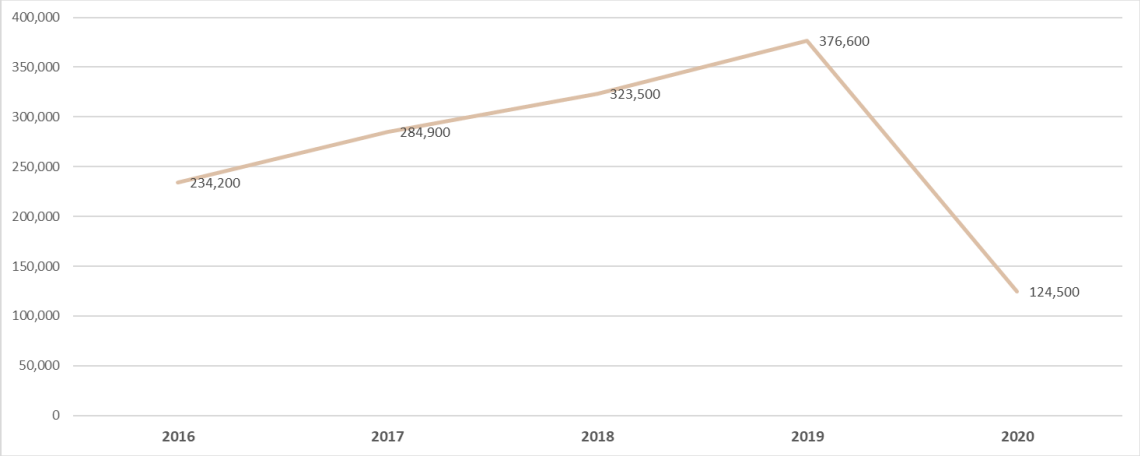
Tourism (and specifically cultural tourism), has currently a modest performance and contributes to a small percentage of the economy of Moldova. Winemaking is an integral part of Moldovan culture and is present in most aspects of life. The country benefits from approximately 150

wineries, from which several areas are included in the Protected Geographical Indications (PGI) label system (Protected Geographical Indications is one of the Quality schemes used for food and drinks in the EU. More info at: https://ec.europa.eu/info/food-farming-fisheries/food-safety-and-quality/certification/quality-labels/quality-schemes-explained_en#). Mileștii Mici village is registered in the Guinness Book of Records for hosting the largest wine collection in the world, counting about 1.5 million bottles, deposited inside its 200 km of galleries. In addition to this unique wine cellar, several others are linked by touristic wine routes. Other important attractions of Moldova include religious heritage sites, particularly the Orheiul Vechi monastery located on top of a hill overlooking the sharp and steep bend of the Răut River. Another such site is the Soroca Fort located in the city with the same name. The cultural landscape of Orheiul Vechi is currently on the UNESCO tentative Heritage List.

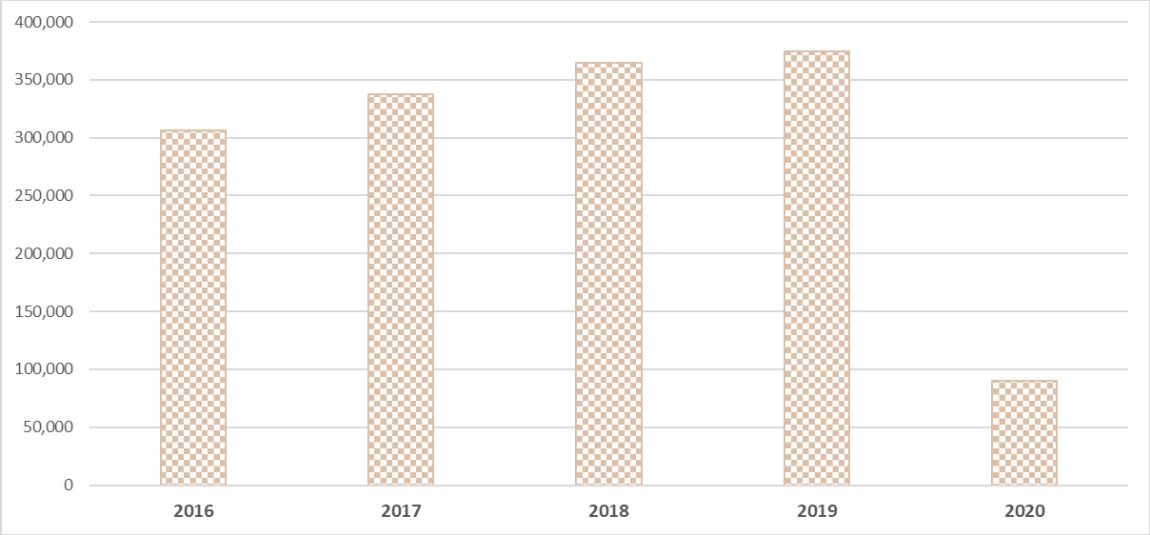
Beyond these well-known attractions, Moldova has additional cultural heritage that is worth mentioning. The special values of the cultural practices associated with the 1st of March celebrations (Mărţişorul) are recognised and listed as UNESCO Intangible Heritage, while the unique biodiversity of the Lower Prut located in the south-east of Moldova is recognized and listed in the UNESCO Man and Biosphere reserve. Furthermore, Moldova is predominantly a Christian Orthodox country with deep religious traditions kept alive until present day.

Most of the tourists visiting Moldova come from nearby regions of Romania, Ukraine, Russia and Bulgaria. Although tourism here does not have a strong seasonal character, other specific challenges are present. To start with, the legislation framework which covers the tourism sector is insufficient, outdated and parts of it do not align with European standards (e.g., Classification of accommodation by number of stars). Secondly, the country in general and its touristic offers are vastly unknown in the European market, since Moldova has thus far had limited international visibility and marketing campaigns. Moreover, tourist information about important heritage or touristic assets (such as info points, info panels and guides) are lacking or in disrepair. Accommodation facilities are in limited supply, especially in the rural areas. Finally, museums and cultural assets are lacking well-trained staff to serve an international audience.

A summary overview of the status quo of the cultural tourism demand in the National Level of Republic of Moldova is therefore proposed.



Graphic 31 - Number of total visitors per year for all public cultural sites of the country 2016-2020



Graphic 32 - Number of overnight stays total per years (2016-2020)

The country is a member of the World Trade Organisation since 2001, and is the first former Soviet state to join this international organisation. Moldova also benefits from free or preferential trade with 43 countries. These economic-trade arrangements allow Moldova's resident companies to access markets that bring together more than 880 million potential customers.

From a social perspective, Moldova is an amalgam of several nationalities, minorities and cultures with diverse traditions, languages, folklore and gastronomy. The main minorities are Ukrainians (approximately 10%), Russians (approximately 7%), as well as Gagauz, Roma and

Jewish communities. Worth noting is that Moldova is the main place where Gagauz people live today. Their ethnicity is originally Turkish and the main religion practiced is Orthodox Christianity.

Last relevant topic are the constraining factors and barriers that prevent the pilot heritage site to become attractive for cultural tourism and to develop a circular cultural tourism strategy. The pilot site in the Romanian territory suffer from the Lack of public funding to stimulate innovation and adaptation and Depopulation.

4.7 DATA AVAILABILITY

The form developed by CNR IRISS within the Horizon 2020 project Be.CULTOUR in order to collect relevant data for the Deliverable 'D1.1 - Analysis of market potential of sustainable and circular cultural tourism' in pilot heritage sites, required specific data also at regional and buffer zone levels. The assessment of Circular Cultural Tourism potential was the objective of this research task.

Thus, a very structured set of useful data and information was requested on the current geographical, socio-economic, environmental and cultural context of each pilot territory of the project.

Moreover, the areas of intervention are very differentiated in terms of history, geography, society, culture and size. The statistical policy of each country played a decisive role in this phase.

For these reasons, an overview of the level of completeness of the information requested to each partner is provided with reference to the specific sections of the data form (Section 1- General characteristics of the tourist region and pilot heritage site; Section 2 - The enabling context; Section 3 - Sustainable cultural tourism).

	1- General characteristics of region and pilot heritage site	2- The enabling context	3- Sustainable cultural tourism
Basilicata	100,0%	66,0%	61,1%
General Government of Aragon	100,0%	80,0%	72,2%
Cyprus	100,0%	96,0%	84,7%
Västra Götaland Regional Government	100,0%	70,0%	51,4%
Autonomous Province of Vojvodina	100,0%	48,0%	62,5%
North East Romania-Republic of Moldova	87,5%	60,0%	36,1%

Table 2 - Percentage of data availability for each country

In particular, for section 2 "The enabling context", the Basilicata, Autonomous Province of Vojvodina, North-East Romania and Republic of Moldova Regional Levels do not have statistics on environmental management & circular economy (Greenhouse gas emissions and pollution, Co2 Emissions - kilo tonnes, Co2 Emissions Rate - kilo tonnes per capita, Average level in ug/m experienced by the population of PM2.5 Air pollution).

Also, no statistics are available for Regional Levels of Autonomous Province of Vojvodina on the Natural areas field (vegetation coverage share, share of the terrestrial and marine areas under protection as a of country's total territorial area, Water consumption per capita per year, Energy consumption per capita per year, Renewable energy share (%), Soil consumption per year, Wastes generated per capita, Recycling rates of wastes, Circular materials use rate).

No statistics available on local environmental issues topic (Tourists average water consumption per day, Soil consumption due to hotels, infrastructure and other tourism facilities development, Average carbon footprint of traveller to the location e.g. using carbonfootprint.com holiday section) by the pilot heritage sites of Autonomous Province of Vojvodina and Västra Götaland Regional Government.

With regard to section 3 "Sustainable cultural tourism", it is possible to say that data on tourism flows represent a strong impact element for the quantitative analysis. Unlike the regional levels of General Government of Aragon & Cyprus, the other partners have not been able to provide a systemic and robust overview in the tourism sector due to the absence of official statistical sources.

In particular, lack of data was reported on Cultural tourism revenues & funding [Total for all regional public cultural sites including museums, archaeological sites, etc.: 2016-2020; Total Revenues from entrance fees 2016-2020 (Euro); Funding from government 2016-2020 (Euro); tourism density] for Västra Götaland Regional Government, Autonomous Province of Vojvodina and Republic of Moldova Regional Levels.

Data were not available on barrier-free access to cultural & natural sites in Pilot Heritage Sites [Share of commercial accommodation establishments participating in recognized accessibility information schemes (%); Share of tourist attractions that are accessible to people with special needs and/or participating in recognized accessibility information schemes (%)] for Autonomous Province of Vojvodina, Västra Götaland Regional Government, North-East Romania, Republic of Moldova Regional Levels.

Also, lack of data was reported on Sustainable tourism supply [percentage of locally produced food, drinks, goods and services sourced by tourism enterprises; percentage of tourism enterprises or establishments using a voluntary certification (labelling) for environmental/quality sustainability and/or Corporate Social Responsibility] in Pilot Heritage Sites of Autonomous Province of Vojvodina, Västra Götaland Regional Government, North-East Romania, Republic of Moldova.

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The following data are lacking for Basilicata, Autonomous Province of Vojvodina, Västra Götaland Regional Government, North-East Romania, Republic of Moldova: Local entrepreneurship/self-entrepreneurship in the Pilot Heritage Site [N. of tourism businesses owned by people of the local community; N. of tourism businesses owned by women; N. of tourism businesses owned by youths (<30 years old); N. of tourism businesses owned or conducted by minority culture people].

4.8 STATUS INDICATORS AND PROJECT TARGET VARIABLES

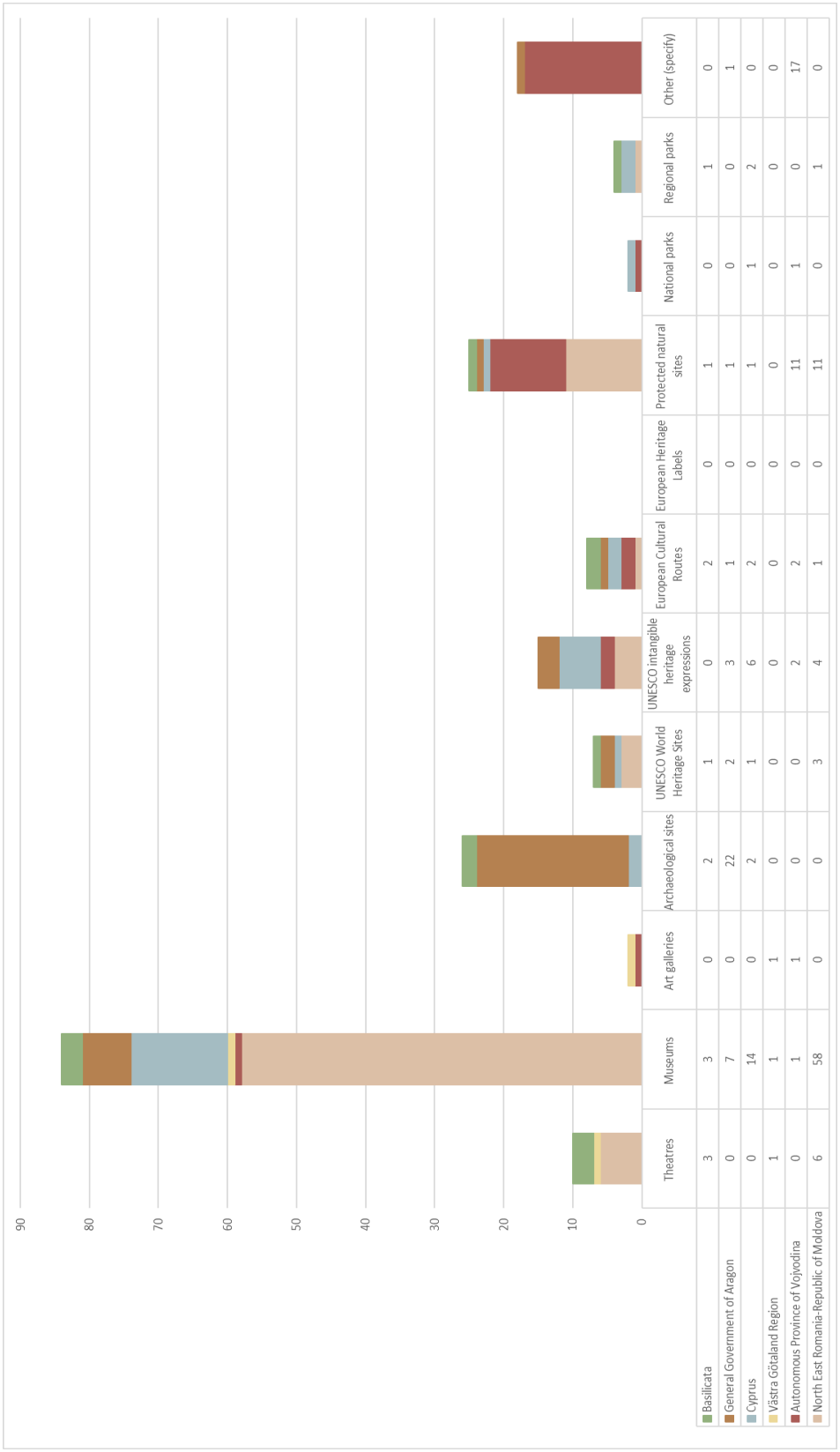
The overarching goal of Be.CULTOUR is to co-create and test sustainable human-centred innovations for circular cultural tourism through collaborative innovation networks/methodologies and improved investments strategies. A long-term heritage-led development project in the areas involved enhancing inclusive for the economic growth, communities' wellbeing and resilience, nature regeneration as well as effective cooperation at cross-border, regional and local level.

In order to contribute to the overall project objective, the quantitative data collection phase aims to determine status indicators capable of representing the starting point for measuring performances. This section provides an overview – also with the help of comparative graphs – of all the pilot heritage sites focusing on the 4 pillars/variables-objectives of the project – macro sections collecting possible status indicators – and, in particular, on:

- CULTURAL HERITAGE
- TOURISM AND CULTURAL TOURISM
- ENVIRONMENT AND CIRCULAR ECONOMY
- INNOVATION ECOSYSTEM

CULTURAL HERITAGE

The section "3. SUSTAINABLE CULTURAL TOURISM" of the data collection form foresaw the collection of specific basic data on core tourism resources / amenities of the region/country, as well as cultural and natural resources in the pilot heritage site. These data were requested at the MACRO level (region/country) and at the MICRO level (pilot heritage site). Among others, partners indicated (where available) the list of regional top 10 cultural and natural attractions based on the total number of visitors in 2019 (3.1.1), and the number and type of cultural and natural assets present at Regional and Pilot Heritage Sites Levels.



Graphic 33 - Total number and type of cultural and natural assets for each Pilot Heritage site. Overview

The Graphic above shows an overview of the cultural and natural assets present in each single pilot heritage site, determining them both numerically and typologically.

An overview of the cultural and natural resources / attractions in all pilot heritage sites is proposed (3.1.2 Cultural and natural resources of the data collection form), specifying the categories between:

- tangible cultural heritage (monuments, historic buildings, cultural sites, archaeological sites, industrial heritage, religious heritage, etc.);
- intangible cultural heritage expressions (music, folklore, craft, eno-gastronomy, traditional construction methods, etc.);
- cultural landscape (e.g. historic rural landscapes);
- natural heritage (e.g. protected natural sites, parks, historic gardens, etc.).

Almost all the pilot sites present assets in all the proposed categories and in particular Cyprus, Västra Götaland Region, Basilicata and Moldova-North East Romania; in the MICRO areas present within the General Government of Aragon and in the Autonomous Province of Vojvodina there is no presence of the resource “cultural landscape”.

Graphic 34 - Resources / attractions of the pilot heritage sites: presence and types

TOURISM AND CULTURAL TOURISM

As highlighted in the introduction, the tourism ecosystem was among the most severely affected ecosystems by COVID-19 crisis. In the spring of 2020, tens of thousands of consumers were affected by flight and travel package cancellations with cross-border consumer disputes in these areas significantly increasing19. In response, the European Commission, assisted by the European Consumer Centre Network, developed tips and information on cancelled accommodations, car rentals and events booked as individual services20.

With a drop of some 70% in revenues in 202021 and up to 11 million jobs at risk in the EU22, tourism services started 2021 at the bottom of the business confidence indicator. However, tourism recovered significantly during the summer travel season, which usually represents one third of turnover for tourism businesses. The summer of 2021 was significantly better than 2020, but turnover was still below 2019 levels and saw a high share of last-minute bookings. The EU Digital COVID-19 Certificate (EU DCC)16 contributed largely to this restart of tourism during the summer 2021.

Within the section of the data collection form dedicated to tourism and cultural tourism, each interested partner indicated, where available, the data on cultural tourism demand (point 3.2 of the data collection form), on visitors in the MACRO area (point 3.2.2) and the number of total visitors per year/month for all public cultural sites of the MACRO area referred to the period 2016-2020. It was possible to record the latter trend for the MACRO areas of the Basilicata, General Government of Aragon, Cyprus, North East Romania and Republic of Moldova where for 2020 a variation on 2019 was found respectively of -55.5% (for Basilicata and General Government of Aragon), -84.1%, -49.1%, -66,9%.

Furthermore, from point 2.1.2 Local economy of the data collection form, together with data on Gross Domestic Product, GDP per capita, Average income per household (€), Employment rate, Total number of active firms, Average number of employees in active firms, Employment rate by Tourism, Cultural and Agriculture sectors (%), Total number of active firms by Tourism, Cultural and Agriculture

[19] https://ec.europa.eu/info/live-work-travel-eu/consumers/resolve-your-consumer-complaint/european-consumer-centres-network-ecc-net/ecc-net-and-covid-19_en

[20] https://ec.europa.eu/info/live-work-travel-eu/consumer-rights-and-complaints/resolve-your-consumer-complaint/european-consumer-centres-network-ecc-net/faq-cancellations-individually-booked-accommodations-car-rental-and-events-due-covid-19

[21] UNWTO (2020), 'World Tourism Barometer', Volume 18, Issue 6, October 2020

[22] https://op.europa.eu/en/publication-detail/-/publication/7174abf8-e80a-11ea-ad25-01aa75ed71a1

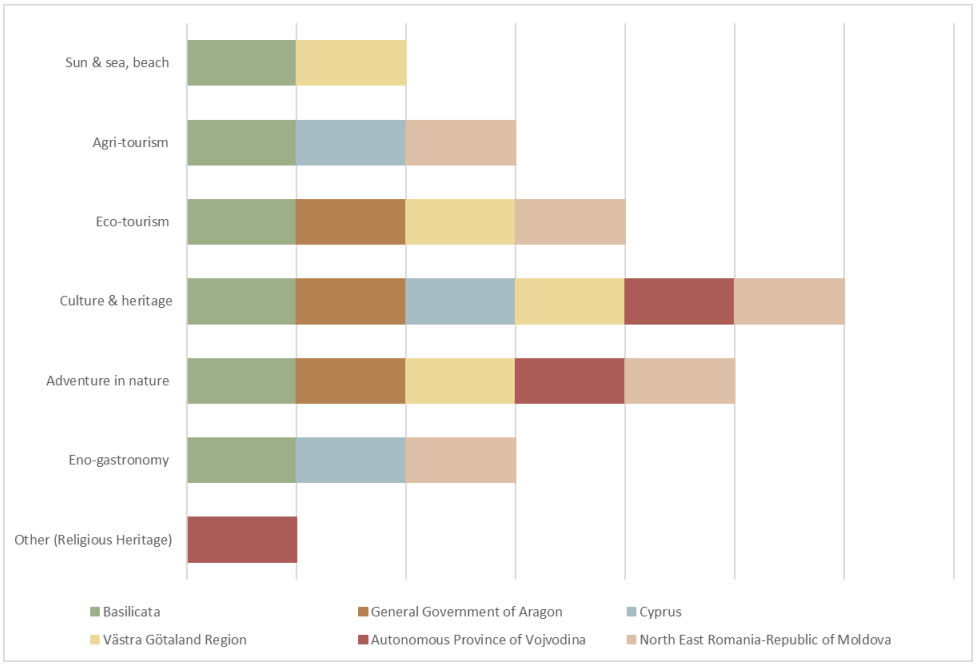
sectors (n), all referred to the MACRO levels, the partners indicated the Contribution to GDP by tourism sector (%) recorded for the year 202023 (where available).

For Basilicata a percentage of contribution of the tourism sector to GDP 0.7% has been estimated for the year 2020. Similarly, the Figure estimated from official sources in North-East Romania, sees a contribution of the tourism sector to GDP of 2.9%.

The contribution for the year 2020 at the General Government of Aragon, Västra Götaland Regional Government and Republic of Moldova is (respectively): 8.0%, 2.5% and 0.46%.

For Cyprus and Autonomous Province of Vojvodina no recent data are available: for Cyprus the contribution of the tourism sector to GDP is recorded on 22.7% in 2019. This figure is not comparable with the 2020 data. Autonomous Province of Vojvodina reports instead the last available data in 2017 and equal to 1.4%.

Still on the subject of cultural tourism demand, within the data collection form, partners expressed a qualitative opinion on the main tourism typologies present on Pilot Heritage Site level between Sun & sea, beach; Agri-tourism; Eco-tourism; Culture & heritage; Adventure in nature; Nightlife; Eno-gastronomy and other.



Graphic 35 - Main types of tourism present in the Pilot Heritage Sites

[23] For the purpose of the overview, it should be noted that the date for Cyprus is updated to 2019 and that of the Autonomous Province of Vojvodina to 2017.

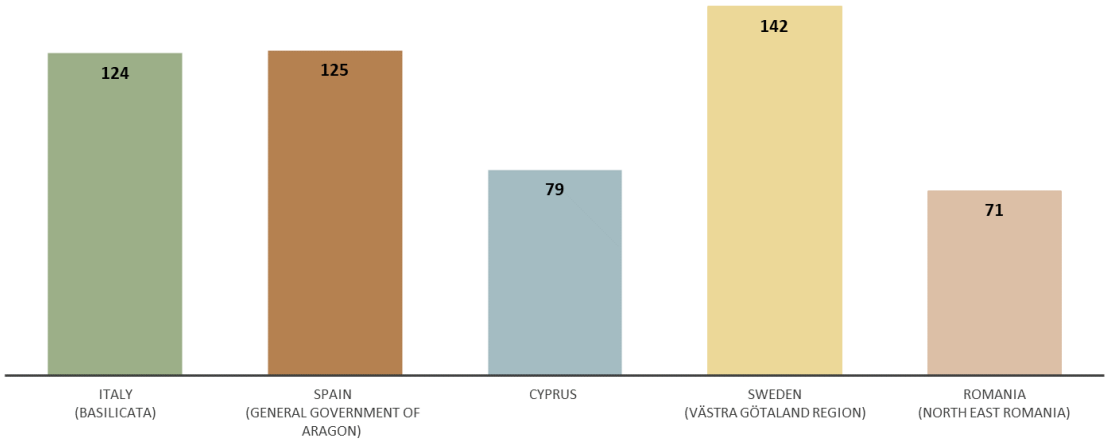
ENVIRONMENT/CIRCULAR ECONOMY

Section 2.3 Environmental management & circular economy of the data collection form asked interested partners to provide basic data on environmental context and management in MACRO areas, as well as more detailed information in the pilot heritage site.

For the MACRO level, data were collected on: Greenhouse gas emissions and pollution; Co2 Emissions - kilo tonnes per year; Co2 Emissions Rate - kilo tonnes per capita; Air pollution in PM2.5 - Average level in ug/m experienced by the population ug/m (2.3.1 section).

Vegetation coverage share and Sq. Km of terrestrial and marine areas under protection as a share of country's total territorial area (km^2); Water consumption per capita per year; Energy consumption (if possible, per capita per year); Renewable energy share (%); Soil consumption per year; Wastes generated per capita; Recycling rates of wastes; Circular materials use rate; were reported in the sections 2.3.2 and 2.3.3.

An environmental datum that summarises the 'current state' of the Regional Levels of interest is the Eco-innovation index provided by individual partners based on available EU data.



Graphic 36 - Eco-innovation index 2021: national levels comparison

The inherent link between a better natural environment, sustainable growth, and well-being has pushed eco-innovation to the top of the European agenda. Therefore, it is crucial to monitor the European progress with regard to eco-innovation to ensure that Europe is moving towards its holistic sustainable development, and a green, innovative and competitive economy.

The performance of EU Member States on environmental innovations is measured by the summary Eco-innovation index, which is a composite indicator obtained by taking an unweighted average of the 16 indicators included in the measurement framework[24].

The Eco Innovation Index is based on five thematic areas:

- Eco-innovation inputs, which includes financial and human capital investment in eco-innovative activities;
- Eco-innovation activities, which defines the extent to which companies in a given country are active in eco-innovation;
- Eco-innovation outputs, which measures the output of eco-innovation activities concerning the number of patents, academic literature and media coverage;
- Resource efficiency outcomes, which pinpoint a country's efficiency of resources and GHG emission intensity;
- Socio-economic outcomes, which aims to measure the positive societal as well as economic outcomes of eco-innovation.

The European Eco-Innovation Index is key to help track the progress of Member States.

LOCAL INNOVATION ECOSYSTEM

The concept of an innovation ecosystem has been explored and researched for decades, and its definitions vary with different scholars.

The innovation ecosystem comprises two distinct, but largely separated economies, the research economy, which is driven by fundamental research, and the commercial economy, which is driven by the marketplace. Jackson (2011) defines an innovation ecosystem as the complex relationships that are formed between actors including the material resources and human capital or entities that participate in ecosystem in order to enable technology development and innovation.

In this sense, the Global Innovation Index GII represented, at this stage, a research tool capable of providing a start point on the innovation ecosystems present in the countries of interest to the project.

The Global Innovation Index takes the pulse of the most recent global innovation trends. It ranks the innovation ecosystem performance of economies around the globe each year while

[24] https://ec.europa.eu/environment/ecoap/sites/default/files/technical_note_2021.pdf

highlighting innovation strengths and weaknesses and particular gaps in innovation metrics. Envisioned to capture as complete a picture of innovation as possible, the Index comprises around 80 indicators, including measures on the political environment, education, infrastructure and knowledge creation of each economy.

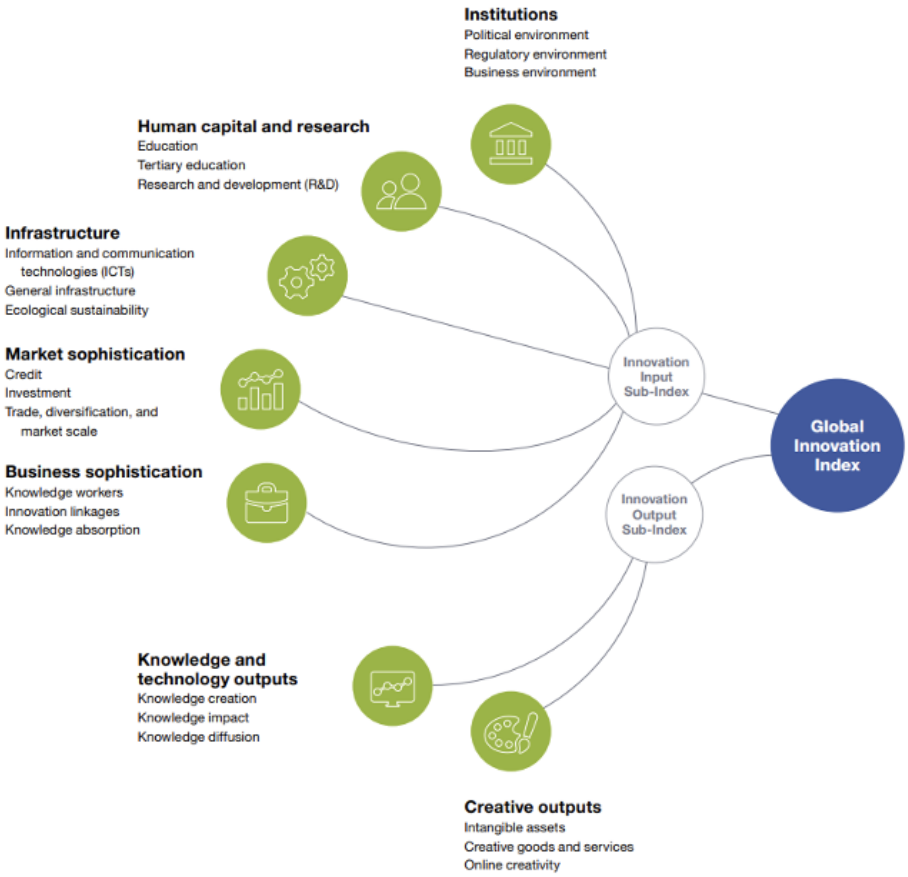


Figure 16 - Framework of the Global Innovation Index 2021

https://www.wipo.int/edocs/pubdocs/en/wipo_pub_gii_2021.pdf

The different metrics that the GII offers can be used to monitor performance and benchmark developments against economies within the same region or income group classification. While tracking the most recent global innovation trends in the new Global Innovation Tracker, the 2021 GII also focuses on the impact of the COVID-19 pandemic on innovation.

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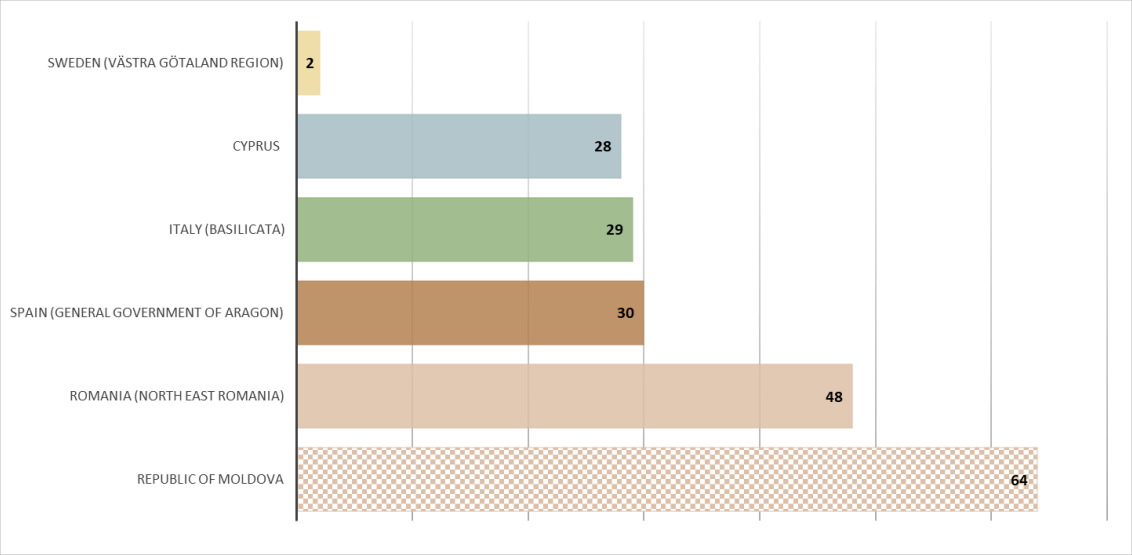


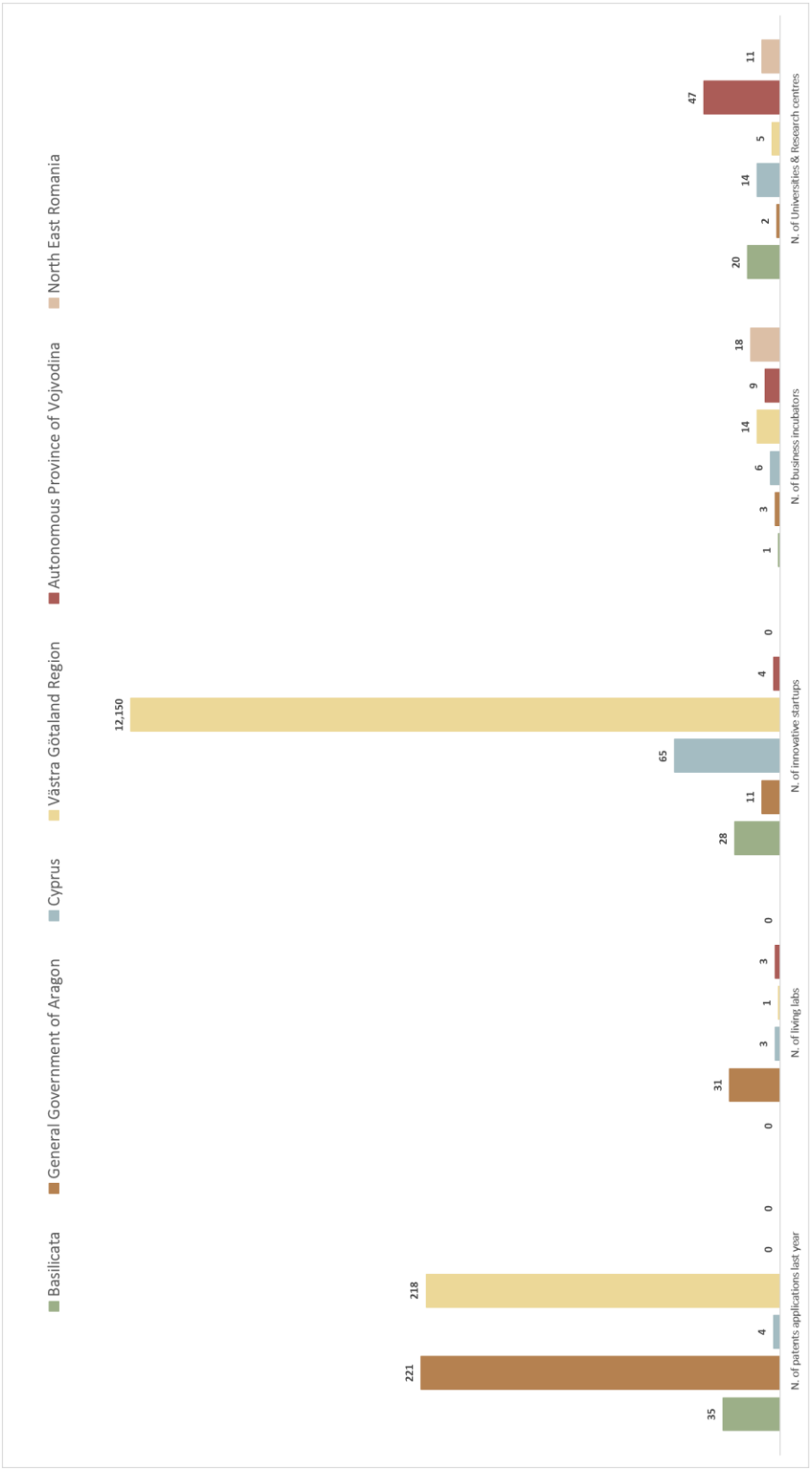
Graphic 37 - Global Innovation Index 2021 rank: national levels comparison

Source: own elaboration on https://www.wipo.int/edocs/pubdocs/en/wipo_pub_gii_2021.pdf

In alignment with the importance of promoting economic integration, sustainability and inclusive growth, within the data collection form the partners have quantified their Local Innovation Ecosystem through the indication of N. of patents applications; N. of living labs (with their localization and both if they are included in the official European ENoLL network or they are unofficial); N. of innovative start-ups; N. of business incubators; N. of Universities & Research centres and R&D public expenditure, in relation to the year 2020.

The graph therefore represents the regional/country Level data in the section "2 - The enabling context", point "2.2 Local innovation ecosystem".

Västra Götaland is one of the strongest regions in Europe when it comes to innovation and start-ups. In 2020, 12150 new companies started in the region.



Graphic 38 - Local innovation ecosystem: MACRO (Regional/Country) levels compared

5 Survey on Sustainable and Circular Cultural Tourism[25]

Data on the sustainability of destinations, appreciation of cultural heritage, and characteristics of visitors of heritage sites are not available at local level. Thus, to explore in more detail the potential of pilot heritage sites for developing circular cultural tourism, and test the project concept and approach, an exploratory survey was conducted addressing visitors of specific heritage sites in the pilot areas, with the support of local partners.

The survey focused on the visitor-centred experience, environmental and social sustainability of the site as potential tourism destination, and cultural experience including the role of cultural heritage for European culture and values. A section was dedicated to assessing the level of satisfaction of visitors with respect to the overall experience and diverse services. According to this aim, the Be.CULTOUR Survey was structured in 53 questions divided into four main sections and five sub-sections (Figure 17).

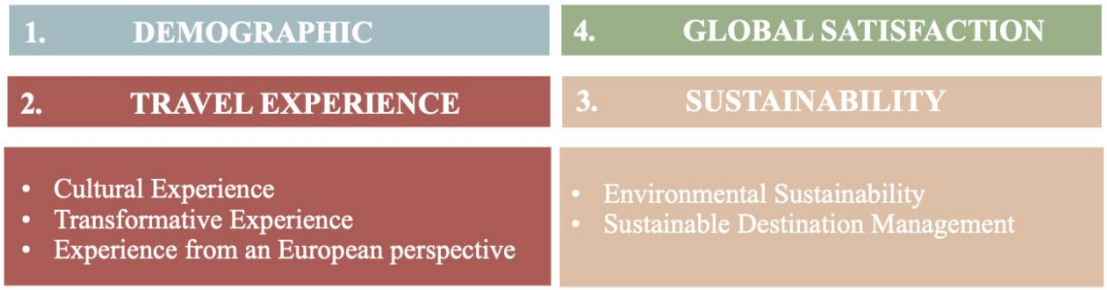


Figure 17 - Survey Structure

The nature of exploratory survey including the different elements of the Be.CULTOUR circular cultural tourism assessment framework led to a questionnaire structure larger than usual tourism satisfaction surveys. The questions were structured to understand: (1) the characteristics, preferences and suggestions/desires of visitors in the pilot heritage sites, also in relation to the project innovation areas; (2) the evaluation of the current sustainability of the site from the point of view of visitors and residents responding to the survey; (3) detailed elements on the overall visit in the pilot area and cultural heritage appreciation.

[25] The survey structure was developed with the collaboration of Dr. Alessandra Marasco, Senior Researcher at CNR IRISS.

Authors acknowledge the contribution of Prof. Carlo Lauro, Associated Professor at CNR IRISS, to develop the structure of the study and the analysis and interpretation of results.

These elements allow to identify the “market potential” for specific circular cultural tourism solutions linked to innovation areas in all pilot areas. Also, the results support the understanding of which typologies of tourists, including cultural tourists and eco-tourists, are currently attracted in the site, and which innovative services and products could stimulate them to choose the pilot areas as sustainable tourism destinations. Another aspect to be considered is the emerging “niche” of sustainable cultural tourists with a higher level of awareness and responsibility, who can be attracted to the site if the conditions of authenticity, sustainability, fairness towards local communities, quality of services and overall quality of life are promoted.

These “sustainable” tourists aim to avoid being considered just “economic” resources for the territories, instead they aim to discover the uniqueness of places and local culture, real people, daily life, to develop a fair and authentic relationship with the places and their communities, avoiding putting pressure on local ecosystems and biodiversity, and finally contributing to local sustainable development instead of just “extracting” enjoyment from places. In this sense, cultural tourism becomes a “circular” relationship between tourists/visitors, or so-called “temporary residents”, and local communities, both receiving cultural and human enrichment from their encounter. Thus, circular cultural tourism promotes culture and tourism as a way to stimulate friendship between peoples and communities, spreading and strengthening European values of peace, human dignity, cultural diversity. It supports the shift of awareness from relationships based only on economic exchange values, to relationships founded on human and cultural exchanges, cooperation and trust, as promoted within the social and solidarity economy since many years, building the “non-economic conditions for economic development”.

The survey was aimed to explore the mentioned aspects and was meant also as a tool of communication and awareness for the respondents and stakeholders involved, stimulating a reflection on current conditions in pilot heritage sites and desires/vision for future development. Moreover, the results of this exploratory survey will serve as initial information to plan and develop more extensive data collection tools in the pilot heritage sites, with the aim of building a feasible and robust performance assessment and monitoring framework towards circular and sustainable cultural tourism destinations.

In this report, a first part of the analysis is presented, while the overall evaluation model tested and validated through advanced statistical methods (Structural Equation Model) will be subject of a subsequent report focused on the evaluation framework based on criteria and key performance indicators.

5.1 SURVEY STRUCTURING AND IMPLEMENTATION

The Be.CULTOUR Survey was generated and structured into different sections and implemented through the Survey Monkey tool, a cloud-based survey development software. The survey was anonymous and profiling was not involved in the data collection. During June-July 2021, two testing phases were conducted by sharing the survey with key stakeholders, researchers, and project partners to test its effectiveness.

The test phases highlighted issues related to the time needed to fill-in the entire survey and difficulties in collecting data on a sufficient number of respondents. Particular requirements related to the specific characteristics of the pilot sites were also evaluated. Comments, suggestions, and feedback were collected to improve it and make it more user-friendly for all respondents before implementing it back in the Survey Monkey platform. All Be.CULTOUR Partners and stakeholders in the pilot heritage sites were involved in data collection, engaging visitors, and sharing the link and the QR code to collect a sufficient number of answers. In cases where it was not possible to administer the questionnaire in person, it was conducted online, involving partners and stakeholders to reach a sufficient target of people who visited the sites.

The survey was also available both in English and in the mother language of each partner, who translated it to ensure accessibility for tourists, proximity travellers, and residents. Between August and October 2021, a total of 1233 survey answers were collected (Table 3).

The database consists of a reasoned, non-probabilistic sample. Surveys were administered at specific locations involving the cultural heritage sites in each municipality of pilot areas. Instructions were given to maintain a balanced distribution in the sample with regard to gender and age of respondents, as far as possible considered the nature of the sample.

Region, Country	Pilot Heritage Sites	Total Respondents	Complete Responses
Basilicata, Italy	Vulture-Alto Bradano Area	179	97
Aragon, Spain	Cultural Park of Río Martín	304	165
Larnaca, Cyprus	Larnaca Rural Villages	180	174
Västra Götaland, Sweden	Rydal, Municipality of Mark	102	49
	Forsvik, Municipality of Karlsborg	94	40
Vojvodina, Serbia	Municipalities of Bač/Sremski Karlovci/Irig	138	138
North-East Romania-Moldova	Cultural Route of "Stephan the Great"	236	236

Table 3 - Survey Respondents

5.2 SURVEY FUNCTIONS AND SECTIONS

The Be.CULTOUR survey was structured with an introduction specifying its aims and the project framework. The specific sub-sections were structured providing explanations and definitions on the concepts under investigation, to avoid any misunderstanding and confusion of respondents. All questions were also provided with "closed" answer option mode as far as possible. Questions were marked as "mandatory" to avoid a lack of data in the analysis phase, however an answer option "I don't know" for evaluation questions was provided in order to detect uncertainties and avoid structural bias of answers. In detail, the survey was structured as follow.

Introduction

The first page introduced the specific aims of the survey and all the information on the Be.CULTOUR project through a link to the official web page. The information on the European Horizon 2020 funding as well as the processing of personal data were also provided. Below is the introduction provided:

"Hello! We are conducting this survey within the European funded project "Be.CULTOUR - Beyond Cultural Tourism" (visit the website).

The objective of this survey is to explore the potential of pilot site for sustainable cultural tourism development, focusing on a visitor-centred experience, environmental and social sustainability, and European culture and values.

We need your help to enhance the pilot site and the travel experience here!

If you recently visited the pilot site, please answer this survey.

Your contribution will greatly help the local community to shape the future of Bač making it more sustainable and welcoming for all!

This survey is addressed to adult visitors (+18 years old) of Bač. Your answers are completely anonymous and voluntary, no personal data is collected.

Start the survey now! It will not take you longer than 10 minutes"

Respondents Profile (Demographics)

This section collects demographic information on the respondents of each pilot site. It aimed to categorize the general visitors' characteristics and hypothesize profiles of typical

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and potential tourists of the areas under investigation. All data collected are anonymous and refer to the following questions:

- Age
- Gender
- Level of Education
- Current occupation
- Provenance (where do you come from?)

The section also includes other questions about:

- Motivation of travel
- Frequency of visits to the pilot site
- Length of stay
- Visited places in the pilot heritage site

In two cases, Västra Götaland region and Cross-border area of Romania and Moldova, it was included a question on the knowledge and appreciation of the specific heritage sites, which are mostly less-known at present.

Travel Experience at the Destination

The set of questions relates to a key concept of Be.CULTOUR, focused on visitor-centred experiences. The section includes three main fields of interest whose questions are proceeded by a brief explanation to clarify their meaning for each respondent, as follows:

- **Cultural Experience:** The cultural experience is how you enjoyed local culture, cultural events such as festivals, music, craft, art, as well as cultural & natural heritage.
- **Transformative Travel Experience:** A transformative travel experience is a travel that gives you something more than just a visit. It is a learning experience through meeting the local culture and people, feel the connection with nature, and change yourself a little bit.

- **Experience of the Cultural Heritage from a European perspective**[26]**:** In European countries, cultural heritage expresses the local culture and history, but also the European culture, identity, and values.

Sustainability of the Destination

The sustainability assessment at pilot sites is a key section of the Be.CULTOUR survey concerning the project's main objective of co-create innovative place-based solutions for human-centred development through sustainable and circular cultural tourism. In the survey, the assessment of sustainability was investigated through the perception of visitors regarding two main fields of interest, as follow:

- **Environmental Sustainability:** the responsibility to conserve natural resources and protect global ecosystems to support health and wellbeing, now and in the future.
- **Sustainable Destination Management:** includes the capacity of local institutions, enterprises and citizens to promote alternative forms of tourism which are respectful of nature, local culture and heritage.

Global Satisfaction

This section aimed to assess the general satisfaction of traveling experiences at the destination site through questions concerning visitors' post-travel evaluation. They referred to the willingness to come back and/or recommend a visit to the pilot site and compare the experience with the expectations before traveling.

The quality of hospitality and accommodation services and the offering of local products and activities were also evaluated.

The section concludes with a request for some suggestions on how the travel experience could be made more enjoyable. Recommendations and desires for the future are collected to understand the segments of offerings to be improved and potential areas of innovation for each pilot site.

[26] Three questions provided in this section were adapted from Eurobarometer 466 on Cultural Heritage in Europe https://data.europa.eu/data/datasets/s2150_88_1_466_eng?locale=en

5.3 RESULTS: DESCRIPTIVE STATISTICS

The collected data are analysed for each pilot site through descriptive statistics in the following sub-chapters. The analyses concerned only the complete surveys for a total of 899 respondents.

The results were structured in four sections (Table 4) in order to gain an understanding of the visitors' profiles and their perceptions on-site and off-site. Covering some aspects of the three phases of traveling (Pre-Travel, On-Travel, and Post-Travel experience) these preliminary findings are the first useful step to the local community and key stakeholders to shape the future of the pilot heritage sites, understanding the potentialities and vulnerabilities of their territories better and making them more sustainable and welcoming for all.

SOCIO-DEMOGRAPHIC PROFILE	DECISION-MAKING PROCESS	VISITING EXPERIENCE	SATISFACTION
• Age • Gender • Education level • Occupation • Provenance • Previous experience	• Motivation • Sources of information (e.g. word of mouth, websites, social media)	• Company (e.g. alone, with friends) • Length of stay • Sites visited	• Level of satisfaction: · Cultural and Natural Heritage · Accommodation and Services · Restaurant and food · Sport and wellness · Public Places · Shops · Transport and Roads · Safety · Information services • Intention to return •Intention to recommend • Desires for the future

Table 4 - Survey analysis structure

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6 Survey results in pilot heritage sites

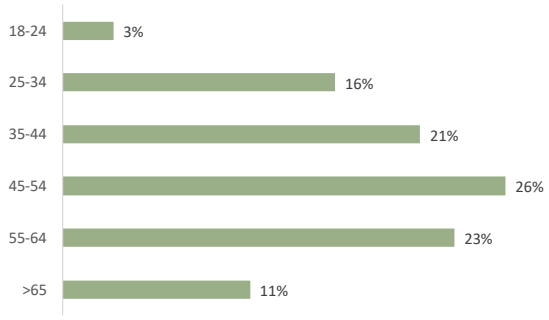
6.1 BASILICATA, ITALY: Vulture Alto Bradano

In the Vulture Alto Brasano pilot site, the survey was administered in a large territory including 22 municipalities. Historic cities and rural areas participated by involving both residents and tourists who visited Mount Vulture and the City of Venosa from August to October 2021 in the survey. During this period, 97 completed surveys were collected and are analyzed below.

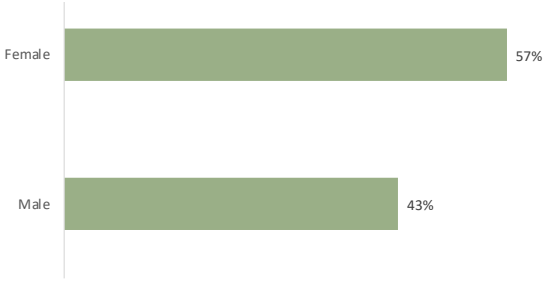
Socio-Demographic Profile

Pilot site: Vulture Alto Bradano | Respondents: 97

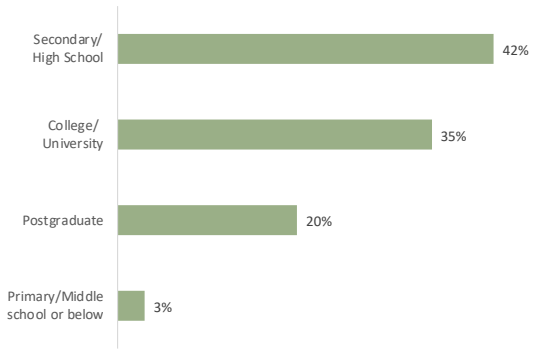
Age



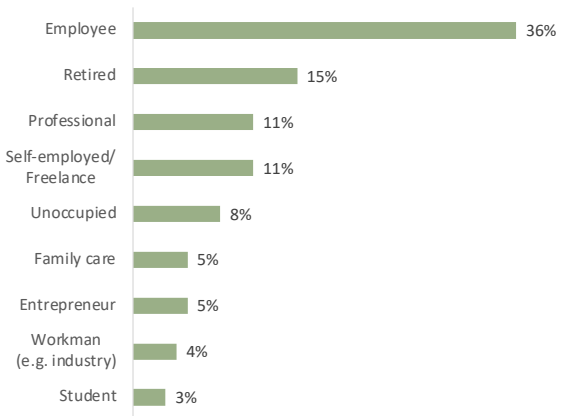
Gender



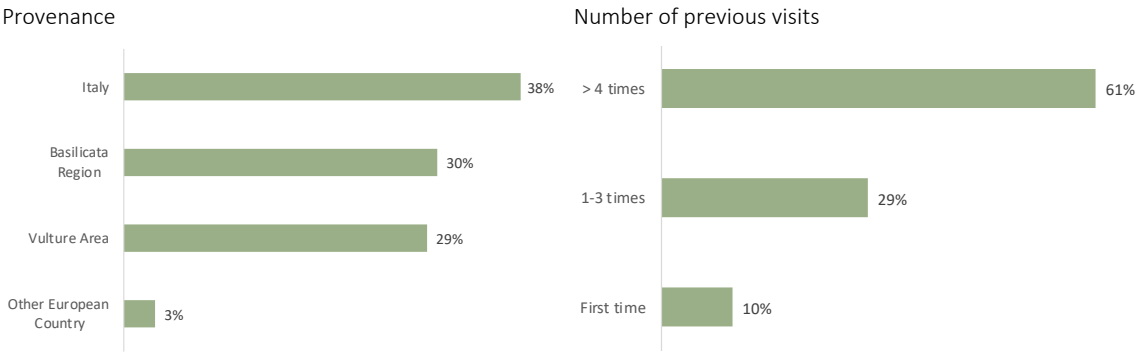
Education



Occupation



Project: **Be.CULTOUR**
Deliverable Number: D1.1
Date of Issue: Mar. 6, 22
Grant Agr. No: 101004627



Graphic 39 - Socio-Demographic Profile – Vulture Alto Bradano

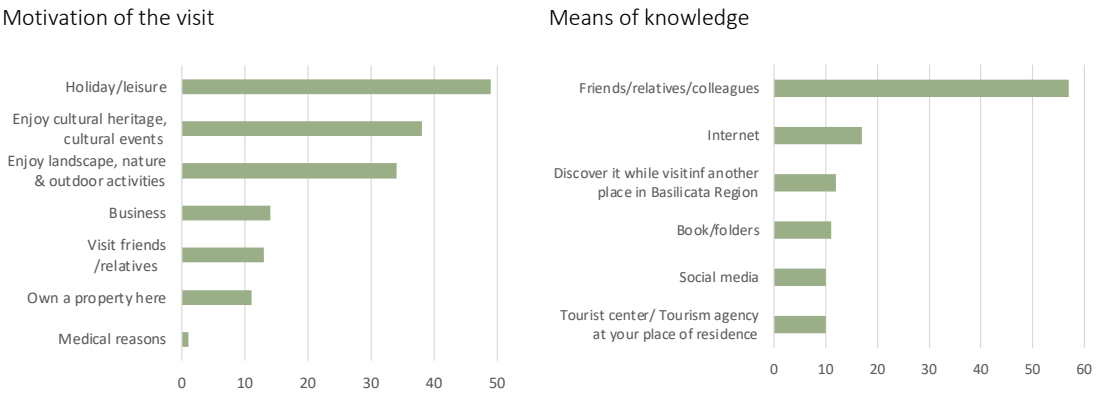
The demographic results show that the largest number of visitors belong to the 45-64 age groups, covering 49% of respondents. Only 3% are young people between 18 and 24 years old.

Referring to the current occupation we have 36% of employees, 15% of retired and 3% of students.

Most of the respondents are proximity visitors, residents of the Vulture area and the Basilicata Region (59%) while only 3% come from another European country. The area is also characterized by regular visitors who have been in the Vulture more than four times (61%).

Decision-Making Process

Pilot site: Vulture Alto Bradano | Respondents: 97



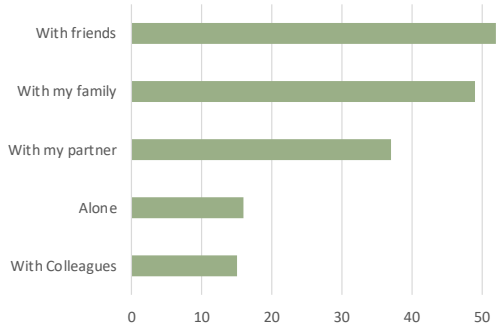
Graphic 40 - Decision-Making Process – Vulture Alto Bradano

Respondents visited the Vulture Alto Brasano mostly for holidays and enjoyed the cultural heritage and landscape. A low percentage own a property in the area or went there to visit friends and relatives. Social media and tourism agencies represent the least used means for discovering the place. In fact, word-of-mouth seems to most encourage people to visit.

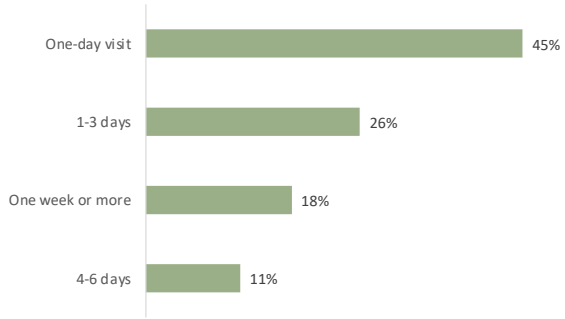
Visiting Experience

Pilot site: Vulture Area | Respondents: 97

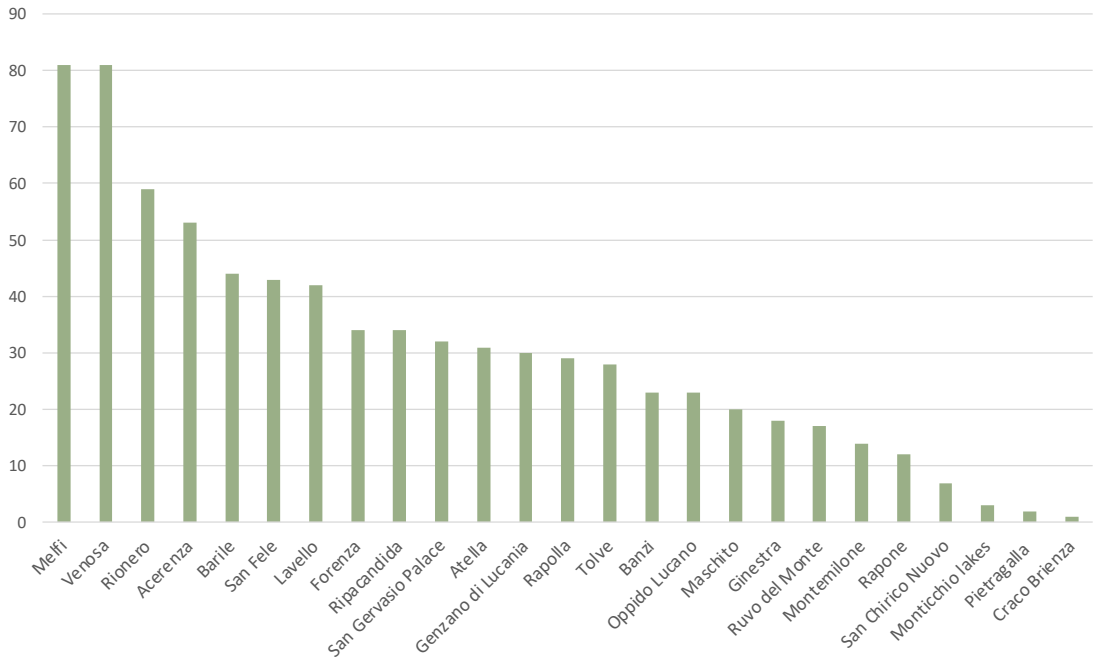
Company of visit



Duration of the visit



Most visited places



Graphic 41 - Visiting Experience – Vulture Alto Bradano

Project: **Be.CULTOUR**
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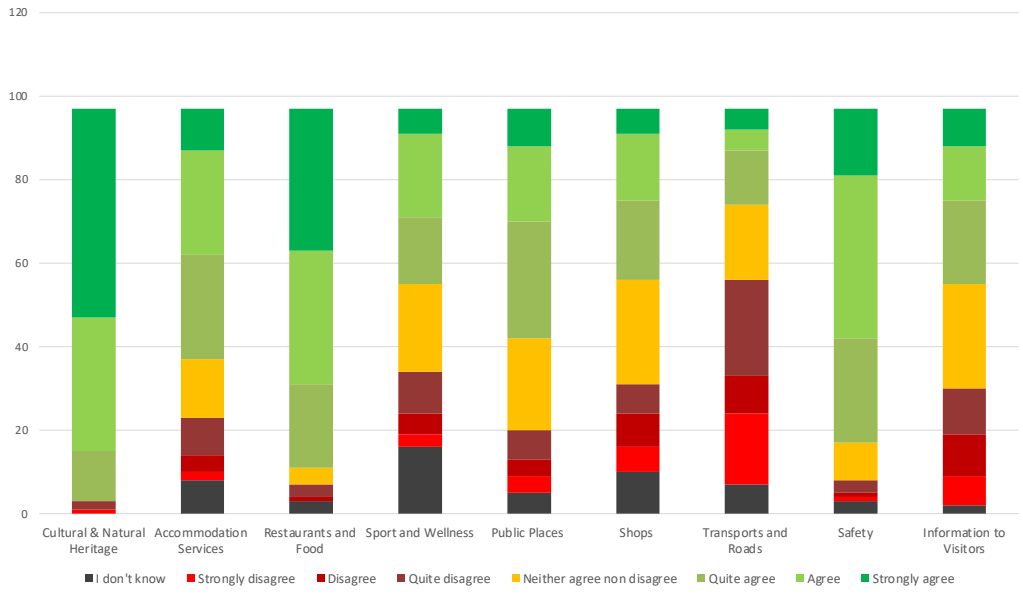
A one-day visit is the most common length of stay (45%) followed by 1-3 days of holiday (26%). Only 29% of respondents spend more than 4 days in the area. A place where people prefer to go more with friends and family than with colleagues or alone.

Melfi and Venosa are the cities mainly visited where almost all the respondents have been, but all the municipalities involved had a touristic flow. The least visited places were not included in the list provided in the survey: Monticchio, Pietragalla, Craco and Brienza.

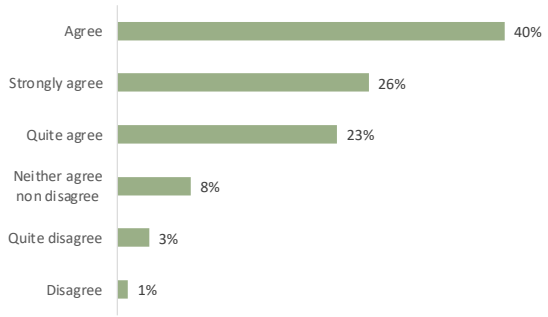
Satisfaction

Pilot site: Vulture Area | Respondents: 97

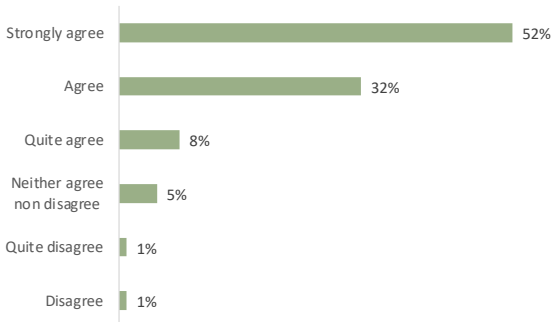
Quality of services



Willingness to come back



Willingness to recommend



Project: **Be.CULTOUR**
Deliverable Number: D1.1
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Desires for the future

Graphic 42 - Satisfaction – Vulture Alto Bradano

Visitors' satisfaction mainly refers to cultural and natural heritage and the high quality of restaurants and food. Safety of places is also well appreciated. Quality of transportation and roads and visitor information are the services that received the most disagreement from respondents.

After visiting the Vulture area, 66% of respondents would like to come back, and 84% agree to recommend it. Only 1% would not suggest visiting it, and 1% disagree with returning there.

In order to make the experience more enjoyable for the future, respondents suggested providing unconventional guides and improved outdoor activities offering. Follow the desires referred to cultural events, festivals, and local arts and music. The digital domain, such as augmented reality and immersive experiences, represent the least mentioned tools for enhancing cultural and natural heritage.

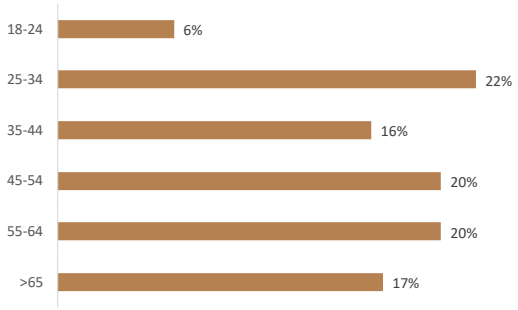
6.2 ARAGON-TERUEL, SPAIN: The Cultural Park of The Río Martín

The survey administered in Aragon concerned the Río Martín Cultural Park (Martin River), one of the four cultural parks in the Province of Teruel. Eight municipalities were involved, collecting 167 completed surveys from August to October 2021. The participation didn't focus only on tourists but also included residents and regular visitors, leading to the following results.

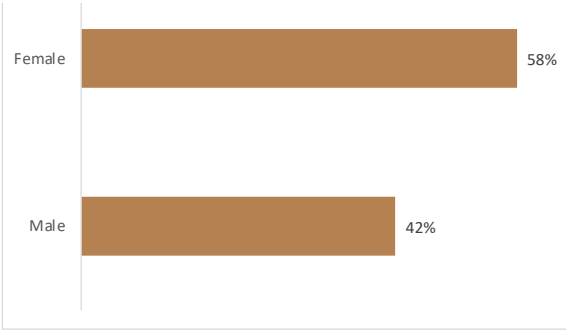
Socio-Demographic Profile

Pilot site: Cultural Park of Río Martín | Respondents: 165

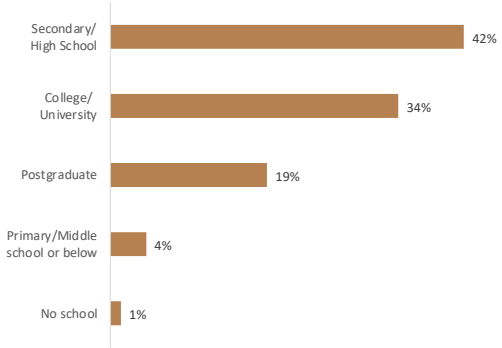
Age



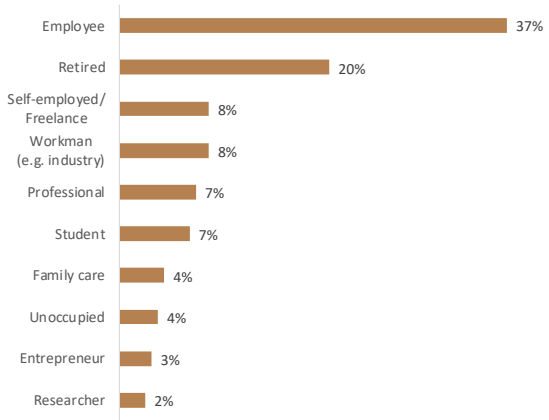
Gender



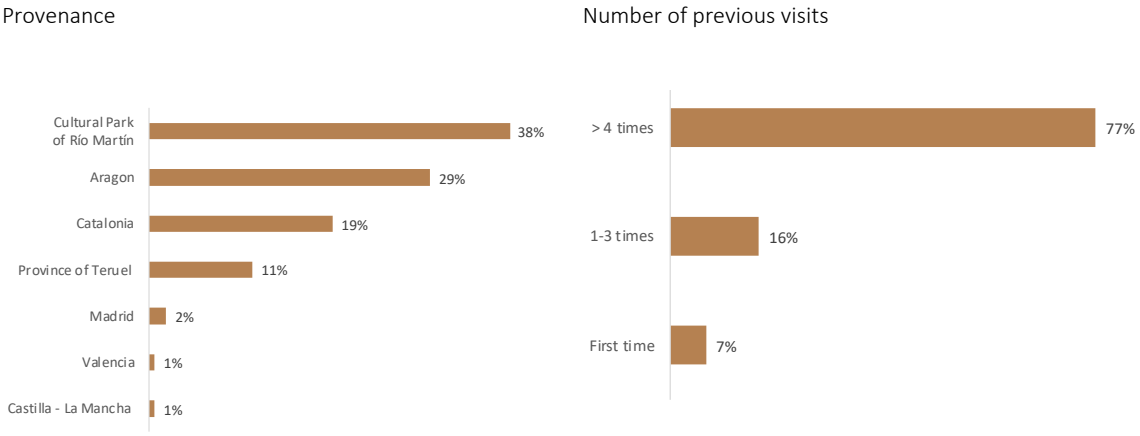
Education



Occupation



Project: **Be.CULTOUR**
Deliverable Number: D1.1
Date of Issue: Mar. 6, 22
Grant Agr. No: 101004627



Graphic 43 - Socio-Demographic Profile – Cultural Park of Río Martín

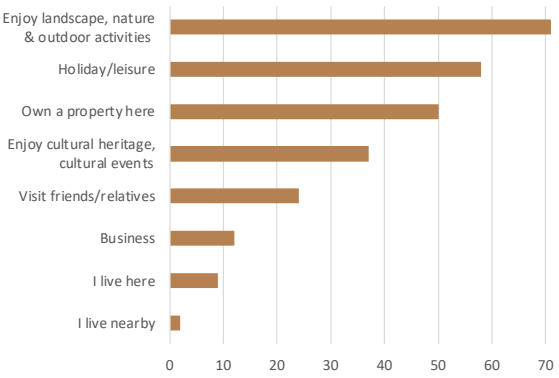
The analysis sample shows a balance of visitors by age group except for 18–24-year-olds (6%) who are the least represented. Employees cover the highest percentage of visitors (37%) followed by retired (20%).

The pilot site was mainly visited by people living in the municipalities of the Park (38%) and Aragon (29%). A remarkable result concerns Catalonia (19%), which -together with Madrid, Valencia, and Castilla La Mancha- was not included in the provided choices. No visitors from any country other than Spain participated in the survey. Most of the respondents are regular visitors who have been to the Park more than four times (77%), while only 7% visited it for the first time.

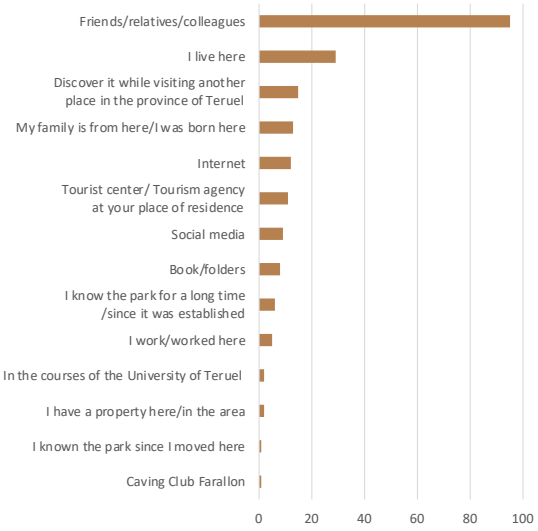
Decision-Making Process

Pilot site: Cultural Park of Río Martín | Respondents: 165

Motivation of the visit



Means of knowledge



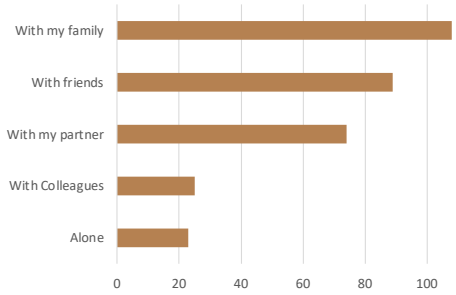
Graphic 44 - Decision-Making Process – Cultural Park of Río Martín

The main motivation for traveling is enjoying the landscape and nature, practicing outdoor activities (27%), and spending holidays and leisure time (22%). However, 6% visit the Park because they own a property there. The Park was mainly known thanks to friends, relatives, or colleagues (45%), while just over 5% discovered it visiting another place in the Province of Teruel or through tourist agencies. Social media and the internet didn't represent a widespread means of knowledge. Among the answers not included in the survey choices, we know that many visitors usually return where they were born or to their families. A low percentage knew about the Park thanks to courses at the University of Teruel (2%).

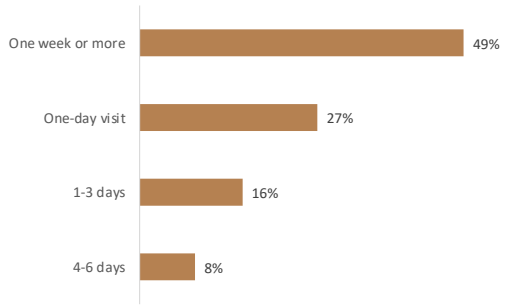
Visiting Experience

Pilot site: Cultural Park of Río Martín | Respondents: 165

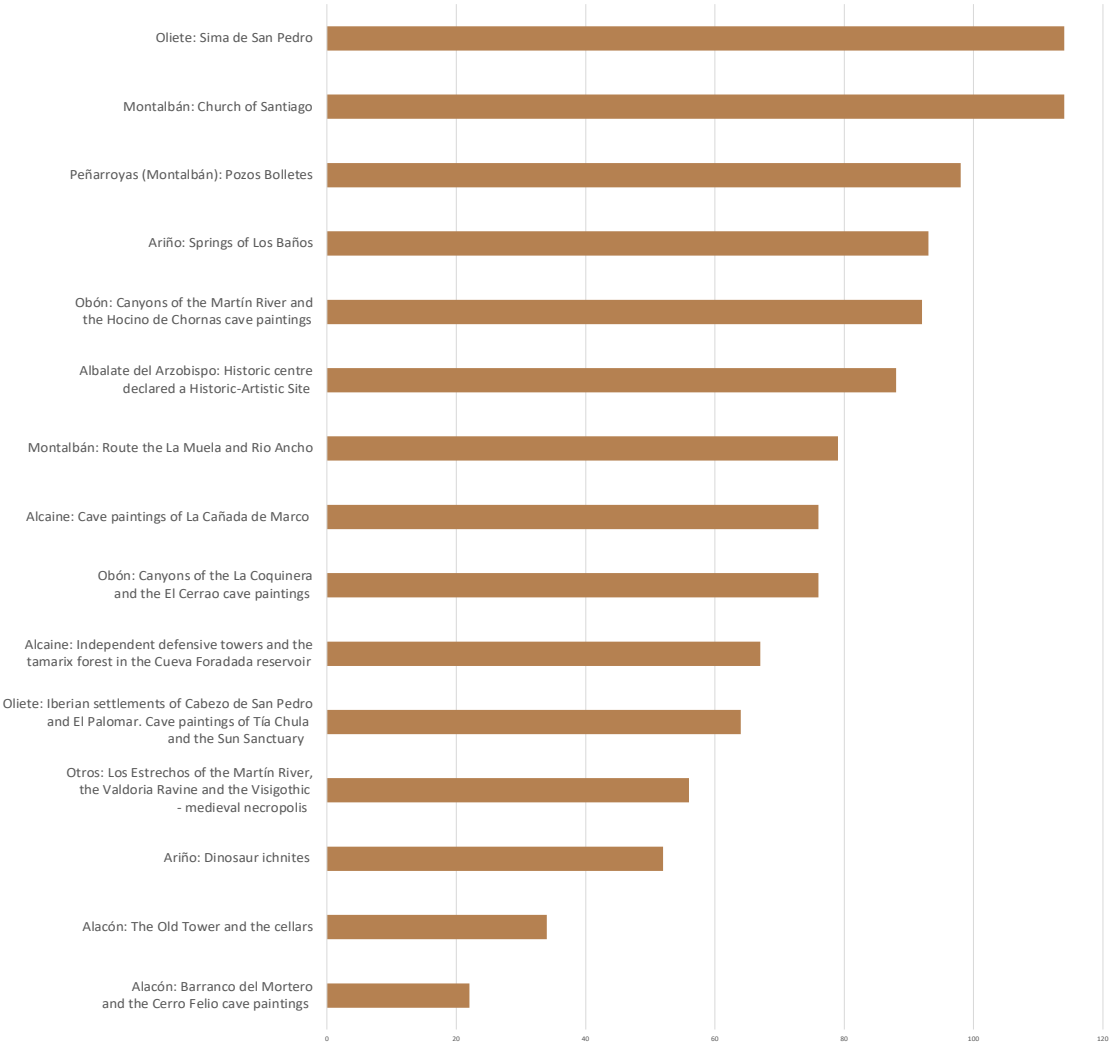
Company of visit



Duration of the visit



Most visited places



Graphic 45 - Visiting Experience – Cultural Park of Río Martín

Project: **Be.CULTOUR**
Deliverable Number: D1.1
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Grant Agr. No: 101004627

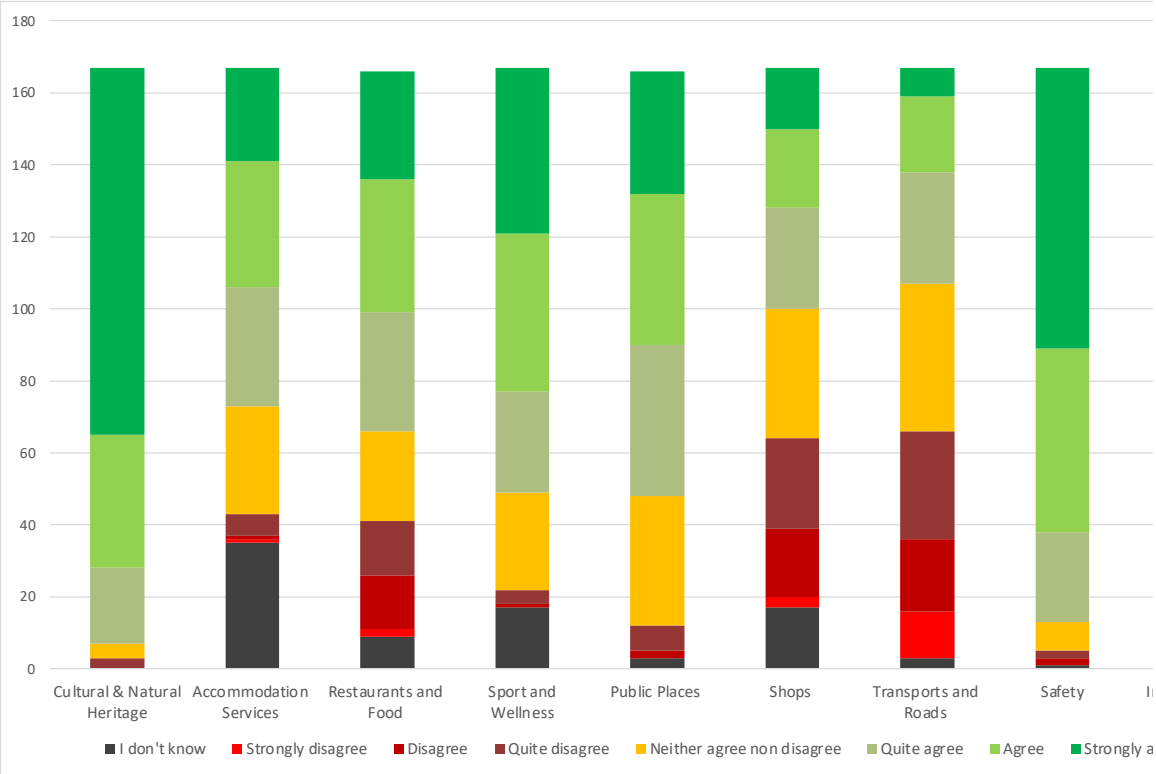
A low percentage of visitors go alone to the Park (7%) while most of them visit it with family (34%) or friends (28%) spending there one week or more (49%). A one-day visit is also frequent (27%).

The most commonly visited places are Oliete and Montalbán while the lowest percentage of respondents went to Alacón visiting the Old Tower and the Cerro Felio rock paintings.

Satisfaction

Pilot site: Cultural Park of Río Martín | Respondents: 165

Quality of services



Project: **Be.CULTOUR**
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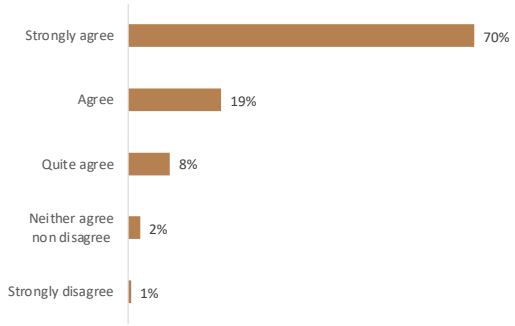
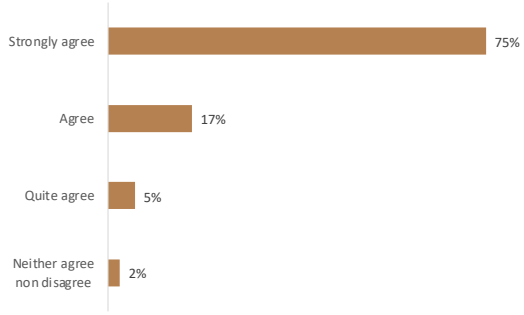
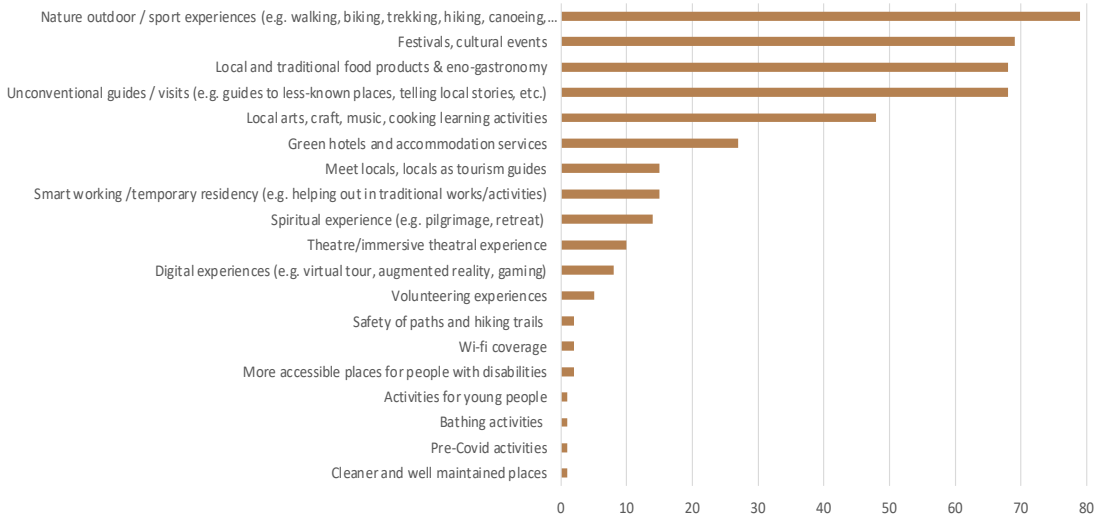
Willingness to come back



Willingness to recommend



Desires for the future



Graphic 46 - Satisfaction – Cultural Park of Río Martín

The most appreciated services are cultural and natural heritage, followed by safety and sports activities. In contrast, the highest percentage of disagreement is on the quality of transportation and shops.

More than 70% of visitors would like to return and highly recommend visiting the park.

For the future, respondents suggest improving the offerings of outdoor activities and sports experiences. Cultural events and festivals also Figure high on the list, as do local food and unconventional guides. Among the suggestions not included in the survey choices, the attention given to trail safety and accessibility for people with disabilities should be noted.

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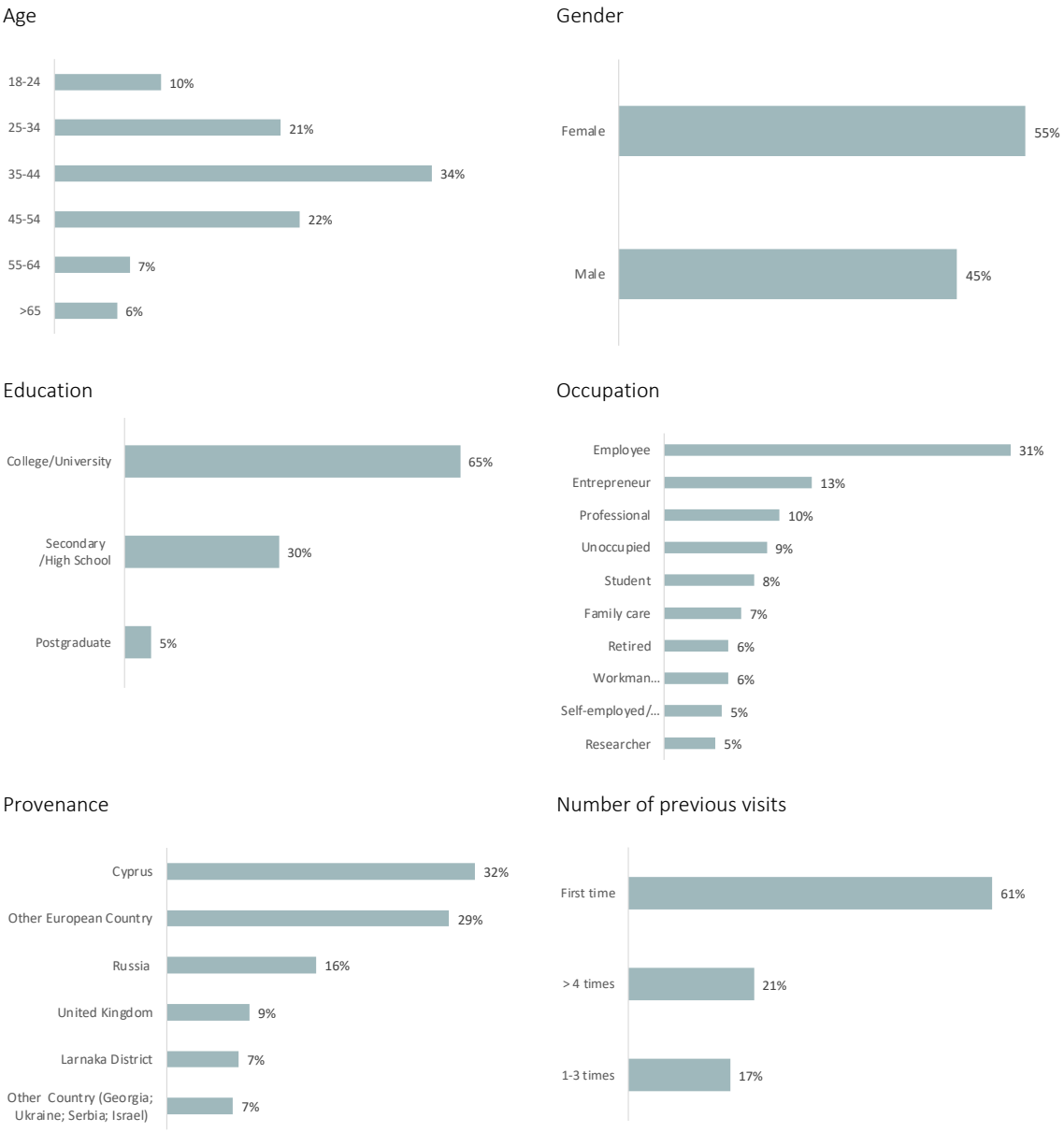
6.3 LARNACA, CYPRUS: Rural Villages

The Cyprus pilot heritage site area consists of the villages of Larnaca District, including 53 communities. The survey was administered to those who have been to at least one of these rural villages. From August to October 2021, the 174 surveys below analyzed were collected.

Socio-Demographic Profile

Pilot site: Larnaca Rural Villages | Respondents: 174



Graphic 47 - socio-Demographic Profile - Larnaca Rural Villages

Project: **Be.CULTOUR**
Deliverable Number: D1.1
Date of Issue: Mar. 6, 22
Grant Agr. No: 101004627

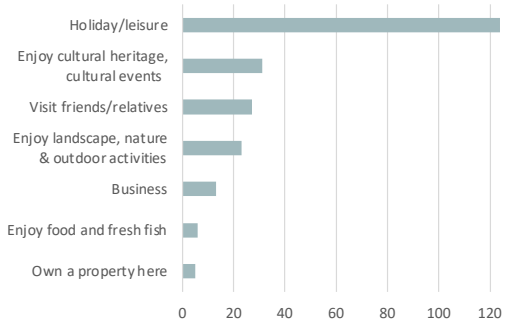
Larnaca rural villages mainly hosted visitors in the 35-44 age group (34%). The number of young people under 24 (10%) is higher than the percentage of over 65 (6%). The level of education is represented by 65% by visitors with a university degree, while the current occupation is mainly represented by employees (31%).

The higher numbers of respondents are Cypriots (39%) as well as foreign visitors from other European countries (29%) and Russia (16%). It was the first time many of them went to rural villages in Larnaca District (61%) while none had a stay longer than a week.

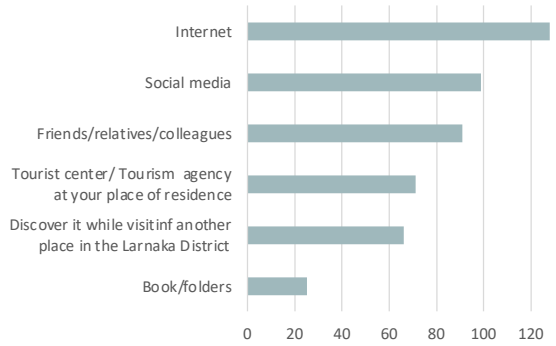
Decision-Making Process

Pilot site: Larnaca Rural Villages | Respondents: 174

Motivation of the visit



Means of knowledge



Internet followed by social media is the most used means for discovering the area while only 5% of visitors got information through books or folders. Holidays and leisure represent the main motivations for choosing villages as a travel destination. Not included among the choices proposed in the survey is enjoying local food and fresh fish as some visitors answered.

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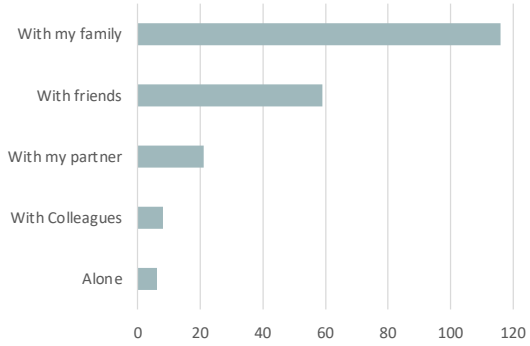
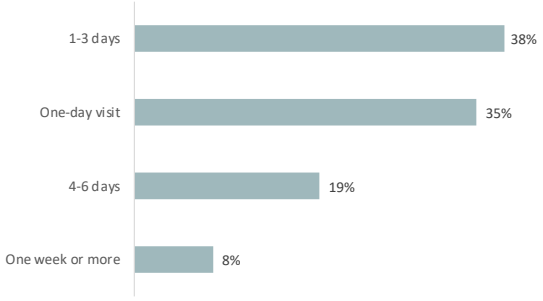
Visiting Experience

Pilot site: Larnaca Rural Villages | Respondents: 174

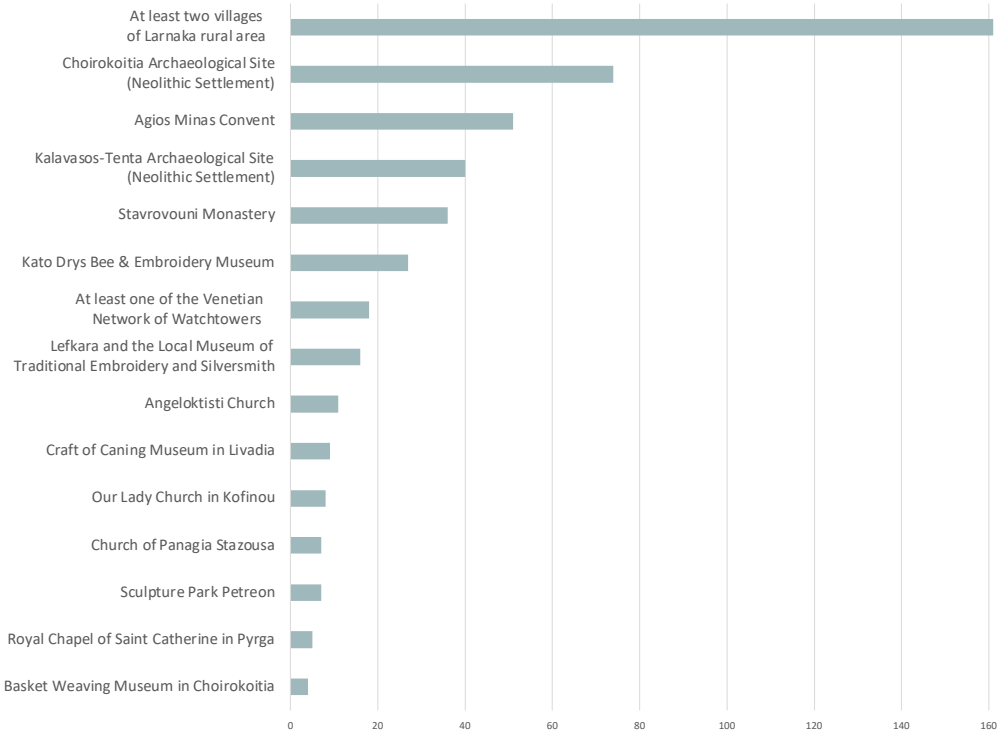
Company of visit



Duration of the visit



Most visited places



Graphic 48 - Visiting Experience - Larnaca Rural Villages

Visitors usually prefer a length of stay between one and three days (38%) while a low percentage of them stay for more than a week (8%). Family and/or partner are the more usual traveling companies, only few respondents went alone.

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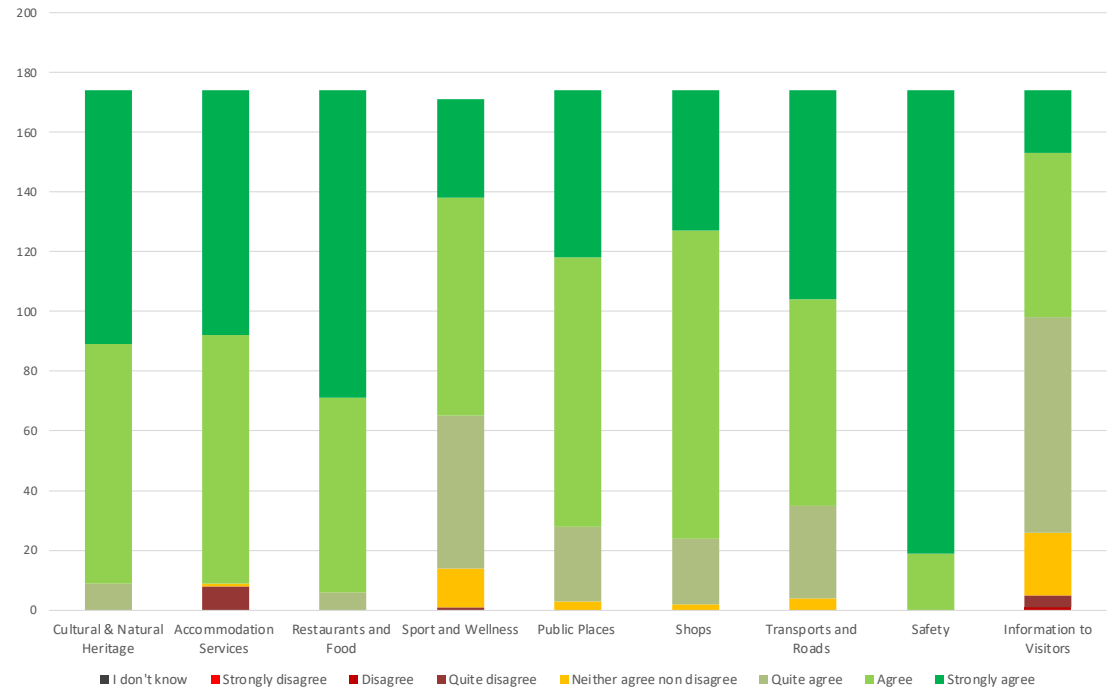
Most survey participants visited at least two villages of Larnaca rural area. Follow in the ranking the Neolithic Settlement of Choirokoitia and Kalavasos-Tenta as well as the Monastery of Agios Minas located in the village of Vavla.

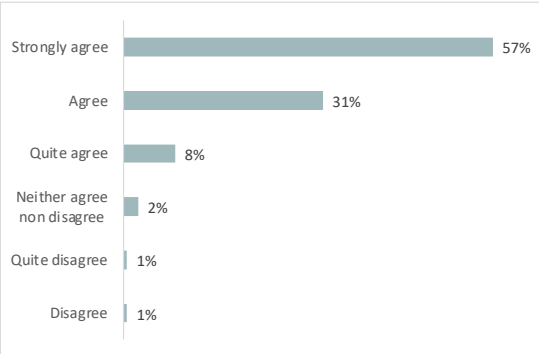
Satisfaction

Pilot site: Larnaca Rural Villages | Respondents: 174

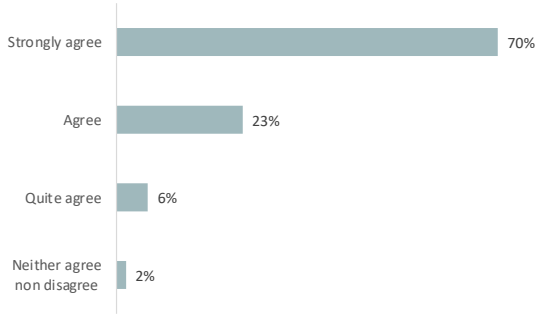
Quality of services



Willingness to come back



Willingness to recommend



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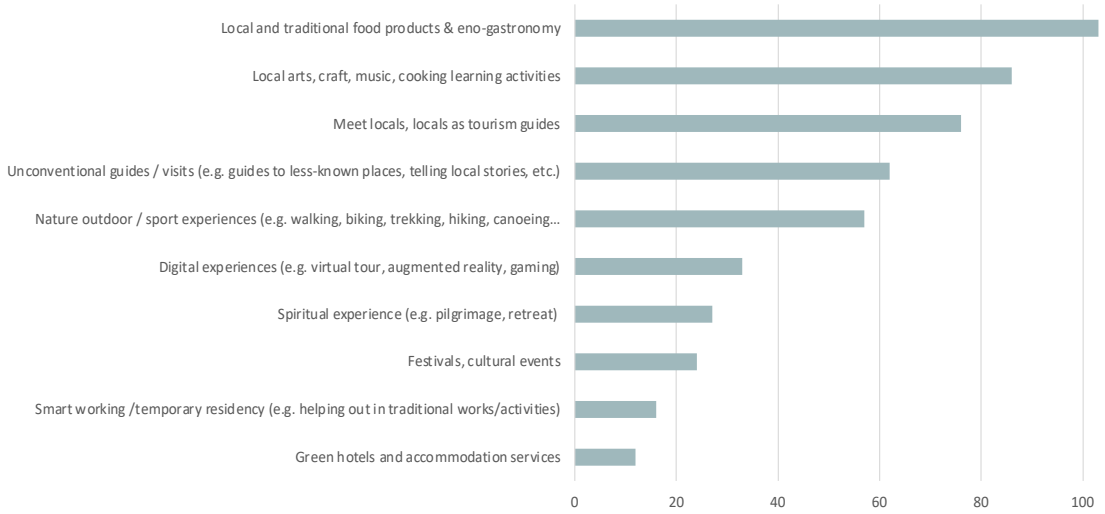
Desires for the future



Graphic 49 - Satisfaction - Larnaca Rural Villages

Regarding the quality of services, only the accommodation and tourist information had a few negative feedback. The quality of all other services completely satisfied the respondents, such as cultural and natural heritage, restaurant and food, and safety of places.

A high percentage of visitors (93%) agree to recommend travel to rural villages, and 88% would like to come back and enjoy the experience again.

Improving the eno-gastronomy offering and promoting local products, both traditional food and art and craft activities, are the most common suggestions provided by respondents. Less attention is given to green hotels and temporary residencies to be used, for example, for smart working.

6.4 VÄSTRA GÖTALAND, SWEDEN: Forvsik and Rydal

6.4.1 Forvsik, Municipality of Karlsborg

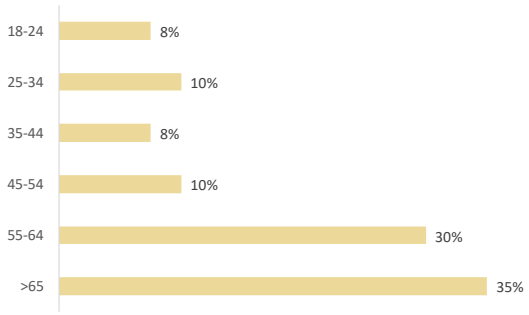
In the Västra Götaland Region, two surveys were conducted, one for each pilot site: the Industrial site of Forsvik in the Municipality of Karlsborg and the Industrial site of Rydal in the Municipality of Mark. From August through October 2021 were collected respectively 40 and 49 surveys for a total of 89 respondents who visited the rural area.

The results will be discussed in separate paragraphs.

Socio-Demographic Profile

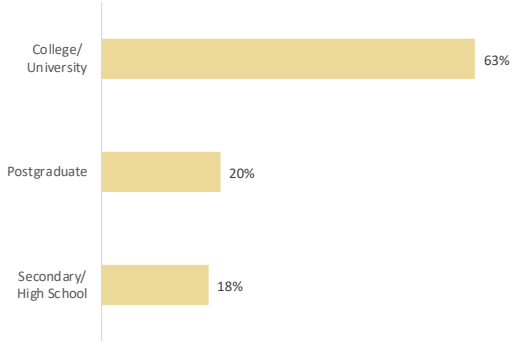
Pilot site: Forvsik, Municipality of Karlsborg | Respondents: 40

Age

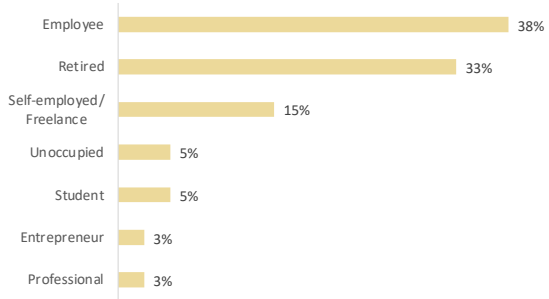


Gender

Education



Occupation



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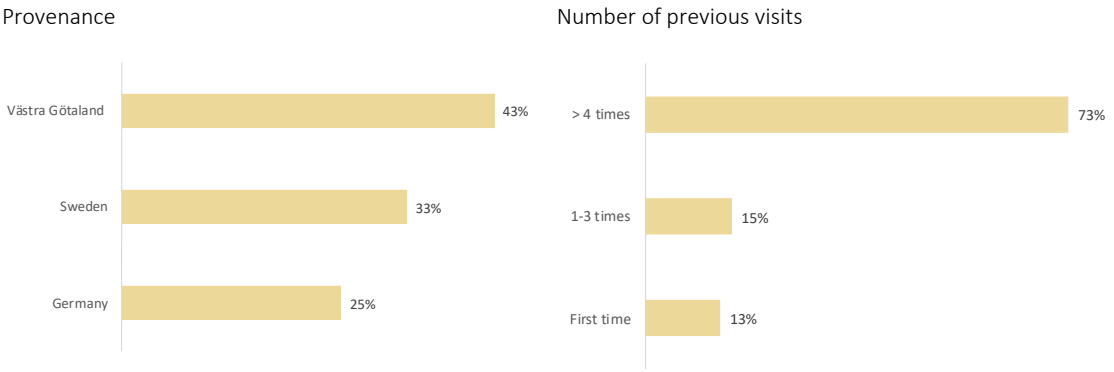


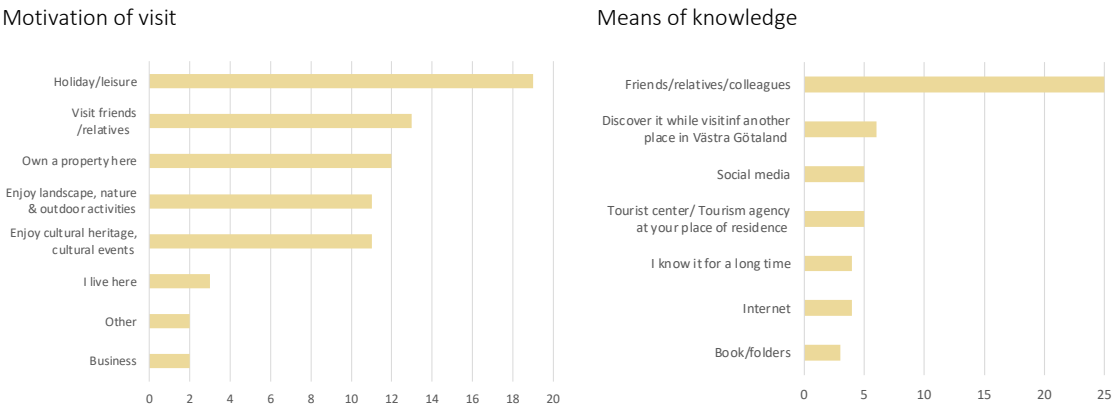
Graphic 50 - Socio-Demographic Profile - Forvsik, Municipality of Karlsborg

The analysed sample of visitors in Karlsborgs' Municipality is mainly represented by over 55s (65%) and people with a medium-high level of education (83%).

Regarding the provenance of respondents, 76% came from Sweden, of which 33% from the County where the pilot site is located. Germany is the only other European country represented (25%). Frequent visits seem to be the most usual finding in 73% of cases, while 28% had been there less than 4 times.

Decision-Making Process

Pilot site: Forvsik, Municipality of Karlsborg | Respondents: 40



Graphic 51 - Decision-Making Process - Forvsik, Municipality of Karlsborg

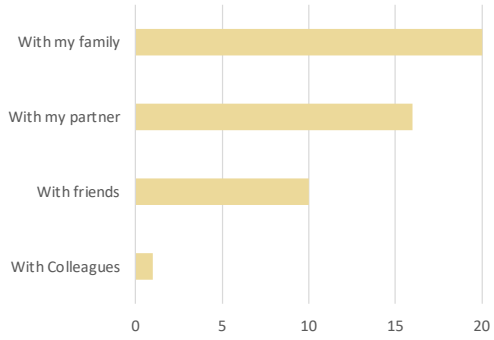
Holidays and leisure are the main motivations for traveling, followed by visiting friends and relatives. Furthermore, some respondents own a property in the area.

Friends and relatives are also the main sources that made known the industrial site, while tourist agencies and the internet did not play an important role in its discovery.

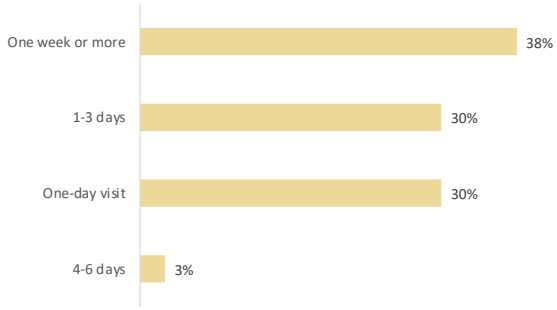
Visiting Experience

Pilot site: Forvsik, Municipality of Karlsborg | Respondents: 40

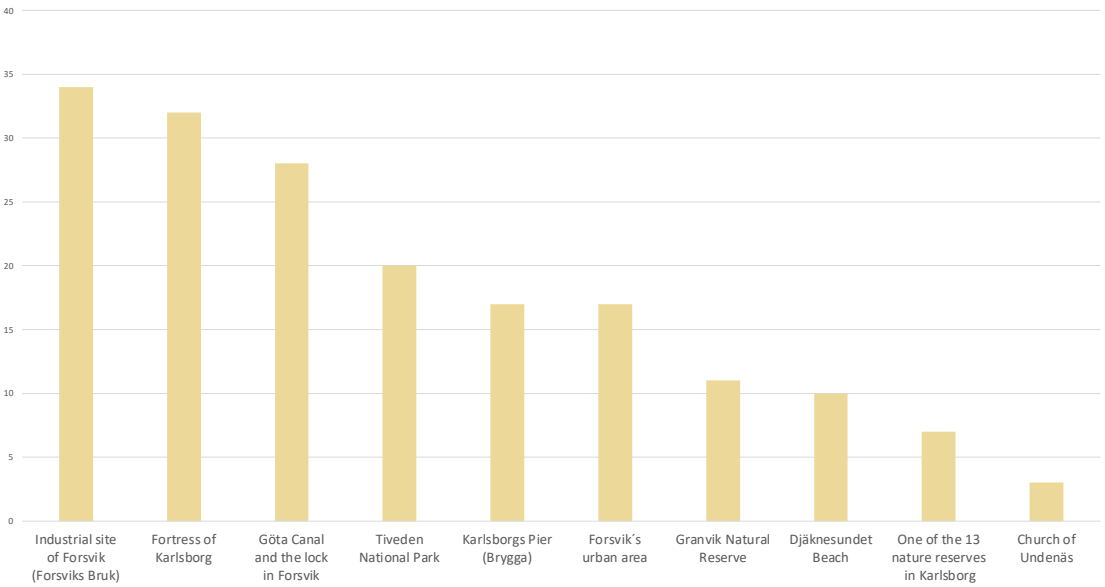
Company of visit



Duration of the visit



Most visited places



Graphic 52 - Visiting Experience - Forvsik, Municipality of Karlsborg

Project: **Be.CULTOUR**
Deliverable Number: D1.1
Date of Issue: Mar. 6, 22
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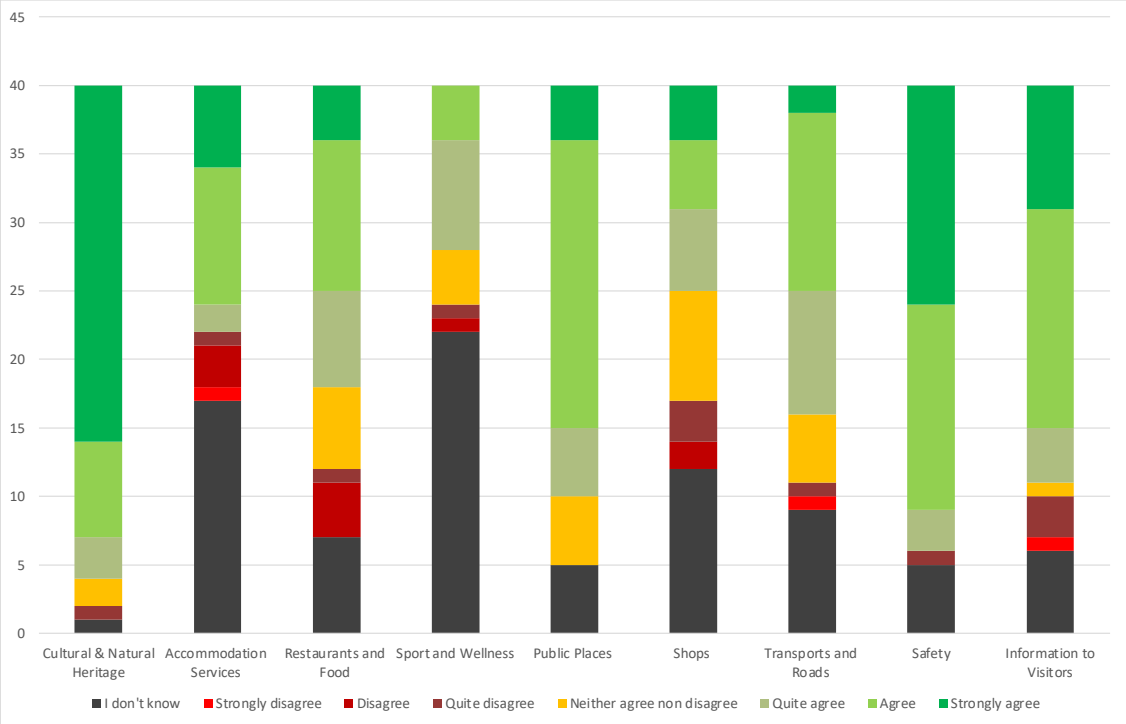
Visitors usually spent one week or more nearby Forvsik enjoying holidays with their family or partners. Less usual is traveling with friends or colleagues.

In addition to visiting the industrial site, where almost all the respondents have been, the most popular places are the Fortress of Karlsborg and the Göta Canal.

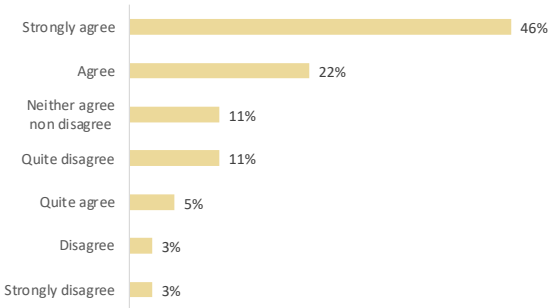
Satisfaction

Pilot site: Forvsik, Municipality of Karlsborg | Respondents: 40

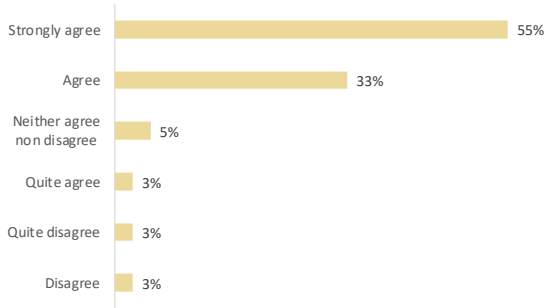
Quality of services



Willingness to come back



Willingness to recommend



Project: **Be.CULTOUR**
Deliverable Number: D1.1
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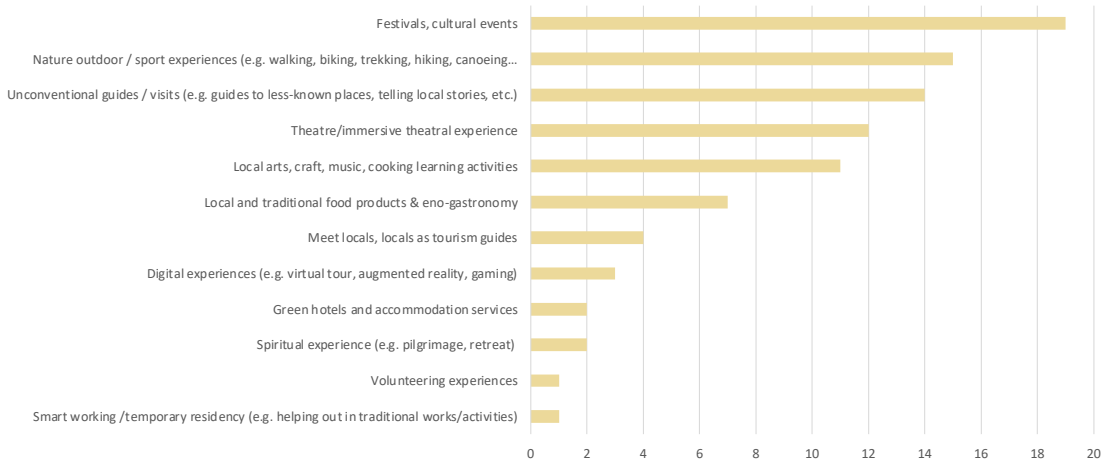
Grant Agr. No: 101004627

Desires for the future



Graphic 53 Satisfaction - Forvsik, Municipality of Karlsborg

The area's most appreciated features are both cultural and natural heritage and safety. Less appreciated is the quality of the services related to accommodation and restaurants as well as shops.

Almost 70% of visitors would like to come back and referring to the willingness to recommend the place 88% would suggest traveling to the cultural pilot sites in Västra Götaland.

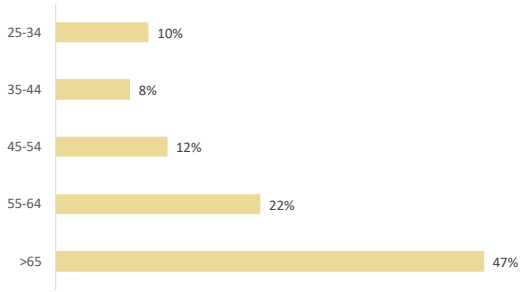
Suggestions for the future refer mainly to increasing the offer of festivals and cultural events. Attention was also given to the outdoor and sports activities. Smart working and volunteer experiences occupy the bottom ranks.

6.4.2 Rydal, Municipality of Mark

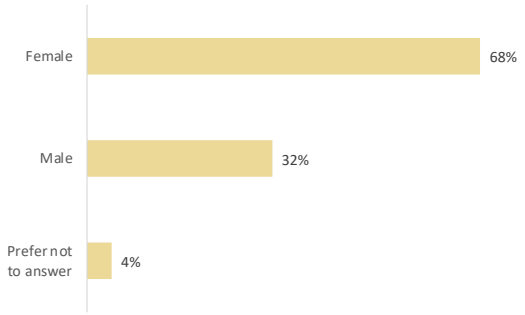
Socio-Demographic Profile

Pilot site: Rydal, Municipality of Mark | Respondents: 49

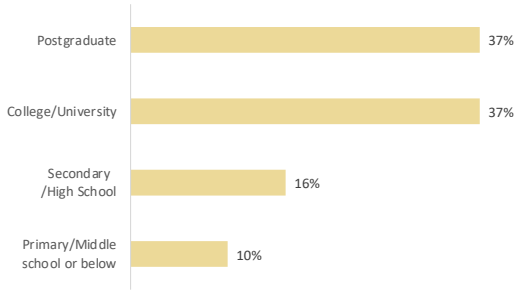
Age



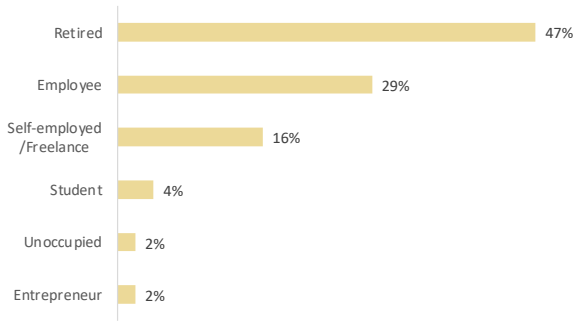
Gender



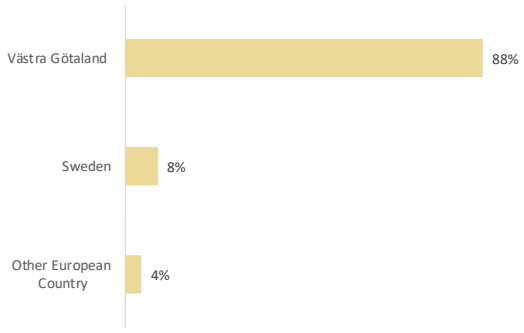
Education



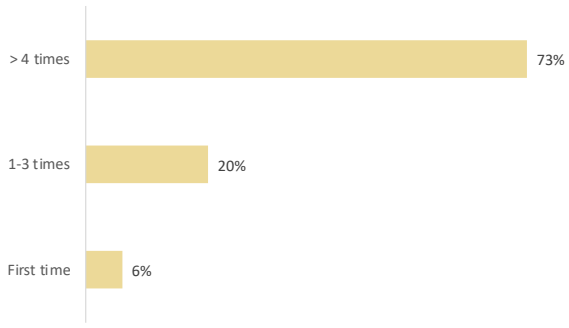
Occupation



Provenance



Number of previous visits



Graphic 54 - Socio-Demographic Profile - Rydal, Municipality of Mark

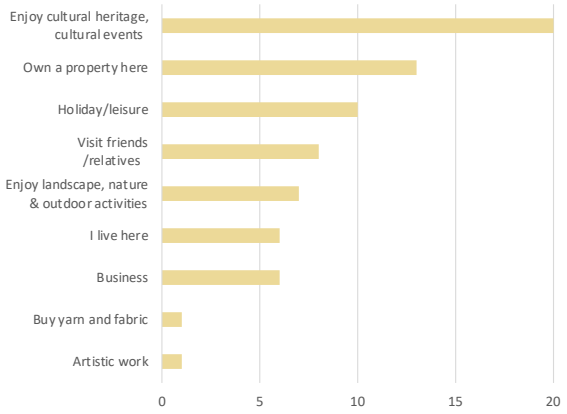
Project: **Be.CULTOUR**
Deliverable Number: D1.1
Date of Issue: Mar. 6, 22
Grant Agr. No: 101004627

Over 65s represent 47% of the sample analyzed in the Municipality of Mark. No respondents under 24 participated in the survey. So, the current occupation is mainly represented by retired (47%) followed by employees (29%). The average level of education is high. Only 10% have primary education or below. Visitors from Sweden are 96%, of which the majority come from the Västra Götaland Region (88%). Only 4% are from another European country, and 6% have been there for the first time. Most respondents experienced the area of Rydal more than 4 times (73%).

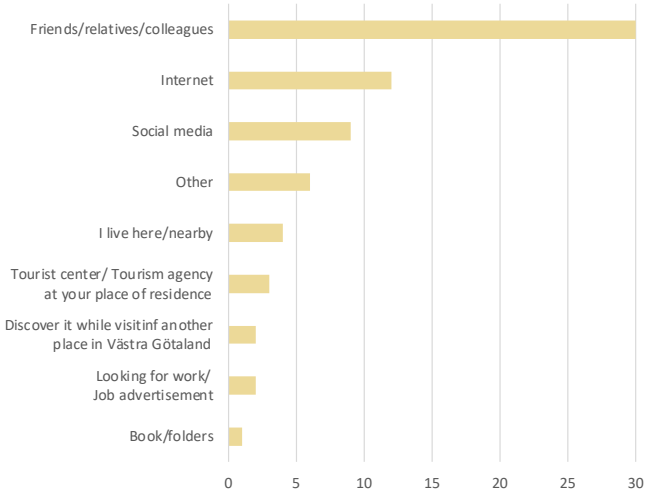
Decision-Making Process

Pilot site: Rydal, Municipality of Mark | Respondents: 49

Motivation of visit



Means of knowledge



Graphic 55 - Decision-Making Process - Rydal, Municipality of Mark

Project: **Be.CULTOUR**
Deliverable Number: D1.1
Date of Issue: Mar. 6, 22
Grant Agr. No: 101004627

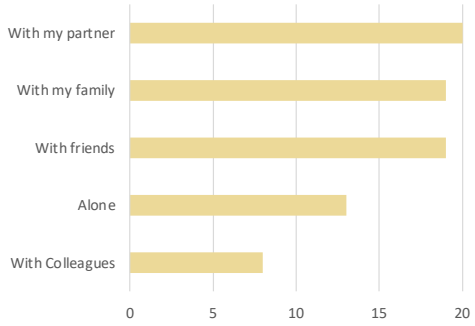
Enjoying cultural heritage is the main motivation expressed by visitors, however, a high percentage of them own a property in the area, and some live near the pilot site.

Word-of-mouth among friends, relatives or colleagues and the internet, including social media, are the most important means through visitors discovered the area.

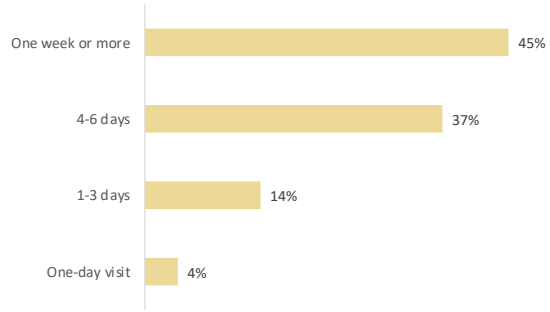
Visiting Experience

Pilot site: Rydal, Municipality of Mark | Respondents: 49

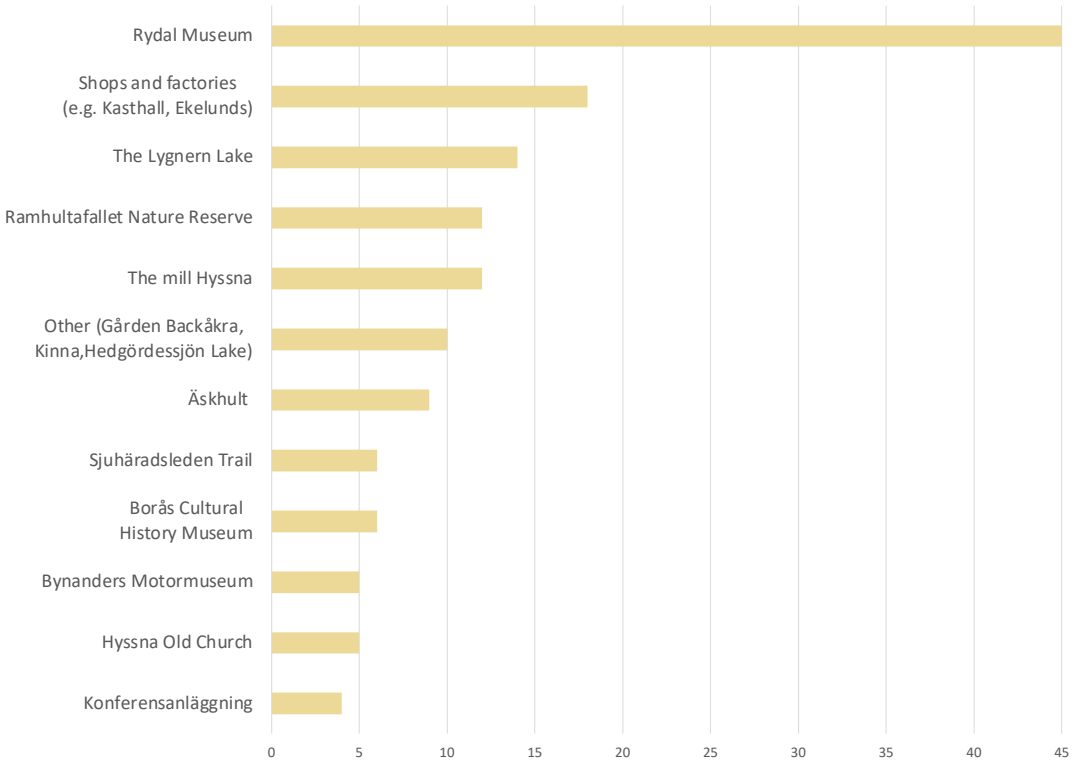
Company of visit



Duration of the visit



Most visited places



Graphic 56 - Visiting Experience - Rydal, Municipality of Mark

Project: **Be.CULTOUR**
Deliverable Number: D1.1
Date of Issue: Mar. 6, 22
Grant Agr. No: 101004627

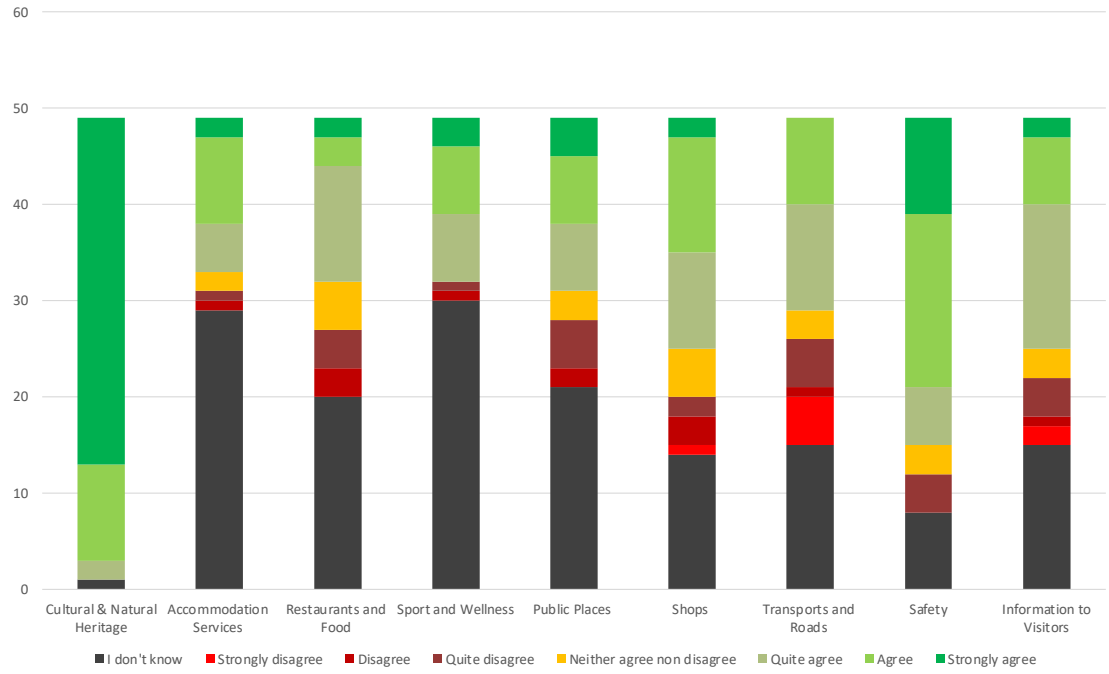
Traveling with partners is the most frequent answer collected from respondents, followed by the company of family and friends. People usually spend one week or more nearby Rydal (45%). Only 4% had a one-day visit.

Almost all respondents visited the Rydal Museum. Shops and factories followed by Lake Lygnern are among the most frequent destinations.

Satisfaction

Pilot site: Rydal, Municipality of Mark | Respondents: 49

Quality of services



Project: **Be.CULTOUR**
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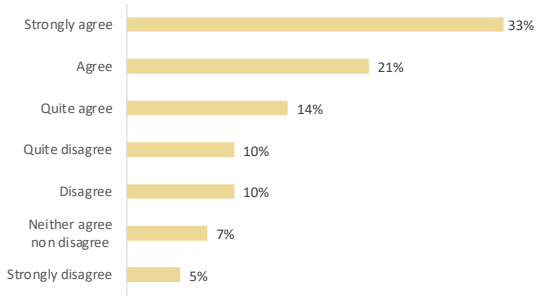
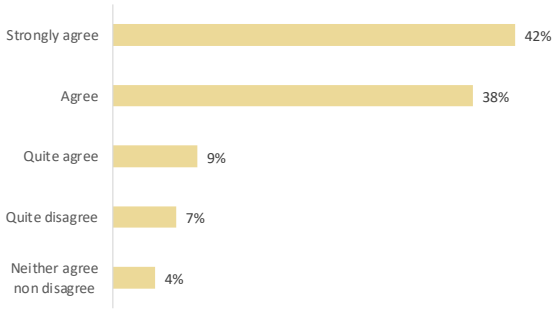
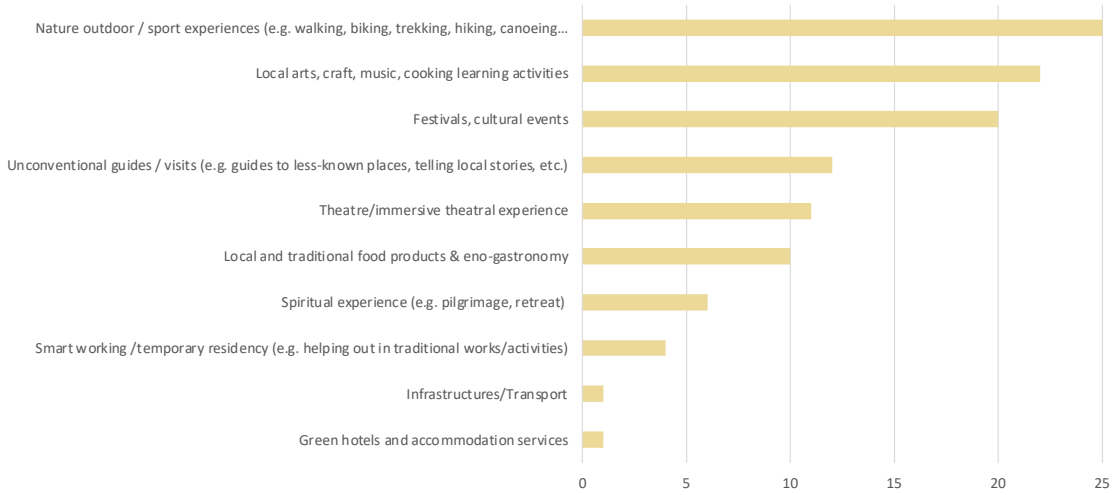
Willingness to recommend

Willingness to come back





Desires for the future



Graphic 57 - Satisfaction - Rydal, Municipality of Mark

Cultural and natural heritage satisfied all visitors who also appreciated the accommodation services. As a result, we can find that the most critical issues are related to transport and the quality of restaurants and public places; 54% would like to come back, and 80% would also recommend an experience in the Municipality of Mark.

Diversifying the offer of outdoor and sports activities is the most frequent suggestion that could improve the experience in the future. Other suggestions include enhancing the proposal of local arts, music, and festivals.

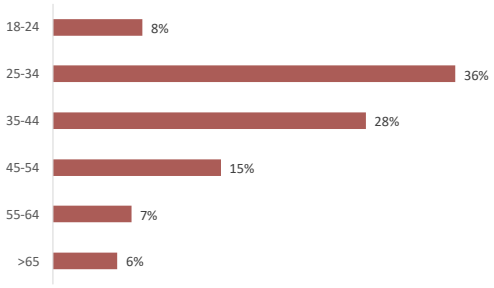
6.5 VOJVODINA, SERBIA: Bač, Sremski Karlovci and Irig

A unique survey was administered in the Republic of Serbia for the three multicultural sites participating as a pilot: Bač Municipality, Sremski Karlovci Municipality, and Irig Municipality. The survey covered tourists as well as residents who visited the historic cities and rural landscape of the autonomous province of Vojvodina from August to October 2021. A total of 138 surveys were collected.

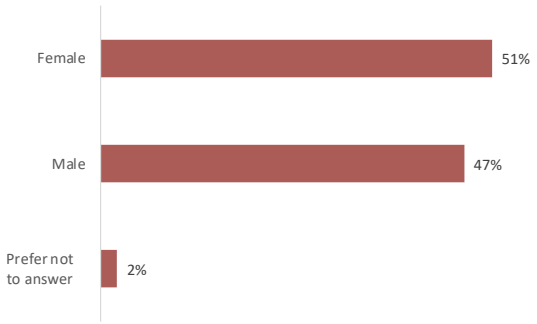
Socio-Demographic Profile

Pilot site: Municipalities of Bač, Sremski Karlovci and Irig | Respondents: 138

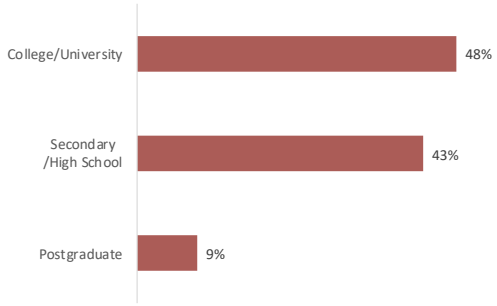
Age



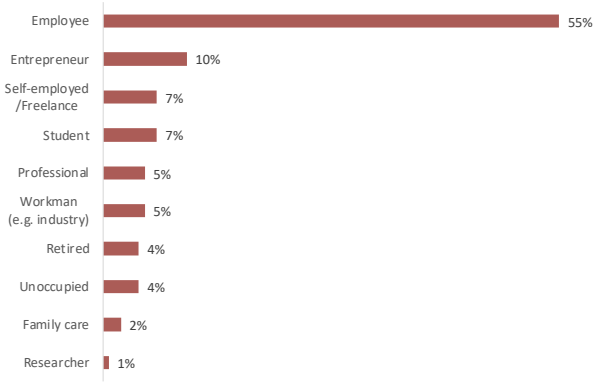
Gender



Education



Occupation



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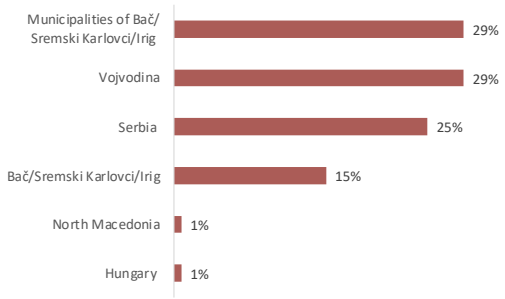
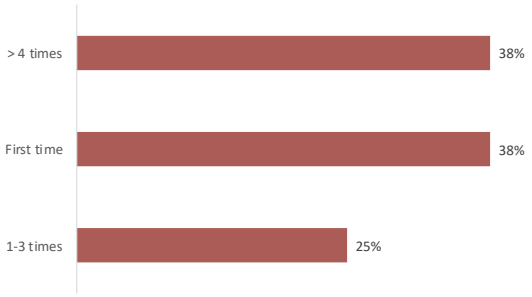
Provenance



Number of previous visits



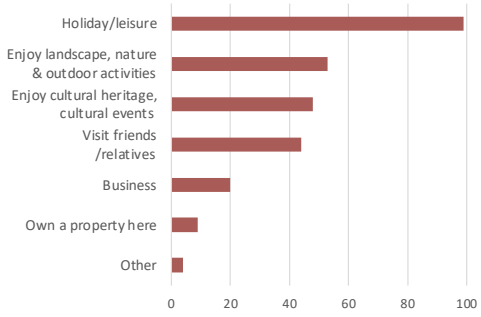
Graphic 58 – Socio-Demographic Profile – Bač, Sremski Karlovci and Irig

The involved areas in Vojvodina are characterized by visitors of 25-44 age groups (64%), while the least represented group is the over 65s (6%). Even though most respondents are from Serbia (98%), two other states are represented: North Macedonia and Hungary. The number of "regular visitors" who have been to the pilot site more than 4 times is the same as the percentage of "new visitors" who went there for the first time (38%).

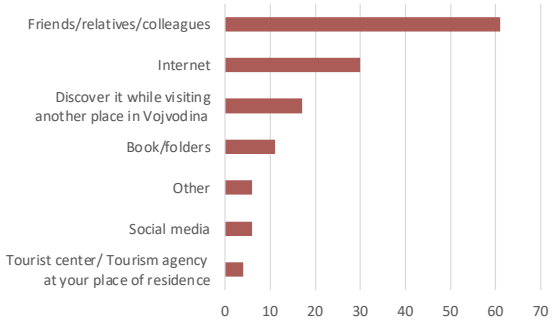
Decision-Making Process

Pilot site: Municipalities of Bač, Sremski Karlovci and Irig | Respondents: 138

Motivation of visit



Means of knowledge



Graphic 59 - Decision-Making Process -Bač, Sremski Karlovci ans Irig

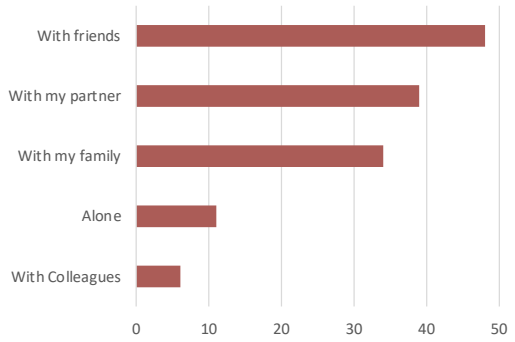
Most of the respondents chose the place as a tourist destination to spend their holidays on suggestions from friends, relatives and colleagues. Internet, excluding social media, is also an important tool for local promotion while tourism agencies are the least used means of

knowledge. Enjoying landscape, nature and outdoor activities occupy the second motivation for travel.

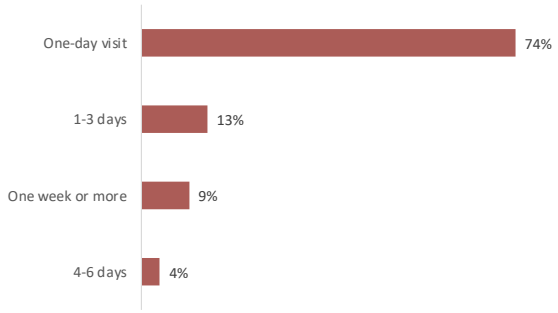
Visiting Experience

Pilot site: Municipalities of Bač, Sremski Karlovci ans Irig | Respondents: 138

Company of visit



Duration of the visit



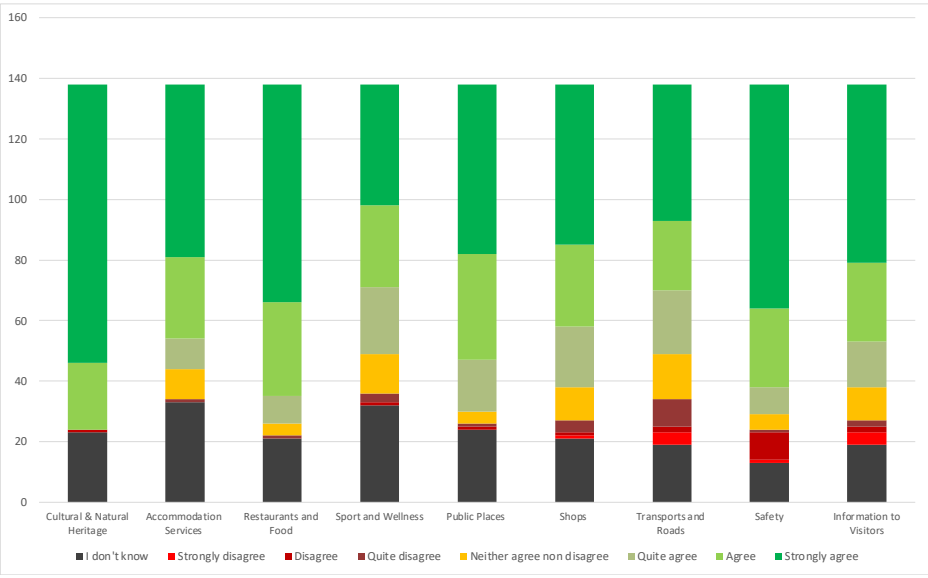
Sharing the travel experience with friends and/or partners is the most usual choice among respondents. Not many of them spent their holidays alone or with colleagues.

Length of stay was more than 4 days in only 13% of cases while 74% preferred a one-day visit.

Satisfaction

Pilot site: Municipalities of Bač, Sremski Karlovci and Irig | Respondents: 138

Quality of services



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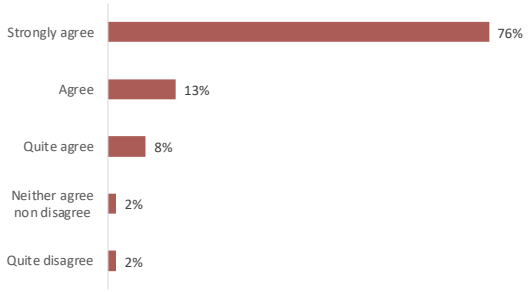
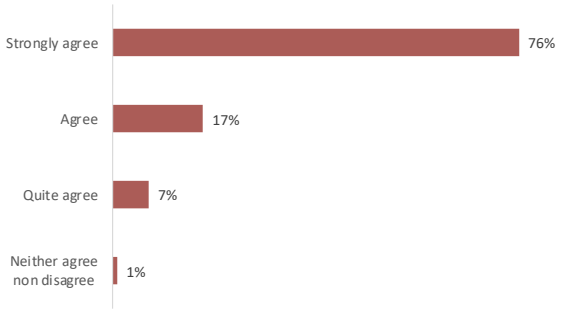
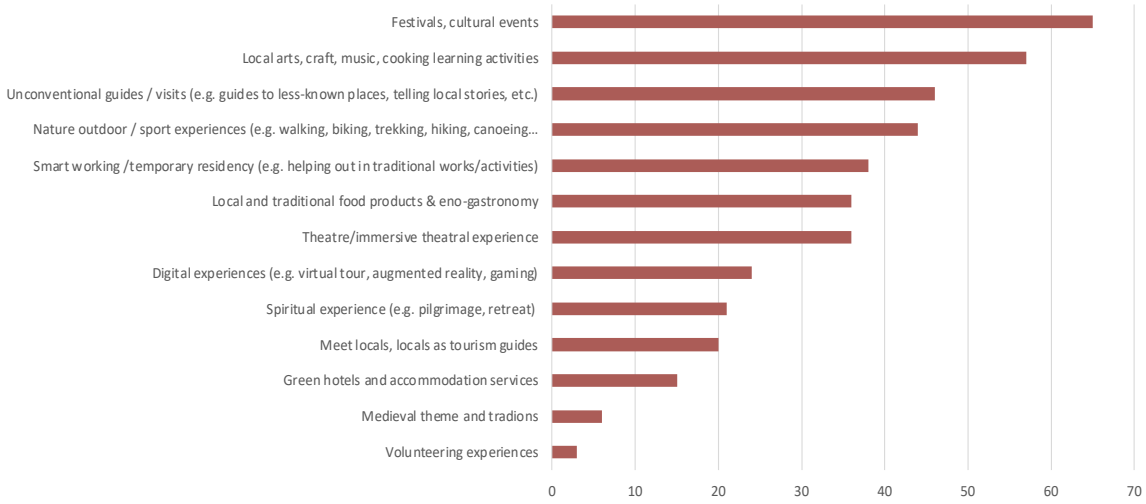
Willingness to come back



Willingness to recommend



Desires for the future



Graphic 60 - Satisfaction - Bač, Sremski Karlovci ans Irig

Transports, the safety of places, and information services are the most critical issues in visitors' evaluations. Instead, cultural, and natural heritage, as well as the quality of accommodation and restaurants, were highly valued. 89% of visitors expressed willingness to come back, and almost all of them would recommend spending holidays and leisure in Vojvodina. Only 2% quite disagree with returning in the Region.

Improving the offer of festivals and cultural events could make the travel more enjoyable in the future, together with the suggestion to propose more local arts, craft and music activities. In fact, as a free response, the desire to find events related to medieval themes and traditions was expressed.

6.6 NORTH-EAST ROMANIA-MOLDOVA (CROSS-BORDER AREA): The Cultural Route of "Stephan the Great"

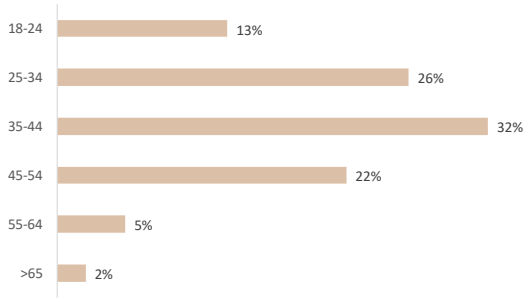
The touristic and cultural route of "Stephan the Great" was involved in the survey as a unique cross-border territory of North-East Romania and the Republic of Moldova. In particular, the survey covered sites from each of the 6 counties of North-East Romania (Suceava, Botosani, Iasi, Neamt, Vaslui, Bacau) situated in 19 urban and rural municipalities localities. From the involved area of Moldova 13 municipalities with rural and historic cities participated.

A total of 138 respondents participated from August to October 2021.

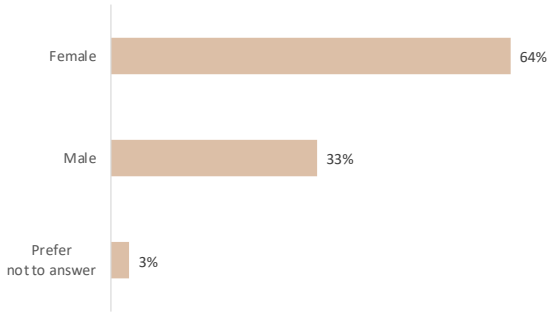
Socio-Demographic Profile

Pilot site: Cultural Route of "Stephan the Great" | Respondents: 236

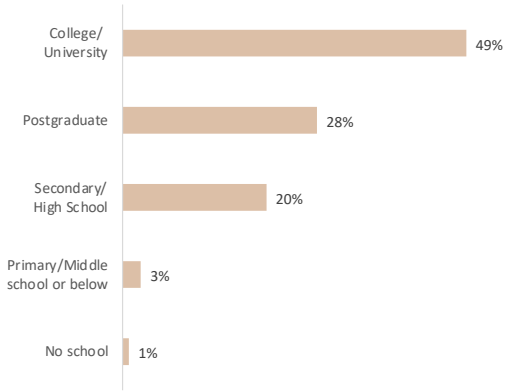
Age



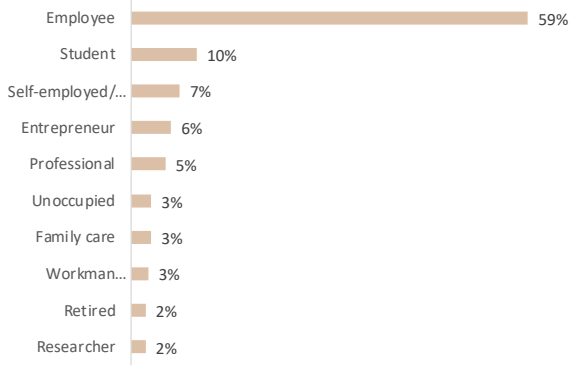
Gender



Education



Occupation



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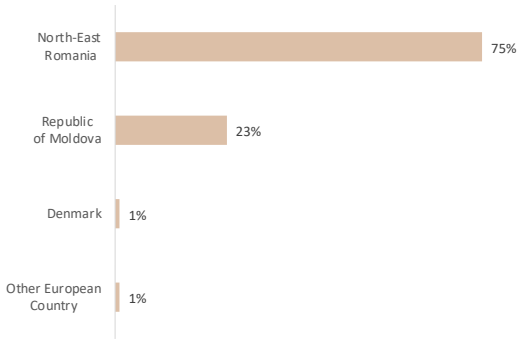
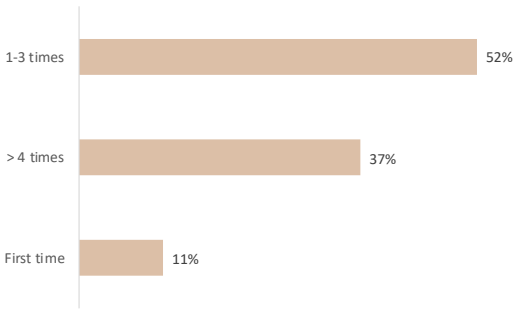
Provenance



Number of previous visits



Graphic 61 - Socio-Demographic Profile - Cultural Route of "Stephan the Great"

The sample is represented by 58% of people between 25 and 44 years old. Only 7% of respondents are over 55s.

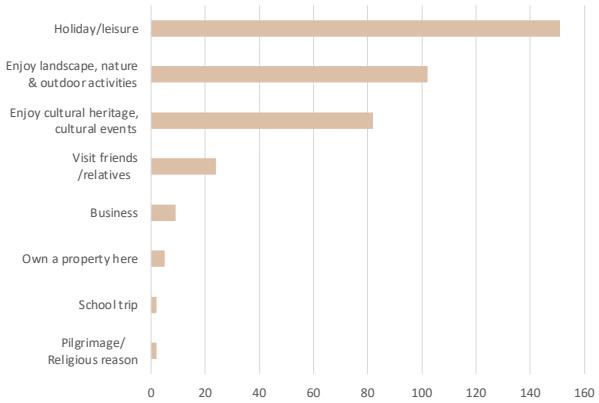
Most visitors come from the cross-border area, precisely 75% from the North-East Region of Romania and 23% from Moldova. Only 2% come from another European country.

The area seems to be characterized by visitors who return several times, in fact, 52% went to the area 1-3 times and 37% have been there more than four times.

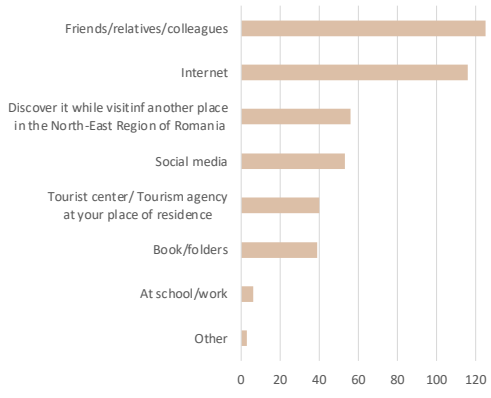
Decision-Making Process

Pilot site: Cultural Route of "Stephan the Great" | Respondents: 236

Motivation of visit



Means of knowledge



Graphic 62 - Decisio-Making Process - Cultural Route of "Stephan the Great"

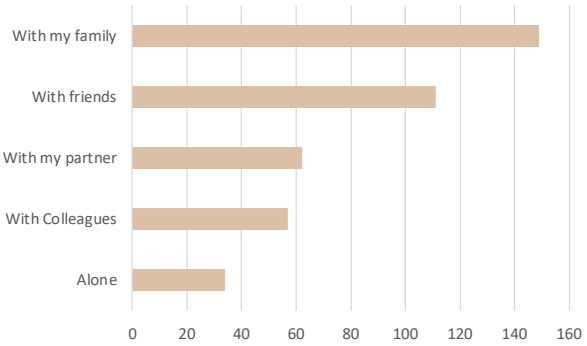
The cross-border area is mainly a holiday and leisure destination visited to enjoy natural and cultural heritage. It is worth noting a small percentage of motivations related to pilgrimage and religion excluded from the survey choices.

Visitors discovered the place mostly through friends, relatives, colleagues, and the internet.

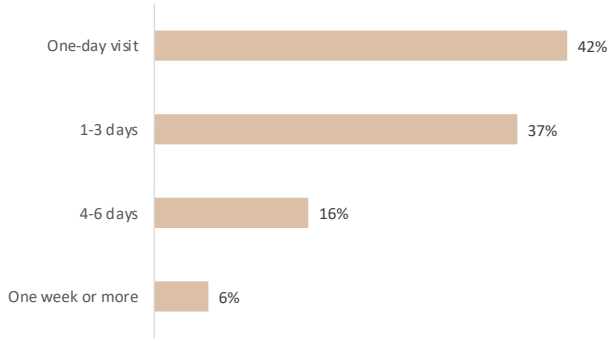
Visiting Experience

Pilot site: Cultural Route of "Stephan the Great" | Respondents: 236

Company of visit



Duration of the visit



The common travel length is a one-day visit (42%) or a short stay (37%). Only 6% spend more than a week of holidays in the area. The family followed by friends, are the most usual travel companions. Not usual is a solo vacation.

The Punta Monastery, the Church of Assumption of the Mother of God and the Fortress in Suceava county with the Palace of Culture in Iasi are the most visited places.

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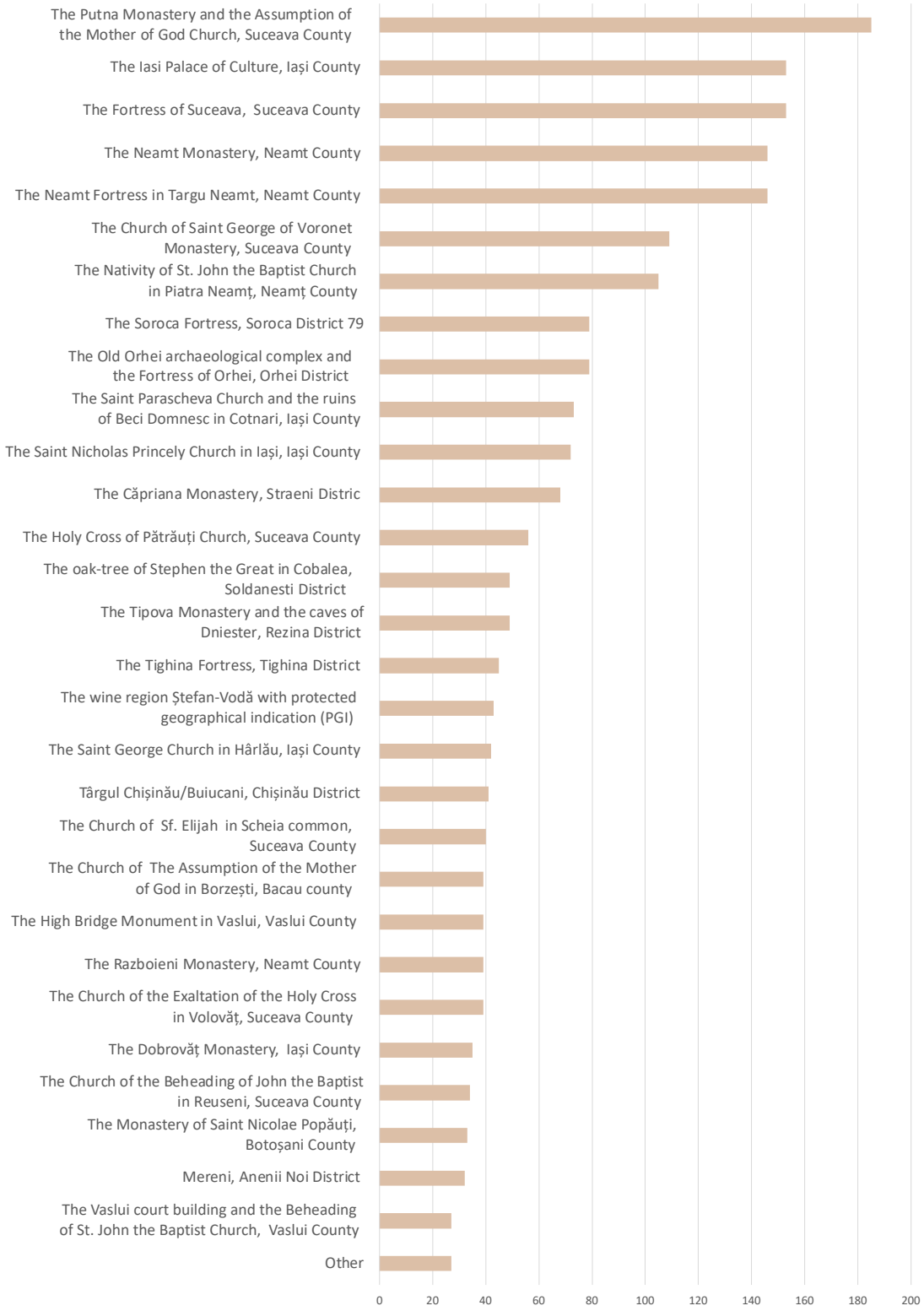
Most visited places



Graphic 63 - Visiting Experience - Cultural Route of “Stephan the Great”

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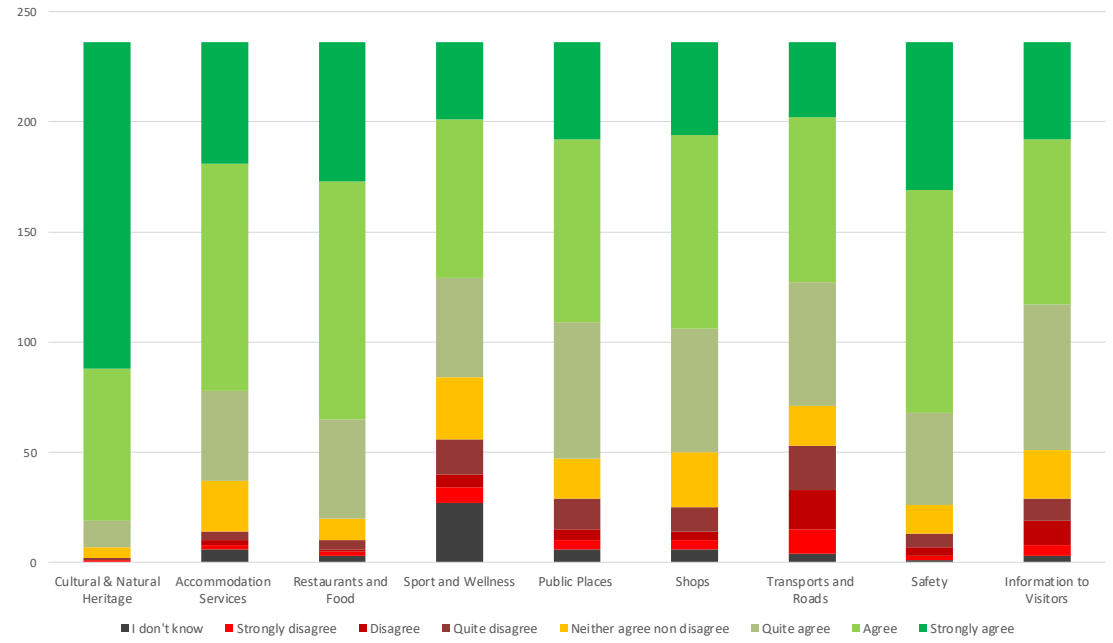
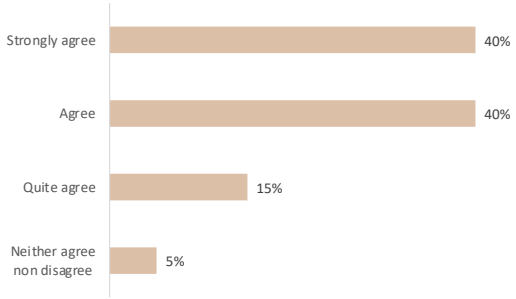
Satisfaction

Pilot site: Cultural Route of "Stephan the Great" | Respondents: 236

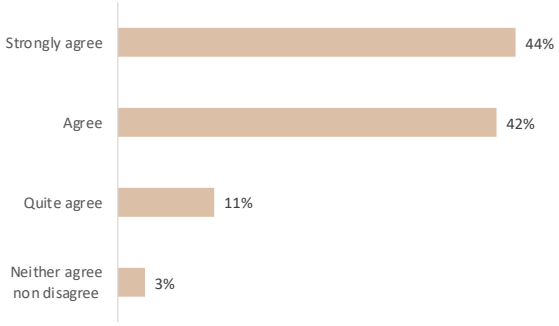
Quality of services



Willingness to come back



Willingness to recommend



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Desires for the future

Graphic 64 - Satisfaction - Cultural Route of "Stephan the Great"

Natural and cultural heritage were highly valued as well as the quality of accommodation and restaurants that met the needs of almost all visitors. Transport and services related to sport and wellness activities were less appreciated.

More than 80% of the respondents would like to repeat the travel experience and strongly recommend enjoying the cultural route of 'Stephen the Great' and the nearby locations.
Improving the offer of outdoor and sport activities is the proposal more suggested enhancing the experience for the future. A second desire is discovering less-known places through unconventional guides to listen and learn local history and stories.

7. Characterization of visitor profiles

In order to identify specific visitor profiles for each pilot heritage site, additional analyses of the database were performed. A data mining technique was carried out to characterize visitors profiles based on the technique of characterization of nominal variables (DEMOD), identifying distinctive subgroups elements in the samples (non-probabilistic reasoned samples).

The choice of this specific statistical analysis method was determined by the sample size and the specific objectives of the exploratory analysis, as well as the overall objective of the Be.CULTOUR project focused on cultural and emerging forms of tourism. Therefore, for each pilot site, the profiles of 5 visitors were tracked: 3 categories of visitors based on their provenance (tourists, proximity travelers and residents) and 2 categories of visitors who chose the travel destination for a specific motivation (cultural motivation, nature motivation).

In detail:

1) Characterization based on the provenance of visitors:
   - Residents
   - Proximity travelers
   - Tourists

2) Characterization based on the main motivations of traveling:
   - Enjoy cultural heritage, cultural events
   - Enjoy landscape, nature & outdoor activities

The following results also allow to hypothesize some targets of potential users/visitors for the identification and implementation of new tourist services and cultural products.

A comparative analysis of respondents of the six pilot heritage sites concludes the section.

Methodology

The multivariate statistical method used for the characterization of visitors in the pilot heritage sites is the so-called “characterization of nominal variables” (DEMOD). In particular, this method allows to know the characteristics of the survey respondents based on one reasoned variable.

For example, the socio-demographic characteristics of those who visited a particular location based on a cultural motivation were analysed, identifying the “emerging” characteristics of this sub-sample.

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The choice of this method is suitable for profiling tourists and residents who have visited the pilot heritage sites, based either on the respondent's characteristics (proximity tourist, tourist, resident) or on their reasons for choosing and visiting the specific location.

In the analyses conducted in this report, a specific profiling of visitors comparing the 6 pilot heritage sites was also carried out based on the differences that characterize the respondents of each site compared to the overall sample.

BOX Characterisation of nominal variables – DEMOD statistical analysis method

The analysis of the characteristics of a nominal variable (or **DEMOD** procedure) is a statistical procedure used to describe the characteristic variables and the modalities of the response of specific categories of people/businesses/statistical units in a sample (e.g. survey questions with two or more modes of response) widely used in **data mining**.

By comparing a sub-population (e.g. those who choose to visit a location for cultural purposes and the total sample), this procedure through the Test Value allows answering statistical hypotheses such as: are males over-represented or under-represented in the sample of those who choose a location for cultural reasons? Is the age group over-represented or underrepresented compared to the total sample?

The Test Value allows to identify the response patterns (consumer characteristics) most associated with specific responses to the survey. Values of 1.4-1.5 and higher are considered as particularly interesting, while lower values can be relevant in particular cases or small samples.

The results are described through three main elements (columns): % of category in group (referred to the selected sub-sample); % of category in set (referred to the total sample); Test Value (response pattern as described above).

In the analysis conducted, the first column of the resulting Tables describe the variables characteristic related to the respondents' characteristics, their motivations for traveling, and suggestions (which tourism services/products would you like to find next time?). The second column describes the response most associated with those who visited the location in the sub-sample based on provenance, or motivation. The third and fourth columns express the percentages of the same responses in the group analysed and the overall sample of respondents (see the BOX above for more details). The fifth column shows the Test Value score, also represented by a histogram highlighting significant values.

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Group: Enjoy landscape, nature & outdoor activities (Count: 71 - Percentage: 43.03)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Duration of the visit	1 day	40,85	26,06	3,58
Company of visit	With my family	78,87	65,45	3,03
Suggestions	green hotels and accommodation services	26,76	16,36	2,92
Suggestions	Smart working/tempory residency	15,49	9,09	2,21
Gender	Female	67,61	57,58	2,12
Company of visit	With friends	63,38	53,33	2,10
Type of respondents II levels	Proximity traveller	59,15	49,09	2,09
Type of respondents	Proximity traveller	16,90	10,91	1,89
Suggestions	Unconventional guide	49,30	40,61	1,81
Motivation	Enjoy cultural heritage, Cultura events	29,58	22,42	1,72
Age	45-54	26,76	20,00	1,68
Age	18-24	9,86	6,06	1,44
Suggestions	Volunteering experiences	5,63	3,03	1,23
Current occupation	Employee	42,25	36,36	1,20
Company of visit	Alone	18,31	13,94	1,18
Frequency of visits	I come often here (>4)	83,10	78,18	1,14
Means of knowledge	Discover it while visiting another place	12,68	9,09	1,12
Means of knowledge	Friends/relatives/colleagues	61,97	56,36	1,10
Suggestions	Meet locals, locals tourism guides	11,27	8,48	0,83
Current occupation	Researcher	4,23	2,42	0,80
Means of knowledge	Book/folders	7,04	4,85	0,78

Example Table

This technique compares (in the Example Table above) the characteristics of residents and tourists who chose a specific location for nature-related reasons with those of the entire sample. The percentage of consumers in the 45-54 age group who choose a location for nature-related reasons is 26.76% (% in the group). In contrast, in the total sample (tourists and residents interviewed in that specific location), this percentage is 20% (% in the sample). If the percentage of consumers aged 45-54 years who choose a location for nature-related reasons is significantly higher than the percentage of consumers aged 45-54 years in the total sample, there is a high test value. Therefore, the difference can be said to be statistically significant, as the group of people in the 45-54 age group is significant in this sub-sample with respect to the overall respondents' sample.

In the following section, insights on the characteristics of visitors and residents are presented for all pilot heritage sites, according to the statistical analysis conducted.

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7.1 Visitors in Vulture - Alto Bradano area (BASILICATA, ITALY)

Group: Resident (Count: 28 - Percentage: 28.87)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Frequency of visits	I come often here (>4)	89,29	60,82	3,61
Company of visit	Alone	32,14	15,46	2,49
Suggestions	Green hotels and accommodation services	28,57	13,40	2,37
Motivation	Own a property here	25,00	11,34	2,25
Duration of the visit	1 week	32,14	17,53	2,06
Means of knowledge	Social media	21,43	10,31	1,86
Current occupation	Unoccupied	17,86	8,25	1,72
Education level	Secondary/High School	57,14	42,27	1,66
Motivation	Enjoy landscape, nature & outdoor activities	46,43	34,02	1,40
Suggestions	Theatre/immersive theatral experience	14,29	7,22	1,26
Company of visit	With friends	64,29	52,58	1,25
Company of visit	With my family	60,71	49,48	1,19
Current occupation	Family care	10,71	5,15	1,07
Education level	Primary/Middle school	7,14	3,09	0,84
Suggestions	Local and traditional food products & eno-gastronomy	32,14	24,74	0,82
Duration of the visit	1 day	53,57	45,36	0,81
Suggestions	Digital experiences	10,71	6,19	0,74
Motivation	Enjoy cultural heritage, cultural events	46,43	39,18	0,71

Table 5 - Basilicata - Characterisation by category of respondent groups: Residents

Resident visitors represent 28.9% of the total number of respondents. 89% of them, out of an average of 60% of the sample, have visited the site more than 4 times. They are most commonly employed in family care. The duration of their visit ranges from one week (most relevant) to one day. Their main motivations include in 46.4% of cases enjoying the landscape, nature and outdoor activities and enjoying cultural heritage and cultural events, motivations that are supported by the presence of own property on site. They reach the destination alone or with family and/or friends. Among the suggestions, the desire to find on-site green hotels and accommodation services, immersive theatre and digital experiences, and local and traditional food products & Eno gastronomy prevail.

Group: Proximity traveller (Count: 29 - Percentage: 29.90)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Duration of the visit	1 day	79,31	45,36	4,23
Education level	Post graduate	44,83	19,59	3,68
Motivation	Business	27,59	14,43	2,03
Age	45-54	37,93	25,77	1,52
Company of visit	With colleagues	24,14	14,43	1,44
Current occupation	Employee	48,28	36,08	1,40
Suggestions	Spiritual experience	17,24	9,28	1,36
Frequency of visits	I come often here (>4)	72,41	60,82	1,31
Company of visit	With my family	58,62	49,48	0,95
Suggestions	Volunteering experiences	3,45	1,03	0,53

Table 6 - Basilicata - Characterisation by category of respondent groups: Proximity travellers

Proximity travellers represent 29.9% of the total number of respondents. They are characterised - in 79% of cases - by the duration of their visit being 1 day. They have a post graduate level of education and the main reason for their visit is business. They are on average between 45 and 54 years old and have reached the site with their colleagues (in some cases with their families). Most of them are employees and have visited the site more than 4 times. They suggest spiritual and volunteering experiences.

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Group: Tourist (Count:40 - Percentage: 41.24)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Duration of the visit	1-3 days	47,50	25,77	3,88
Duration of the visit	4-6 days	25,00	11,34	3,29
Motivation	Holiday/leisure	70,00	50,52	3,03
Frequency of visits	It's the first time	22,50	10,31	3,01
Frequency of visits	I was here already 1	45,00	28,87	2,70
Age	55-64	35,00	22,68	2,17
Means of knowledge	Discover it while visiting another place	20,00	11,34	1,92
Suggestions	Meet locals	27,50	17,53	1,88
Current occupation	Retired	25,00	15,46	1,88
Suggestions	Local arts, craft, music, cooking learning activities	42,50	30,93	1,84
Means of knowledge	Internet	25,00	16,49	1,60
Means of knowledge	Book/folders	17,50	10,31	1,60
Suggestions	Unconventional guide	70,00	60,82	1,34
Age	>65	17,50	11,34	1,27
Education level	Secondary/High School	50,00	42,27	1,08
Company of visit	With my partner	42,50	37,11	0,71
Education level	College/University	40,00	35,05	0,64
Current occupation	Professional	15,00	11,34	0,63

Table 7 - Basilicata - Characterisation by category of respondent groups: Tourists

Tourists represent 41.25% of the total number of respondents. They are characterized by the duration of their visit ranging from 1 day to 6 days. They are mainly 55 to over 65 years old, and they got to know the site by visiting other places in the area. Il 42.5% of they are mainly retired and suggest to increase the offer of the site by providing meet locals and activities like local arts, music, cooking learning as well as unconventional guides (70%). They got to know the site through the internet and books/folders.

Group: Enjoy cultural heritage, cultiural events (Count: 38 - Percentage: 39.18)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Gender	Female	68,42	56,70	1,67
Type of respondents II levels	Proximity traveller	68,42	58,76	1,34
Means of knowledge	Social media	15,79	10,31	1,08
Suggestions	Meet locals	23,68	17,53	1,01
Duration of the visit	1 day	52,63	45,36	0,95
Suggestions	Green hotels and accommodation services	18,42	13,40	0,86
Age	>65	15,79	11,34	0,79

Table 8 - Basilicata - Characterisation by main motivation: "Enjoy cultural heritage, cultural events"

It is possible to profile part of the visitors who indicated "Enjoy cultural heritage, cultural events" as one of the main reasons for their visit. They represent 39.2% of the total number of respondents, mostly women. They are, for the most part, proximity travelers and learned about the destination through social media. The duration of their visit is 1 day and they are over 65 years old. They suggest the implementation of the site offer through meet locals and green hotel and accommodation services.

Group: Enjoy landscape, nature & outdoor activities (Count: 33 - Percentage: 34.02)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Duration of the visit	1 day	63,64	45,36	2,38
Current occupation	Unoccupied	18,18	8,25	2,11
Company of visit	With friends	66,67	52,58	1,79
Means of knowledge	Social media	18,18	10,31	1,46
Frequency of visits	I was here already 1	39,39	28,87	1,40
Type of respondents	Resident	39,39	28,87	1,40
Suggestions	Smart working/temporary residency	15,15	8,25	1,37
Suggestions	Nature outdoor/sport experiences	63,64	52,58	1,35
Age	25-34	24,24	16,49	1,18
Means of knowledge	Discover it while visiting another place	18,18	11,34	1,18
Means of knowledge	Friends/relatives/colleagues	66,67	57,73	1,06
Suggestions	Spiritual experience	15,15	9,28	1,06
Suggestions	Theatre/immersive theatral experience	12,12	7,22	0,93

Table 9 - Basilicata - Characterisation by main motivation: "Enjoy landscape, nature & outdoor activities"

It is also possible to profile part of the visitors who indicated "Enjoy landscape, nature & outdoor activities" as one of the main motivations for their visit. They represent about 34% of the total number of respondents. 63.6% of them are characterized by the duration of their visit being one day. They are mostly unemployed and reached the site in the company of their friends. They have already visited the site at least once and are mostly residents. They are mostly between 25 and 34 years old and discovered the site by visiting other places in the same area or by word of mouth. 15.1% of them suggest the implementation of the site offer through smart working/temporary residences services, meanwhile 63.6% of them suggest the nature outdoor/sport experiences.

7.2 Visitors in The Cultural Park of The Río Martín (ARAGON-TERUEL, SPAIN)

Group: Resident (Count: 63 - Percentage: 38.18)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Frequency of visits	I come often here (>4)	95,24	78,18	4,27
Duration of the visit	1 week	65,08	49,70	2,96
Motivation	Enjoy cultural heritage, cultural events	31,75	22,42	2,05
Company of visit	With my family	74,60	65,45	1,79
Education level	Secondary/High School	49,21	41,82	1,35
Current occupation	Employee	42,86	36,36	1,20
Suggestions	Local arts, craft, music, coocking learning activities	34,92	29,09	1,12
Age	>65	20,63	16,97	0,78
Motivation	Enjoy landscape, nature & outdoor activities	47,62	43,03	0,77
Current occupation	Retired	23,81	20,00	0,77
Suggestions	Festivals, cultural events	46,03	41,82	0,70
Suggestions	Spiritual experience	11,11	8,48	0,67

Table 10 - Aragon - Characterisation by category of respondent groups: Residents

Residents represent 38.2% of the total sample of respondents at the Cultural Park of Rio Martin. 95,2% of them visited the site more than 4 times and for 65%, the duration of the visit was 1 week. The prevailing visit motivation is “Enjoy landscape, nature & outdoor activities” (47.6%) together with “Enjoy cultural heritage, cultural events” (31.7%). They arrived on site with their families and are mostly employees. The sample is also characterised by the presence of retired people over 65 years old confirming the site’s specific constraint of depopulation in the pilot heritage site. Suggestions for improving the offer of the site include local arts, crafts, music cooking learning activities, festivals, cultural events and spiritual experiences.

Group: Proximity traveller (Count: 18 - Percentage: 10.91)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Duration of the visit	1 day	77,78	26,06	4,67
Current occupation	Entrepreneur	16,67	3,03	2,34
Motivation	Enjoy cultural heritage, cultural events	44,44	22,42	1,98
Motivation	Enjoy landscape, nature & outdoor activities	66,67	43,03	1,89
Suggestions	Unconventional guide	61,11	40,61	1,61
Means of knowledge	Discover it while visiting another place	22,22	9,09	1,53
Age	35-44	27,78	15,15	1,22
Gender	Female	72,22	57,58	1,08
Company of visit	With friends	66,67	53,33	0,95
Suggestions	Smart working/temporary residency	16,67	9,09	0,79
Company of visit	With my partner	55,56	44,24	0,77
Company of visit	Alone	22,22	13,94	0,75
Frequency of visits	It's the first time	11,11	5,45	0,66
Suggestions	Local and traditional foods, products and eno-gastronomy	50,00	40,61	0,61

Table 11 - Aragon - Characterisation by category of respondent groups: Proximity travellers

Proximity travellers represent about 11% of the total sample of respondents at the Cultural Park of Rio Martin. The duration of the visit in 77.7% of cases is 1 day. They are mainly women between 35 and 44 years. Again, the prevailing visit motivation is “Enjoy landscape, nature & outdoor activities” (66.6%) together with “Enjoy cultural heritage, cultural events” (44.4%). They discovered the site through or by visiting other places in the area and reached it in the company of friends and/or partners and/or alone. Among the suggestions to improve the site’s offer prevail unconventional visits, services for smart working / temporary residency and Local arts, crafts, music cooking learning activities.

Group: Tourist (Count: 84 - Percentage: 50.91)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Frequency of visits	I was here already 1-3 times	26,19	16,36	3,35
Duration of the visit	1-3 days	25,00	15,76	3,18
Motivation	Holiday/leisure	45,24	33,94	2,98
Motivation	Own a property here	40,48	30,30	2,75
Duration of the visit	4-6 days	14,29	8,48	2,52
Means of knowledge	Friends/relatives/collegues	65,48	56,36	2,25
Suggestions	Nature outdoor/sport experiences	55,95	47,27	2,12
Education level	Post graduate	23,81	18,18	1,71
Age	25-34	27,38	21,82	1,58
Current occupation	Researcher	4,76	2,42	1,52
Current occupation	Self-employed	11,90	8,48	1,33
Frequency of visits	It's the first time	8,33	5,45	1,32
Gender	Male	47,62	42,42	1,22
Suggestions	Local and traditional food products & eno-gastronomy	45,24	40,61	1,08
Motivation	Visit friends/relatives	16,67	13,33	1,05
Means of knowledge	Internet	9,52	7,27	0,83

Table 12 - Aragon - Characterisation by category of respondent groups: Tourists

Tourists represent about 51% of the total sample of respondents at the Cultural Park of Rio Martin. They are characterized by the frequency and duration of their visit: 1-3 times and between 1 to 6 days respectively. They are mostly on holiday and homeowners on the site. They got to know the site by word of mouth and, to a minor part, through the internet. They are between 25 and 34 years old (mostly men) and, responding to a post-graduate level of education, are researchers and self-employed. Suggestions for improving the site's offer include nature outdoor/ sport experiences and Local arts, crafts, music cooking learning activities.

Group: Enjoy cultural heritage, cultural events (Count: 37 - Percentage: 22.42)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Type of respondents II levels	Proximity traveller	75,68	49,09	3,54
Duration of the visit	1 day	45,95	26,06	2,83
Suggestions	Unconventional guide	59,46	40,61	2,44
Suggestions	Spiritual experience	18,92	8,48	2,12
Type of respondents	Resident	54,05	38,18	2,05
Type of respondents	Proximity traveller	21,62	10,91	1,98
Age	45-54	32,43	20,00	1,87
Age	55-64	32,43	20,00	1,87
Company of visit	With friends	67,57	53,33	1,79
Motivation	Enjoy landscape, nature & outdoor activities	56,76	43,03	1,72
Frequency of visits	I come often here (>4)	89,19	78,18	1,67
Suggestions	Digital experiences	10,81	4,85	1,43
Means of knowledge	Tourist center/Tourism agency	10,81	6,67	0,80
Suggestions	Green hotels and accomodation servicies	21,62	16,36	0,74
Education level	College/University	40,54	34,55	0,68
Current occupation	Professional	10,81	7,27	0,62

Table 13 - Aragon - Characterisation by main motivation: "Enjoy cultural heritage, cultural events"

The visitors who indicated "Enjoy cultural heritage, cultural events" as the main reason for their visit represent about 22.4% of the total sample of interviewees. The majority of them (75.7%) are proximity travelers but also residents (54%), and the average duration of their visit is one day. They are between 45 and 64 years old and reached the site with their friends. Among the suggestions for improving the site's offer, unconventional visits/guide (59,46%) and spiritual experiences prevail (18.9%), but also digital experiences and the availability of green hotels and accommodation services. It is very important to highlight that their second reason for visiting is "Enjoy landscape, nature & outdoor activities" confirming the interchangeability of the two activities within the pilot site.

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Group: Enjoy landscape, nature & outdoor activities (Count: 71 - Percentage: 43.03)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Duration of the visit	1 day	40,85	26,06	3,58
Company of visit	With my family	78,87	65,45	3,03
Suggestions	green hotels and accommodation services	26,76	16,36	2,92
Suggestions	Smart working/tempory residency	15,49	9,09	2,21
Gender	Female	67,61	57,58	2,12
Company of visit	With friends	63,38	53,33	2,10
Type of respondents II levels	Proximity traveller	59,15	49,09	2,09
Type of respondents	Proximity traveller	16,90	10,91	1,89
Suggestions	Unconventional guide	49,30	40,61	1,81
Motivation	Enjoy cultural heritage, Cultura events	29,58	22,42	1,72
Age	45-54	26,76	20,00	1,68
Age	18-24	9,86	6,06	1,44
Suggestions	Volunteering experiences	5,63	3,03	1,23
Current occupation	Employee	42,25	36,36	1,20
Company of visit	Alone	18,31	13,94	1,18
Frequency of visits	I come often here (>4)	83,10	78,18	1,14
Means of knowledge	Discover it while visiting another place	12,68	9,09	1,12
Means of knowledge	Friends/relatives/colleagues	61,97	56,36	1,10
Suggestions	Meet locals, locals tourism guides	11,27	8,48	0,83
Current occupation	Researcher	4,23	2,42	0,80
Means of knowledge	Book/folders	7,04	4,85	0,78

Table 14 - Aragon - Characterisation by main motivation: "Enjoy landscape, nature & outdoor activities"

The visitors who indicated "Enjoy landscape, nature & outdoor activities" as the main reason for their visit represent about 43% of the total sample of respondents. The average duration of their visit is one day and 78.9% of them are mainly accompanied by their families. 67.6% are women and aged between 18 and 54. They are mostly proximity travelers (59.2%) and associate "Enjoy cultural heritage, cultural events" with their main reason for visiting. Suggestions for improving the site's offer include the availability of green hotels and accommodation services, smart working/temporary residency infrastructures, unconventional guides and volunteering experiences. They are mostly employees but can also be researchers. They claim to have discovered the site by visiting other places in the area and by word of mouth.

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7.3 Visitors in Larnaca rural area (CYPRUS)

For the Cypriot pilot heritage site, the statistics characterising the respondents' groups provided for the merging of the categories 'Residents' and 'Proximity travellers' due to the small geographical extension of the territory and, therefore, the effective distances that the visitors have to travel to reach the pilot site.

Group: Proximity traveller (Count: 56 - Percentage: 32.18)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Means of knowledge	Discover it while visiting another place	66,07	37,93	5,08
Means of knowledge	Friends/relatives/collegues	80,36	52,30	5,07
Means of knowledge	Social media	82,14	56,90	4,61
Frequency of visits	I was here already 1	35,71	17,24	4,10
Age	18-24	23,21	9,77	3,71
Frequency of visits	I come often here (>4)	39,29	21,26	3,70
Motivation	Enjoy landscape, nature & outdoor activities	26,79	13,22	3,29
Motivation	Visit friends/relatives	28,57	15,52	2,97
Company of visit	With friends	50,00	33,91	2,89
Current occupation	Student	17,86	8,05	2,87
Means of knowledge	Internet	87,50	73,56	2,79
Suggestions	Digital experiences	30,36	18,97	2,38
Age	25-34	30,36	20,69	1,94
Gender	Male	55,36	45,40	1,65
Duration of the visit	1 day	44,64	35,06	1,65
Education level	College/University	73,21	64,94	1,41
Means of knowledge	Book/folders	19,64	14,37	1,13
Current occupation	Employee	37,50	31,03	1,09
Suggestions	Festivals, cultural events	17,86	13,79	0,84
Motivation	Enjoy cultural heritage, cultural events	21,43	17,82	0,66

Table 15 - Cyprus - Characterisation by category of respondent groups: Proximity travellers

Proximity travellers represent 32.2% of the total number of respondents. They are characterised - in 87.5% of cases - by the mean of knowledge of their visit were been internet and social media (82.4%). They have already visited the site from 1 to over 4 times, demonstrating loyalty to the offer. 50% of their have reached the site with friends. The average duration of their visit is 1 day. They suggest digital experiences (30,36%), and Festivals, cultural events (17,86%).

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Group: Tourist (Count: 118 - Percentage: 67.82)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Frequency of visits	It's the first time	78,81	61,49	6,68
Means of knowledge	Tourist center/Tourism agency	55,08	40,80	5,70
Motivation	Holiday/leisure	77,97	70,69	2,84
Age	55-64	10,17	6,90	2,42
Current occupation	Retired	8,47	5,75	2,09
Age	>65	8,47	5,75	2,09
Motivation	Business	10,17	7,47	1,75
Duration of the visit	4-6 days	22,88	18,97	1,75
Gender	Female	59,32	54,60	1,65
Suggestions	Unconventional guide	39,83	35,63	1,52
Company of visit	With my family	70,34	66,67	1,32
Duration of the visit	1 week	10,17	8,05	1,21
Suggestions	Local and traditional foods, products and eno-gastronomy	62,71	59,20	1,20
Education level	Secondary/High School	33,05	29,89	1,15
Age	35-44	37,29	34,48	0,96
Current occupation	Unoccupied	11,02	9,20	0,92
Current occupation	Family care	8,47	6,90	0,86
Company of visit	With colleagues	5,93	4,60	0,81
Age	45-54	24,58	22,41	0,79
Current occupation	Workman	6,78	5,75	0,47

Table 16 - Cyprus - Characterisation by category of respondent groups: Tourists

Tourists represent 67.8% of the total number of respondents. They are characterised - in 78.8% of cases - to be on site for the first time. The major mean of knowledge of their visit were been internet and social media (82.4%). The 59.3% is female. They are on average higher than 55 years old and suggest for implemented the offer of pilot site with unconventional visits/guides (39,83%), local and traditional foods, products and Eno-gastronomy (62.7%).

Group: Enjoy cultural heritage, cultural events (Count: 31 - Percentage: 17.82)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Current occupation	Retired	19,35	5,75	2,80
Age	>65	19,35	5,75	2,80
Means of knowledge	Discover it while visiting another place	58,06	37,93	2,32
Suggestions	Festivals, cultural events	25,81	13,79	1,78
Means of knowledge	Friends/relatives/collegues	67,74	52,30	1,71
Suggestions	Local and traditional foods, products and eno-gastronomy	74,19	59,20	1,69
Frequency of visits	I was here already 1	29,03	17,24	1,61
Age	18-24	19,35	9,77	1,58
Duration of the visit	1-3 days	51,61	37,93	1,52
Gender	Female	67,74	54,60	1,43
Means of knowledge	Social media	67,74	56,90	1,15
Means of knowledge	Book/folders	22,58	14,37	1,15
Suggestions	Nature outdoor/sport experiences	41,94	32,76	0,99
Frequency of visits	I come often here (>4)	29,03	21,26	0,93
Company of visit	With friends	41,94	33,91	0,84
Suggestions	Meet locals	51,61	43,68	0,78
Motivation	Own a property here	6,45	2,87	0,78
Current occupation	Student	12,90	8,05	0,76

Table 17 - Cyprus - Characterisation by main motivation: “Enjoy cultural heritage, cultural events”

The visitors who indicated “Enjoy cultural heritage, cultural events” as the main reason for their visit represent about 17.8% of the total sample of interviewees. The majority of them (67.7%) discovered the pilot heritage site trough Friends, relatives or colleagues and trough social media. 74.2% suggest for implemented the offer of pilot site with local and traditional foods, products and Eno-gastronomy. Some of them, also suggest to implemented the offer by meeting locals or having local guides and nature outdoor/sport experiences. 51.6% stays on site for 1 to 3 days, in most cases with their friends.

Group: Enjoy landscape, nature & outdoor activities (Count: 23 - Percentage: 13.22)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Suggestions	Nature outdoor/sport experiences	69,57	32,76	3,68
Means of knowledge	Book/folders	43,48	14,37	3,52
Means of knowledge	Discover it while visiting another place	65,22	37,93	2,63
Means of knowledge	Internet	95,65	73,56	2,56
Means of knowledge	Social media	82,61	56,90	2,53
Company of visit	With friends	56,52	33,91	2,18
Frequency of visits	I was here already 1	34,78	17,24	1,99
Age	25-34	39,13	20,69	1,98
Gender	Male	65,22	45,40	1,82
Frequency of visits	I come often here (>4)	34,78	21,26	1,40
Current occupation	Employee	43,48	31,03	1,14
Suggestions	Local and traditional foods, products and eno-gastronomy	69,57	59,20	0,85
Motivation	Enjoy cultural heritage, cultural events	26,09	17,82	0,84
Duration of the visit	1 day	43,48	35,06	0,68
Suggestions	Spiritual experience	21,74	15,52	0,61

Table 18 - Cyprus - Characterisation by main motivation: “Enjoy landscape, nature & outdoor activities”

The visitors who indicated “Enjoy landscape, nature & outdoor activities” as the main reason for their visit represent about 13.2% of the total sample of respondents. The majority of them (95.6%) discovered the pilot heritage site trough internet and social media (82.6%). 69.6% suggest for implemented the offer of pilot site with local and traditional foods, products and Eno-gastronomy and with nature outdoor/sport experiences. They are on average between 25 and 34 years old and they are, in most cases, male.

7.4 Visitors in Forvsik and Rydal (VÄSTRA GÖTALAND REGION, SWEDEN)

Group: Proximity traveller (Count: 60 - Percentage: 67.42)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Duration of the visit	1 day	48,33	38,20	2,67
Motivation	Enjoy cultural heritage, cultural events	41,67	33,71	2,09
Means of knowledge	Social media	20,00	14,61	1,84
Company of visit	With friends	38,33	32,58	1,44
Suggestions	Smart working/temporary residency	8,33	5,62	1,12
Company of visit	With colleagues	13,33	10,11	1,08
Current occupation	Retired	45,00	40,45	1,03
Suggestions	Local arts, craft, music, cooking learning	43,33	39,33	0,88
Suggestions	Spiritual experience	11,67	8,99	0,86
Education level	Secondary/High School	20,00	16,85	0,83
Means of knowledge	Internet	20,00	16,85	0,83
Gender	Female	60,00	56,18	0,82
Age	>65	45,00	41,57	0,71
Motivation	Business	10,00	7,87	0,62

Table 19 - Västra Götaland - Characterisation by category of respondent groups: Proximity travellers

Proximity travellers represent 67.4% of the total number of respondents. They are characterized - in 48.3% of cases - by the average duration of their visit that corresponded by 1 day. In 41.6% of the cases, the main reason for the visit is “Enjoy cultural heritage, cultural events”. Reach the site mainly with friends. Sixty per cent of them are women. The sample demonstrates the coexistence of several groups characterized by both retired people and people travelling for business reasons and therefore with their colleagues.

Group: Tourist (Count: 29 - Percentage: 32.58)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Duration of the visit	1-3 days	34,48	21,35	1,80
Motivation	Holiday/leisure	41,38	31,46	1,16
Education level	College/University	58,62	48,31	1,13
Current occupation	Unoccupied	6,90	3,37	0,68
Duration of the visit	4-6 days	6,90	3,37	0,68
Gender	Male	48,28	41,57	0,66
Current occupation	Self-employed	20,69	15,73	0,60

Table 20 - Västra Götaland - Characterisation by category of respondent groups: Tourists

Tourists represent 32.6% of the total number of respondents. They are characterized - in 41.4% of cases - to be on site for holiday or leisure. The sample shows, in 58.6% of cases, a very high level of education of tourists - college or university. 48.2% are male.

Group: Enjoy cultural heritage, cultural events (Count: 30 - Percentage: 33.71)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Duration of the visit	1 day	63,33	38,20	3,24
Type of respondents II levels	Proximity traveller	83,33	67,42	2,09
Type of respondents	Proximity traveller	83,33	67,42	2,09
Means of knowledge	Internet	30,00	16,85	2,02
Means of knowledge	Social media	26,67	14,61	1,94
Suggestions	Spiritual experience	16,67	8,99	1,39
Frequency of visits	I was here already 1	26,67	17,98	1,22
Company of visit	With my partner	50,00	40,45	1,08
Current occupation	Employee	40,00	32,58	0,83
Age	45-54	16,67	11,24	0,81

Table 21 - Västra Götaland - Characterisation by main motivation: "Enjoy cultural heritage, cultural events"

The visitors who indicated "Enjoy cultural heritage, cultural events" as the main reason for their visit represent about 33.7% of the total sample of interviewees. The majority of them (83.3%) are proximity travelers. The duration of their visit is 1 day and the 50% of the cases reached the site with their partner.

Group: Enjoy landscape, nature & outdoor activities (Count: 17 - Percentage: 19.10)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Means of knowledge	Internet	41,18	16,85	2,45
Current occupation	Entrepreneur	11,76	2,25	1,82
Means of knowledge	Tourist center/Tourism agency	23,53	8,99	1,75
Suggestions	Digital experiences	11,76	3,37	1,33
Means of knowledge	Social media	23,53	14,61	0,80
Suggestions	Smart working/temporary residency	11,76	5,62	0,70
Education level	Primary/Middle school	11,76	5,62	0,70
Duration of the visit	1 day	47,06	38,20	0,57
Age	45-54	17,65	11,24	0,55

Table 22 - Västra Götaland - Characterisation by main motivation: "Enjoy landscape, nature & outdoor activities"

The visitors who indicated "Enjoy landscape, nature & outdoor activities" as the main reason for their visit represent about 19.1% of the total sample of respondents. The majority of them (41.2%) discovered the pilot heritage site trough internet but also through Tourist Center/ Tourism Agency and social media. The average duration of their visit is 1 day.

7.5 Visitors in Bač, Sremski Karlovci and Irig (VOJVODINA, SERBIA)

Group: Resident (Count: 20 - Percentage: 14.49)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
With whom	Alone	30,00	7,97	3,01
Age	18-24	30,00	7,97	3,01
Education level	Secondary/High School	75,00	42,75	2,91
Duration of the visit	1 week	30,00	9,42	2,66
Current occupation	Unoccupied	15,00	4,35	1,76
Gender	Other	10,00	2,17	1,60
Current occupation	Self-employed	15,00	5,80	1,34
Motivation	Own a property here	15,00	6,52	1,16
Current occupation	Student	15,00	6,52	1,16
Gender	Female	65,00	50,72	1,14
Suggestions	Smart working/tempory residency	40,00	27,54	1,08
With wom	With my partner	40,00	28,26	0,99
Frequency of visits	It's the first time	50,00	37,68	0,98
Means of knowledge	Internet	30,00	21,74	0,70
Suggestions	Festivals, cultural events	55,00	47,10	0,52

Table 23 - Vojvodina - Characterisation by category of respondent groups: Residents

Residents represent 14% of respondents. They are usually young of 18-24s (30%) who visit the Vojvodina mostly with their partner (40%) or alone (30%). In 50% of cases, they visited new places for the first time, discovered through the internet. They would like to find more festivals and cultural events in the future (55%). Some residents would also enjoy smart working (40%).

Group: Proximity Traveller (Count: 40 - Percentage: 28.99)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Duration of the visit	1 day	90,00	73,91	2,66
Frequency of visits	I come often here (>4)	55,00	37,68	2,47
Means of knowledge	Book/folders	15,00	7,97	1,56
Education level	College/University	57,50	47,10	1,38
Age	35-44	37,50	28,26	1,33
Suggestions	Unconventional guide	42,50	33,33	1,26
With whom	With my family	32,50	24,64	1,15
Motivation	Visit friends/relatives	40,00	31,88	1,11
Motivation	Enjoy landscape, nature & outdoor activities	47,50	39,13	1,09
Suggestions	Festivals, cultural events	55,00	47,10	1,00
Means of knowledge	Discover it while visiting another place	17,50	12,32	0,90
Current occupation	Entrepreneur	15,00	10,14	0,90
Suggestions	Digital experiences	22,50	17,39	0,77
Current occupation	Employee	60,00	53,62	0,77
Suggestions	Local arts, craft, music, cooking learning activities	47,50	41,30	0,76
Suggestions	Green hotels and accommodations	15,00	10,87	0,71
Suggestions	Smart working/temporary residency	32,50	27,54	0,63
Company of visit	With friends	40,00	34,78	0,63

Table 24 - Vojvodina - Characterisation by category of respondent groups: Proximity Travellers

Proximity travelers represent 29% of total visitors. They are usually 35-44 years old (37%) with a good level of education, and currently they are entrepreneurs or employees. They often visit the site spend there one day - in 90% of cases- with friends or less frequently with their family. Most of them already knew the place and came more than 4 times (55%). Main motivations for travel are to enjoy nature, and practice outdoor activities or visit friends/relatives. Pilot site was discovered visiting other places in Voivodína (17%) or through books and folders. Next time they would enjoy the experience more thanks to a richer offering of festivals and cultural events (55%) and local art, craft, and music activities (47%). Visiting places with unconventional guides would also be appreciated (42%).

Group: Tourist (Count: 78 - Percentage: 56.52)				
Variable label	Caracteristic categories	% of category in group	% of category in set	Test-value
Duration of the visit	1-3 days	19,23	13,04	2,28
Gender	Male	53,85	47,10	1,64
Age	>65	8,97	5,80	1,49
Frequency of visits	I was here already 1	29,49	24,64	1,31
Frequency of visits	It's the first time	42,31	37,68	1,10
Motivation	Holiday/leisure	75,64	71,74	0,97
Suggestions	Nature outdoor/sport activities	35,90	31,88	0,97
Current occupation	Workman	6,41	4,35	0,93
Current occupation	Retired	6,41	4,35	0,93
Means of knowledge	Social media	6,41	4,35	0,93
Age	45-54	17,95	15,22	0,78
Age	25-34	38,46	35,51	0,65
Current occupation	Employee	56,41	53,62	0,58
With whom	With friends	37,18	34,78	0,49
Suggestions	Local and traditional food products & eno-gastronomy	28,21	26,09	0,45
Suggestions	Theatre/immersive theatral experience	28,21	26,09	0,45

Table 25 - Vojvodina - Characterisation by category of respondent groups: Tourists

Tourists represent 57% of total visitors. They go to Vojvodina mostly to spend their holidays and leisure (76%). The place attracts tourists of different groups of ages: retired over 65s (9%), people of 45-54s (18%), and younger visitors between 25-35s (38%). The usual length of stay is 1-3 days of vacation, mostly spent with friends. Many of them have already been there at least once (29%), but for 42% it was the first time. In the future, tourists would like to find more outdoor and sports activities (36%). Other suggestions for the future include local and traditional eno-gastronomic products and immersive theater experiences (28%).

Group: Enjoy cultural heritage, cultural events (Count: 44 - Percentage: 31.88)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Gender	Female	72,73	50,72	3,39
Frequency of visits	It's the first time	56,82	37,68	2,96
Suggestions	Volunteering experiecens	6,82	2,17	1,87
Current occupation	Family care	6,82	2,17	1,87
Education level	Secondary/High School	54,55	42,75	1,73
Current occupation	Unoccupied	9,09	4,35	1,39
Means of knowledge	Tourist center/Tourist agencies	6,82	2,90	1,31
With whom	With my partner	36,36	28,26	1,24
Age	35-44	36,36	28,26	1,24
Motivation	Holiday/leisure	79,55	71,74	1,20
Type of respondents	Resident	20,45	14,49	1,10
Where do you live?	Micro area	20,45	14,49	1,10
Suggestions	Spiritual experiences	20,45	15,22	0,92
Duration of the visit	1 day	79,55	73,91	0,82
Means of knowledge	Friends/relatives/colleagues	50,00	44,20	0,76
Current occupation	Employee	59,09	53,62	0,70
With whom	Alone	11,36	7,97	0,69
Suggestions	Smart working/temporary residency	31,82	27,54	0,57
Means of knowledge	Social media	6,82	4,35	0,56

Table 26 - Vojvodina - Characterisation by main motivation: "Enjoy cultural heritage, cultural events"

Visitors who chose "Enjoy cultural heritage, cultural events" as their motivation for traveling represent 32% of the sample. Most of them are tourists who went to Vojvodina for the first time to spend their holidays (57%), but a lower percentage are residents who enjoy the place in leisure (20%). The 1-day visits to pilot sites are the most common (80%). These places were discovered in 50% of cases thanks to word-of-mouth. In the future, visitors would like to stay there for temporary residencies and smart working (32%), and most of them also to live spiritual experiences (29%).

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Group: Enjoy landscape, nature & outdoor activities (Count: 56 - Percentage: 40.58)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Motivation	Visit friends/relatives	60,71	77,27	5,87
Suggestions	Unconventional guide	50,00	60,87	3,24
Frequency of visits	I come often here (>4)	51,79	55,77	2,64
Current occupation	Self-employed	12,50	87,50	2,42
Age	25-34	48,21	55,10	2,39
With whom	With friends	46,30	34,78	2,09
Suggestions	Local arts, craft, music, cooking learning activities	51,85	41,30	1,84
Frequency of visits	I was here already	33,93	55,88	1,88
Suggestions	Local and traditional food products & eno-gastronomy	33,93	52,78	1,53
Suggestions	Festivals, cultural events	55,36	47,69	1,43
Means of knowledge	Discover it while visiting another place	17,86	58,82	1,37
Duration of the visit	1 day	80,36	44,12	1,23
Suggestions	Meet locals	19,64	55,00	1,17
Suggestions	Nature outdoor/sport experiences	37,50	47,73	0,98
Age	55-64	10,71	60,00	0,96
Age	>65	8,93	62,50	0,93
Where do you live?	Meso area	33,93	47,50	0,87
Type of respondents	Proximity traveller	33,93	47,50	0,87

Table 27 - Vojvodina - Characterisation by main motivation “Enjoy landscape, nature & outdoor activities”

Visitors who chose the destination for “Enjoy landscape, nature & outdoor activities” represent 41% of respondents. They are mostly proximity travelers from two age groups: youth of 25-34s (48%) and adults over 55s (20%). They often go to Vojvodina for a 1-day visit (80%) to visit friends and relatives. Next time, they would like to find more activities related to local arts and crafts (52%) or discover new places through unconventional guides (50%). They would also appreciate a wider range of outdoor and sports activities.

7.6 Visitors in the Cultural Route of "Stephan the Great" (CROSS-BORDER AREA OF NORTH-EAST ROMANIA AND MOLDOVA)

Group: Proximity Traveller (Count:177 - Percentage: 75.00)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Means of knowledge	Tourist center/Tourist agency	19,21	16,53	1,78
With whom	With my family	66,10	62,71	1,70
Age	45-54	24,29	21,61	1,59
Current occupation	Employee	62,15	59,32	1,37
Current occupation	Entrepreneur	7,34	5,93	1,32
Means of knowledge	Social media	24,29	22,03	1,28
Suggestions	Unconventional guide	38,98	36,44	1,25
Motivation	Holiday/leisure	66,10	63,56	1,25
Frequency of visits	I come often here (>4)	38,98	36,86	1,01
Duration of the visit	1 day	44,07	41,95	0,99
Education level	Primary/Middle school	3,39	2,54	0,94
Suggestions	Smart working/temporary residency	32,77	30,93	0,89
With whom	Alone	15,25	13,98	0,75
Motivation	Own a property here	1,69	1,69	0,64
Education level	Post graduate	28,81	27,54	0,58

Table 28 - Cross-border area of North-East Romania and Republic of Moldova - Characterisation by category of respondent groups: Proximity Travellers

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The proximity travellers represent 75% of total visitors. In 25% of cases, they belong to the 45-54 age group and are usually employees or entrepreneurs. The place is mainly chosen for vacation and leisure (66%) by people who go there often for a one-day visit (44%). Usually, they visit the place with family (66%), but some go there alone (15%). They discovered the places to visit mainly through social media and tourist agencies. In the future, proximity travelers would like to spend more time there for smart working (32%), discovering places more in-depth with unconventional guides (39%).

Group: Tourist (Count: 59 - Percentage: 25.00)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Current occupation	Professional	10,17	5,08	1,65
Suggestions	Digital experiences	18,64	11,86	1,59
Frequency of visits	It's the first time	16,95	11,02	1,42
Current occupation	Researcher	5,08	2,12	1,27
Education level	College/University	55,93	48,73	1,13
Motivation	Visit friends/relatives	13,56	9,75	0,89
Means of knowledge	Internet	54,24	48,73	0,83
Age	35-44	37,29	32,20	0,81
Current occupation	Self-employed	10,17	7,20	0,75
Gender	missing category	5,08	2,97	0,70
Suggestions	Local and traditional food products & eno-gastronomy	22,03	18,64	0,59
Duration of the visit	4-6 days	18,64	15,68	0,53
Motivation	Own a property here	1,69	1,69	0,49
Current occupation	Student	11,86	9,75	0,41
Motivation	Enjoy cultural heritage, cultural events	37,29	34,32	0,40
Suggestions	Festivals, cultural events	37,29	34,32	0,40

Table 29 - Cross-border territory of North-East Romania and Republic of Moldova - Characterisation by category of respondent groups: Tourists

Tourists represent 25% of the sample. They are usually professionals or self-employed between 35 and 44 years old (37%). Some of them visited the cross-border area for the first time (17%) to spend 4-6 days of vacation. They discovered the places to visit through the internet (54%) and went there mainly to enjoy cultural heritage. Next time they would like to find more cultural events (37%) and local and traditional food products (22%). Digital experiences would also be highly valued (19%).

Group: Enjoy cultural heritage, cultural events (Count: 81 - Percentage: 34.32)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
With whom	With colleagues	35,80	23,73	2,94
Suggestions	Local and traditional food products & eno-gastronomy	29,63	18,64	2,90
Duration of the visit	1 day	50,62	41,95	1,81
Current occupation	Entrepreneur	9,88	5,93	1,54
Suggestions	Unconventional guide	43,21	36,44	1,42
Suggestions	Festivals, cultural events	40,74	34,32	1,35
Means of knowledge	Book/folders	20,99	16,10	1,28
With whom	Alone	18,52	13,98	1,25
Frequency of visits	I come often here (>4)	41,98	36,86	1,03
Education level	Post graduate	32,10	27,54	0,98
Means of knowledge	Internet	53,09	48,73	0,83
Means of knowledge	Tourist center/Tourist agency	19,75	16,53	0,79
Current occupation	Retired	3,70	2,12	0,76
Age	>65	3,70	2,12	0,76
Suggestions	Meet locals	14,81	12,29	0,66
Education level	College/University	51,85	48,73	0,56
Means of knowledge	Social media	24,69	22,03	0,55

Table 30 - Cross-border territory of North-East Romania and Republic of Moldova - Characterisation by main motivation “Enjoy cultural heritage, cultural events”

The visitors who indicated “Enjoy cultural heritage, cultural events” as the main reason for traveling represent 34% of respondents. Two main groups of cultural tourists could be distinguished: over 65s and younger visitors who go there mostly with their colleagues (36%), both with a high level of education. 42% have been often in the area for a one-day visit (51%).

Internet and social media represented the main means for discovering places, followed by books and tourist agencies. Those who chose the area to enjoy the cultural heritage would like to find unconventional guides (43%) and more festivals and cultural events (41%) next time.

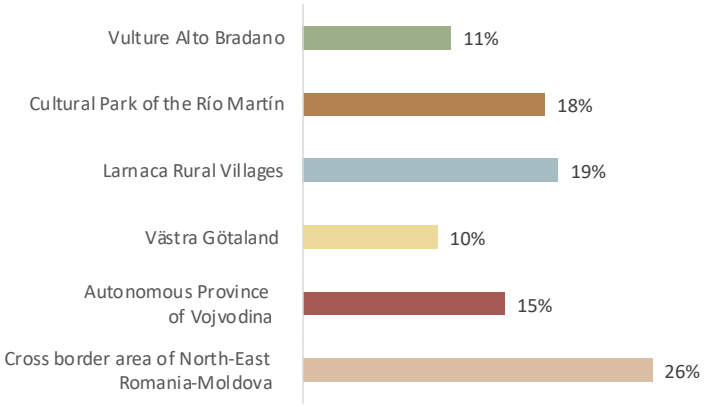
Group: Enjoy landscape, nature & outdoor activities (Count: 101 - Percentage: 42.80)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Suggestions	Nature outdoor/sport experiences	54,46	44,07	2,65
Means of knowledge	Social media	29,70	22,03	2,29
With whom	With friends	55,45	46,61	2,22
Means of knowledge	Internet	57,43	48,73	2,18
Frequency of visits	I come often here (>4)	44,55	36,86	1,98
Current occupation	Workman	4,95	2,54	1,62
Current occupation	Employee	65,35	59,32	1,50
Means of knowledge	Friends/relatives/colleagues	58,42	52,54	1,43
With whom	With my family	68,32	62,71	1,41
Suggestions	Local arts, craft, music, cooking learning	28,71	23,73	1,40
Means of knowledge	Discover it while visiting another place	27,72	23,31	1,23
Age	25-34	30,69	26,27	1,18
Means of knowledge	Book/folders	19,80	16,10	1,16
Age	18-24	14,85	12,71	0,66
Suggestions	Digital experiences	13,86	11,86	0,62
Duration of the visit	1-3 days	39,60	36,86	0,62
Suggestions	Festivals, cultural events	36,63	34,32	0,51
Education level	Post graduate	29,70	27,54	0,50

Table 31 - Cross-border territory of North-East Romania and Republic of Moldova - Characterisation by category main motivation “Enjoy landscape, nature & outdoor activities”

The visitors who indicated “Enjoy landscape, nature & outdoor activities” as the main reason for traveling represent 43% of the total sample. The category is characterized by visitors between 18-34 years old (46%) with a high level of education. They discovered the places in different ways, including social media and books/folders, but the main means of knowledge was word-of-mouth (58%). Most of them already knew the place and had been there more than 4 times, spending 1-3 days of vacations. They suggest above all to expand the range of outdoor activities and sport experiences offered (54%). They also would appreciate more cultural events (36%) and local arts and crafts (27%).

7.7 Characterization of visitors compared between the six pilot heritage sites

This section aims to profile and characterize respondents for each pilot site and compare them with the overall sample.



Graphic 65 - Respondents distribution

Graphic 65 shows the distribution of respondents of the 899 complete surveys. Their characterization follows in the Tables below.

Group: BASILICATA (Count: 97 - Percentage: 10.79)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Suggestions	Unconventional guide	60,82	38,49	4,61
Type of respondents	Resident	28,87	12,35	4,57
Where do you live?	Micro area	28,87	12,35	4,57
Age	55-64	22,68	12,46	2,87
Frequency of visits	I come often here (>4)	60,82	47,72	2,63
Education level	Secondary/High School	42,27	31,59	2,24
Suggestions	Nature outdoor/sport experiences	52,58	41,60	2,20
Motivation	Enjoy cultural heritage, cultural events	39,18	29,03	2,17
Motivation	Business	14,43	8,12	2,09
With whom	With friends	52,58	42,83	1,94
Where do you live?	Macro area	35,05	26,36	1,90
Current occupation	Professional	11,34	6,67	1,66
With whom	With my partner	37,11	29,59	1,58
Age	45-54	25,77	19,91	1,38
Suggestions	Festivals, culturalal events	42,27	35,48	1,36

Graphic 66 - Characterization of Respondents: Vulture Alto Bradano

In the Vulture Alto Bradano in Basilicata Region, 11% of surveys were collected. The area was characterized by respondents over 45s (49%) who knew the places well, having been there many times (61%). Respondents include both tourists (35%) as well as residents (29%) who mostly went there to enjoy cultural heritage. Instead, a lower percentage is represented by professionals who visit the area for business reasons. Following their suggestions, they would like to find unconventional guides (61%) and a wide range of outdoor activities and sports experiences in the future.

Group: ARAGON (Count: 165 - Percentage: 18.35)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Duration of the visit	1 week	49,70	19,13	10,05
Type of respondents	Resident	38,18	12,35	9,80
Where do you live?	Micro area	38,18	12,35	9,80
Frequency of visits	I come often here (>4)	78,18	47,72	8,76
Motivation	Own a property here	30,30	11,35	7,52
Company of visit	With my partner	44,24	29,59	4,36
Current occupation	Retired	20,00	11,68	3,36
Education level	Secondary/High School	41,82	31,59	2,99
Age	55-64	20,00	12,46	2,98
Suggestions	Green hotels and accommodations	16,36	9,57	2,97
With whom	With my family	65,45	54,84	2,97
With whom	With friends	53,33	42,83	2,92
Motivation	Enjoy landscape, nature & outdoor activities	43,03	33,48	2,75
Age	>65	16,97	11,01	2,47
Suggestions	Local and traditional food products & eno-gastronomy	40,61	32,37	2,38
Current occupation	Workman	7,88	4,34	2,14
Suggestions	Festivals, cultural events	41,82	35,48	1,78
Suggestions	Nature outdoor/sport experiences	47,27	41,60	1,54
Type of respondents	Tourist	50,91	45,38	1,49

Graphic 67 - Characterization of Respondents: Cultural Park of Río Martín

18% of the total sample visited the Cultural Park of Río Martín. To enjoy landscape, nature & outdoor activities characterize respondents in Aragon (43%). They are mostly over 55s who live in the area (38%) or tourists from another region or country (51%). They are regular visitors who have been there more than 4 times for a 1 week of vacation (50%). In the future, to improve the offering of the area, their suggestions refer to having more outdoor and sports experiences (47%) and local food products (41%). The 16% also suggest more green hotels and accommodations (16%).

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Group: LARNACA (Count: 174 - Percentage: 19.35)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Where do you live?	Other	67,82	23,92	14,04
Frequency of visits	It's the first time	61,49	23,58	12,17
Means of knowledge	Social media	56,90	21,02	11,86
Means of knowledge	Internet	73,56	35,15	11,52
Means of knowledge	Tourist center/Tourist agencies	40,80	15,80	9,10
Suggestions	Meet locals	43,68	17,80	9,06
Suggestions	Local and traditional food products & eno-gastronomy	59,20	32,37	8,09
Type of respondents	Tourist	67,82	45,38	6,55
Means of knowledge	Discover it while visiting another place	37,93	19,02	6,55
Education level	College/University	64,94	47,50	5,07
Suggestions	Local arts, craft, music, cooking learning activities	49,43	34,71	4,38
Motivation	Holiday/leisure	70,69	56,17	4,27
Duration of the visit	1-3 days	37,93	26,81	3,51
Whit whom	With my family	66,67	54,84	3,44
Suggestions	Digital experiences	18,97	11,35	3,23
Current occupation	Entrepreneur	13,22	7,01	3,19
Duration of the visit	4-6 days	18,97	11,46	3,17
Age	35-44	34,48	25,25	2,96
Current occupation	Unoccupied	9,20	5,12	2,39
Current occupation	Researcher	4,60	2,00	2,24
Current occupation	Family care	6,90	3,78	2,07
Current occupation	Professional	10,34	6,67	1,92
Means of knowledge	Book/folders	14,37	10,68	1,59

Graphic 68 - Characterization of Respondents: Larnaca rural villages

In Larnaca rural villages, 19% of respondents participated in the survey. They mostly are tourists between 35-44s from other European and non-European countries (68%) who went to Cyprus for holidays (71%). It was the first time for 61% of cases. Information about places to visit was found thanks to the internet, including social media, but also through tourist agencies. Some respondents discovered the villages visiting other sites in Larnaca District. In the future, they would appreciate more offering of local and traditional food (59%) as well as art and craft activities (49%). They also would like to have the opportunity to meet more locals (44%).

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Group: VGR - KARLSBORG/MARK (Count: 89 - Percentage: 9.90)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Age	>65	41,57	11,01	7,95
Current occupation	Retired	40,45	11,68	7,39
Where do you live?	Meso area	67,42	37,37	5,95
Frequency of visits	I come often here (>4)	73,03	47,72	4,99
Type of respondents	Proximity traveller	67,42	42,27	4,93
Duration of the visit	1 week	37,08	19,13	4,10
Motivation	Own a property here	25,84	11,35	3,94
Suggestions	Theatre/immersive theatral experience	25,84	12,01	3,69
Age	55-64	25,84	12,46	3,54
Education level	Post graduate	29,21	18,02	2,62
Type of respondents	Proximity traveller	67,42	54,62	2,47
Current occupation	Self-employed	15,73	8,12	2,38
With whom	With my partner	40,45	29,59	2,20
With whom	Alone	17,98	11,57	1,75
Education level	Primary/Middle school	5,62	2,34	1,66
Suggestions	Festivals, cultural events	43,82	35,48	1,60
Means of knowledge	Friends/relatives/colleagues	60,67	53,28	1,36

Graphic 69 - Characterization of Respondents: Västra Götaland

10% are respondents who visited at least one of the pilot sites in Sweden. Forsvik and Rydal were characterized by respondents who were proximity travelers from Västra Götaland (67%). They were mostly over 55 (68%) who had been there often, more than 4 times (73%). The typical length of stay was 1 week spent with their partner (40%). Suggestions for the future refer to improving the offering of the festival and cultural events (44%) and having some immersive theatrical experiences (26%).

Group: VOJVODINA-SERBIA (Count: 138 - Percentage: 15.35)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Duration of the visit	1 day	73,91	42,60	8,01
Motivation	Visit friends/relatives	31,88	16,24	4,93
Suggestions	Theatre/immersive theatral experience	26,09	12,01	4,93
Motivation	Holiday/leisure	71,74	56,17	3,98
Frequency of visits	It's the first time	37,68	23,58	3,97
Age	25-34	35,51	23,14	3,51
Suggestions	Smart working/temporary residency	27,54	17,24	3,21
Suggestions	Festivals, cultural events	47,10	35,48	2,96
Education level	Secondary/High School	42,75	31,59	2,91
Type of respondents	Tourist	56,52	45,38	2,76
Gender	Other	2,17	0,33	2,69
Motivation	Business	14,49	8,12	2,64
Current occupation	Employee	53,62	43,60	2,48
Suggestions	Digital experiences	17,39	11,35	2,20
Motivation	Enjoy landscape, nature & outdoor activities	40,58	33,48	1,81
Suggestions	Local arts, craft, music, cooking learning activities	41,30	34,71	1,66

Graphic 70 - Characterization of Respondents: Vojvodina

Pilot sites in Vojvodina collected 15% of respondents of the sample. They were young visitors between 25 and 34s from other provinces or countries (57%). For most of them, it was the first time (38%). They chose the travel destination mostly for holidays (72%) or to visit friends and relatives (32%). Respondents' suggestions refer to cultural events (47%) and local art, craft, and music activities (41%). Lower percentages also indicated digital and immersive experiences.

Group: ROMANIA-MOLDOVA (Count: 236 - Percentage: 26.25)				
Variable label	**Caracteristic categories**	**% of category in group**	**% of category in set**	**Test-value**
Where do you live?	Meso area	75,00	37,37	13,79
Type of respondents	Proximity traveller	75,00	42,27	11,85
Frequency of visits	I was here already 1	52,12	28,70	8,92
Suggestions	Smart working/temporary residency	30,93	17,24	6,11
Current occupation	Employee	59,32	43,60	5,58
With whom	With colleagues	23,73	13,13	5,25
Means of knowledge	Internet	48,73	35,15	4,95
Education level	Post graduate	27,54	18,02	4,20
Duration of the visit	1-3 days	36,86	26,81	3,90
Suggestions	Spiritual experiences	22,88	14,79	3,84
Motivation	Enjoy landscape, nature & outdoor activities	42,80	33,48	3,42
Means of knowledge	Book/folders	16,10	10,68	2,92
With whom	With my family	62,71	54,84	2,77
Age	35-44	32,20	25,25	2,74
Age	18-24	12,71	8,23	2,69
Motivation	Holiday/leisure	63,56	56,17	2,60
Gender	Female	63,98	57,40	2,32
Duration of the visit	4-6 days	15,68	11,46	2,20
Motivation	Enjoy cultural heritage, cultural events	34,32	29,03	1,99
Means of knowledge	Discover it while visiting another place	23,31	19,02	1,84
Current occupation	Student	9,75	7,12	1,65
Suggestions	Volunteering experiences	3,81	2,22	1,62

Graphic 71 - Characterization of Respondents: Cross-border area of North-East Romania-Moldova

In the cross-border area has been collected 26% of surveys. Respondents are mostly proximity travellers from nearby regions of North-East Romania and Moldova (75%). They have been there at least once, for holidays or leisure (64%) or enjoy cultural and natural heritage. Pilot sites were discovered through the internet (49%) or less frequently visiting another place nearby (23%). Among the suggestions for the future, they would prefer spending more time there for smart working (31%) and living spiritual experiences.

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7.8 Synthesis tables: profile of visitors of pilot heritage sites

Vulture-Alto Bradano, BASILICATA (ITALY)

EMERGING CHARACTERISTICS OF VISITORS OF PHS IN BASILICATA BY PROVENANCE	
RESIDENT (within pilot heritage site)	Frequent and longer-term visitor (one week), mostly visiting alone, owns a property in the area; has a main motivation in culture, nature and landscape to visit the site, which is known mostly through social media
Suggestions	*Green hotels and accommodation services* *Immersive theatre and digital experiences* *Local and traditional food products & Eno gastronomy*
PROXIMITY TRAVELER (within region)	Frequent and short-term visitor (1 day), post graduate education, medium age 45-54, employed, business traveller visiting with colleagues
Suggestions	*Spiritual travel experience* *Volunteering experiences*
TOURIST (outside region / country)	First-time visitor, for holiday/leisure, medium length of stay (2-5 days average), age >55, professional or retired, secondary school or university degree, knows about the site through visiting other places in the region, from internet or books
Suggestions	*Meeting locals / local guides* *Local arts, craft, music, cooking learning* *Unconventional guides*

EMERGING CHARACTERISTICS OF VISITORS OF PHS IN BASILICATA BY MOTIVATION	
CULTURAL TOURIST (culture & heritage motivation)	Short term traveller, female, from same region, knows about Vulture-Alto Bradano mainly from social media
Suggestions	*Meeting locals / local guides* *Green hotels and accommodation services*
ECO-TOURIST (landscape & nature motivation)	Short-term and frequent visitor, young (25-34), unoccupied, from same region/area, visiting with friends, knows about Vulture-Alto Bradano mainly from social media and by visiting other places in the region
Suggestions	*Smart working/temporary residences* *More nature outdoor/sport experiences* *Spiritual travel experience*

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Cultural Park of Rio Martin, ARAGON-TERUEL (SPAIN)

EMERGING CHARACTERISTICS OF VISITORS OF PHS IN ARAGON BY PROVENANCE	
RESIDENT (within pilot heritage site)	Frequent and longer-term visitor (one week), age >65, retired, high school education, cultural and nature motivation, visiting with family
Suggestions	*Local arts, crafts, music cooking learning activities* *Festivals, cultural events* *Spiritual travel experiences*
PROXIMITY TRAVELER (within region)	First time, short-term traveller (1 day), entrepreneur, female, adult age 35-44, cultural and nature motivation, visiting with friends/partner or alone, knows about the Cultural Park while visiting another place in the region
Suggestions	*Unconventional visits / guides* *Smart working / temporary residency* *Local arts, crafts, music cooking learning activities*
TOURIST (outside region / country)	Frequent, longer-term traveller (2-5 days average), for holiday/leisure, male, post-graduate education, researcher or self-employed, owns a property in the site, travels to visit friends or relatives
Suggestions	*Nature outdoor/ sport experiences* *Local arts, crafts, music cooking learning activities*

EMERGING CHARACTERISTICS OF VISITORS OF PHS IN ARAGON BY MOTIVATION	
CULTURAL TOURIST (culture & heritage motivation)	Frequent, short-term visitor (1 day), resident or coming from same region, medium age 45-64, professional with university degree, knows about the park from tourism agencies, joins the nature motivation, visits with friends
Suggestions	*Unconventional visits / guides* *Spiritual travel experiences* *Digital experiences* *Green hotels and accommodation services*
ECO-TOURIST (landscape & nature motivation)	Frequent, short-term visitor (1 day), coming from the same region, young or medium age, female, employee or researcher, travels with family and friends, or alone, joins the cultural motivation
Suggestions	*Green hotels and accommodation services* *Smart working / temporary residency* *Unconventional visits / guides* *Volunteering experiences*

Larnaca rural area, LARNACA (CYPRUS)

EMERGING CHARACTERISTICS OF VISITORS OF PHS IN CYPRUS BY PROVENANCE	
PROXIMITY TRAVELER (within country)	Frequent, short-term visitor (1 day), young age (18-34), male, student, nature and landscape motivation, visiting with friends, knows about Larnaca rural area while visiting another place in Larnaca, or from social media / internet
Suggestions	*Digital experiences* *Festivals, cultural events*
TOURIST (outside country)	First time, longer-term visitor (one week), for holiday, aged >55, retired, female, visits with family, knows about Larnaca rural area from tourism agencies Sub-group: traveller for business with colleagues
Suggestions	*Unconventional visits / guides* *Local and traditional food products & Eno gastronomy*

EMERGING CHARACTERISTICS OF VISITORS OF PHS IN CYPRUS BY MOTIVATION	
CULTURAL TOURIST (culture & heritage motivation)	Frequent, medium term visit (1-3 days), aged >65, retired, female, knows about Larnaca rural area while visiting another place in Larnaca, from friends or books Sub-group: young (18-24), student, knows about Larnaca rural area from social media
Suggestions	*Festivals, cultural events* *Local and traditional food products & Eno gastronomy* *Nature outdoor/ sport experiences* *Meeting locals / local guides*
ECO-TOURIST (landscape & nature motivation)	Frequent, short-term visitor (1 day), young (25-34), male, employee, knows about Larnaca rural area from books, internet and social media, or while visiting another place in Larnaca, joins the cultural motivation
Suggestions	*Nature outdoor/ sport experiences* *Local and traditional food products & Eno gastronomy* *Spiritual travel experiences*

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Forsvik and Rydal industrial heritage sites, VÄSTRA GÖTALAND REGION (SWEDEN)

EMERGING CHARACTERISTICS OF VISITORS OF PHS IN SWEDEN BY PROVENANCE	
PROXIMITY TRAVELER (within region)	Short-term visitor (1 day), >65, retired, female, high school education, cultural motivation, knows about industrial heritage sites from social media and internet, visits with friends Sub-group: for business, visiting with colleagues
Suggestions	*Smart working / temporary residency* *Local arts, craft, music, cooking learning* *Spiritual travel experience*
TOURIST (outside region / country)	Medium-term visitor (2-5 days average), for holiday/leisure, male, university degree, unoccupied or self-employed
Suggestions	*N.D.*

EMERGING CHARACTERISTICS OF VISITORS OF PHS IN SWEDEN BY MOTIVATION	
CULTURAL TOURIST (culture & heritage motivation)	Quite frequent, short-term visitor (1 day), coming from the region, aged 45-54, employee, travels with partner, knows about industrial heritage sites from internet and social media
Suggestions	*Spiritual travel experiences*
ECO-TOURIST (landscape & nature motivation)	Short-term visitor (1 day), entrepreneur, aged 45-54, middle school education, knows about industrial heritage sites from internet and social media, as well as tourism agencies
Suggestions	*Digital experiences* *Smart working / temporary residency*

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Bač, Sremski Karlovci and Irig, VOJVODINA (SERBIA)

EMERGING CHARACTERISTICS OF VISITORS OF PHS IN SERBIA BY PROVENANCE	
RESIDENT (within pilot heritage site)	First time, longer-term visitor (one week), young age (18-24), high school education, student, unoccupied or self-employed, female or diverse gender identity, travels mainly alone, travel motivation because owning a property in the area, knows about the municipalities mainly from internet
Suggestions	*Smart working / temporary residency* *Festivals, cultural events*
PROXIMITY TRAVELER (within region)	Frequent, short-term visitor (1 day), medium age (35-44), university education, entrepreneur, travels to visit family or friends and to enjoy nature and landscape, knows about municipalities while visiting another place in the region
Suggestions	*Unconventional visits / guides* *Festivals, cultural events* *Digital experiences* *Local arts, craft, music, cooking learning* *Green hotels and accommodations* *Smart working / temporary residency*
TOURIST (outside region / country)	First time, medium term visitor (1-3 days), aged >65, male, retired, for holiday/leisure Sub-group: medium age (25-54), workman or employee, travels with friends, knows about municipalities from social media
Suggestions	*Nature outdoor/ sport experiences* *Local and traditional food products & Eno gastronomy* *Theatre / immersive theatral experience*

EMERGING CHARACTERISTICS OF VISITORS OF PHS IN SERBIA BY MOTIVATION	
CULTURAL TOURIST (culture & heritage motivation)	First time, short-term visitor (1 day), for holiday/leisure, female, aged 35-44, high school education, mainly occupied in family care or unoccupied, travels with partner, knows about municipalities from travel agencies
Suggestions	*Volunteering experiences* *Spiritual travel experiences* *Smart working / temporary residency*
ECO-TOURIST (landscape & nature motivation)	Frequent, short-term visitor (1 day), travels to visit friends or family, coming from same region, young (25-34), self-employed, knows about municipalities while visiting another place in the region
Suggestions	*Unconventional visits / guides* *Local arts, craft, music, cooking learning* *Local and traditional food products & Eno gastronomy* *Festivals, cultural events* *Meeting locals / local guides*

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Cultural Route of "Stephan the Great", CROSS-BORDER AREA (NORTH-EAST ROMANIA AND MOLDOVA)

EMERGING CHARACTERISTICS OF VISITORS OF PHS IN ROM-MOLD BY PROVENANCE	
PROXIMITY TRAVELER (within region)	Frequent, short-term visitor (1 day), for holiday/leisure, adult age (45-54), employee or entrepreneur, has a property in the area, travels with family or alone, knows about the Cultural Route of Stephan the Great from tourism agencies or social media
Suggestions	*Unconventional visits / guides* *Smart working / temporary residency*
TOURIST (outside region / country)	First time, medium term visitor (4-6 days), aged 35-44, professional / self-employed or researcher, has a property in the area, travels to the site to visit friends or family or for cultural motivation, knows about the Cultural Route of Stephan the Great mainly from internet
Suggestions	*Digital experiences* *Local and traditional food products & Eno gastronomy* *Festivals, cultural events*

EMERGING CHARACTERISTICS OF VISITORS OF PHS IN ROM-MOLD BY MOTIVATION	
CULTURAL TOURIST (culture & heritage motivation)	Frequent, short-term visitor (1 day), entrepreneur, travels with colleagues, knows about the Cultural Route of Stephan the Great from books, travel agencies or internet Sub-group: aged >65, retired
Suggestions	*Local and traditional food products & Eno gastronomy* *Unconventional visits / guides* *Festivals, cultural events* *Meeting locals / local guides*
ECO-TOURIST (landscape & nature motivation)	Frequent, short-term visitor (1-3 days), young age (25-34), workman or employee, travels with friends or family, knows about the Cultural Route of Stephan the Great from social media, internet or friends
Suggestions	*Nature outdoor/ sport experiences* *Local arts, craft, music, cooking learning* *Digital experiences* *Festivals, cultural events*

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8. Conclusions

This work aimed at collecting relevant data on the six pilot heritage sites of Be.CULTOUR project to assess the baseline context and potential for development of circular cultural tourism in the selected areas.

Statistical data was collected from official sources and analysed in all pilot sites, describing the context conditions of each pilot area with respect to cultural heritage, socio-economic context, accessibility, tourism sector development, human capital, readiness to innovation.

New data was generated through an exploratory survey aimed at understanding the characteristics of visitors interested in the pilot heritage sites, their motivation and preferences/desires, as well as their perception towards the sustainability of the destination and cultural experience in the area.

The results highlighted the need of more effective, available and collaborative tools for data management in the pilot sites, considering that official statistical data are not available at local level. Moreover, visitors and residents perceptions are barely assessed, particularly in cases of less-known and remote areas. There is a significant knowledge gap in terms of quantitative and qualitative data on the phenomenon of cultural heritage tourism and on understanding its contribution to cultural Europeanisation and economic and social development in Europe. Thus, results highlight the need to develop feasible methodologies and tools to assess relevant data in order to monitor the achievement of circular cultural tourism objectives through key performance indicators.

Furthermore, the results of this study provide useful information for the development of innovative circular cultural tourism solutions in the pilot heritage sites, particularly regarding preferences about services, products and experiences with a high potential to be exploited in the specific sites, as well as the characteristics of current visitors of the sites to develop user-centred / human-centred solutions.

One aspect to be highlighted is the provenance of visitors. In all target sites, a relevant share of visitors comes from the same area or region. This could lead to consider a potential niche market for proximity travellers, directing resources in developing specific services and products that can be relevant for nearby travellers and for residents of the area.

Limitations of the study lie in the scarce availability of data from social media, as large booking platforms such as booking or tripadvisor do not present a lot of records in these areas, as in

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large cities and tourism sites. However, further exploration can reveal alternative platforms and more specific ways in which data from social media can be used to assess, for example, the level of appreciation of specific heritage sites.

Also, data on gender equality and social inclusion in tourism sector in the regions and pilot sites involved were scarce, not allowing a detailed assessment. Some questions were included in the local level surveys administered in pilot sites, however the answers on human rights due diligence, inclusiveness of the destination and responsibility of businesses in the sector was rather vague, with many "I don't know" answers. This result highlights the need of higher awareness and most importantly, more specific and in-depth data collection in the second part of the research, engaging operators and stakeholders in the areas, placing particular focus on inclusion of minority cultures and marginalised social groups which are currently not "visible" in tourism statistics.

Thus, in the next phases of the research, the aspects/criteria related to human capital, cultural, ecological, social and economic impacts will be further analysed from the perspective of resilience using the principle of 'safe, sound and sustainable' circular cities. This will allow to build a circular cultural tourism assessment framework transferable to selected "mirror" regions / ecosystems partner of the project[27], exploring more in-depth the context conditions and the potential for innovation towards circular cultural tourism in the additional target areas.

This report provided thus a precious baseline for in-depth understanding of the context conditions in pilot sites, and highlighted the key dimensions and criteria to be considered for the implementation of the Be.CULTOUR framework of circular cultural tourism, as well as the need of more structured and collaborative data at local level, which can support the sustainable management of pilot heritage sites and engage stakeholders' networks to reach sustainability and circularity targets, stimulating informed decisions towards innovation and collaboration.

[27] See Be.CULTOUR Community of Interest webpages https://www.becultour.eu/community-interest

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