MED-Routes | Interreg Euro-MED | Co-funded by the European Union

MED-Routes

"Enhancing MED sustainable cultural tourism through the creation of eco-itineraries inside European Cultural Routes"

Transnational Strategy for the valorisation of sustainable practices in Mediterranean Cultural Itineraries

Project Information	
Project Acronym	MED-Routes
Project Full Title	Enhancing MED sustainable cultural tourism through the creation of eco-itineraries inside European Cultural Routes
Project Priority	Greener Med
Project Mission	Enhancing Sustainable Tourism
Specific Objective	RSO2.6: Promoting the transition to a circular and resource efficient economy
Type of Project	Transfer project (Thematic Project)
Project ID	Euro-MED0200798
Start date	1 January 2024
Duration	27 months

Deliverable Information	
Deliverable no	O2.1
Deliverable title	Transnational Strategy for sustainable tourism and eco-itineraries in the MED area
Contractual date of delivery	30/06/2025
Actual date of delivery	30/06/2025
Partner responsible	URF
Partners involved	All

Revision History

Version	Date	Author(s)/Contributor(s)	Notes
1.0	18/05/2025	URF	
2.0			
3.0			
4.0			
5.0			

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Executive summary

This Transnational Strategy provides a comprehensive framework for the development, promotion, and future replication of eco-itineraries created within the MED-Routes project. It outlines the methodology adopted to design culturally rooted and environmentally sustainable itineraries across four Cultural Routes of the Council of Europe, drawing on the experience of prior EU-funded projects (INCIRCLE and EMBLEMATIC).

After a preface with the presentation of the Med-Routes project and of the scope of this document, the Transnational Strategy is structured in two main sections: the first details the process of adapting and applying existing knowledge to create small-scale, replicable eco-itineraries; the second presents the strategies developed to promote these itineraries and ensure their long-term visibility and impact.

1 Preface

1.1 The MED-Routes project

MED-Routes is a project co-funded by the Interreg Euro-MED programme of the European Union, running from January 1, 2024, to March 31, 2026. The project aims to promote a sustainable model of cultural tourism across the Mediterranean by leveraging the potential of the Cultural Routes of the Council of Europe (CRs).

The MED-Routes consortium includes the following partners:

- Union of Romagna Faentina (URF) – Italy
- City Council of Castelló de la Plana (CPCC) – Spain
- Pafos Regional Board of Tourism (PRTB) – Cyprus
- Libertas International University (LIU) – Croatia
- Network of the Insular Chambers of Commerce and Industry of the EU (INSULEUR) – Greece
- Regional Development Agency Dubrovnik-Neretva County (DUNEA) – Croatia
- Municipality of Vila Franca de Xira (CMVFX) – Portugal
- Bulgarian Association for Transfer of Technology and Innovation (BATTI) – Bulgaria

In addition, four Cultural Routes act as associated partners:

- The European Route of Ceramics
- The Routes of the Olive Tree
- The Phoenicians' Route
- The European Federation of Napoleonic Cities

Project Rationale

Cultural Tourism is a key asset in MED economies, however it has a strong, mutually detrimental relationship with climate change when tourism industries do not effectively incorporate sustainable practices. The project stems from the recognition that a new approach is urgently needed—one that aligns the rich cultural heritage of the Mediterranean with environmental sustainability. Cultural Routes offer a unique framework to achieve this, reaching from major tourism destinations to lesser-known local communities.

MED-Routes overall objective is therefore to establish and disseminate a local-based, low-impact model of sustainable tourism across CRs in the MED area, in particular, to establish a specific model of Mediterranean "slow tourism" rooted in the common heritage of 4 CRs.

Moreover, The MED-Routes project is committed not only to the promotion of sustainable eco-itineraries, but also to the implementation of environmentally responsible practices within the consortium throughout the duration of the project. These measures include the calculation of CO_2

emissions, the use of recyclable materials and the adoption of additional eco-conscious practices.

Project Activities

The MED-Routes project began with a **research phase**. Then, each Cultural Route developed its own **sustainability roadmap**, a strategic document designed to guide it in adopting more sustainable and circular approaches in their itineraries, operations, and infrastructures.

To identify and enhance existing best practices in sustainable tourism, local tourism operators were directly involved through **participatory laboratories**. These co-creation labs made it possible to define eco-itineraries based on the insights and needs of those who are most familiar with the territories. This collaborative process ensured that the itineraries reflect both local identity and environmental responsibility.

The project partners, drawing from the data and perspectives collected at the local level, jointly defined **a set of shared criteria to shape the eco-itineraries**. In doing so, they also incorporated and adapted methodologies previously developed within two EU-funded projects, **IN-CIRCLE and EMbleMatiC**, thus ensuring continuity and capitalization on past successful experiences.

As a result, **two small-scale eco-itineraries were created for each Cultural Route**. These itineraries are rooted in local heritage and built to reflect principles of sustainable mobility, environmental awareness, and low-impact travel.

To support and validate the implementation of these eco-itineraries, a dedicated **Green Label** was developed. This label certifies compliance with a common set of sustainability standards and aims to raise awareness of the value of responsible tourism, increase the visibility of the new itineraries, and encourage other stakeholders to follow similar paths.

Each Cultural Route also developed a customized **communication strategy** to promote its eco-itineraries. These strategies are intended not only to attract travellers interested in sustainability but also to build a broader understanding of eco-conscious travel at the community level.

Building on the knowledge developed, this **Transnational Strategy** was drafted, putting together the most relevant materials produced to provide a comprehensive overview of both the development process and the promotional approach for the eco-itineraries.

Based on this document, each Cultural Route involved in the project will prepare an **Action Plan**, outlining the key steps needed to incorporate the Strategy's content into their local agendas.

Training is another essential component of the project. Each partner will organize dedicated sessions for local institutions, with the goal of equipping them to support and help launch the local eco-itinerary. In addition, tourism

operators will receive specific training on how to adapt their services to align with the eco-itinerary model and how to contribute to the dissemination of both the itineraries and the green label.

Finally, MED-Routes seeks to elevate its approach to the **policy level**. The project includes targeted activities aimed at informing and engaging high-level public and private stakeholders. Through roundtables and policy dialogues, MED-Routes will promote the integration of its sustainable tourism vision into local and regional development agendas, with the ambition of extending its influence well beyond the directly involved territories.

Transfer & Capitalization

A core strength of MED-Routes lies in its emphasis on **transfer and capitalization**:

- Knowledge and tools from **previous EU projects (IN-CIRCLE and EMbleMatiC)** are reused and adapted to design eco-itineraries.
- **Transfer mechanisms** such as capacity building and institutional networking—support the scaling-up of MED-Routes' methods and outcomes.
- By leveraging the transnational nature of the Cultural Routes, the project promotes the **spread of its model** across different contexts and actors in the wider MED area.

1.2 The Transnational Strategy

The MED-Routes project brings together four Cultural Routes of the Council of Europe, working collaboratively to promote sustainable tourism practices across the Mediterranean region. These Cultural Routes are

- The European Route of Ceramics
- The Routes of the Olive Tree
- The Phoenicians' Route
- The European Federation of Napoleonic Cities

As part of this project, each Cultural Route has designed and implemented two small-scale eco-itineraries, based on a shared set of criteria developed within the framework of the project. These itineraries are tailored to reflect both the unique cultural identity of each Route and the common principles of environmental sustainability. The current phase of the project focuses on disseminating and promoting these newly developed eco-itineraries to the wider public.

This Transnational Strategy has been created to offer a comprehensive overview of both the development process and the promotion strategy of these eco-itineraries, serving as both a record of the MED-Routes approach and a transferable model for future initiatives.

1. **The Creation Process of the Eco-Itineraries**

At the core of MED-Routes lies a knowledge transfer rationale. The design of the eco-itineraries is the result of capitalizing on the expertise and methodologies developed in two prior EU-funded projects: INCIRCLE and EMBLEMATIC. These projects focused respectively on circular economy principles in sustainable tourism and on the development of low-impact, experience-based tourism models in emblematic Mediterranean territories.

The MED-Routes team adapted and updated the knowledge outputs from INCIRCLE and EMBLEMATIC to better suit the specific operational context of the Cultural Routes. This ensured that the eco-itineraries were not only sustainable, but also deeply rooted in the cultural and historical narratives of each Route.

To support transparency and replicability, this document includes:

- **A capitalized and context-adapted version of the EMBLEMATIC Transferability Guide**
- **The INCIRCLE Replication Package, revised and integrated into the MED-Routes framework**

These resources detail the methodological foundation behind the eco-itinerary creation process and illustrate how the MED-Routes project has effectively built upon existing EU-funded knowledge.

2. **Promotion and Valorization of the Eco-Itineraries**

With the eco-itineraries now developed, the project partners have shifted focus to raising public awareness and ensuring visibility. Thus, in this document it is presented:

- **The Catalogue of Mediterranean Cultural Routes' Promotional Strategies for the Launch of Eco-Itineraries**

Each Cultural Route has crafted a tailored promotion strategy for its own eco-itineraries. Collectively, these strategies form the Catalogue of Mediterranean Cultural Routes' Promotional Strategies for the Launch of Eco-Itineraries, a resource designed not only for implementation within the project but also as a model for replication by other tourism and cultural stakeholders.

- **The official Green Label of Mediterranean Cultural Routes for the certification of eco-itineraries in their territories**

The MED-Routes project has introduced a dedicated Green Label for Eco-Itineraries. This label will be awarded to tourism operators who are actively involved in the eco-itineraries and who meet the jointly defined sustainability and quality criteria.

The Green Label represents a key legacy of the MED-Routes project and will be maintained and monitored beyond the project's conclusion by the four Cultural Routes involved.

Designed as a reliable certification tool, it serves to validate both the eco-sustainability and the cultural authenticity of the eco-itineraries as well as the operators participating in them. Importantly, the label is not static: future operators who wish to join an existing eco-itinerary may apply for the label, provided they meet the common criteria established by the project partners.

Furthermore, the Green Label may also be granted to newly developed eco-itineraries, as long as they are created in accordance with the methodology and strategic guidelines presented in this document.

This system not only guarantees continuity and quality control but also creates a framework for the **expansion and long-term sustainability** of eco-tourism across the Cultural Routes network.

2 Eco-itineraries creation process

2.1 MED-Routes Package for sustainable practices and ecoitineraries in Mediterranean Cultural Routes

SUMMARY

This document provides a comprehensive **methodological framework** for Mediterranean destinations aiming to replicate sustainable practices and develop eco-itineraries within the context of the MED-Routes initiative. The primary goal is to promote circular and sustainable tourism by creating eco-itineraries along Mediterranean cultural routes, thereby enhancing the tourist experience while preserving the environment, supporting local communities, and safeguarding cultural heritage.

The Mediterranean region, abundant in both cultural and natural heritage, presents significant potential for the advancement of sustainable tourism. **Building on the achievements of the INCIRCLE project, a comprehensive toolkit has been developed to promote sustainability and circularity**, with a focus on critical areas such as waste and water management, sustainable mobility, and renewable energy. **This package offers a collection of tools and strategic approaches to support the effective implementation of eco-itineraries within the four EU Cultural Routes of the MED-Routes project, enhancing their sustainability** while generating environmental, economic, and cultural value.

ANNEX P. 18

2.2 EMBLEMATIC MED-Routes transferability guidelines for the creation of ecoitineraries

SUMMARY

This document is addressed to any Destination Management Organisation (DMO) or similar local public or private entity part of any European Cultural Route in Mediterranean willing to implement eco-itineraries in its territory.

These guidelines, capitalising the **"Ecojourneys" guide from the EMbleMatiC project**, provides its reader with all information necessary to understand the steps and the process followed and relevant information in order to develop the eco-itineraries – which can be capitalised and extended through a tailor-made analysis of the territories concerned.

ANNEX P. 38

3 Eco-itineraries promotion process

3.1 Official presentation of the Green Label for ecoitineraries within European CRs, including Brand portfolio & visual identity

SUMMARY

This document serves as an **action-oriented template** guiding the implementation of the Green Label, with the aim of promoting newly developed cultural eco-itineraries.

It introduces the Green Label concept along with its **brand portfolio, key branding elements, visual identity, and joint promotion strategy**.

ANNEX P. 55

3.2 Catalogue of Mediterranean Cultural Routes' promotional strategies for the launch of eco-itineraries

SUMMARY

This document presents the catalogue of Mediterranean Cultural Routes' promotional strategies for the launch of eco-itineraries. Promotional strategies relate to the micro-itineraries withnin the above mentioned four Cultural Routes and are specifically tailored for the newly created micro-itineraries promoting principles of sustainability and circularity.

The overall goal of all the promotion strategies is to attract eco-conscious tourists and eventually to contribute to the enhanced sustainability and circular economy of the micro regiones covered by the micro-itineraries. Eventually, the new micro-itineraries should serve as good practice examples for possible new micro-itineraries along the Routes.

The document presents all the four promotional strategies for the mentioned micro-itineraries, providing insight on the adopted approach and summarizing similarities and differences among Routes. **The promotion strategies are planned for a three-year period, from 2025-2027.**

ANNEX P. 79

4 Conclusion

The creation of the eco-itineraries within the MED-Routes project represents a significant opportunity to **enhance and diversify the tourism offer across the Mediterranean area by integrating environmental sustainability with the promotion of cultural heritage.** These itineraries embody a new model of tourism that is both respectful of local ecosystems and rooted in the rich historical, artistic, and social narratives of the regions involved.

More than just a set of local initiatives, **these eco-itineraries are conceived as a replicable and scalable model**—a methodology that we invite others to adopt and adapt. By "others", we refer not only to additional members of the four Cultural Routes already engaged in MED-Routes, but also to other Cultural Routes of the Council of Europe and stakeholders across the Euro-Mediterranean region who share a commitment to responsible, heritage-driven tourism.

At the heart of our approach lies a strong transfer and capitalization rationale. Rather than starting from scratch, we built upon the valuable knowledge and results of two previous EU-funded projects: **INCIRCLE, which explored circular economy practices in tourism, and EMBLEMATIC, which developed low-impact tourism strategies for emblematic Mediterranean mountain areas**. The MED-Routes team carefully reviewed, updated, and integrated the outcomes of these projects into a coherent and unified methodology tailored to the specific needs of Cultural Routes. In doing so, we demonstrated how existing knowledge can be enhanced and extended when placed in new, context-specific frameworks.

We strongly believe that this transfer logic is essential for maximizing the impact of EU-funded initiatives. Each actor, by learning from the experience of others, can avoid redundancy, accelerate implementation, and contribute to building a more coherent and collaborative European tourism strategy. **We invite other Cultural Routes and tourism networks to engage in this same process, using the MED-Routes methodology to design their own eco-itineraries and further expand this innovative approach.**

With this in mind, we envision **the gradual formation of an international network of eco-itineraries developed according to the principles and processes laid out in this document**. Such a network would not only enhance cross-border cooperation and knowledge sharing, but would also allow for more coordinated and impactful promotional strategies, strengthening the visibility of sustainable cultural tourism among global audiences.

In this broader vision, **the Green Label introduced by the MED-Routes project plays a central role.** More than a certification, the label is designed to become a recognizable symbol for eco-conscious travellers, identifying tourism operators and itineraries that meet shared sustainability and cultural quality standards. The label will be managed and upheld beyond the life of the project by the four Cultural Routes involved, ensuring continuity and credibility over time. As additional eco-itineraries are developed—whether by current project partners or by new actors adopting the MED-Routes approach—the label can be extended accordingly, fostering a unified identity and guaranteeing a consistent level of quality across the network.

Ultimately, through this combination of methodological transfer, network-building, and long-term certification, **MED-Routes offers a forward-looking model for sustainable cultural tourism**—one that respects the environment, celebrates heritage, and invites wide-scale participation in shaping the future of Mediterranean travel.

5. Letter of Intent signed by the four Cultural Routes of the Council of Europe participating in the MED-Routes project.

We, the undersigned Representatives of the four Cultural Routes certified by the Council of Europe

- European Route of Ceramics
- Routes of the Olive Tree
- Phoenicians' Route
- Destination Napoleon

participating, as associated partners, in the project **"MED-Routes: Enhancing MED sustainable cultural tourism through the creation of eco-itineraries inside European Cultural Routes"**, co-funded by the Euro-MED Interreg programme of the European Union,

hereby declare our joint commitment to support the uptake of the **"MED-Routes Transnational Strategy for the valorisation of Sustainable Practices in Mediterranean Cultural Itineraries"** and to contribute actively to its implementation.

Recognizing the importance of coordinated action in addressing shared challenges and opportunities, we hereby affirm our commitment to:

- **Promote the Transnational Strategy** as a reference framework for the creation and development of MED-Routes small-scale eco-itineraries within our Cultural Route. This includes encouraging our members—beyond those already involved in the project—to replicate the MED-Routes methodology through targeted actions and extending this effort to other Cultural Routes.
- **Support the Green Label** as a strategic tool to enhance the visibility of eco-itineraries and to foster cooperation among the four Cultural Routes participating in the MED-Routes project (as starting point), ensuring the Green Label's long-term sustainability and success. In particular, at the conclusion of the project, the signatories undertake to:
    - Monitor the proper existence and continuity of the Green Label;
    - Verify with entities that have already been awarded the label, that the conditions under which it was granted continue to be met, in collaboration with its own members involved;

- Assess and respond to new requests—both from operators seeking to join existing eco-itineraries and from proposals for new itineraries to be created from scratch;
- Convene an annual joint monitoring session on a continuous basis, to ensure shared oversight and strategic alignment;

- **Actively cooperate to include in this agreement other Cultural Routes of the Council of Europe** that choose to adopt the MED-Routes methodology, by developing additional small-scale eco-itineraries. New members will be able to join under the same conditions as the initial signatories, sharing the same rights, responsibilities, and opportunities within the network.

By signing this Letter of Intent, we affirm our collective dedication to fostering sustainable cultural tourism through a common strategic lens.

Signed in mutual agreement,

European Route of Ceramics
Director, Benedetta Diamanti

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Routes of the Olive Tree
Director, George Karabatos

Phoenicians' Route
Director, Antonio Barone

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Destination Napoleon
Director, Eleonora Berti

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MED-Routes

"Enhancing MED sustainable cultural tourism

through the creation of eco-itineraries inside European Cultural Routes"

EMBLEMATIC MED-Routes Transferability Guidelines

for the creation of eco-itineraries

Project Information	
Project Acronym	MED-Routes
Project Full Title	Enhancing MED sustainable cultural tourism through the creation of eco-itineraries inside European Cultural Routes
Project Priority	Greener Med
Project Mission	Enhancing Sustainable Tourism
Specific Objective	RSO2.6: Promoting the transition to a circular and resource efficient economy
Type of Project	Transfer project (Thematic Project)
Project ID	Euro-MED0200798
Start date	1 January 2024
Duration	27 months

Deliverable Information	
Deliverable no	D2.2.2
Deliverable title	EMBLEMATIC MED-Routes Transferability Guidelines for the creation of eco-itineraries
Contractual date of delivery	18/12/2024
Actual date of delivery	31/12/2024
Partner responsible	Nicolas Tsifoutis Pafos Regional Board of Tourism Loucas Nikiforou Pafos Regional Board of Tourism
Partners involved	Pafos Regional Board of Tourism

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1. WHO ARE WE AND WHAT DO WE SHARE WITH YOU?

The needs of the Mediterranean area to strategically re-shape its cultural tourism offer and emphasis on its local cultural heritage with greater sustainability initiated a movement to joined forces with Cultural Routes of the Council of Europe (CRs) and created key instrument to sustain and promote cultural tourism all over Europe, from mainstream destinations to small-scale local contexts.

Eight Mediterranean European partners/destinations and four European Cultural Routes cooperate under the **Interreg Euro –MED** program with the project **MED-Routes** in order to establish and disseminate a local-based, low-impact model of sustainable tourism across CRs in the MED area, in particular, to establish a specific model of Mediterranean "slow tourism" rooted in the common heritage of the 4 CRs. To tackle the project general objective, MED-Routes' approach is rooted in a transfer mechanism and put into place to cross-reference the most relevant, field-tested outputs from INCIRCLE & EMbleMatic projects for the design of eco-itineraries.

The four European Cultural Routes associated to the MED-Routes project are:

European Route of Ceramics
Phoenicians' Route
Routes of the Olive Tree
European Federation of Napoleonic Cities

MED-Routes project, capitalizes the "Ecojourneys" guide from the "EMbleMatiC"in order to develop the "eco-itinerary".

- The project produced and delivered the "Ecojourneys", for the territories/regions of 5 mountains in Mediterranean (Canigo, Olympus, Pedraforca, Sainte Victoire, Pirin).

- The "EMbleMatiC" guide provides its reader with information necessary to understand the project, its origins, the partners involved in it, the process followed and all the relevant information that are useful to develop sustainable and green itineraries. In this Guide we have found detailed explanation of the process of creation of the "Ecojourneys", lessons learnt, recommendations and points necessary to be taken into account for the development of the MED-Routes eco-itineraries.

- The singularity and sustainability of these "ecojourneys" is guaranteed by the compliance of each territory with the implementation of thirty common attributes related to their basic characteristics, their associated services, ethics and sustainability issues, management and governance and marketing strategies.

- This "Ecojourneys" guide is structured to offer a thorough understanding of the INCIRCLE and EMBLEMATIC projects' efforts to foster circular tourism, providing valuable frameworks, tools, and insights that can be leveraged to achieve sustainable and resilient tourism practices applied to the MED-Routes eco-itineraries across the Mediterranean and beyond.

WHAT IS A TRANSFER GUIDE?

The GUIDE for the creation of MED-ROUTES Eco-itineraries is addressed to any Destination Management Organisation (DMO) or similar local public or private entities part of any European Cultural Route in Mediterranean that are willing to implement actions and projects of Eco-itineraries and circular economy to their territories. Consequently, this guide provides its reader with all information necessary to understand the steps and the process followed and relevant information that can be useful for potential MED-ROUTES Eco-itineraries. 'The MED-ROUTES guidelines can be capitalised and extended through a tailor-made analysis of the territories concerned by each European Cultural Route in Mediterranean'.

The Usage: It provides instructions and user-oriented design for easy access to practical tips and information. Highlights challenges and solutions with specific markers.

Experiential tourism routes: Addressing unbalanced tourist flows, seasonality, and economic
benefits for urban Mediterranean areas. Focus on route features, local services, sustainability, management, governance, and marketing

1.1 EMBLEMATIC guidelines

EMBLEMATIC guidelines for the creation of Eco-itineraries is a tool that can be used to promote sustainable tourism in lesser-known areas, particularly in Mediterranean regions. The guidelines for creating eco-itineraries under this project focus on promoting environmental sustainability, cultural heritage, and local economic development.

Key aspects

Sustainability

Ensure that the eco-itinerary minimizes environmental impact. This includes promoting low-impact activities, encouraging the use of public transport, and supporting conservation efforts.

Community Involvement

Engage local communities in the planning and execution of the itineraries. This helps ensure that the benefits of tourism are shared and that the itineraries reflect local culture and traditions.

Cultural Heritage

Highlight and preserve the cultural and historical aspects of the area. This could involve promoting visits to historical sites, local crafts, and traditional events.

Authenticity

Provide genuine experiences that reflect the true character of the region. This can include local cuisine, traditional accommodations, and interactions with local residents.

Education and Awareness

Educate tourists about the local environment, culture, and the importance of sustainable tourism practices. This can be achieved through guided tours, informational signage, and interactive experiences.

Accessibility

Design itineraries that are accessible to a wide range of tourists, including those with disabilities, to ensure inclusivity.

Monitoring and Evaluation

Implement systems to monitor the impact of tourism on the environment and local communities, and adjust the itineraries as needed to promote positive outcomes.

By implementing these guidelines, you can create eco-itineraries that not only enrich visitors' experiences but also ensure the long-term sustainability of the region's natural and cultural resources. This approach helps build a strong, sustainable tourism model that benefits both visitors and local communities while preserving the integrity of the environment.

1.2 The Emblematic Dimension and how this concept supports MED-Routes partners/destinations?

The "emblematic dimension" of European Cultural Routes network in Mediterranean at tourist destinations refers to the distinctive qualities or attributes that make these destinations iconic or representative of the CRs. This dimension encompasses the unique cultural, historical, natural, or experiential elements that establish a destination's identity and appeal to the visitors.

Symbolism and Identity

MED-Routes destinations often embody the essence of the CRs, serving as its flagship attractions. For example, in a cultural heritage network, a famous historical site could serve as an emblem of the region's history.

Recognizability
Emblematic destinations are typically well-known and associated with the CRs. They often act as primary draws for tourists, boosting the overall visibility of the lesser-known sites.

Representation of Core Values
These destinations reflect the CRs themes, whether it's sustainability, history, gastronomy, or adventure. They convey the message and mission of the European Cultural Routes in Mediterranean effectively.

Economic and Social Impact
Being emblematic often translates to higher tourist influx and investment in these areas, which can drive local economic development and promote social engagement.

Role in Tourism Strategy
In marketing and tour planning, these destinations are often emphasized to attract a wide range of tourists and anchor the network's appeal.

1.3 EMBLEMATIC common values of the destinations part of the cultural routes in Mediterranean.

- Proud Mediterranean cultural identity
- Institutional recognition
- Power of inspiration
- Reputation
- Legends and myths
- Particular ecosystem
- Picturesque landscape
- Sustainability and anthropogenic environment
- Historic place

THE PRODUCT / ECO-ITINERARIES
An Eco-itinerary is a route of experiential slow tourism across rural or hinterland areas of Mediterranean regions. By enjoying these journeys, visitors have the chance to explore the areas' singularities and the activities offered by local providers. A journey where nature and culture meet and the experience with body and soul is such that it generously conveys the emblematic character of the territory

Eco-itineraries BECAUSE VISITORS

- Can learn about the local culture and traditional ways of life
- Can experience the local gastronomy

- Can easily see a wide range of biodiversity
- Can tour national protected parks
- Can view wildlife from a safe and respectful distance
- Can travel carbon Light
- Can enjoy sustainable coastal and inland areas
- Can be educated in cultural and environmental centres

2. STEP BY STEP FROM THE IDEA TO THE CREATION OF EMBLEMATIC ECO-ITINERARIES

Creating eco-itineraries requires a balance between promoting tourism, preserving natural and cultural heritage, and fostering sustainability**.**

This guide provides you with the most reliable insights in order to make available all necessary info from the adaptability of the idea till the implementation of the eco-itinerary.

In order to simplify the process, we have divided the methodology in the below 5 steps

Step 1: Involvement of Local Stakeholders. The co-creation approach is central, involving local stakeholders (persons, companies, associations, public administrations) from the start to ensure feasibility.

- Stakeholders are identified from both private (e.g., accommodation services, restaurants, local producers, travel agencies) and public sectors (e.g., municipalities, museums, national parks, Environmental and Cultural centres, protected areas authorities, DMOs).
- Contacting and involving stakeholders with effective engagement using various communication channels like participatory Labs, newsletters, personal calls, and emails. Regular meetings foster collaboration despite differing worldviews and potential reluctance.
- Handle the challenges include time consumption, legal issues, and managing diverse stakeholder interests.
- Empower the local communities to take ownership of the eco-itinerary by offering them roles as guides, cultural ambassadors, or facilitators of local experiences. This strengthens the local economy and provides visitors with deeper, more authentic insights into the destination.

Step 2: Design of the Itinerary. The concept of "Eco-itinerary**"** involves creating a common baseline across the European Cultural Routes in Mediterranean with shared sustainable tourism goals.

- Think of attributes of Eco-itineraries to be followed upon, covering basics, services, ethics & sustainability, management & governance, and marketing.
- Ensure compliance with these attributes will be challenging, especially regarding evidence submission deadlines.
- Work on a detailed description of your territory and the services available in it.
- Try to identify an area with the most suitable characteristics for an Eco-itinerary.
- Elaborate or update an inventory of all heritage contents (tangible and intangible) to valorise through the itinerary.
- Repeat the above task with all associated tourism services: leisure, accommodation, catering, transportation.
- Find out which existing infrastructure and routes could be incorporated in the new Eco-itinerary.
- Make sure that the paths promoted in your itinerary are accessible in terms of legal status, i.e. they belong to the public domain or you have obtained the appropriate authorization of use from private owner.

Step 3: Implementation on the ground with attributes defined and stakeholders engaged. This step involves translating the itinerary from concept to reality.

- Suggest tasks that will provide orientation but will also allow flexibility in the implementation process.
- Have in mind all the logistic requirements and the suppliers or external expertise you may need to work on them.
- Analyse the feasibility of the Eco-itinerary according to legal requirements and budget availability that may condition it.
- Estimate the consequent investments and make sure you can count on the necessary funding sources.
- Start up all the physical works on the itinerary, that is, its implementation on the ground: directional signage on road and paths, QR codes, digital maps, set-up of welcoming areas and interpretation tools, etc.
- Set the final design of the Eco-itinerary and validate it with your local stakeholders.
- Work with local governments and businesses to develop infrastructure that supports eco-tourism, such as waste management systems, eco-friendly transportation options, and visitor centres focused on sustainability.
- Involve local cultural groups to ensure the eco-itinerary promotes the preservation of cultural heritage. This might include traditional ceremonies, arts, crafts, and folklore that enhance the visitor experience while helping maintain local traditions.
- Ensure that local conservationists and park rangers are actively involved in guiding tourists and sharing information about local wildlife and conservation efforts.

Step 4: Creation of a Tourism Product. Turning implemented routes into marketable tourism products involves packaging and promoting the Eco-itinerary.

- Effective marketing strategies are essential to attract visitors.
- Define the target market. Eco-tourism usually attracts nature lovers, adventure seekers, and those interested in sustainability. You can also target educational groups, corporate teams for environmental retreats, or luxury eco-tourism enthusiasts.
- Use eco-conscious branding to resonate with the sustainability aspect of the product. Highlight green certifications, conservation efforts, and responsible travel in your messaging.
- Use appealing visuals content that showcase the natural beauty of the route, local culture, and wildlife. This could be through photos, videos, and promotional materials that emphasize the unique features of the eco-itinerary.
- Use compelling storytelling to engage potential customers. Share stories about the community's efforts to preserve the environment or the history behind the routes.
- Promote the eco-itinerary in the Social Media and sponsor eco-conscious Influencers or bloggers to promote the package. Leverage platforms like Instagram, YouTube, or eco-tourism websites to share experiences and testimonials.

Step 5: Continuous Improvement and Monitoring. Maintaining the quality and spirit of the Eco-itineraries involves continuous monitoring and improvement.

- Indicators for measuring territorial and societal impacts are crucial, though challenging due to limited consortium capacities. Working on these issues is necessary for long-term sustainability.
- Creating EMBLEMATIC eco-itineraries requires a balance between promoting tourism, preserving natural and cultural heritage, and fostering sustainability.

- Provide training for the local stakeholders in sustainable tourism practices, hospitality, customer service, and environmental conservation. This helps improve the quality of the eco-tourism product and ensures that all partners adhere to sustainability principles.

- Ask for customer feedback on various aspects such as the itinerary, sustainability practices, and overall experience. This can help you refine and improve the product.

- Update regularly the eco-itinerary to incorporate new developments, seasonal activities, or changing environmental conditions.

3. ENVIRONMENTAL PRACTICES TO BE FOLLOWED IN THE ECO-ITINERARIES

In the following paragraph the list of recommendations about best environmental practices for stakeholders is provided.

Local stakeholders involved in our Eco-itineraries project, should be aware of the importance of:

3.1 Managing water consumption: in the Mediterranean area, water is a scarce resource, we should avoid wasting it, so any measure to save or to collect and reuse it will be convenient and advisable.

3.2 Managing electric consumption: the generation of energy has an impact on the environment, any progressive reduction of consumption should be our goal.

3.3 Managing waste: probably we have all heard about the three R's (re-use, recovery and recycling), avoiding waste generation should be a must for us.

3.4 Consuming local products: doing it in our business means helping local economy, promoting Traditional gastronomy and avoiding transport of products and its negative environmental consequences.

3.5 Using clean energies: whenever possible by using hydropower, wind or solar energy, will reduce the impact of our activity and show our commitment to care for the planet.

3.6 Obtaining an ECOLABEL or the MED-ROUTES Green Label: there are many national or international certifications that companies can obtain to ensure a good environmental performance.

3.7 Avoiding the use of hazardous substances or products: they can endanger people and the environment and generate hazardous waste, so this must be in our "to-do" list.

3.8 Showing or delivering information about our Eco-itinerary to the public and to visitors: it is a good way to communicate our engagement and to raise awareness among them with our example.

4. LESSONS LEARNT FROM THE PROCESS OF DEVELOPING Eco-Itineraries THROUGHOUT THE MED-ROUTES PROJECT

4.1 The power of human relationships among stakeholders in eco-itineraries is critical to creating sustainable and impactful travel experiences. Stakeholders, including travellers, local communities, businesses, governments, and non-profits, all play interconnected roles in ensuring the success and ethical integrity of eco-tourism. Strong relationships among these groups can amplify benefits and mitigate challenges.

4.2 The journey towards environmental, economic and social sustainability is not a quick fix but a long, evolving process that requires persistence, innovation, and collaboration. It involves rethinking how we interact with the environment, economy, and society to create a future that supports the needs of current and future generations.

4.3 While technology presents numerous challenges in the creation of eco-itineraries, these obstacles also provide opportunities for growth and innovation. By addressing these issues proactively and creatively, stakeholders can harness technology to create impactful, sustainable, and efficient eco-tourism experiences.

5. HOW TO TAKE ADVANTAGE OF THE LESSONS LEARNT

5.1 Define the Core Theme

a. *Focus on Identity*. Identify the unique ecological or cultural features of the region. The theme could revolve around Gastronomy, biodiversity, local ecosystems, Cultural heritage, landscapes, or sustainable practices.
b. *Alignment with Emblematic Elements*. Ensure the ECO-itinerary reflects the signature characteristics of the area or the cultural routes, making it instantly recognizable and appealing.

5.2 Prioritize Sustainability

a. *Environmental Preservation*. Minimize environmental impact by promoting low-carbon transport options (e.g., walking, cycling, or public transport).
b. *Carry Capacity Analysis*. Assess the number of visitors the area can handle without degrading the environment or resources.
c. *Support Conservation*. Allocate portions of tour proceeds to conservation projects or local community initiatives.

5.3 Highlight Unique Destinations

a. *Flagship Sites*. Include destinations that represent the region's emblematic features, such as iconic landscapes, endemic species, or cultural landmarks.
b. *Hidden Gems*. Complement with lesser-known spots to distribute tourism pressure and create a more diverse experience.

5.4 Ensure Accessibility and Inclusivity

a. *Physical Accessibility*. Make the itinerary navigable for a range of abilities, with appropriate infrastructure like trails and signage.
b. *Cultural Accessibility*. Provide multilingual guides or materials to cater to international visitors.
c. *Digital Accessibility:* Offer detailed digital maps and eco-friendly apps for self-guided tours.

5.5 Foster Local Community Engagement

a. *Local Guides and Experts*. Involve local communities to share stories, traditions, and expertise.
a. *Craft and Cuisine*. Incorporate local crafts, cuisine, and sustainable practices into the itinerary.
b. *Economic Benefits*. Ensure local businesses and artisans benefit directly from tourism.

5.6 Promote Education and Awareness

a. *Interactive Learning*. Include activities like guided nature walks, workshops on local biodiversity, or eco-awareness programs.
b. *Interpretive Materials*. Provide clear, engaging information on the significance of sites and sustainable tourism practices.

5.7 Leverage Technology

a. *Digital Tools*. Use apps and online platforms for itinerary booking, navigation, and eco-impact tracking.
b. *AR/VR Experiences*. Enhance storytelling through augmented or virtual reality, especially in restricted or sensitive areas.
c. *Sustainability Metrics*. Track the carbon footprint of the itinerary and share this information transparently with visitors.

5.8 Design for Seasonality

a. *Off-Peak Tourism*. Promote visits during less busy seasons to avoid overcrowding and support local economies year-round.
b. *Climate Considerations*. Factor in weather conditions to ensure visitor safety and experience.

5.9 Emphasize Ethical Practices

a. *Wildlife Interaction*. Ensure interactions with wildlife are non-intrusive and respectful of animal welfare.
b. *Cultural Respect*. Educate tourists on appropriate behaviours and dress codes in culturally sensitive areas.

5.10 Marketing and Branding

a. *Eco-Friendly Branding*. Use sustainable materials for promotional materials and emphasize eco-values in all communications.
b. *Social Media and Storytelling*. Share compelling stories, photos, and videos of the itinerary's highlights to attract conscious travellers.
c. *Network Collaboration*. Partner with other emblematic eco-itineraries to create a unified identity and attract diverse tourist groups.

The marketing objectives become effective only when concrete, well defined and costumer-tailored marketing actions are executed. Our actions are thematically organised in the following seven aspects:

1) Target profile
2) Positioning
3) Storytelling
4) Brand
5) Product
6) Experience

In the following paragraphs, these six aspects will be explained in detailed. They will be presented in a logical sequence of a marketing process, i.e. addressing, first the profile of the desired target public; second, the description of the product in terms of the market positioning; third, the way the product is going to be told ("storytelling"); fourth, the visual component of the product (brand, label, logo, motto); fifth, the product itself and sixth, the experience related to the product;

5.10.1 Target profile

Our products are conceived a wide spectrum of visitants. Everyone is welcomed to visit our areas/Cultural Routes, and since the Eco-itineraries provided are of low difficulty, the product is thought to attract all sorts of customers and specially nature lovers who equally appreciates heritage and cultural events and like to move in a sustainable way, preferring to walk and cycle the area's paths.

5.10.2 Positioning

In terms of positioning, there are three issues that potentially differentiate our offer from the rest located in areas with similar characteristics and/or having similar assets:

1)The experience that we propose differs from other Eco-touristic products in the sense that it will gather a set of values and characteristics that will make this experience exemplary and unique

2) We are Mediterranean, i.e. close to a sea that shapes our cultures and nature. We belong to the world's most connoted sea and to its landscapes, traditions, shared heritage, sense of community, music or gastronomy. Mediterranean local product also shows preserve our common home.

3) The Emblematic European Cultural Routes in Mediterranean with everything that represent and the distinctiveness of our reach cultural heritage. Being Mediterranean's is our main geographic originality, giving sense and identity to our Eco-itineraries and at the same time, being aware of the fragility of the human and natural ecosystems.

5.10.3 Storytelling

While each partner can develop its own storytelling for its Eco-itineraries that will be tailored to each case/region, we can also form a common storytelling for the "Product of the MED-Routes". A text that will provides the foundation for the individual storytelling. which are nothing else than being synthesized by "Emblematic", "Mediterranean" and "European Cultural Routes".

5.10.4 Brand

A visual Identity is needed. Design a logo/label that reflects the eco-values of the product, incorporating natural elements like leaves, water, forest, revers etc. Use of earthy tones colours and typography (greens, blues, browns) and clean, simple fonts to reinforce sustainability. Find a short slogan, memorable tagline that encapsulates the essence of the product (e.g., "Cultural Routes Eco-Journey to Sustainability"). Uniformity of the Eco-itineraries will ensure consistent branding across all destinations in order to build recognition. Recognition: Leverage partnerships with eco-certification/Green Labels programs to enhance brand credibility.

5.10.5 The Product

An Emblematic Eco-itinerary is a route of experiential slow tourism across hinterland areas of European Mediterranean mountain regions. By enjoying these itineraries, visitors have the chance to explore the areas' singularities and the activities offered by local providers. A journey where nature and culture meet and the experience with body and soul is such that it generously conveys the emblematic character of the territory and the Cultural Routes.

5.10.6 The Experience

Our visitors are eager to live sustainably while experiencing the sense of place: not feeling forced to fulfil exhaustive experiences but, rather, to enjoy exclusive discoveries needing time, including meeting people, places, regions. This is exactly what visitors will find in our Cultural Routes Emblematic Eco-itineraries.

6. CONTINUOUS IMPROVEMENT AND MONITORING OF ECO-ITINERARIES

Sustainable tourism thrives on adaptability and refinement. Establishing a system for continuous improvement and monitoring ensures that eco-itineraries remain

environmentally, socially, and economically viable while meeting visitors' expectations.

6.1 Set Clear Goals and Metrics

- Environmental Goals
- Social Goals
- Economic Goals

6.2 In order to be achieved a suitable result the policymakers and stakeholders of each Eco-Itinerary can follow the below steps.

- Key Performance Indicators (KPIs):
- Visitor Feedback and Experience Monitoring
- Community and Stakeholder Involvement
- Environmental Impact Monitoring
- Quality Assurance Audits
- Training and Development
- Adaptation to Trends and Feedback
- Reporting and Transparency
- Continuous Innovation
- Long-Term Commitment

The MED.ROUTES project, in alignment with EMBLEMATIC guidelines, represents a sustainable tourism model that enriches visitor experiences using green local transportation system while protecting and enhancing local resources. By integrating hiking and biking activities with culinary and cultural experiences on the framework of CR's, the project not only promotes environmental and cultural sustainability but also fosters socio-economic growth for Mediterranean regions. This innovative approach underscores the potential of eco-itineraries to balance tourism development with the preservation of natural and cultural heritage.

Annex:

Sample of creating a Green Label for ECO-itinerary (Choose 5)

1	**Energy Efficiency & Renewable Energy Sources**	Implementation of energy-efficient technologies and practices. Use of solar, wind, or other renewable energy sources.
2	**Water Conservation**	Efficient water management systems and conservation practices.
3	**Waste Reduction & Circular**	Waste reduction programs and recycling initiatives. Programs converting waste into energy resources. Reduction or elimination of

	Economy Practices	single-use plastics. Implementation of circular economy principles to minimize waste and promote recycling.
4	**Low-Impact and green Infrastructure, Eco-friendly Architecture**	Construction and infrastructure designed to minimize environmental impact. Integration of eco-friendly architectural designs. Development of green spaces and eco-friendly infrastructure within the tourist area -parks, picnic area and etc. Construction and utilization of buildings with zero-net energy consumption. Measures to minimize noise and light pollution. Promote or offer Eco-friendly Accommodations.
5	**Sustainable Mobility and Transportation**	Promotion of sustainable and low-emission modes of transportation. Encouragement of sustainable transportation options for tourists and employees, use of public transportation.
6	**Carbon Footprint Reduction & Carbon Neutrality**	Efforts to offset or minimize carbon emissions. Efforts to reduce the overall carbon footprint of the tourist destination. Example is planting trees in the area.
7	**Digital Sustainability**	Implementation of digital solutions to improve the sustainability - reduce paper, improve accessibility, disseminate sustainable solutions. Has a website or an application with useful information.
8	**Climate Resilience & Natural Disaster Preparedness**	Implementation of measures to enhance the destination's resilience to climate change impacts. Preparedness plans for natural disasters.
9	**Certifications & Eco-labelling**	Compliance with recognized sustainability certifications (e.g., LEED, Green Key). Adoption of eco-labelling to certify and communicate the sustainability of tourist facilities
10	**Sustainable report**	Published Sustainable / ESG report
11	**Local Ecosystem Restoration & Conservation**	Protection and conservation of local flora and fauna. Initiatives focused on restoring and preserving the local ecosystems and natural habitat. Preservation of natural habitats in and around the touristic area. Integration of nature-based solutions to enhance resilience and biodiversity. Encouragement of sustainable fishing practices, Promotion of wildlife tourism with ethical and sustainable practices. Responsible use and conservation of natural resources. Promote or implement sustainable agriculture practices such as implementation of permaculture principles.
12	**Local Sourcing & Local Artisan Support**	Promotion of local products and services. Support for local artisans and craftsmen.
13	**Local Employment Opportunities**	Creation of job opportunities for local residents.
14	**Health and Safety Standards**	Adherence to high health and safety standards for tourists and employers.
15	**Accessible Tourism**	Facilities and services catering to people with disabilities.

16	**Environmental Education Programs**	Offering educational programs on local culture, environment, and sustainability. Centres providing information on environmental conservation. Example is educational training, video, poster, articles.
17	**Cultural & Historical Site Preservation**	Preservation and promotion of local cultural heritage. Conservation and preservation of historical sites
18	**Community Engagement & Community-Based Tourism**	Active involvement and benefit-sharing with local communities. Promotion of tourism initiatives that directly benefit or engage local communities.
19	**Inclusive Tourism / Cultural Sensitivity Training**	Inclusion of marginalized communities in tourism initiatives, working process. Training programs for tourism staff or tourists to be culturally sensitive and tolerant.
20	**Green Events and Initiatives**	Hosting events / initiatives with minimal environmental impact, or events that promote sustainability.
21	**Eco Partnerships**	Collaboration with eco organizations and initiatives

Emblematic Mediterranean Mountains as Coastal destinations of excellence (EMbleMatiC)
Project Ref: 594 | 1MED15_3.1_M12_272
Transfer Guide
https://emblematic.interreg-med.eu/fileadmin/user_upload/Sites/Sustainable_Tourism/Projects/EMbleMatiC/Library/DELIVERABLES/D.5.3.2-Transfer_Guide/D532-V3-TRANSFER_GUIDE-PP8-CETT-191009.pdf

MED-Routes
"Enhancing MED sustainable cultural tourism through the creation of eco-itineraries inside European Cultural Routes" **WP1 CATALOGUE OF OUTPUTS** WPT1 – **ASSESSMENT OF OUTPUTS TRANSFERABILITY AND CIRCULAR ECONOMY PATTERNS IN THE CULTURAL TOURISM SECTO**
INCIRCLE PRINCIPLES & COMMON FIELDS for Cultural routes ECO-itinerary

COMMON FIELDS OF ACTIONS
CONCEPTUAL LEVEL

EUROPEAN CULTURAL ROUTES	INCIRCLE PRINCIPLES	COMMON FIELDS for Cultural routes' ECO-ITINERARIES
Cooperation in terms of research and development	INNOVATE – innovation needs cooperation in order to develop - seeks to unify and guide territories towards a common sustainable development	Incorporating innovative methods from INcircle can enhance the research and development activities of Cultural Routes, making them more effective and sustainable.
Valorization & enhancement of memory, history and European heritage	RETHINK - Emphasize the impacts of decisions on resources, including cultural resources, across their lifecycle. Stresses management of heritage sites and cultural resources sustainably, ensuring they are preserved for future generations.	Stressing principles that advocate for a broad, inclusive approach that considers the impact on all stakeholders Implementing an inclusive process that involves all stakeholders from the beginning, ensuring a comprehensive and resilient plan.
Cultural and educational exchanges among the youngsters	REDUCE - Emphasizes education on sustainability practices, such as reducing waste and optimizing resource use in a participatory way. Incorporating sustainability education into cultural and educational exchanges	Stressing principles that involve education, active participation and engagement encouraging young people to engage in activities that promote both cultural understanding and environmental responsibility
Contemporary cultural and artistic practice	REGENERATE - Emphasizes innovative practices to regenerate resources and integrate sustainable tourism with local activities	Promoting synergies that not only celebrate European heritage but also promote regeneration of heritage including sustainable and modern cultural practices
Cultural tourism and development of Sustainable and Responsible Tourism practices	REVALUE - Focuses on upcycling and other methods (storrytelling, interpretation) to enhance the value of (heritage) resources, turning them into higher quality or more functional products.	Including aims that promote tourism that supports the maintenance and enhancement of cultural sites, thereby contributing to sustainable territorial development

Santiago de Compostela Declaration
23 October 1987

COUNCIL OF EUROPE, 1987

Santiago 30+ Declaration
Declaration Decl(27/09/2017)

COUNCIL OF EUROPE, 2017

MED-Routes | Interreg Euro-MED | Co-funded by the European Union

MED-Routes

"Enhancing MED sustainable cultural tourism

through the creation of eco-itineraries inside European Cultural Routes"

MED-Routes Package
for sustainable practices and eco-itineraries
in Mediterranean Cultural Routes

Project Information	
Project Acronym	MED-Routes
Project Full Title	Enhancing MED sustainable cultural tourism through the creation of eco-itineraries inside European Cultural Routes
Project Priority	Greener Med
Project Mission	Enhancing Sustainable Tourism
Specific Objective	RSO2.6: Promoting the transition to a circular and resource efficient economy
Type of Project	Transfer project (Thematic Project)
Project ID	Euro-MED0200798
Start date	1 January 2024
Duration	27 months

Deliverable Information	
Deliverable no	WP2, Activity 2.2.3
Deliverable title	MED-Routes Package for sustainable practices and eco-itineraries in Mediterranean Cultural Routes
Contractual date of delivery	30/04/2025
Actual date of delivery	30/04/2025
Partner responsible	PRBT

Revision History

Version	Date	Author(s)/Contributor(s)	Notes
1.0	30/04/2024	Nicolas Tsifoutis Loucas Nikiforou	

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1. Introduction

MED-Routes is an ambitious initiative that aims to establish and promote a place-based, low-impact model of sustainable tourism across Cultural Routes in the Mediterranean (MED) region. At its core, the project seeks to shape a distinctive model of Mediterranean slow tourism, deeply rooted in shared cultural heritage and environmental responsibility. This model is being developed through the framework of four officially recognized Cultural Routes of the Council of Europe:

The Phoenicians' Route
The Routes of the Olive Tree
The European Route of Ceramics
Destination Napoleon

Cultural Routes are defined by networks of tangible and intangible heritage assets that are unified by a central theme. These assets, whether they are linear, scattered, or geographically dispersed are interpreted collectively, forming cohesive thematic itineraries. In this way, a Cultural Route is not only a cultural construct but also a destination in itself, composed of interconnected heritage nodes and experiences.

Cultural tourism in the Mediterranean faces two key challenges that hinder its sustainable development. Firstly, there is an over-concentration of tourism flows in mainstream destinations, especially during peak seasons, which places significant pressure on local environments, infrastructure, and communities, while also diminishing the quality of the visitor experience. Secondly, there is a noticeable lack of visibility, accessibility, and integration of sustainable, small scale eco-itineraries, routes that could attract environmentally conscious travellers in search of authentic, locally grounded experiences. Addressing these issues is essential for fostering a more balanced, resilient, and inclusive tourism model across the region.

To address these challenges, MED-Routes proposes a new model of eco-conscious, small-scale cultural tourism through the development and promotion of eco-itineraries—carefully curated travel experiences within the four Cultural Routes that highlight cultural heritage while aligning with the principles of the circular economy. These eco-itineraries go beyond showcasing key heritage attractions; they also incorporate supporting infrastructure and services that embody the values of reducing, rethinking, revaluing, regenerating, and innovating. The goal is to deliver tourism experiences that are not only environmentally sustainable but also culturally enriching, socially inclusive, and deeply rooted in local contexts.

For eco-itineraries to thrive, they must engage both local communities and international travellers by resonating with their values and interests. Achieving this requires well-crafted communication and targeted marketing strategies that highlight the uniqueness, sustainability, and cultural richness of each route. By effectively promoting these small-scale, heritage-focused

itineraries, MED-Routes can attract eco-conscious travellers, increase local participation, and cultivate a broader appreciation for the diverse and often overlooked cultural landscapes of the Mediterranean.

To this end, each of the four Cultural Routes involved in the MED-Routes project will develop a tailored promotional strategy. These strategies are designed to increase visibility, stimulate local engagement, and enhance the role of Cultural Routes in advancing sustainable tourism and circular economy practices across the Mediterranean.

The Mediterranean region, abundant in both cultural and natural heritage, presents significant potential for the advancement of sustainable tourism. Building on the achievements of the INCIRCLE project, a comprehensive toolkit has been developed to promote sustainability and circularity, with a focus on critical areas such as waste and water management, sustainable mobility, and renewable energy. This package offers a collection of tools and strategic approaches to support the effective implementation of eco-itineraries within the four EU Cultural Routes of the MED-Routes project, enhancing their sustainability while generating environmental, economic, and cultural value. Drawing from key resources, including the INCIRCLE and EMBLEMATIC output catalogues and the Transnational Working Group Toolkit for integrating circular economy principles into EU Cultural Routes, this initiative aims to scale up the INCIRCLE replication package. It outlines targeted measures for expanding sustainability across Mediterranean Cultural Routes through eco-itineraries and other innovative practices.

2. Objective of the document

This document provides a comprehensive methodological framework for Mediterranean destinations aiming to replicate sustainable practices and develop eco-itineraries within the context of the MED-Routes initiative. The primary goal is to promote circular and sustainable tourism by creating eco-itineraries along Mediterranean cultural routes, thereby enhancing the tourist experience while preserving the environment, supporting local communities, and safeguarding cultural heritage.

2.1 Key Objectives

a) **Expand Circular Tourism as a Strategic Pillar Across Mediterranean Cultural Routes.**

The MED-Routes project seeks to establish and disseminate a locally based, low-impact model of sustainable tourism across Cultural Routes in the Mediterranean area. By focusing on the shared heritage of four Cultural Routes of the Council of Europe—Phoenicians' Route, Routes of the Olive Tree, European Route of Ceramics, and Destination Napoleon—the initiative

aims to promote a specific model of Mediterranean "slow tourism" rooted in common heritage.

b) **Implement and Promote Certified Eco-Itineraries Through the Green Label Program**

To encourage sustainability in services offered to tourists, the MED-Routes project introduces a Green Label certification for eco-itineraries. This certification aims to recognize and certify businesses that demonstrate a commitment to environmentally friendly practices and the preservation of cultural heritage. The Green Label serves as a quality mark, guiding tourists towards sustainable choices and encouraging businesses to adopt eco-friendly practices.

c) **Integrate Transferable Models, Capacity-Building Tools, and Operational Frameworks from INCIRCLE & EMbleMatic**

Building upon the experiences and tools developed in previous projects like INCIRCLE and EMbleMatic, MED-Routes aims to transfer and capitalize on successful practices. This includes adopting methodologies that apply circular economy principles to the tourism sector, with a focus on areas such as waste management, water management, sustainable mobility, and renewable energy sources.

d) **Empower Local and Regional Stakeholders with Policy-Aligned, Participatory Planning and Digital Promotion Tools**

The project emphasizes the importance of stakeholder engagement and participatory processes. By forming Stakeholder Working Groups (SWGs) and conducting consultation workshops, MED-Routes ensures inclusivity and local ownership in the development of eco-itineraries. Training and capacity-building initiatives are also integral, equipping stakeholders with the knowledge and tools to implement circular economy principles effectively.

e) **Establish Measurable, Accountable Systems for Monitoring Sustainable Development Goals (SDGs)**

To assess the impact and effectiveness of the implemented eco-itineraries, MED-Routes plans to establish monitoring systems aligned with Sustainable Development Goals (SDGs). This includes developing indicators and evaluation tools to measure progress in areas such as environmental conservation, cultural heritage preservation, and community engagement.

3. The Framework for Sustainable Practices in Eco-Itineraries

3.1 The Key Pillars of Sustainability

The eco-itinerary development should adhere to the following core sustainability pillars

a) **Waste Management**.

Adopt zero-waste practices during events and tours and *Minimize waste production* along itineraries through recycling stations, eco-friendly products, compost stations, recycling points, reuse initiatives for renovation debris and educational campaigns for visitors on responsible waste disposal.

b) **Water Management**.

Promote water conservation methods along the route by installing water refill stations, supporting local water management initiatives, smart irrigation, low-flow installations, water-saving, educate and encourage visitors to avoid single-use plastic bottles.

c) **Sustainable Mobility**.

Encourage the use of eco-friendly transportation options such as bicycles, electric buses, and walking routes. Implement bicycle stations and car-sharing services within the routes to facilitate low-emission travel options for visitors. Design bike paths and walking trails that are fully integrated with cultural attractions and local infrastructure. Promote electric mobility by introducing electric vehicle (EV) charging points at strategic stops along the route.

d) **Renewable Energy**.

Use renewable energy sources (e.g., solar panels, wind power) to power visitor centers, eco-lodges, and infrastructure along the eco-itineraries. Ensure that energy consumption throughout the routes minimizes fossil fuel reliance and supports the EU Green Deal.

3.2 Target Audience

The MED-Routes initiative is designed to reach and engage a diverse range of stakeholders involved in cultural tourism, heritage preservation, and sustainable development. By tailoring communication, tools, and support to the specific needs of these groups, the project ensures meaningful participation, stronger impact, and long-term sustainability. The primary target audiences include, but are not limited to, the following:

a) **Regional Governments, Local Authorities, and Tourism Boards**

These public sector entities play a crucial role in policy-making, regional development, destination management, and infrastructure planning. MED-Routes aims to provide them with tools, policy recommendations, and practical models that support the integration of circular economy principles

into tourism strategies, promote balanced visitor distribution, and strengthen local economies through cultural heritage.

b) **Council of Europe-Certified Cultural Route Managers**
Route managers and coordinators of the four targeted Cultural Routes—Phoenicians' Route, Routes of the Olive Tree, European Route of Ceramics, and Destination Napoleon—are key partners in implementing and scaling eco-itineraries. MED-Routes supports them through capacity building, shared promotional strategies, sustainability guidelines, and collaboration platforms to enhance the overall coherence, visibility, and impact of their networks.

c) **Local SMEs, Artisans, and Eco-Operators**
Small and medium-sized enterprises, including traditional artisans, family-run businesses, tour operators, and providers of eco-friendly services, are central to creating authentic, community-based tourism offers. MED-Routes empowers these actors by promoting their services within eco-itineraries, providing guidance on sustainable practices, and fostering linkages with larger tourism and cultural networks.

d) **Cultural Heritage Institutions and Educators**
Museums, cultural centres, academic institutions, and educators have a critical role in preserving and interpreting cultural heritage. They are key collaborators in developing engaging, informative, and inclusive visitor experiences. MED-Routes encourages their involvement through educational initiatives, heritage interpretation strategies, and participatory workshops that highlight the intersection of culture, sustainability, and tourism.

e) **Researchers, Influencers, Eco-Visitors, and Media**
This group includes academic researchers, sustainability advocates, content creators, responsible travellers, and media professionals who contribute to knowledge dissemination, trend shaping, and public awareness. MED-Routes seeks to engage them through open-access resources, storytelling, social media campaigns, and experience-sharing platforms to amplify the visibility and relevance of eco-itineraries and sustainable cultural tourism in the Mediterranean.

3.3 Integrating Circular Economy Principles in Eco-Itineraries

To ensure the long-term sustainability and environmental responsibility of the MED-Routes eco-itineraries, the principles of the circular economy must be embedded at every stage of planning, development, and

implementation. These principles promote a regenerative model that minimizes waste, optimizes resource use, and creates value for local communities, visitors, and ecosystems alike. The following pillars outline how circular economy concepts can be applied within the eco-itinerary framework:

a) **Resource Efficiency**
Maximizing the efficient use of resources is fundamental to reducing the environmental footprint of tourism activities. Eco-itineraries should adopt measures that conserve energy, water, and raw materials while minimizing emissions and waste. Examples include energy-efficient lighting and appliances in accommodation facilities, water-saving technologies, low-impact mobility solutions, and smart resource monitoring systems.

b) **Local Sourcing**
Eco-itineraries must prioritize the use of locally sourced goods and services to foster economic resilience, preserve cultural identity, and reduce transportation-related emissions. This includes the promotion of local gastronomy and seasonal produce, artisan crafts, locally guided tours, and partnerships with nearby farms and cooperatives. Supporting local value chains not only enhances authenticity but also redistributes tourism benefits within the community.

c) **Reuse and Recycling**
Systems for the reuse and recycling of materials should be integral to all components of the eco-itinerary infrastructure. This involves establishing clear guidelines and practices for waste separation, composting of organic waste, upcycling of materials for signage or decor, and the use of refillable or reusable containers in hospitality and retail. Collaboration with local recycling initiatives and educational campaigns can further strengthen these practices.

d) **Eco-Design and Green Infrastructure**
All built elements and services within the eco-itineraries—such as visitor centers, signage, trails, and accommodations—should follow eco-design principles. This includes using sustainable and recycled materials, designing modular and flexible structures that adapt to environmental conditions, and minimizing land and resource consumption. Green infrastructure should also consider biodiversity, water conservation, accessibility, and cultural sensitivity.

e) **Awareness and Education**
To support long-term adoption of circular practices, eco-itineraries should include educational components aimed at both tourists and local stakeholders. Interpretive signage, guided tours, workshops, and digital content can help raise awareness about sustainability efforts, local heritage, and the value of circular economy principles in tourism and daily life.

4.Key Actions and Methodological Steps for Implementing Eco-Itineraries

The successful design and implementation of sustainable eco-itineraries within the MED-Routes framework require a structured, inclusive, and evidence-based approach. This section outlines the key methodological steps and tools necessary for embedding circular economy principles and fostering collaboration among all stakeholders.

4.1 Stakeholder Engagement and Participatory Processes

Strong stakeholder engagement is fundamental to creating meaningful, place-based eco-itineraries that reflect the needs, aspirations, and knowledge of local communities. The process must ensure inclusivity, transparency, and co-ownership across sectors and levels of governance.

a) **Formation of Stakeholder Working Groups (SWGs)**
Establish Stakeholder Working Groups composed of key actors involved in or impacted by tourism development. This includes representatives from

- Regional and local governments
- Tourism boards and destination management organizations
- Cultural heritage institutions and site managers
- Local SMEs, tourism operators, and artisan networks
- NGOs and environmental organizations
- Community associations and resident groups

The SWGs serve as a forum for dialogue, co-creation, and collaborative decision-making, ensuring that all voices are heard and local ownership is fostered throughout the development of the eco-itineraries.

b) **Consultation Workshops and Public Meetings**
Organize participatory workshops, focus groups, and public consultations to

- Collect input on existing tourism challenges and opportunities
- Validate sustainability and circularity objectives
- Identify local assets, stories, and values for inclusion in eco-itineraries
- Encourage active engagement and trust-building across diverse stakeholders

These activities should be held in accessible, inclusive formats and locations, and be facilitated by trained moderators to ensure productive, representative discussions.

c) **Training and Capacity Building**
Deliver targeted training sessions and capacity building programs to equip stakeholders, particularly local businesses and community members with

the knowledge and tools to integrate circular economy principles into their practices. Key focus areas include

- Sustainable tourism business models
- Waste reduction and resource efficiency
- Eco-certification and responsible hospitality
- Heritage preservation and interpretation
- Digital tools and marketing for eco-tourism

d)**Participatory Governance and the TWG Framework**

To guide the stakeholder engagement process, MED-Routes adopts the **T**ransnational Working Group (TWG) model developed under the INCIRCLE project. This model provides a structured framework for inclusive, strategic governance and decision-making, consisting of the following steps:

Contextual Analysis
Conduct in-depth SWOT (Strengths, Weaknesses, Opportunities, Threats) and CAME (Corrective, Adaptive, Mitigating, Exploitative) analyses to assess local contexts, tourism potential, and challenges related to sustainability and circularity.

Establishment of Inclusive Working Groups
Form transdisciplinary TWGs composed of experts and stakeholders from the fields of heritage, tourism, governance, civil society, and environmental protection, ensuring a balanced and holistic approach.

Application of INCIRCLE Participatory Toolkit
Utilize the participatory tools and strategic templates developed by INCIRCLE to structure consultations, map stakeholder inputs, and align local actions with regional sustainability objectives.

Shared Vision and Goal-Setting
Co-develop a shared vision and define common goals with all participants, ensuring alignment with the MED-Routes sustainability framework, local development plans, and the principles of the circular economy.

4.2 Design of Eco-Itineraries

Sustainable Route Planning: Ensure that eco-itineraries are planned to minimize environmental impact and maximize cultural and historical significance. Routes should be designed to connect cultural heritage sites, natural landscapes, and local communities.

a) Mapping and Signage: Update local maps to reflect sustainable and eco-friendly routes. Create clear signage to direct tourists to bicycle stations,

charging stations, and public transport options, ensuring a seamless travel experience.
b) Eco-Friendly Accommodation: Promote eco-lodges, green hotels, and sustainable accommodation along the itineraries. Encourage local businesses to obtain eco-certifications and adopt green practices.
c) Digital Integration: Develop a mobile app or digital platform where visitors can easily access information about the eco-itinerary, book tickets, and track sustainability efforts (e.g., carbon footprint calculators, route maps, and eco-friendly services).

4.3 Promotion and Marketing of Eco-Itineraries

Effectively promoting eco-itineraries is crucial to attracting environmentally conscious travellers and fostering sustainable tourism practices. The following strategies outline key actions to enhance the visibility and appeal of eco-itineraries within the MED-Routes framework.

a) **Leverage Regional Tourism Campaigns to Highlight Eco-Friendly Aspects**
Integrate eco-itineraries into regional tourism marketing efforts by emphasizing their sustainable features. Highlight activities such as bicycle tours, walking routes, electric vehicle options, and immersive local cultural experiences. Utilizing visually appealing content—such as high-quality photographs and engaging videos—can showcase these eco-friendly offerings and inspire potential travellers. Social media platforms serve as powerful tools to share this content, connect with eco-conscious audiences, and encourage user-generated content through relevant hashtags.

b) **Establish and Promote Eco-Certification for Local Businesses**
Implement eco-certification programs for businesses along the eco-itineraries to encourage and recognize sustainable practices. Certifications like Green Key and EarthCheck provide internationally recognized standards for environmental responsibility in the hospitality and tourism sectors. By achieving such certifications, hotels, restaurants, and shops can demonstrate their commitment to sustainability, thereby enhancing their appeal to eco-conscious travellers. Promoting these certifications within marketing materials and on digital platforms can further reinforce the eco-friendly image of the itineraries.

c) **Collaborate with Sustainability Influencers and Eco-Tourism Bloggers**
Partner with influencers and bloggers who specialize in sustainability and eco-tourism to amplify the reach of eco-itineraries. These collaborations can involve sponsored content, press trips, and social media takeovers that showcase the unique experiences offered by the itineraries. Influencers can

provide authentic narratives and endorsements that resonate with their followers, thereby increasing awareness and interest in sustainable travel options.

d) **Develop Educational Campaigns to Raise Awareness**
Launch comprehensive educational campaigns aimed at informing both tourists and local communities about the benefits of sustainable tourism and the specific eco-friendly practices incorporated into the itineraries. These campaigns can include workshops, informational brochures, and interactive digital content that highlight topics such as waste reduction, conservation efforts, and cultural preservation. Engaging storytelling and clear messaging can foster a deeper understanding and appreciation of the eco-itineraries' objectives.

e) **Utilize Digital Platforms and Technology for Enhanced Engagement**
Employ digital tools and platforms to enhance the visibility and accessibility of eco-itineraries. Develop user-friendly websites and mobile applications that provide detailed information, interactive maps, and booking options for eco-friendly activities. Incorporate features that allow users to track their environmental impact, share experiences, and provide feedback. Leveraging technology can create a more engaging and informative experience for travellers, encouraging participation and repeat visitation.

4.4 Monitoring, Evaluation, and Continuous Improvement

a) **Impact Assessment.**
Use the Strategy Evaluation Toolkit and Circular Tourism Indicators to monitor the impact of the eco-itinerary on the local economy, environment, and society. Key indicators include visitor satisfaction, emission reduction, and economic benefit for local businesses.

b) **Feedback Loops.**
Collect feedback from visitors, stakeholders, and residents to assess the success of the eco-itinerary. Implement a continuous improvement plan to refine and optimize the itinerary based on real-world data.

c) **Regular Audits.**
Conduct regular environmental and sustainability audits to ensure that the principles of circular economy are being upheld and to identify areas for further improvement.

5. Key Indicators and Success Metrics

To effectively evaluate the impact and success of eco-itineraries, a robust set of indicators is essential. These metrics should encompass environmental,

economic, social, and experiential dimensions, aligning with global standards. The following indicators are proposed to monitor and assess the performance of eco-itineraries.

5.1 Visitor Adoption and Behaviour

a) **Utilization of Sustainable Transportation**.
Measure the percentage of visitors using eco-friendly transportation modes, such as bicycles, electric vehicles, and public transit, within the eco-itineraries. Promoting sustainable transportation reduces carbon emissions and enhances the visitor experience by minimizing traffic congestion and pollution.

b) **Tours Engagement with Sustainable Services.**
Track the adoption rates of sustainable tourism services, including stays at eco-certified accommodations, participation in local cultural experiences, and consumption of locally sourced products. This reflects the effectiveness of marketing strategies and the appeal of sustainable options to tourists.

5.2 Environmental Impact

a) **Carbon Emission Reduction.**
Assess the decrease in carbon emissions resulting from the use of alternative transportation methods and energy-efficient practices within the eco-itineraries. Tourism contributes approximately 8% of global carbon emissions; thus, mitigating this impact is crucial.

b) **Waste Management Efficiency.**
Evaluate waste diversion rates, including recycling and composting efforts, to determine the effectiveness of waste management systems implemented along the eco-itineraries. Efficient waste management reduces environmental degradation and promotes sustainability.

5.3 Economic Impact

a) **Local Economic Growth.**
Monitor the increase in revenue for local businesses, particularly SMEs, artisans, and service providers, resulting from tourist spending in off-the-beaten-path locations. This indicates the success of eco-itineraries in stimulating local economies and distributing tourism benefits more equitably.

c) **Employment Opportunities.**
Track the number of jobs created or sustained in the tourism sector due to the development and promotion of eco-itineraries. Employment growth reflects the positive socio-economic impact of sustainable tourism initiatives.

5.4 Stakeholder Satisfaction

a) **Community Feedback.**
Collect qualitative and quantitative data from local stakeholders, including residents, business owners, and authorities, to gauge satisfaction with the eco-itineraries' impact on the community. High satisfaction levels indicate successful integration of tourism initiatives with community needs and values.

b) **Visitors Satisfaction.**
Measure visitor satisfaction through surveys and feedback mechanisms, focusing on their experiences with sustainability practices, cultural authenticity, and overall enjoyment. Positive tourist experiences contribute to repeat visitation and word-of-mouth promotion.

6. Replication Toolkit for Other Destinations

The Replication Toolkit, developed through the INCIRCLE and EMbleMatiC projects, provides a comprehensive framework for Mediterranean destinations aiming to adopt and adapt sustainable tourism practices. This toolkit facilitates the replication of successful eco-itinerary models, promoting circular economy principles and fostering regional collaboration.

6.1 Adaptation - Tailoring Eco-Itineraries to Local Contexts.

The toolkit emphasizes the importance of customizing eco-itineraries to align with local cultural, environmental, and economic c**ontexts. Key components include.**

Operational Model Toolkit.
Guides policymakers in integrating sustainability and circularity throughout all phases of tourism planning and implementation.

Participatory Process Toolkit.
Encourages stakeholder engagement through the establishment of Stakeholder Working Groups (SWGs), ensuring inclusive decision-making.

Strategy Evaluation Toolkit.
Provides methodologies for assessing the effectiveness of implemented strategies, allowing for continuous improvement.

6.2 Collaboration - Building Interconnected Sustainable Tourism Networks

The toolkit promotes collaboration among neighboring regions to create interconnected sustainable tourism routes, fostering cross-border cultural exchange and sustainability. This approach aligns with the objectives of the Interreg Euro-MED Sustainable Tourism Mission, which focuses on enhancing coordination and institutional capacity to make tourism greener, smarter, and more resilient. **S**haring best practices and resources, regions can collectively enhance the quality and appeal of their tourism offerings, contributing to **a more cohesive and sustainable** Mediterranean tourism landscape.

6.3 Scaling - Expanding Successful Pilot Projects

The toolkit provides guidance on scaling successful pilot projects to include additional routes, integrating new attractions and sustainability initiatives. This involves:

a) **Utilizing Circular Tourism Indicators.**
Assessing the sustainability performance of tourism destinations and industries to inform expansion strategies.

b) **Implementing Capacity-Building Programs.**
Offering training and resources to stakeholders to support the adoption of circular economy principles.

c) **Developing Integrated Strategies**.
Creating comprehensive plans that encompass various aspects of sustainable tourism, including waste management, water conservation, and renewable energy usage.

7. Conclusion

The **MED-Routes INCIRCLE & EMbleMatiC Replicating Package** provides a clear, actionable framework for Mediterranean destinations to adopt sustainable practices and develop eco-itineraries that align with circular tourism principles. By integrating sustainability into cultural routes, destinations can offer richer, more eco-conscious experiences for tourists while preserving the environment, supporting local communities, and promoting cultural heritage. This package encourages a holistic approach to sustainable tourism development that is both scalable and replicable across the Mediterranean region.

MED-Routes | Interreg Euro-MED | Co-funded by the European Union

MED-Routes

"Enhancing MED sustainable cultural tourism

through the creation of eco-itineraries inside European Cultural Routes"

Brand portfolio & visual identity for a EU Green Label of cultural eco itineraries

Project Information	
Project Acronym	MED-Routes
Project Full Title	Enhancing MED sustainable cultural tourism through the creation of eco-itineraries inside European Cultural Routes
Project Priority	Greener Med
Project Mission	Enhancing Sustainable Tourism
Specific Objective	RSO2.6: Promoting the transition to a circular and resource efficient economy
Type of Project	Transfer project (Thematic Project)
Project ID	Euro-MED0200798
Start date	1 January 2024
Duration	27 months

Deliverable Information	
Deliverable no	WP2, D.2.3.1
Deliverable title	Brand portfolio & visual identity for a EU Green Label of cultural eco itineraries
Contractual date of delivery	30/04/2025
Actual date of delivery	30/04/2025
Partner responsible	Pafos Regional Board of Tourism

Revision History

Version	Date	Author(s)/Contributor(s)	Notes
1.0	30/04/2024	Nicolas Tsifoutis Loucas Nikiforou	

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4.8	Budget
4.9	Timeline

1. Introduction

MED-Routes overall objective is to establish and disseminate a local-based, low-impact model of sustainable tourism across Cultural Routes in the MED area, in particular, to establish a specific model of Mediterranean "slow tourism" rooted in the common heritage of four (4) Cultural Routes of the Council of Europe: Phoenicians´ Route, Routes of the Olive Tree, European Route of Ceramics and Destination Napoleon.

Cultural routes entail different tangible and intangible cultural/historic elements unified by a common theme. These elements (usually cultural heritage sites) are, regardless of the type of their position in an area (linear, spotted, dispersed...), interpreted as a whole following the main theme, and may be seen as a destination since it has a network structure consisting of tangible and intangible sites. Thus, the whole route is seen as an itinerary or a series of itineraries.

The detected challenges in cultural tourism of the Mediterranean area are seen (1) in cultural tourism flows directed towards mainstream destination, attracting large crowds in high season, and (2) in still limited, scattered, poorly disseminated and/or difficult to access eco-itineraries that would cater for environmentally-aware and eco-conscious travellers.

To respond to these challenges, the MED-Routes aims to create sustainable, slow-tourism model through the establishment of small-scale cultural tourism eco-itineraries. This entails specific itineraries within the above mentioned four Council of Europe routes. The main attractions considered are related to cultural heritage but the eco-itinerary entails all the supporting infrastructure and accompanying offer, which respect the principles of circularity. Namely, these are: reduce, rethink, revalue, regenerate and innovate.

New eco-itineraries need to be launched in a way to attract attention both by local citizens and potential tourists. Only with appropriate marketing activities, eco-itineraries may achieve the goals of attracting eco-conscious tourists, which further contributes to strengthening the Cultural Routes on the matter of sustainability and circular economy. This is why within the MED – Routes project, each of the four Cultural Routes plans specific promotion strategies for the promotion of their new small-scale eco-itineraries.

The idea behind a **Green Label**, the message it communicates, and its significance.

This document serves as an action-oriented template guiding the implementation of the Green Label across all four EU Cultural Routes, with the aim of promoting newly developed cultural eco-itineraries. It introduces the Green Label concept along with its brand portfolio, key branding elements, visual identity, and joint promotion strategy.

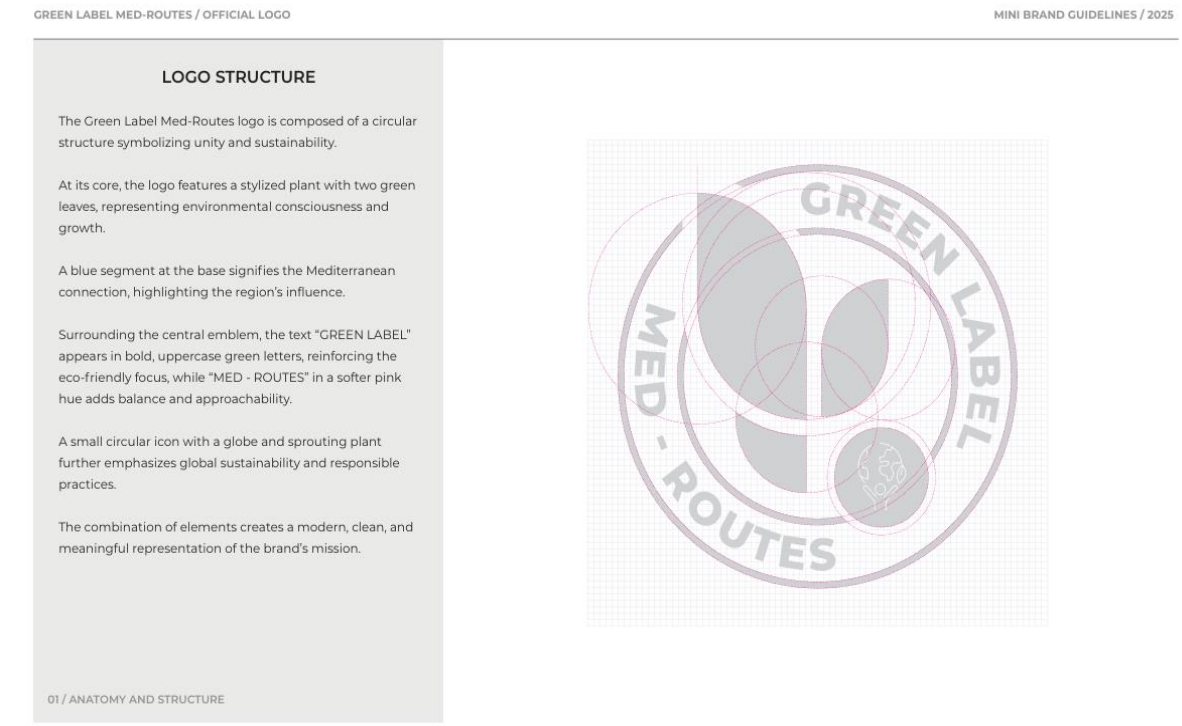
The Green Label will certify eco-itineraries that comply with collectively established standards of sustainable tourism, reinforcing the visibility and appeal of local-based, environmentally responsible travel. Through close

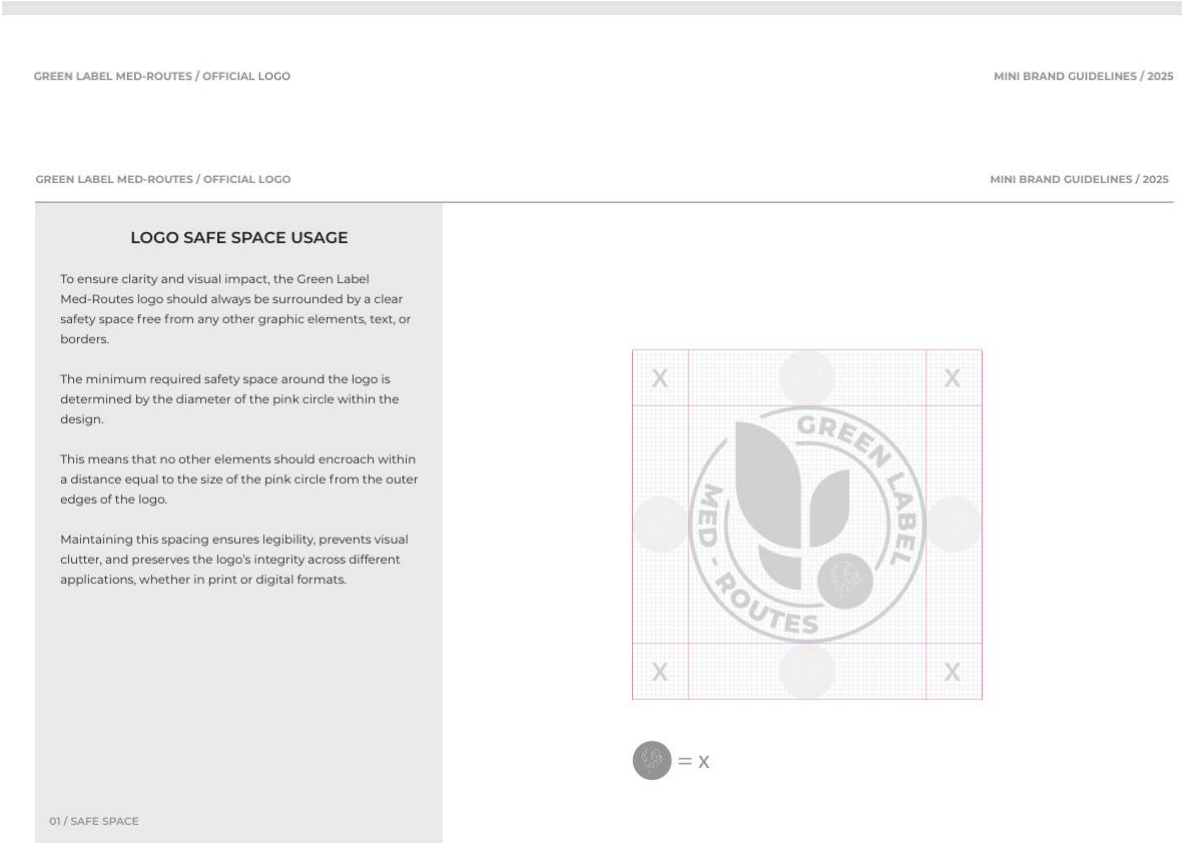
collaboration, Project Partners (PPs) will define the formal criteria required to obtain the label.

By attracting eco-conscious tourists and fostering a culture of sustainability, the Green Label contributes to the broader goals of enhancing circular economy practices and setting quality benchmarks along the Cultural Routes. Furthermore, the newly developed micro-itineraries will serve as replicable good practice models, inspiring the creation of future sustainable routes across the network.

2. Key branding elements, define

a) Logo Design, including main versions (colour and monochrome), variants (horizontal and vertical), vector files in print and web formats.





b) Colour Palette: definition of official brand colours with RGB, CMYK, HEX, and Pantone codes (following the ones of the project) and Templates for online and offline communication

COLOUR USAGE

02

The color usage of a logo plays a crucial role in shaping the identity and perception of a brand. Colors evoke emotions, communicate values, and make a lasting impression. By carefully selecting colors that align with the brand's personality, businesses can enhance their visual identity, increase recognition, and establish a strong emotional connection with their audience. In this context, the thoughtful use of color in a logo is not just about aesthetic appeal but also about strategic communication.

Gradient / Colours / Background Usage / Monochromatice Usage / Image Usage

LOGO GRADIENT COLOR PALETTE

The Green Label Med-Routes logo features a harmonious color palette that reflects sustainability, nature, and regional identity

This color combination creates a visually appealing, meaningful, and recognizable identity for the brand while aligning with its sustainable and Mediterranean-focused mission.

LOGO COLOR PALETTE

Green Gradient (Leaf Elements - #A3C96F → #2E6E3F): Symbolizes growth, sustainability, and eco-consciousness. The gradient effect adds depth, making the leaves feel more dynamic and natural.

Dark Green (#215732 - Text & Borders): Reinforces trust, stability, and a strong environmental commitment. It gives the logo a grounded and professional feel.

Blue (#15427D - Lower Segment): Represents the Mediterranean region, highlighting the connection to water, tradition, and cultural richness. The blue complements the green, adding balance.

Soft Pink (#C99AA8 - Circular Icon & "MED - ROUTES" Text): Introduces warmth and inclusivity, symbolizing collaboration and community-driven initiatives. It contrasts subtly with the green tones, ensuring a modern and inviting aesthetic.

CMYK: 50/0/100/0
RGB: 141/198/63
HEX: 8DC63F

CMYK: 90/30/95/30
RGB: 0/140/56
HEX: 006838

CMYK: 100/80/0/0
RGB: 3/78/162
HEX: 034EA2

CMYK: 15/50/15/0
RGB: 212/144/170
HEX: D490AA

LOGO BACKGROUND COLOR USAGE

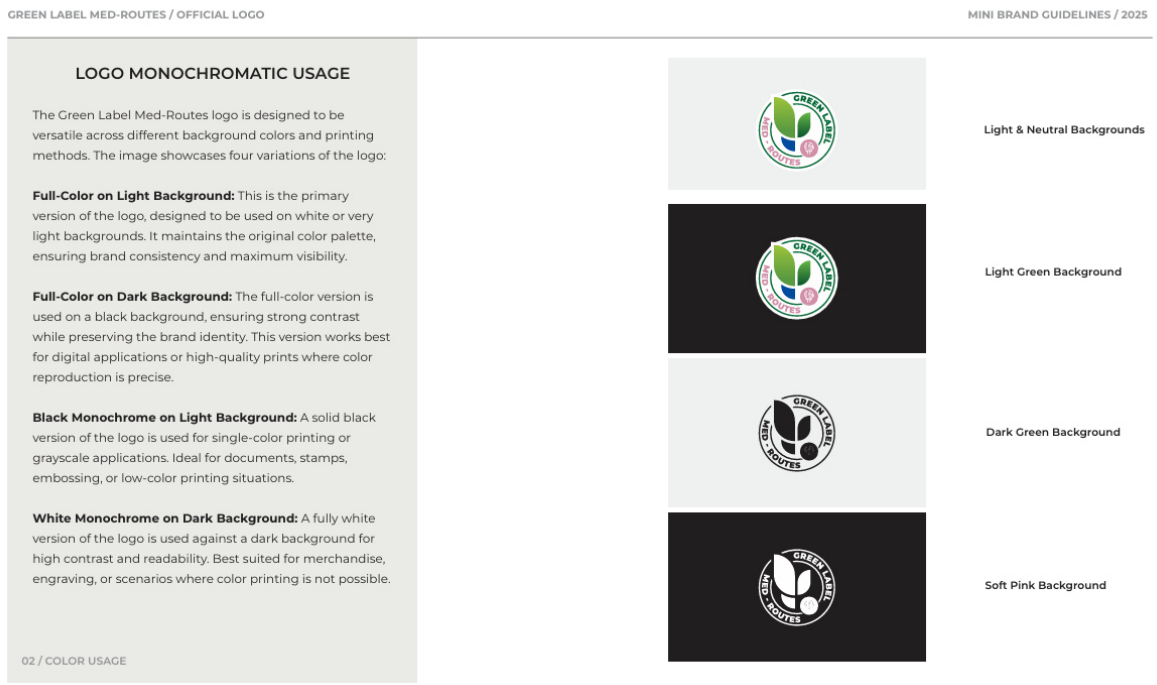
Light & Neutral Backgrounds (White, Light Gray):
The full-color version of the logo is preferred on light backgrounds to maintain its original vibrancy and brand identity. This ensures maximum clarity and visibility without distortion.

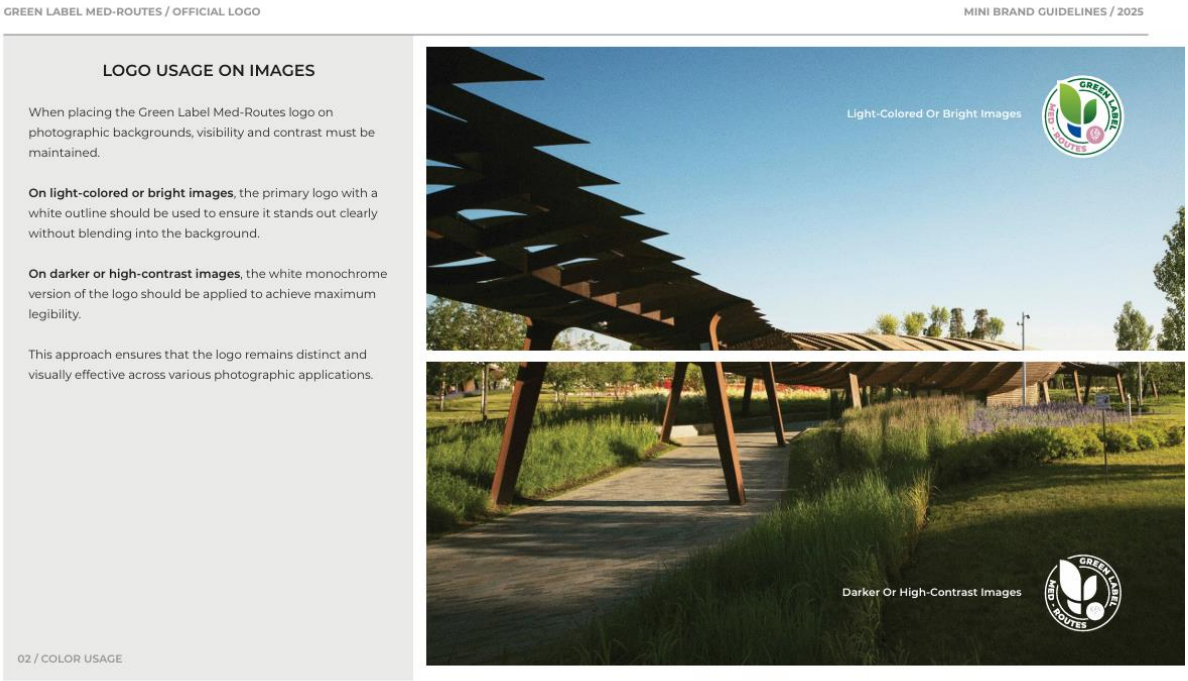
Light Green Background: A white monochrome version of the logo is used to maintain contrast and legibility. This maintains a fresh and eco-friendly feel while ensuring visibility.

Dark Green Background: A white monochrome logo is applied to create high contrast, ensuring clear visibility. This reinforces the strong environmental message of the brand.

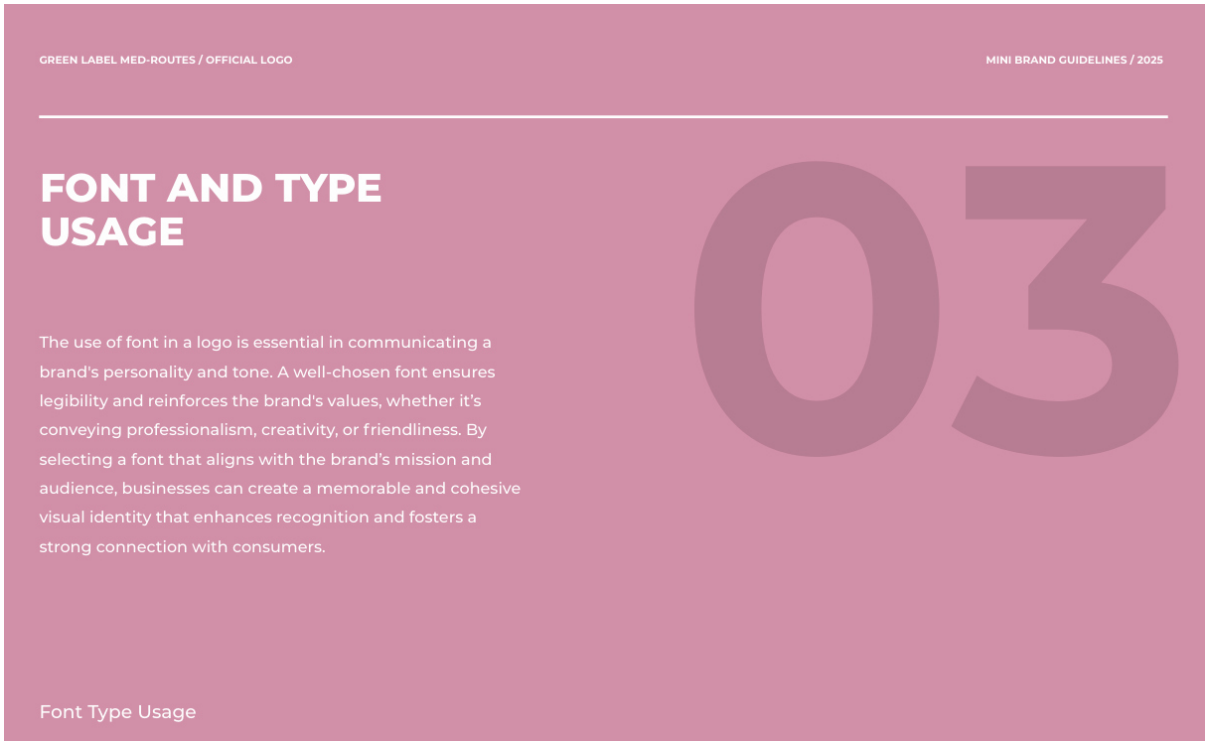
Soft Pink Background: A white monochrome logo ensures readability while maintaining a subtle and sophisticated aesthetic. The color complements the pink used in the full-color version of the logo.

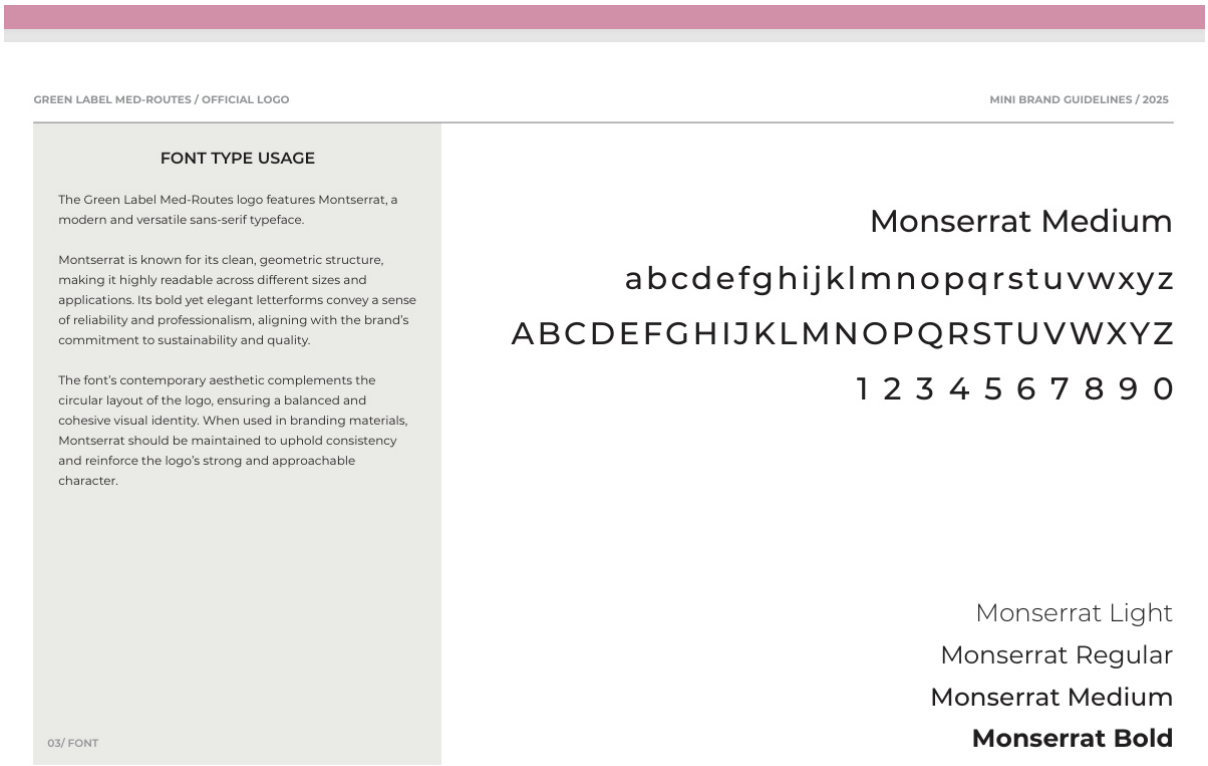
Blue Background: A white monochrome logo is used to enhance contrast and clarity. The deep blue background connects to the Mediterranean identity of the brand while keeping a professional and polished look.





c)Typography: Primary and secondary fonts (for titles, text, and digital use) (following the ones of the project)





d) Brand Guidelines: Brand usage manual with guidance on how to use the logo, colours, typography and other elements

WRONG LOGO USAGE

DO NOT SHUFFLE COLORS

DO NOT USE LOGO ON A COLOR THAT INHIBITS VISIBILITY

DO NOT OUTLINE THE LOGO

DO NOT USE UNAPPROVED COLORS

DO NOT DISTORT LOGO

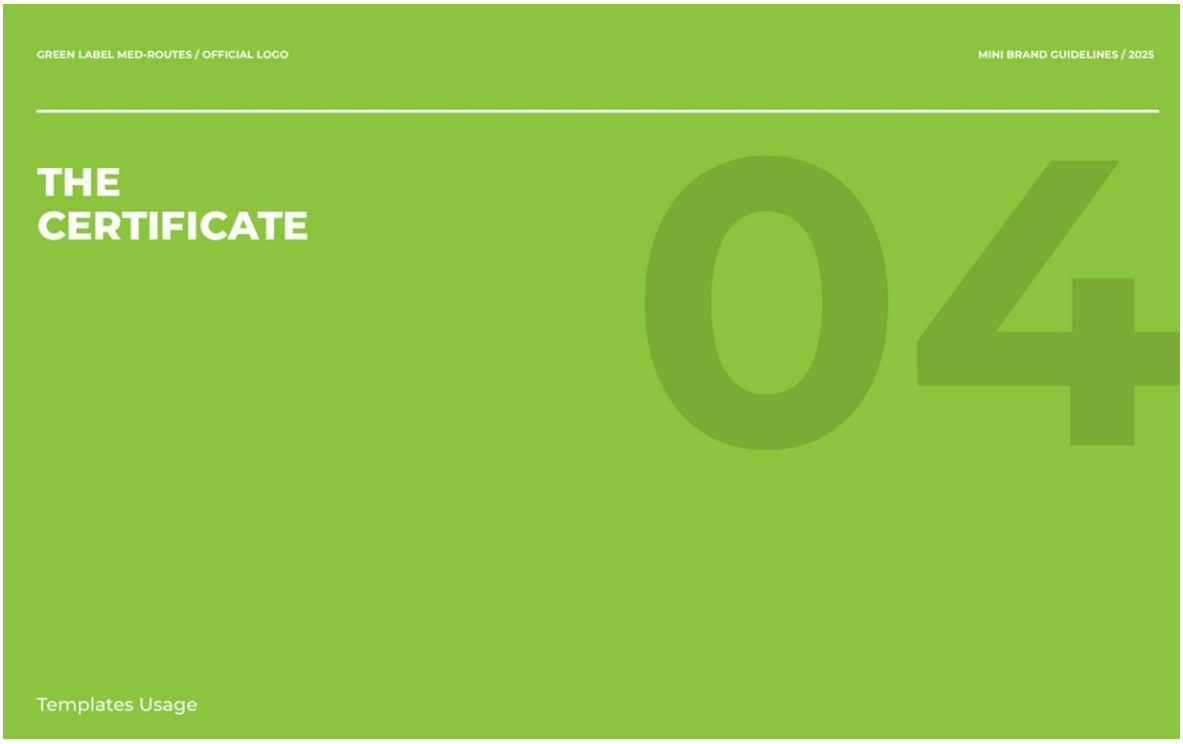
DO NOT CROP THE LOGO

DO NOT ROTATE LOGO

DO NOT USE LOGO ON AN IMAGE THAT INHIBITS VISIBILITY

DO NOT ALTER THE ELEMENTS

03/ FONT



3. Visual Identity

a) The certification to be displayed by operators, stakeholders, and other members of the eco-itineraries on their premises, indicating that they have been awarded the Green Label.

MED-Routes GREEN LABEL

The MED-Routes GREEN LABEL Certification committee
has decided to present the Green Label of Cultural Eco itineraries Award to

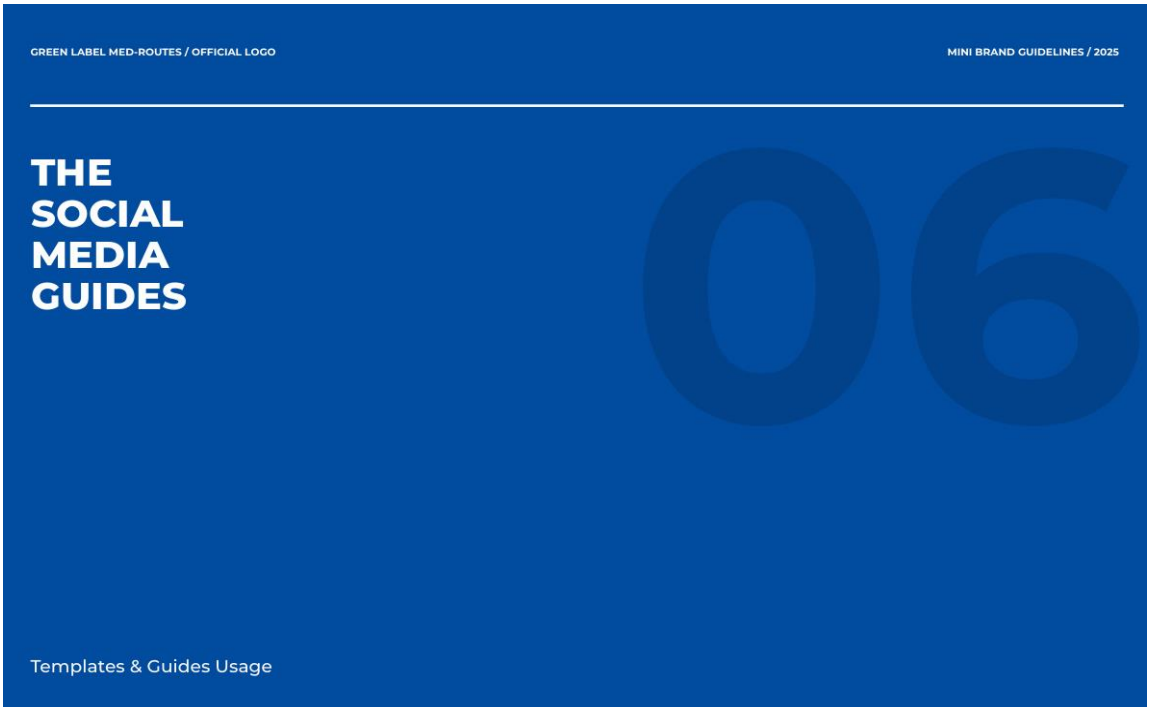
To certify its efforts and commitment
to environmental sustainability, cultural heritage preservation,
local economic growth, and the implementation of resilient tourism practices.

During the next 24 months **has the right to display the Award**

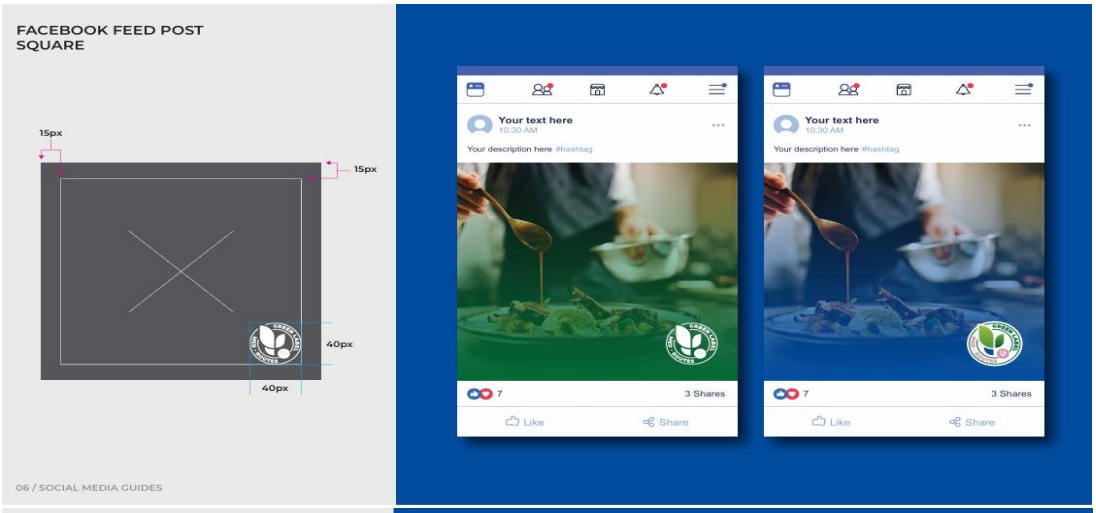
Date

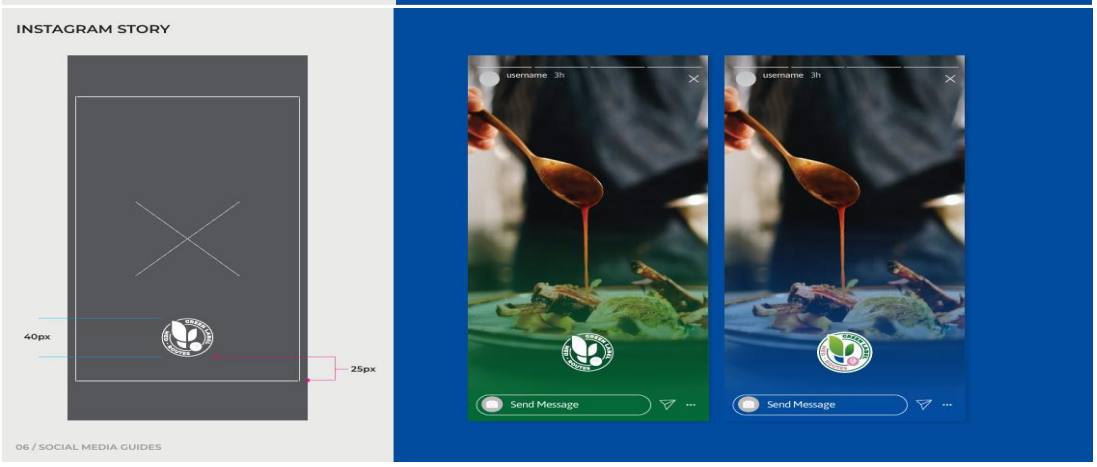
On behalf of the Interreg Euro-MED
MED-Routes GREEN LABEL Certification committee

b) The Plate/Stiker that will be displayed by operators, stakeholders, and other members of the eco-itineraries on their premises, indicating that they have been awarded the Green Label.



a) Social Media Guides: Templates for posts and stories promoting the green label





4. Green Label promotion strategy

a) Internal presentation package explaining the concept of green label, the message it conveys, its value
b) Package of ready-to-use material for communication related to the Green Label, to share also with the touristic operators

4.1 Current Situation / Background

The Green Label initiative is a forward-thinking recognition scheme developed under the MED-Routes project, designed to identify, promote, and certify eco-sustainable and culturally respectful stakeholders and SMEs operating within eco-itineraries across Mediterranean regions. These itineraries are integrated into four prominent European Cultural Routes, offering a unique blend of heritage, environmental stewardship, and community engagement. Anchored in the core values of sustainability, authenticity, and cultural preservation, the Green Label serves as a mark of excellence—highlighting destinations and services that champion low-impact tourism, celebrate local traditions, and foster meaningful connections between visitors and host communities.

To date, communication efforts have focused largely on project-level outreach and the strengthening of regional partnerships, successfully laying the groundwork for institutional alignment and internal stakeholder buy-in. However, public visibility and recognition of the Green Label remain limited, with its identity and messaging yet to reach wider external audiences such as independent travellers, tourism professionals, and media platforms.

As the initiative transitions into its next phase of deployment, there is a pressing need for a comprehensive, targeted, and action-driven communication strategy. This strategy must aim to elevate the Green Label into a recognizable and trusted symbol of sustainable cultural tourism, spark engagement among key stakeholders, and inspire broader participation. By crafting a cohesive and compelling narrative—backed by consistent visual identity and multilingual messaging—the Green Label can emerge as a cornerstone of eco-cultural tourism branding across the Mediterranean, contributing significantly to regional development, environmental protection, and the valorisation of shared cultural heritage.

4.2 Programme/Project Objectives

The core objective of the Green Label promotion within the MED-Routes project is to establish a recognizable standard of excellence for eco-sustainable and culturally respectful tourism across the Mediterranean region. By integrating the Green Label into eco-itineraries, the initiative seeks to increase public awareness around sustainability, responsible travel, and circular economy principles, while also enhancing the appeal of

Mediterranean destinations to environmentally and culturally conscious travellers.

The certification serves not only as a symbol of quality but as a powerful communication tool to inspire behavioural change among visitors—encouraging them to respect natural ecosystems, engage authentically with local communities, and contribute to the preservation of cultural heritage.

To realize these goals, the Green Label strategy is guided by the following key objectives, a) Foster collaboration between local communities and tourism operators, creating a network of stakeholders committed to sustainable tourism development. b) Position MED-Routes as a leading model for eco-cultural tourism, setting benchmarks that can be replicated across other regions in Europe and beyond and c) Promote certified eco-itineraries as distinctive, high-value travel experiences, thereby increasing their visitability, credibility, and attractiveness to responsible travellers. Together, these efforts will amplify the impact of sustainable tourism, support regional development, and reinforce the Mediterranean's identity as a destination where cultural richness and environmental stewardship go hand in hand.

4.3 Communications Objectives

Effective communication is essential to the success and long-term impact of the Green Label initiative. To ensure both internal cohesion and external visibility, the strategy sets forth a series of clear, actionable objectives aimed at engaging all relevant stakeholders and amplifying the value of certified eco-itineraries.

Internal Communications Objectives

a) Ensure that all project partners and stakeholders possess a clear, shared understanding of the concept, purpose, and strategic value of the Green Label. This includes its role in promoting sustainability, cultural preservation, and responsible tourism practices.
b) Foster alignment across internal teams, tourism authorities, and local institutions regarding the label's benefits, selection criteria, and application process, ensuring consistent and confident messaging across all levels of communication.

External Communications Objectives

a) Increase visibility and recognition of the Green Label among target audiences—including tourists, tourism operators, travel media, and influencers—through tailored campaigns and storytelling that highlight its unique value.
b) Encourage tourism service providers, SMEs, and local operators to adopt and actively promote the Green Label by demonstrating its potential to enhance credibility, market appeal, and sustainability impact.

c) Reinforce public perception of Green Label-certified itineraries as premium, trustworthy, and immersive travel experiences that align with modern values of environmental stewardship and cultural respect.

4.4. Target Audience for the Green label

A clearly defined target audience is crucial for the successful promotion and adoption of the Green Label. This recognition tool is designed to resonate with a range of stakeholders and SMEs who play a role in shaping sustainable tourism across the Mediterranean. The communication strategy distinguishes between **primary** and **secondary** audiences to tailor messaging, outreach methods, and engagement strategies accordingly.

Primary Target Audiences

a) Tourism Operators. This includes small and medium-sized enterprises (SMEs), local guides, eco-accommodation providers, experience-based agencies, and other service operators directly involved in delivering eco-itinerary experiences. These stakeholders are essential for the practical adoption, implementation, and grassroots promotion of the Green Label.
b) Local Authorities & Regional Tourism Boards. Public institutions and tourism governance bodies responsible for destination management and promotion. Their endorsement and support are key to scaling the label regionally, integrating it into official tourism strategies, and encouraging local stakeholder participation.

Secondary Target Audiences

a) Travellers & Eco-visitors. Conscious travellers actively seeking authentic, responsible, and culturally rich travel experiences. This audience values transparency, environmental stewardship, and community engagement, making them prime advocates for Green Label-certified itineraries.
b) Media & Influencers. Travel writers, journalists, bloggers, and social media content creators with the ability to amplify awareness and shape public perception. Their coverage can boost the label's credibility and visibility across diverse platforms.
c) Project Partners & Internal Teams. Staff members, consultants, and partner organizations within the MED-Routes network who are directly involved in the development, promotion, and monitoring of the Green Label. Internal alignment ensures coherent messaging and effective collaboration across all levels of the initiative.

4.5 Key Message per Target Audience

Audience	Know	Feel	Do
Tourism Operators	What the label represents and how to qualify	Proud to be part of a sustainable movement	Apply and promote the label
Local Authorities	The regional benefits of eco-tourism branding	Responsible and innovative	Endorse and support the rollout locally
Travelers	The label indicates trusted, eco-cultural routes	Inspired and safe choosing labeled paths	Choose Green Label routes
Internal Teams	Strategic value of label for MED-Routes	Confident and aligned	Integrate the label into their work

4.6 Communications Mix

The success of the Green Label initiative hinges on the deployment of a well-balanced and impactful communications mix, tailored to both internal stakeholders and external audiences. A thoughtful combination of digital and physical materials will ensure consistent messaging, enhance visibility, and facilitate stakeholder engagement across all levels of the MED-Routes network and beyond.

Internal Communication Tools

To ensure internal alignment and build strong foundational understanding among project partners and regional tourism authorities, the following tools will be developed and disseminated.

a) Internal Presentation Package. A comprehensive visual briefing that clearly explains the Green Label's concept, strategic purpose, benefits for local tourism ecosystems, and exemplary use cases from pilot areas.

b) On boarding Webinars & Training Sessions. Interactive sessions designed to introduce new partners to the Green Label framework, provide practical implementation guidance, and foster a sense of shared ownership.

c) FAQs and Fact Sheets. Concise, user-friendly documents that address key questions, clarify application procedures, and support consistent messaging across internal teams and regional tourism stakeholders.

External Communication Tools

To raise awareness, build credibility, and drive adoption among tourism operators, travellers, and the media, the following outreach tools will be produced as part of a unified external communications strategy.

a) Visual Identity Package. Including the Green Label certification plate/sticker (both digital and physical formats), a logo usage guide, and standardized

branding elements to ensure consistent and recognizable visual communication across all touchpoints.

b) Tourism Operator Toolkit. A ready-to-use promotional package containing flyer templates, posters, window decals, and a user manual to help certified businesses effectively showcase their Green Label status to customers.

c) Press Kit. A professionally curated set of materials including press releases, high-resolution imagery, and interviews with Green Label ambassadors to support earned media coverage and increase public visibility.

d) Social Media Asset Pack. A collection of pre-written posts, official hashtags, high-impact visuals, and branded templates to help partners and stakeholders promote the label consistently across various platforms.

e) Website Section. A dedicated, visually engaging landing page within the MED-Routes platform featuring an interactive map of certified itineraries, clear information on application procedures, and testimonials from tourism operators and travellers.

f) Videos & Infographics. Short, engaging multimedia content to explain the value of the Green Label to both tourists and tourism businesses, suitable for sharing across digital platforms, presentations, and events.

4.7 Promotion Strategy

To ensure the Green Label gains visibility, credibility, and widespread adoption, a dual-level promotion strategy will be implemented, targeting both **internal stakeholders** and **external audiences**. This strategy will leverage a mix of digital engagement, institutional communication, and event-based outreach to generate sustained momentum for the initiative. This multi-tiered promotion strategy ensures the Green Label is not only communicated as a certification tool, but positioned as a movement for responsible travel—a mark of trust, sustainability for 4 EU Cultural Routes and the cultural integrity across the Mediterranean.

Internal Promotion

A key step in securing the success of the Green Label is ensuring that all project partners and affiliated institutions are not only informed but actively engaged as brand ambassadors. Internal promotion efforts will include.

a) Official Launch Announcement. Coordinated announcements across all partner organizations, including internal briefings, press notes, and executive endorsements to highlight the strategic value of the Green Label.

b) Green Label Webinar Series. A sequence of webinars and interactive sessions designed for staff, local tourism boards, and regional partners, aimed at deepening understanding, answering FAQs, and sharing success stories from early adopters.

c) Intranet & Internal Newsletters. Regular updates via institutional intranets and email newsletters to ensure continued visibility of the initiative, share

new tools and updates, and keep all teams aligned on progress and opportunities.

External Promotion
To build public awareness and stimulate broad recognition of the Green Label across Mediterranean tourism markets, a multifaceted external campaign will be deployed, combining digital media, traditional press, and face-to-face visibility.

a) Green Label Itineraries Online Campaign. A branded social media and digital outreach campaign featuring storytelling from certified destinations, eco-tourism ambassadors, and travellers. This campaign will drive public engagement and highlight the label's authenticity and impact.
b) Local Media Engagement. Distribution of targeted press releases, editorials, and interviews with certified tourism operators and project spokespeople to secure coverage in local and regional media outlets.
c) Participation in Key Events. Active presence at regional tourism fairs, sustainability forums, and eco-tourism exhibitions, where the Green Label can be showcased through branded materials, presentations, and experiential demonstrations.
d) Website Banners. High-visibility banner placements on the MED-Routes homepage and dedicated Green Label section, alongside reciprocal linkbacks and cross-promotion through partner and tourism board websites.

4.8 Budget

Item	**Budget Est.**	**Notes**
Design & Production of Materials	€1,000	Brochures, stickers, posters
Website Updates & Video Production	€1,000	Landing page, 2x videos
Social Media Campaigns	€2,000	3-month boosted content
Press & Event Engagement	€2,000	PR agency and local events
Internal Trainings & Webinars	€2,000	Partner sessions
Total Estimated Budget	**€8,000**	

4.9 Timeline

Month	Activity/Event	Tools & Objectives
M1	Launch internal Green Label toolkit	Internal PPT, partner call, branding guide
M2	External campaign launch	Website updates, PR release, social toolkit
M3	First operator applications + distribution	Certification stickers, local press, info flyer rollouts
M4	Event participation	Regional tourism conference booth
M6	Midpoint Evaluation	Review performance indicators, adjust tools as needed

4.10 Being On Brand

A coherent and consistent brand identity is essential for building recognition, trust, and credibility around the Green Label. As a flagship symbol of eco-sustainable and culturally respectful tourism within the MED-Routes project and the 4 EU Cultural Routes, all communication efforts internal and external must reflect a unified narrative, tone, and visual language that reinforce its values. By safeguarding the Green Label's identity, every touchpoint from a Green Label certification sticker on a guesthouse door to a viral social media post, will strengthen its reputation as a beacon of responsible, high quality travel in the Mediterranean. This unified brand experience is key to turning the Green Label from a project initiative into a lasting and respected movement. To ensure all messaging remains *on brand*, the following principles must be adhered to.

1.Visual Consistency.

a) Always use the approved Green Label logos, icons, colour palettes, typography, and templates as outlined in the official Visual Identity Guidelines.

b) Apply consistent formatting across all media—print, digital, and environmental signage—to enhance brand memorability and professional appearance.

2.Message Alignment

a) All content should align with the core values of the Green Label, MED-Routes, and the 4 European Cultural Routes. Sustainability encouraging environmentally responsible tourism. Authenticity promoting genuine,

place-based experiences. Cooperation – fostering local participation and cross-border collaboration.

b) Communications should also reflect the broader mission of the project: empowering eco-conscious stakeholders, preserving heritage, and enhancing the quality and visibility of Mediterranean cultural itineraries.

3.Tone and Voice

a) The brand tone must be Inspiring, to spark curiosity and action among travellers. Trustworthy, to establish the Green Label as a credible quality certification. Community oriented, emphasizing local involvement and cultural respect.

b) Language should be inclusive, optimistic, and rich in storytelling, celebrating people, places, and practices connected to the certified itineraries.

4.Quality Control

All materials whether produced by central teams or regional partners must undergo a brand consistency check to ensure, visuals and designs meet brand guidelines, texts follow approved editorial tone and language and coherence across all platforms (web, print, events, and social media).

4.11 Evaluating Success

To ensure the Green Label achieves lasting impact and meaningful results, a comprehensive evaluation framework is vital. By systematically monitoring both external outreach and internal alignment, the MED-Routes consortium can identify what is effective, address gaps, and continuously enhance communication efforts. Leveraging a mix of quantitative data and qualitative feedback will enable ongoing refinement of the Green Label's messaging, tools, and promotional strategies—ensuring it remains relevant, inspires responsible tourism, and strengthens eco-cultural sustainability across the Mediterranean region.

External Evaluation. Gauging Market Penetration and Public Engagement

The success of external communication efforts will be assessed through measurable performance indicators that reflect visibility, stakeholder engagement, and demand for certification.

Key metrics include.

a) Growth in Certification Applications. A steady and geographically diverse increase in the number of tourism operators and SMEs applying for and obtaining the Green Label will signal both awareness and trust in the initiative.

b) Website and Social Media Analytics.

c) Media Reach and Coverage. Measure the volume and quality of earned media across Mediterranean and international outlets, including features in

sustainability magazines, travel blogs, regional news platforms, and influencer collaborations.

d) Public Perception Shifts

Where possible, use visitor surveys or sentiment analysis to evaluate how the Green Label influences perceptions of certified destinations as credible, sustainable, and authentic travel choices.

Internal Evaluation. Strengthening Organizational Alignment and Capacity
Evaluating internal success is vital to ensure that project partners and teams are aligned, informed, and equipped to be active ambassadors of the Green Label.

Key evaluation tools include.

a) Partner Feedback & Participation. Post-training surveys and feedback forms will assess the relevance and usability of communication toolkits, webinars, and onboarding materials.

b) Clarity of Message Retention. Evaluate staff and partner teams' ability to articulate the Green Label's purpose, criteria, and value during interviews, events, and stakeholder discussions.

c) Integration into Institutional Communications

Review how effectively the Green Label is embedded in regional tourism promotion strategies, including its visibility in brochures, destination websites, tour operator content, and tourism board campaigns.

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MED-Routes

"Enhancing MED sustainable cultural tourism

through the creation of eco-itineraries inside European Cultural Routes"

Catalogue of Mediterranean Cultural Routes' promotional strategies for the launch of eco-itineraries

Project Information	
Project Acronym	MED-Routes
Project Full Title	Enhancing MED sustainable cultural tourism through the creation of eco-itineraries inside European Cultural Routes
Project Priority	Greener Med
Project Mission	Enhancing Sustainable Tourism
Specific Objective	RSO2.6: Promoting the transition to a circular and resource efficient economy
Type of Project	Transfer project (Thematic Project)
Project ID	Euro-MED0200798
Start date	1 January 2024
Duration	27 months

Deliverable Information	
Deliverable no	WP2, D 2.4.1
Deliverable title	Catalogue of Mediterranean Cultural Routes' promotional strategies for the launch of eco-itineraries
Contractual date of delivery	30/4/2025
Actual date of delivery	8/4/2025
Partner responsible	DUNEA
Partners involved	URF, CPCC, PRBT, LIU, INSULEUR, CMVFX

Revision History

Version	Date	Author(s)/Contributor(s)	Notes
1.0	8/4/2025	Dr. sc. Daniela Angelina Jelinčić, Institute for Development and International Relations	
2.0			
3.0			
4.0			
5.0			
6.0			

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List of Acronyms

CMVFX	Câmara Municipal de Vila Franca de Xira
CPA	Cost per acquisition
CTR	Click-through rate
ERC	European Route of Ceramics
FECN	European Federation of Napoleonic Cities
KPIs	Key Performance Indicators
LOHAS	Lifestyle of sustainability and health
NPS	Net promoter score
PDO	Protected Designation of Origin
RHLT	Rota Histórica das Linhas de Torres
URF	Romagna Faentina Union
USP	Unique Selling Proposition
VR	Virtual Reality

1 Introduction

MED-Routes overall objective is to establish and disseminate a local-based, low-impact model of sustainable tourism across Cultural Routes in the MED area, in particular, to establish a specific model of Mediterranean "slow tourism" rooted in the common heritage of four (4) Cultural Routes of the Council of Europe: Phoenicians´ Route, Routes of the Olive Tree, European Route of Ceramics and Destination Napoleon.

Cultural routes entail different tangible and intangible cultural/historic elements unified by a common theme. These elements (usually cultural heritage sites) are, regardless of the type of their position in an area (linear, spotted, dispersed...), interpreted as a whole following the main theme, and may be seen as a destination since they have a network structure consisting of tangible and intangible sites. Thus, the whole route is seen as an itinerary or a series of itineraries.

The detected challenges in cultural tourism of the Mediterranean area are seen (1) in cultural tourism flows directed towards mainstream destination, attracting large crowds in high season, and (2) in still limited, scattered, poorly disseminated and/or difficult to access eco-itineraries that would cater for environmentally-aware and eco-conscious travellers.

To respond to these challenges, the MED-Routes aims to create sustainable, slow-tourism model through the establishment of **small-scale cultural tourism eco-itineraries**. This entails specific itineraries within the above mentioned four Council of Europe routes. The main attractions considered are related to cultural heritage but the eco-itinerary entails all the supporting infrastructure and accompanying offer, which respect the principles of circularity. Namely, these are: reduce, rethink, revalue, regenerate and innovate.

New eco-itineraries need to be launched in a way to attract attention both by local citizens and potential tourists. Only with appropriate marketing activities, eco-itineraries may achieve the goals of attracting eco-conscious tourists, which further contributes to strengthening the Cultural Routes on the matter of sustainability and circular economy. This is why within the MED – Routes project, each of the four Cultural Routes planned specific promotion strategies for the promotion of their new small-scale eco-itineraries.

This document presents the catalogue of Mediterranean Cultural Routes' promotional strategies for the launch of eco-itineraries. Promotional strategies relate to the micro-itineraries withnin the above mentioned four Cultural Routes: Phoenicians´ Route, Routes of the Olive Tree, European Route of Ceramics and Destination Napoleon and are specifically tailored for the newly created micro-itineraries promoting principles of sustainability and circularity. Within each Route, two new small-scale itineraries are prepared:

- Phoenicians´ Route: **Cyprus** – *the Akamas peninsula and the Laona plateau at the western site of the Pafos region*, and *the Pafos Forest, wine villages and Diarizos Valley at the eastern site of the Pafos region*
- Routes of the Olive Tree: **Croatia** - *Croatian islands of Korčula and Lastovo alongside the Pelješac peninsula* and **Greece** - *Messinia region in Greece*
- European Route of Ceramics: **Italy** - *Romagna Faentina Union*, a union of six municipalities which has the Municipality of Faenza as its centre including municipalities of Brisighella, Casola Valsenio, Castel Bolognese, Riolo Terme, and Solarolo and **Spain** - *Municipality of Castellón de la Plana*
- Destination Napoleon: **Portugal** - *Lisbon* and *Leiria District* including eight municipalities of Arruda dos Vinhos, Bombarral, Loures, Lourinhã, Mafra, Sobral de Monte Agraço, Torres Vedras, and Vila Franca de Xira.

The overall goal of all the promotion strategies is to attract eco-conscious tourists and eventually to contribute to the enhanced sustainability and circular economy of the micro regiones covered by the micro-itineraries. Eventually, the new micro-itineraries should serve as good practice examples for possible new micro-itineraries along the Routes.

The document, therefore presents all the four promotional strategies for the mentioned micro-itineraries, providing insight on the adopted approach and summarizing similarities and differences among Routes. **The promotion strategies are planned for a three-year period, from 2025-2027.**

2 Micro-itineraries along the Phoenician's Route – Cyprus

2.1 Geographical context of the micro-itineraries

The Pafos region

The Pafos region, situated on the southwestern coast of Cyprus, seamlessly combines rich cultural heritage with breathtaking natural beauty. With a history dating back to ancient times, the region is home to numerous UNESCO-listed archaeological sites that showcase its historical significance.

Beyond its historical landmarks, Pafos boasts a lively cultural scene, hosting festivals, art exhibitions, and open-air performances that celebrate the island's diverse heritage. Nature lovers will be captivated by its varied landscapes, from dramatic coastlines to rolling vineyards and forested hills. The Akamas Peninsula, a protected nature reserve, and the Laona Plateau, known for its cultural and natural significance, provide an ideal setting for hiking, cycling, and wildlife exploration.

Pafos enjoys a Mediterranean climate with mild winters and long, sun-drenched summers, making it a perfect year-round destination. Visitors can engage in activities such as snorkeling, diving, and sailing in the crystal-clear waters of the Mediterranean or venture inland to explore the scenic trails, ancient monasteries, and picturesque villages of the Pafos Forest.

Steeped in mythology, Pafos is believed to be the birthplace of Aphrodite, the Greek goddess of love and beauty, who, according to legend, emerged from the sea foam along its shores. The region also holds religious and historical importance, as it was the starting point of St. Paul's first missionary journey.

Outdoor enthusiasts can take advantage of designated cycling routes and hiking trails that traverse the region's stunning landscapes. The wine villages of Diarizos Valley and the Pafos Forest area not only offer natural beauty but also deep historical and cultural significance. The valley is dotted with vineyards, citrus groves, and traditional villages, while Pafos Forest, covering over 700 square kilometers, boasts dense pine forests, mountainous terrain, and diverse wildlife, making it an excellent destination for hiking, mountain biking, and birdwatching. Visitors can immerse themselves in local traditions, taste authentic Cypriot cuisine, and experience the craftsmanship of the region's charming villages.

With its unique blend of history, mythology, cultural vibrancy, and natural wonders, the Pafos region offers an unforgettable experience for travellers seeking adventure, relaxation, and discovery.

The Phoenicians, renowned maritime traders from the ancient Near East, had a notable influence on various regions of Cyprus, including Pafos. Their

interactions are particularly evident in archaeological findings from Palaepaphos, the Sanctuary of Aphrodite, and the Kato Pafos Archaeological Park.

2.1.1 Micro-itinerary 1 "Showcasing the hidden cultural and natural beauties of the Akamas peninsula and the Laona plateau at the western site of Pafos region"

Short Informative description of the micro itinerary

Akamas Peninsula, located on the northwest coast of Cyprus, is a pristine nature reserve known for its rugged beauty and diverse ecosystems. It offers visitors a chance to explore untouched wilderness, with dramatic cliffs, secluded beaches, and scenic hiking trails.

Laona Plateau, nestled inland, provides a picturesque contrast with its fertile landscapes dotted with traditional villages and ancient olive groves. The area is also rich in cultural heritage, with several museums showcasing Cyprus' history and traditions.

The Akamas Geology and Paleontology Centre in Arodes village, aims to inform visitors about the various rocks and fossils, the genesis of the island of Cyprus, the seismological characteristics of the area, the geomorphology of Akamas, the mines/quarries/galleys and various Cypriot herbs.

In another beautiful village of the area, in Kathikas, the visitors will be fascinated by the Akamas Regional Avifauna and Flora and visitor centre. It includes magnificent dioramas of natural habitats as well as various ecosystems that include plants, birds and reptiles, as well as exhibits of life-like models of birds and animals of the area. In addition, visitors will enjoy screenings and lectures in a specially designed area simulating a natural forest glade, and will explore the terrestrial flora and avifauna of Akamas through interactive displays touch.

Innia village, has also the Turtle museum which has a modern approach, combining thematic interactive presentations, offer unique experiences, revealing lesser known and unknown aspects of the world of turtles.

The Information Centre of Akamas Rural Life and Traditions in Droushia village, showcases the landscape of the peninsula and emphasises the timeless activity of human presence on the peninsula, which represents an important reserve of culture and history. In addition to the exhibits, there is extensive use of visuals and explanatory signs. The museum is vibrant with artisans demonstrating handicrafts such as weaving on looms, embroideries with silk cocoons, painting on gourds, and manufacturing flutes on the premises.

These museums, set amidst the natural beauty of Akamas Peninsula and Laona Plateau, offer a well-rounded experience, combining exploration of both the region's natural landscapes and its rich cultural heritage.

Kato Pafos UNESCO Archaeological Park is an expansive site which encompasses remnants from prehistoric times through the Middle Ages, including the ancient city of Nea Paphos. While the park is predominantly known for its Greek and Roman artifacts, the city's historical role as a bustling port suggests interactions with various seafaring cultures, including the Phoenicians. The diverse archaeological layers reflect a confluence of influences, indicative of Pafos's role in Mediterranean trade networks.

To conclude, area's gastronomy includes traditional flavors and locally sourced ingredients. From halloumi cheese to olive oil and wine, the Laona plateau boasts a diverse array of culinary delights. Visitors can also explore local markets and farm-to table experiences to immerse themselves in the authentic tastes of rural Pafos.

List of possible places of interests

- UNESCO Archaeological Park
- Tombs of the Kings
- Medieval Castle
- Pafos Old Town
- Cycling routes
- Environmental centres
- 18 Blue flag beaches
- Akamas Peninsula
- Laona plateau

2.1.2 Micro itinerary 2 "Wine, Food and Saints - Exploring Pafos forest, the tranquility of the wine villages and Diarizos Valley serenity"

Short Informative description of the micro itinerary

Pafos is known as the Birthplace of the Goddess of love and beauty - Aphrodite. According to the legend, the Goddess of Love and Beauty - Aphrodite - was born of the sea foam in 'Petra Tou Romiou'. Legend tells that she rose from the waves and was escorted on a shell to this particular beach. The Sanctuary of Aphrodite in Palaipafos at Kouklia village, was one of the great religious centres of the Greek and Roman world.

Palaepaphos (Old Pfos). Located near modern-day Kouklia, Palaepaphos was a significant urban centre from the Late Bronze Age through the Iron

Age. Archaeological excavations have revealed that it served as the seat of authority for the kings of Pafos during the Iron Age, with substantial epigraphic evidence supporting this role. The city's prominence as a religious and administrative hub suggests it was a focal point for cultural and commercial exchanges, likely involving Phoenician traders.

Sanctuary of Aphrodite in Kouklia. Within Palaepaphos lies the renowned Sanctuary of Aphrodite, established around 1200 BC. This sanctuary became a major centre for the worship of Aphrodite, attracting pilgrims from across the Aegean world. The chief priests, known as the Cinyradae, were of Phoenician origin but bore Greek names, indicating a blend of cultural influences. Their significant authority underscores the Phoenician impact on the religious practices of the region.

Visitors can explore these myths while enjoying a diverse gastronomic scene featuring local products like halloumi cheese, olive oil, carob syrup and wine. Additionally, environmental information centers provide insight into the region's unique ecosystem and conservation efforts, while wineries offer a chance to savor the fruits of Cyprus's fertile land.

Panagia, Statos Ayios Photios, and the surrounding villages form a captivating mosaic of heritage, spirituality and natural beauty, inviting travellers to explore and discover the hidden gems and gastronomic treasures of rural Pafos, offering authentic dining experience.

Moreover, visitors have the opportunity to enjoy guided tours of the vineyards, cellar tours to learn about the winemaking process, and tastings paired with local cheeses and other delicacies. Many wineries also offer stunning views of the countryside, providing a picturesque backdrop for wine tasting experiences.

The Ezousa and Diarizos valleys in Pafos are not only rich in natural beauty but also in religious heritage. Scattered throughout these valleys are historic churches and monasteries, each with its own story and significance. These religious sites serve as cultural landmarks and spiritual sanctuaries for both locals and visitors alike.

In the Ezousa Valley, the landscape is adorned with churches such as Panagia Chrysorrogiatissa Monastery, dedicated to the Virgin Mary, which offers breathtaking views of the surrounding vineyards and countryside.

In the Diarizos Valley, visitors can discover ancient Churches, that are UNESCO World Heritage Site known for its well-preserved Byzantine frescoes dating back to the 11th century. Overall, the religious sites in the Ezousa and Diarizos valleys offer visitors a chance to explore Cyprus's

spiritual legacy while immersing themselves in the serene and picturesque landscapes of rural Pafos.
Last but not least, the Cyprus Mufflon enclosure at Stavros tis Psokas offers visitors a unique opportunity to observe and learn about the island's indigenous wild sheep species, the Cyprus Mufflon. Situated within the Pafos Forest, this enclosure provides a natural habitat for the mufflons, allowing visitors to witness these majestic animals up close in their native environment.

It is also vital to note, that visitors can hike or cycle through the established cycling routes and hiking trails that passing through the designated area.

<u>List of possible places of interests</u>

- Handicraft centres
- Palepafos Archaeological site
- Birthplace of Aphrodite
- Pafos Forest
- St. Paul route
- Wineries
- Olive mills
- Century old trees

Figure 1: Showcasing the hidden cultural and natural beauties of the Akamas peninsula and the Laona plateau at the western site of Pafos region - Micro itinerary 1 Map

https://www.visitpafos.org.cy/wp-content/uploads/2024/06/1-Paphos-Region-Map-2024-01-PRINT.pdf

Figure 2: Wine, Food and Saints - Exploring Pafos forest, the tranquility of the wine villages and Diarizos Valley serenity - Micro itinerary 2 Map

https://www.visitpafos.org.cy/wp-content/uploads/2024/06/1-Paphos-Region-Map-2024-01-PRINT.pdf

2.2 Objectives of the CR's new micro-itineraries promotion strategy

2.2.1 Key Objectives for Micro-itinerary 1 and Micro itinerary 2

1. Attract Eco-Conscious Visitors & Leisure Travelers

The goal is to target travellers who appreciate sustainability and nature-based experiences. The promotion strategy will highlight eco-friendly activities such as hiking, cycling, and cultural exploration, ensuring visitors can engage with the region responsibly while enjoying its rich heritage.

2. Increase Visitability by 15%

By implementing targeted marketing campaigns, digital promotions, and strategic partnerships, the initiative seeks to boost the number of visitors by 15%. Improved accessibility, informative content, and engaging experiences will encourage more tourists to explore the micro-itineraries.

3. Increase Awareness on Sustainability

Through educational programs, signage, guided tours, and interactive exhibits, the strategy will enhance public awareness of sustainable tourism practices. Visitors will be encouraged to respect the natural environment, support local communities, and preserve cultural traditions.

Table 1. Objectives of the "Showcasing the hidden cultural and natural beauties of the Akamas peninsula and the Laona plateau at the western site of Pafos region" micro-itinerary 1

Objective 1	Attract eco-conscious visitors & leisure travellers	Promote nature-based and responsible tourism experiences to attract visitors interested in sustainability and cultural heritage.
Objective 2	Increase Visitors by 15%	Implement marketing strategies to enhance visibility, accessibility, and engagement with the micro-itineraries.
Objective 3	Increase awareness on sustainability	Educate visitors on sustainable tourism practices through guided tours, exhibitions, and informational materials.

Table 2. Objectives of the "Wine, Food and Saints - Exploring Pafos forest, the tranquility of the wine villages and Diarizos Valley serenity" micro itinerary

Objective 1	Attract eco-conscious visitors & leisure travellers	Promote nature-based and responsible tourism experiences to attract visitors interested in sustainability and cultural heritage.

Objective 2	Increase Visitors by 15%	Implement marketing strategies to enhance visibility, accessibility, and engagement with the micro-itineraries.
Objective 3	Increase awareness on sustainability	Educate visitors on sustainable tourism practices through guided tours, exhibitions, and informational materials.

2.3 Target audience

Table 3. Targeted audience for the "Showcasing the hidden cultural and natural beauties of the Akamas peninsula and the Laona plateau at the western site of Pafos region" micro-itinerary 1 micro-itinerary

Type of segmentation	**Target audience**
Demographic	All age, gender and revenues
Geographic	International visitors, mainly from European countries, alongside domestic travellers from the regions of Nicosia, Limassol and Larnaca.
Psychografic	Eco-Conscious Travelers, Cultural Enthusiasts, Food & Wine Enthusiasts
Behavioral	Slow Travelers, Attraction-Based Visitors, Frequent Local Travellers - who travel regularly for cultural exploration, often seeking unique experiences.

Table 4. Targeted audience for the "Wine, Food and Saints - Exploring Pafos forest, the tranquility of the wine villages and Diarizos Valley serenity" micro-itinerary

Type of segmentation	**Target audience**
Demographic	All age, gender and revenues
Geographic	International visitors, mainly from European countries, alongside domestic travellers from the regions of Nicosia, Limassol and Larnaca.
Psychografic	Eco-Conscious Travelers, Cultural Enthusiasts, Food & Wine Enthusiasts
Behavioral	Slow Travelers, Attraction-Based Visitors, Frequent Local Travellers - who travel regularly for cultural exploration, often seeking unique experiences.

2.4 Unique Selling Proposition (USP)

2.4.1 Micro itinerary 1

Unique Selling Proposition (USP) of Micro-Itinerary 1

The **Akamas Peninsula and Laona Plateau** micro-itinerary offers a truly **immersive eco-tourism experience**, blending **sustainability, cultural heritage, and nature conservation**. This itinerary stands out due to its commitment to **low-impact tourism**, **authentic local engagement**, and **environmental preservation**.

What Makes This Eco-Itinerary Unique?

1. Sustainable & Low-Impact Travel

- Eco-certified accommodations in traditional stone-built guesthouses and family-run lodges, promoting energy efficiency and local craftsmanship.
- Sustainable transport options such as bicycles, electric scooters and public transportation ensure minimal carbon footprint.
- Guided eco-tours that educate visitors on biodiversity conservation while supporting local conservation initiatives.

2. Exclusive Cultural & Heritage Experiences

- Live demonstrations of traditional handicrafts (weaving, embroidery, flute-making) at the Information Centre of Akamas Rural Life and Traditions in Droushia village.
- Interactive workshops in Kathikas village, where visitors explore flora and avifauna through immersive exhibits and digital displays.
- Wine & gastronomy tourism, featuring local vineyards, olive oil tasting, and farm-to-table experiences, offering exclusive access to small-scale producers.
- Archaeological and mythological significance, with links to Aphrodite's birthplace and St. Paul's first mission journey, providing historical depth to the travel experience.

3. Conservation-Focused Tourism & Nature Exploration

- The Akamas Peninsula, a protected nature reserve, offers pristine, untouched landscapes that are home to rare wildlife and diverse ecosystems.
- Visits to conservation centres, including the Turtle Museum in Innia, which uses interactive displays to educate visitors on marine conservation and species protection.

- The Akamas Geology and Paleontology Centre, where guests can explore fossils, rock formations, and seismic activity, learning about the island's geological history.
- Opportunities to support local environmental projects, such as tree-planting initiatives and marine life preservation programs.

4. Authentic Local Engagement & Economic Sustainability

- Partnerships with local communities ensure that tourism revenues directly benefit small businesses, artisans, and farmers.
- Guided storytelling experiences that connect visitors with local traditions, folklore, and rural life, enhancing cultural appreciation.
- Farm-to-table culinary experiences, allowing travellers to engage in seasonal harvests, organic farming practices, and traditional cooking techniques.

How This Itinerary Excels in Sustainability Compared to Competitors?

Eco-friendly accommodations & transportation – Minimizing environmental impact while offering comfort.
Biodiversity preservation & conservation tourism – Supporting wildlife protection through educational experiences.
Deep cultural immersion – Hands-on participation in local traditions, winemaking, and craft production.
Economic sustainability – Strengthening rural economies and small businesses rather than mass tourism chains.
Low-density, high-value tourism – Avoiding over-tourism by promoting quality, meaningful experiences rather than volume-based travel.

By integrating cultural authenticity, environmental responsibility, and community-driven tourism, this eco-itinerary in Pafos offers a unique and enriching travel experience that sets it apart from conventional tourism packages.

2.4.2 Micro itinerary 2

Unique Selling Proposition (USP) of Micro-Itinerary 2

This eco-itinerary is a **one-of-a-kind fusion** of **gastronomic indulgence, spiritual heritage, and nature-based sustainability**. It provides a **holistic travel experience**, combining **wine and food tourism, religious heritage exploration, and immersive nature activities**, making it an **authentic and eco-conscious alternative to mainstream tourism.**

What Makes This Eco-Itinerary Unique?

1. **Sustainable & Authentic Wine and Gastronomy Tourism**

Exclusive Access to Traditional Wineries.

- Unlike large-scale commercial wineries, this itinerary features small, family-run wineries that prioritize organic and sustainable viticulture.

- Visitors can participate in grape harvesting, traditional winemaking methods, and exclusive tastings paired with local delicacies.

Farm-to-Table Culinary Experiences.

- Local food producers and small farms provide hands-on cooking experiences, olive oil tastings, and carob syrup preparation to ensure a deep connection to Cypriot traditions.

- Seasonal gastronomy tours showcase the region's diverse agricultural heritage, ensuring a zero-waste, locally sourced food experience**.**

Halloumi Cheese-Making Experience.

- Guests can witness and participate in the artisanal halloumi-making process, learning about the preservation of traditional dairy production.

2. Religious & Cultural Heritage Immersion
Sacred Pilgrimage Routes & UNESCO Sites.

- This itinerary offers an exclusive spiritual journey, allowing visitors to explore Byzantine-era monasteries, churches, and sacred landmarks with centuries-old frescoes and mosaics.

- The Panagia Chrysorrogiatissa Monastery and UNESCO-listed Byzantine churches provide an intimate glimpse into Cyprus's spiritual and artistic legacy.

Monastery Retreats & Spiritual Reflection.

- Unlike typical religious tourism, this itinerary provides guided monastery visits with opportunities for silent retreats, spiritual discussions, and local monastic hospitality.

- Organic wines crafted by monks and herbal remedies from monastery gardens offer a unique blend of faith, sustainability, and wellness.

3. Conservation-Focused Eco-Tourism
Exploring the Unspoiled Pafos Forest.

- One of the largest natural protected areas in Cyprus, offering breathtaking hiking and cycling trails through dense pine forests, waterfalls, and mountainous landscapes.

- Birdwatching experiences allow visitors to observe rare species in their natural habitat while supporting conservation awareness.

Exclusive Cyprus Mouflon Encounter.

- Unlike typical zoo visits, the Stavros tis Psokas enclosure offers a responsible wildlife observation experience, allowing guests to see the rare Cyprus Mouflon (Ovis orientalis ophion) in a semi-natural environment.

- This initiative supports local conservation programs dedicated to protecting Cyprus's endangered wildlife species.

Eco-Friendly Transport Options.

- Visitors are encouraged to explore the wine villages, Diarizos Valley, and Pafos Forest through sustainable travel methods such as: E-bike wine tours, Hiking between religious and cultural landmarks and Eco-conscious road trips with hybrid/electric car rentals

How This Itinerary Excels in Sustainability Compared to Competitors?

Eco-conscious wine & gastronomy experiences – Prioritizing organic viticulture, traditional food production, and farm-to-table dining to reduce carbon footprints.
Support for local communities – Direct contributions to small-scale winemakers, farmers, monasteries, and conservation centres.
Religious heritage meets sustainability – Fusing Byzantine culture with eco-tourism through monastery gardens, organic wine production, and spiritual wellness activities.
Biodiversity protection – Eco-tours focusing on Cyprus's indigenous species, promoting wildlife conservation awareness.
Low-impact travel – Encouraging cycling, hiking, and nature-based exploration instead of mass-tourism infrastructures.
By combining wine, food, religious heritage, and eco-tourism, this itinerary creates a multi-dimensional, slow-travel experience that sets it apart from commercialized tourism routes.

2.5 Marketing Channels

Table 5. Marketing channels for the "Showcasing the hidden cultural and natural beauties of the Akamas peninsula and the Laona plateau at the western site of Pafos region" micro-itinerary

Type of marketing channels	Planned channels
Electronic mass media	TV, Radio, articles, websites
Printed media	Newspapers, journals, billboards, posters, brochures
Celebrity branding	Welcoming well-known cycling athletes and famous sommeliers to highlight the local wineries
Social media	Instagram, Facebook, TikTok, travel influencers who focus on sustainability
E-mail marketing	Hoteliers, Villa owners, Agrotourism accommodation, Travel agents, Excursion organizers, Travellers Clubs
Content marketing	Short videos (reels), info & digitalisation, Digital and Printed maps
Partnerships	Collaboration with environmental organizations or local businesses

Table 6. Marketing channels for the "Wine, Food and Saints - Exploring Pafos forest, the tranquility of the wine villages and Diarizos Valley serenity" micro-itinerary

Type of marketing channels	Planned channels
Electronic mass media	TV, Radio, articles, websites
Printed media	Newspapers, journals, billboards, posters, brochures
Celebrity branding	Welcoming well-known cycling athletes and famous sommeliers to highlight the local wineries
Social media	Instagram, Facebook, TikTok, travel influencers who focus on sustainability
E-mail marketing	Hoteliers, Villa owners, Agrotourism accommodation, Travel agents, Excursion organizers, Travellers Clubs
Content marketing	Short videos (reels), info & digitalisation, Digital and Printed maps

Partnerships	Collaboration with environmental organizations or local businesses

2.6 Promotional tactics

2.6.1 Promotional Tactics for Micro itinerary 1 and Micro itinerary 2

1. Digital Marketing & Social Media Campaigns

Campaign Launch Around Key Environmental & Cultural Events

Earth Day, World Tourism Day, and European Sustainable Development Week will serve as anchors for our promotional campaigns.

Hashtags: #EcoTravel #SustainableTourism #GreenCyprus #CulturalExploration #PafosUnveiled

Engaging storytelling content: Featuring local guides, conservationists, winemakers, and eco-friendly accommodations to add authenticity.

Live virtual experiences: Instagram/Facebook Live Tours showcasing the eco-itineraries.

Video Marketing & Mini-Documentaries

Producing short films highlighting the beauty of Pafos Forest, the wine villages, and conservation projects.

Featuring local artisans, winemakers, and eco-tourism ambassadors.

Publishing these on YouTube, TikTok, Instagram, and Facebook Ads.

Google Ads & Retargeting Campaigns

Targeting European travellers searching for eco-tourism, cultural experiences, and wine tourism in Cyprus.

2. Special Offers & Booking Incentives

Limited-Time Discounts & Bundle Deals (These will be featured by the providers of the travellers directly)

Seasonal promotions (e.g., 10% off for Earth Day bookings).

Bundle discounts: Offering special rates when booking multiple experiences (e.g., a wine tasting + monastery visit + nature hike).

Early-bird discounts: Encouraging advance bookings for sustainability-conscious travellers.

Eco-Tourism Loyalty Program

Points-based system where returning visitors can earn discounts, free eco-tours, or exclusive experiences (e.g., a private vineyard tour).

Green Traveller Bonuses

Incentives for travellers who choose eco-friendly transport options (biking, electric cars, or group tours) with discounts or free add-ons.

3. Partnerships & Offline Promotions

Collaborations with Sustainable Hotels & Local Businesses

Partnering with eco-hotels, boutique accommodations, and farm-to-table restaurants to promote itineraries through in-room brochures, concierge recommendations, and package deals.
Exhibiting at Eco & Cultural Tourism Fairs
Attending travel expos, wine fairs, and sustainable tourism summits across Europe to showcase the eco-itineraries.

2.7 Implementation timeline

Table 7. Implementation timeline for the "Showcasing the hidden cultural and natural beauties of the Akamas peninsula and the Laona plateau at the western site of Pafos region" micro-itinerary

Promotional strategy phases	Activities to be taken	Responsible body	Planned timeline
Planning phase	Develop promotional strategy & objectives	PRBT	03/2025 - 03/2025
	Identify target markets & segmentation	PRBT	06/2025 - 06/2025
	Design marketing materials & content	PRBT	06/2025 - 07/2025
	Establish partnerships & collaborations	PRBT & Local Communities	06/2025 - 09/2025
Execution	Launch digital & offline promotional campaigns	PRBT	06/2025 - 03/2026
	Engage with stakeholders & influencers	PRBT & Local Communities	06/2025 - 03/2026
	Monitor engagement & adjust strategies	PRBT	07/2025- 03/2026
Evaluation	Assess campaign effectiveness & reach	PRBT	06/2025- 05/2026
	Gather feedback from participants	PRBT	07/2025- 03/2026
	Report findings & plan next steps	PRBT	03/2026- 04/2026

Table 8. Implementation timeline for the "Wine, Food and Saints - Exploring Pafos forest, the tranquility of the wine villages and Diarizos Valley serenity"

micro-itinerary

Promotional strategy phases	Activities to be taken	Responsible body	Planned timeline
Planning phase	Develop promotional strategy & objectives	PRBT	03/2025 - 03/2025
	Identify target markets & segmentation	PRBT	06/2025 - 06/2025
	Design marketing materials & content	PRBT	06/2025 - 07/2025
	Establish partnerships & collaborations	PRBT & Local Communities	06/2025 - 09/2025
Execution	Launch digital & offline promotional campaigns	PRBT	06/2025 - 03/2026
	Engage with stakeholders & influencers	PRBT & Local Communities	06/2025 - 03/2026
	Monitor engagement & adjust strategies	PRBT	07/2025-03/2026
Evaluation	Assess campaign effectiveness & reach	PRBT	06/2025-05/2026
	Gather feedback from participants	PRBT	07/2025-03/2026
	Report findings & plan next steps	PRBT	03/2026-04/2026

2.8 Budget

Table 9. Budget for the "Showcasing the hidden cultural and natural beauties of the Akamas peninsula and the Laona plateau at the western site of Pafos region" micro-itinerary

Marketing channels or promotional tactic	Estimated budget
Digital Marketing	
Social Media Advertising (Facebook, Instagram, etc.)	**€1000**
Google Ads & PPC Campaigns	**€2500**
Website Development & Maintenance	**€500**
SEO & Content Marketing	**-**

Traditional Marketing	**-**
Print Materials (Brochures, Flyers, Map, etc.)	**€500**
Outdoor Advertising (Banners, Billboards)	**-**
Event & Partnership Marketing	**-**
Participation in Tourism Fairs & Exhibitions	**-**
Collaborations with Local Businesses & Influencers	**-**
Public Relations & Media	**-**
Press Releases & Media Outreach	**-**
Sponsorships & Endorsements	**€500**
Miscellaneous & Contingencies	-
Total Estimated Budget	**€5000**

Table 10. Budget for the "Wine, Food and Saints - Exploring Pafos forest, the tranquility of the wine villages and Diarizos Valley serenity" micro-itinerary

Marketing channels or promotional tactic	Estimated budget
Digital Marketing	
Social Media Advertising (Facebook, Instagram, etc.)	**€1000**
Google Ads & PPC Campaigns	**€2500**
Website Development & Maintenance	**€500**
SEO & Content Marketing	**-**
Traditional Marketing	**-**
Print Materials (Brochures, Flyers, Map, etc.)	**€500**
Outdoor Advertising (Banners, Billboards)	**-**
Event & Partnership Marketing	**-**
Participation in Tourism Fairs & Exhibitions	**-**
Collaborations with Local Businesses & Influencers	**-**
Public Relations & Media	**-**

Press Releases & Media Outreach	**-**
Sponsorships & Endorsements	**€500**
Miscellaneous & Contingencies	-
Total Estimated Budget	**€5000**

2.9 Monitoring and evaluation

Table 11. Monitoring and evaluation for the "Showcasing the hidden cultural and natural beauties of the Akamas peninsula and the Laona plateau at the western site of Pafos region" micro-itinerary

Planned promotional activities	KPIs	Monitoring frequency
Website Performance	Website traffic (visitors, page views)	Monthly
	Average session duration & bounce rate	Monthly
Social Media Engagement	Followers growth (Facebook, Instagram, etc.)	Weekly
	Post reach, likes, shares, comments	Weekly
	Engagement rate (interactions per post)	Weekly
Digital Advertising Performance	Click-through rate (CTR) on ads	Weekly
	Cost per acquisition (CPA)	Monthly
Event & Partnership Success	Number of event participants	After each event
	Business collaborations formed	Monthly
Public Relations & Media Coverage	Number of media mentions/articles	Monthly
	Audience reach through PR campaigns	Monthly

Customer Satisfaction & Feedback	Reviews & ratings (Google, TripAdvisor, etc.)	Daily
	Customer feedback survey results	Daily

Table 12. Monitoring and evaluation for the "Wine, Food and Saints - Exploring Pafos forest, the tranquility of the wine villages and Diarizos Valley serenity" micro-itinerary

Planned promotional activities	**KPIs**	**Monitoring frequency**
Website Performance	Website traffic (visitors, page views)	Monthly
	Average session duration & bounce rate	Monthly
Social Media Engagement	Followers growth (Facebook, Instagram, etc.)	Weekly
	Post reach, likes, shares, comments	Weekly
	Engagement rate (interactions per post)	Weekly
Digital Advertising Performance	Click-through rate (CTR) on ads	Weekly
	Cost per acquisition (CPA)	Monthly
Event & Partnership Success	Number of event participants	After each event
	Business collaborations formed	Monthly
Public Relations & Media Coverage	Number of media mentions/articles	Monthly
	Audience reach through PR campaigns	Monthly
Customer Satisfaction & Feedback	Reviews & ratings (Google, TripAdvisor, etc.)	Daily

	Customer feedback survey results	Daily

2.10 Feedback loop

2.10.1 Feedback Loop for Continuous Improvement for Micro itinerary 1 and Micro itinerary 2

To ensure the eco-itineraries in Pafos region and their promotional strategies remain effective and responsive to visitor expectations, a structured feedback loop will be implemented. This will involve collecting and analysing feedback through multiple channels, allowing for ongoing enhancements.

Methods of Collecting Feedback

1. **Online Surveys & Questionnaires**
   Sent via email after visits or bookings.
   Embedded on the website and social media pages.
2. **Social Media & Online Reviews**
   Monitoring feedback on platforms like Facebook, Instagram, Google Reviews, and TripAdvisor.
   Engaging with comments and direct messages to gather insights.
3. **Direct Customer Interaction**
   Feedback collected through guided tours, events, or direct conversations with visitors.
   Collaboration with local businesses to capture insights from their customers.
4. **Partnership & Stakeholder Feedback**
   Regular meetings with local businesses, tour operators, excursion organizers and partners to discuss visitor experiences.
   Evaluating insights from wineries, eco-tourism spots, and accommodation providers and others.
5. **Website Analytics**
   Tracking user behaviour on the **Digital Ecotourism Map** to understand interests and engagement.
   Analysing the most visited pages and frequently searched locations

Feedback Integration & Implementation Process

Step	Description	Frequency
Feedback Collection	Gather visitor insights from surveys, reviews, and interactions.	Ongoing
Analysis & Evaluation	Assess key trends, satisfaction levels, and common concerns.	Monthly
Strategy Adjustment	Modify itineraries and promotions based on findings.	Quarterly
Implementation	Apply improvements and introduce updates.	Continuous
Review & Report	Measure the impact of changes and document findings.	Bi-Annually

3 Micro-itineraries along the Routes of the Olive Tree – Croatia and Greece

3.1 Geographical context of the micro-itineraries

3.1.1 Micro-itinerary 1: "From Warriors to Guardians: The Adriatic's Legacy of Resilience" – Croatia: Korčula, Lastovo and Pelješac

The newly established micro-itinerary promotes micro-locations situated at the islands of Korčula and Lastovo as well as those on the peninsula of Pelješac. The mentioned islands and the peninsula belong to a larger administrative entity of the Dubrovnik-Neretva County, which is the southernmost county of Croatia. In terms of the county geographical position, it is divided in two parts by a narrow territory belonging to neighbouring Bosnia and Herzegovina (Municipality of Neum is located there). While until recently this fact had some effects on tourist (and other) land traffic, it has been overcome recently by the construction of the Pelješac bridge. The southern part of the county is dominated by Dubrovnik, the county seat, which is an attractive and well established tourist destination suffering from mass tourism visits. It also includes the Pelješac peninsula as well as the islands of Korčula, Lastovo, Mljet, Šipan, Lopud and Koločep. The north part of the county is dominated by natural heritage with the delta of the river Neretva, Baćina lakes, slopes of Biokovo mountain. However, there are also natural beauties in the southern part of the county: the National park of Mljet as well as the Lastovo archipelago, a designated nature park. The south of the county borders with Montenegro.

Tourism is the most important economic activity in the county with the largest share in total added value and employment. However, it is quite unevenly distributed. In terms of the number of tourist overnight stays, the dominant centres are Dubrovnik, Orebić, Konavle, Župa Dubrovačka and Korčula with more 80% overnight stays. The other (rural) parts, despite strong potentials, suffer from under-tourism.

When it comes to the destinations of the micro-itinerary, they have a strong base for cultural and rural tourism development. Apart from the rich cultural heritage, both tangible and intangible, a number of family farms operate on the territory, and wine tourism has also come to the front.

Although some good sustainable tourism practices exist, the need (also detected in the "Dubrovnik-Neretva County Development Plan until 2027") to promote the importance of sustainable tourism development, to strengthen environmental awareness of all tourism stakeholders, including citizens still exist. This is why this micro-itinerary is put forward.

The **island of Korčula** belongs to the central Dalmatian archipelago, and is separated from the Pelješac peninsula by a narrow Strait of Pelješac. The

main settlements on the island are towns of Korčula, Blato and Vela Luka. Road connections on the island are enabled from Lumbarda in the east to Vela Luka on the west. Further on, connection with the mainland is enabled by two ferry lines: one running from the town of Korčula to Orebić on the Pelješac peninsula, and the other connecting the town of Vela Luka with Split and Lastovo. Passenger catamarans also connect the same towns with Dubrovnik, Split, Hvar, Lastovo and Mljet.

The island is rich in history and first traces of life are found from the Mesolithic and Neolithic times. Apart from rich history, the island is a bearer of Moreška and Kumpanija traditional sword dances, bot registered as national cultural goods.. Both are types of battle dances. Moreška is danced (or "fought", as originally called) in the town of Korčula and represents the conflict between Christians and Moors, or Turks and Moors, according to a newer version. Kumpanija, on the other hand belongs to a so-called chain dances, and is supposedly a reminiscence of the battles of Korčula troops against pirates. Apart from traditional dances, the island has a rich musical history of *klape*, a UNESCO registered a cappella singing style. A traditional professions of the island are stonemasonry, lime and charcoal use in different crafts, wine-making, olive growing, fishery and maritime transport as well as art tradition.

Lastovo is an island municipality and consists of 46 islands. Its population counts only 748 inhabitants (Census of 2021) with the biggest island and the largest town having the same name of Lastovo. Other settlements on the island include the villages of Ubli, Zaklopatica, Skrivena Luka and Pasadur. Island economy mostly relies on agriculture (vineyards and olive orchards) and tourism. As well as Korčula, it has a rich history and is proud of its natural beauties. As mentioned before, Lastovo archipelago is a designated nature park. Steep natural amphitheatre shaped banks characterize the location of the town of Lastovo, which is practically unique comparing it to other Adriatic islands. Vegetation mainly consists of Holm Oaks and Aleppo Pines, while the most common is the Mediterranean underbrush. These are the natural habitat of falcons and hawks. Falconry, the traditional art and practice of training and flying falcons is inscribed on the UNESCO list and in history, falcons have been used by the Dubrovnik Republic. The island of Lastovo also has an extremely rich underwater life. In terms of culture, sword dances have also been found her, but its unique and most prominent cultural asset is the carnival, known as Lastovski poklad. It dates back to its historical origin linked to a citizens' preparedness for a battle against pirates. The messenger who was sent to tell the islanders to surrender was supposedly caught, taken through the village on the back of a donkey and finally burned to death. The same scene is repeated in a three day event of the Poklad event taking place in the middle of February each year, being the mail tourist attraction.

The peninsula of Pelješac is separated from the Klek peninsula (Bosnia and Herzegovina) and the Croatian mainland by the Bay of Mali Ston. At the far

western end, the Strait of Pelješac divides it from the island of Korčula. The peninsula is administratively divided in four municipalities: Orebić, Trpanj, Janjina and Ston. The state and county roads connect all municipalities, while the newly constructed Pelješac bridge connects it to the mainland. Ferry lines connect Trpanj to Ploče, Orebić to Korčula, and Prapratno to Mljet. As well as other destinations in the micro-itinerary, Pelješac also has a long history, with an interesting fact that in the late 12th century, an Orthodox episcopate was established on the peninsula. Although Catholics prevailed, Orthodox and Bogomils were present. Its iconic historical and cultural attraction are the Walls of Ston, large fortifications built by the Republic of Ragusa, and are the second longest walls in Europe. Also, in terms of mariculture, Pelješac is known for oyster farming, while one of the oldest salt planes in this part of the world is operated in Ston.

3.1.2 Micro-itinerary 1: "From Warriors to Guardians: The Adriatic's Legacy of Resilience" narrative

For centuries, warriors, sailors, and defenders shaped the lands and waters of the Adriatic. Today, a new kind of guardian protects this legacy – not with swords, but with sustainable practices, deep-rooted traditions, and a commitment to preserving the beauty of this region for future generations. This journey invites you to explore this transformation – walking the walls of ancient fortresses, standing where knights once clashed, and discovering how olive groves and sea salt replaced battlefields.

The picturesque landscape of Lastovo, Korčula, and the Pelješac Peninsula, mostly ruled by the ancient Republic of Dubrovnik, is not just a land of natural beauty but also a historic battleground in harsh wars. These regions stood as fortresses against Moors and Ottoman pirates and other invaders like Venetians, who sought to conquer these lands in the medieval age. Amidst this, one symbol endured through war and peace – the olive tree.

The olive tree is an ancient tree deeply rooted in the history, tradition, and daily life of Mediterranean peoples. It is not just a tree, a source of food, or an important economic resource but also has a powerful symbolic meanings. The oldest evidence of olive cultivation in the Adriatic was found on Korčula. It is almost 7000 years old. Across different cultures, it carries various meanings, such as wisdom, health, and victory. It is a universal symbol of peace, yet its symbolic connection to war and the military is equally significant. The Pelješac Peninsula still holds its Ston Walls (second largest wall fortification on the world and first in Europe), a centuries-old stronghold that protected people and one of the most valuable and scarce resources of the past – salt. There is still an operating saltern in Ston that has been working since the 14th century, and in past times it was the biggest source of income for the Republic of Dubrovnik. Ston is also remarkable for its Maloston Bay which is a special sea nature reserve since 1983 that, due to its properties, makes it an ideal place for growing mussels and oysters. The

ancient Illyrian fortifications are located all over the peninsula and Pelješac is further also known as the empire of wine. It is for this reason that the first Croatian wine museum was opened on Pelješac in 2019. Olives are equally important culture for the economy of Pelješac, and are ingrained in the everyday lives of the local community.

For the communities of Lastovo, Korčula, and Pelješac, the olive tree is a witness to medieval battles, a healer of wounds, and a root of resilience. Despite centuries of struggle for survival, the brave people of these lands endured. Their effort, long-lasting life and vigor were "fueled" by two essential elements – olive oil and sea salt. Lastovo is the area where one of the most important Croatian olive varieties was born – Lastovka olive.

Lastovo and Korčula belonged to the Republic of Dubrovnik and developed a military tradition dating back to the Middle Ages. This centuries-old tradition is reflected in the sword dances which are still performed today. These traditions preserve the memory of the islanders' defensive efforts against Moorish and Ottoman pirates and are preformed for centuries. Olive oil once again played a crucial role in wartime traditions, as it was used to maintain weapons and military equipment like swords, armor, and firearms, preventing rust and corrosion and ensuring functionality. It was also used for torches and oil lamps, which provided light for night guards. The Republic of Dubrovnik, known for its powerful fleet and naval defences, ensured a constant supply of olive oil from its groves for the needs of its ships and military crews.

Over time, the struggle against pirates faded into legend, but the memory lives on in tradition. On Korčula, almost every place has its own traditional war dance, such as Moreška and Kumpanija, which tell stories of clashing armies through performances of strength and skill. On Lastovo, the Lastovski poklad (Carnival) re-enacts numerous victories, reminding descendants of the victors about their resilience and unity. On "Pretili ponedjeljak" (Fat Monday), the day before the peak of the carnival celebration on Lastovo, the final preparations begin. Men enter house for a welcome drink, during which the hostess gives them a hoe for digging up the soil known as Prlina, needed to make the effigy of Poklad (the carnival dummy symbolizing ancient enemy). The Prlina soil is specifically dug from beneath an olive tree, as Lastovo carnival tradition holds that the soil is softest under the olive tree. During mentioned performances, various traditional dishes are prepared, featuring olive oil as a common ingredient. Another significant part of Lastovo heritage was falconry, the ancient art of falcon training, which is listed by UNESCO. This practice was not only used for hunting but also held important military and diplomatic roles. In the Republic of Dubrovnik, falcons were highly valued as prestigious diplomatic gifts often symbolized friendship, alliance, and mutual respect between rulers. For this purpose, Lastovo provided Dubrovnik with falcons. Falcons were also used in military operations. As exceptionally fast and skilled birds, they were trained to intercept enemy homing pigeons, which were used for

fast and efficient communication between military units. At moments when information could determine the outcome of a battle, this strategy of disrupting communication could significantly weaken the enemy. Given that homing pigeons carried critical military intelligence, falconry became a secret weapon in warfare.

Today, the pirates' sails are replaced by those of peaceful travelers; the walls and fortresses remain, not as barriers but as monuments of past struggles. Today, the same olive that helped brave locals of the Lastovo, Korčula and Pelješac to endure, giving them energy, vigor, fueling their torches and that kept their armors and weapons from rust, now enriches the finest Mediterranean dishes and other products, from the Korčula's Lojenica, Žrnovski makaruni, Lumblija cake, Lastovo's Brudet, chickpeas with salted sardines to the olive oil based cosmetics and healty olive leaf tea.

Today, olive is a symbol of a peaceful coexistence with the environment, celebrating traditional knowledge and sustainable skills related in the olive cultivation, gastronomy and everyday use. The tradition still lives on the territory or, if forgotten, is embedded into initiatives for its revitalisation.

The proposed eco-itinerary includes locations and attractions that reflect the principles of environmental sustainability and circular economy like family farms, various wokrshops and education on sustainable practices sites (dry wall construction workshop, permaculture, renewable energy sources, water conservation practices) where visitors can learn traditional practices in nature conservation, reduction of resource consumption and use of natural and local resources and products that shorten supply chain. Then, museums and cultural heritage sites that reflect and present the ancient practices of sustainability, recreational activities such as surfing and lastly, accommodation that relies on sustainable practices in its offer, all listed in table below.

Table 13. List of all possible points indicated in the eco-itinerary

CATEGORY	NAME	ADRESS	CONTACT
Pelješac			
Points of interest for the small-scale eco-itinerary of the olive tree			
Family farm	OPG Luketin, Lovište	20269, Lovište	+385 98 9121043
Family farm	OPG Nedjeljka Ivanović	Zabreže 2, 20246 Janjina	https://zlatonelino.com/

Farmers cooperative	OPG Putniković	Putniković b.b., 20248, Putniković	https://www.facebook.com/putnikovic.poljoprivrednazadruga/?locale=hr_HR
Family farm	OPG Antunović	20243, Kuna Pelješka	https://www.opgantunovic.hr/hr/
Small business	Natura Dalmatia	Hodilje 26, Ston	https://naturadalmatia.hr/hr
Other recommended points of interest			
Cultural heritage	Solana Ston	Mali Ston b.b., 20230, Mali Ston	https://www.bota-sare.hr/mali-ston
Cultural heritage	Stonske zidine	Ston	https://citywallsdubrovnik.hr/walls-of-ston/
Winery	Edivo vina	Drače 18, 20246, Drače	https://www.edivovina.hr/hr
Winery	Miloš vnarija	Boljenovići 15, 20230 Ston	https://www.milos.hr/
Winery	Matuško vinarija	Potomje 5, 20244, Potomje	https://matusko-vina.hr/hr/
Winery	Vicelić vinarija	Pijavičino 33, 20243, Kuna	https://vicelic.hr/
Winery	Vinarija Saint Hills	20242, Oskorušno	https://saintshills.com/hr/home/
Winery	Grgić vina	Trstenik 78, 20 245 Trstenik	https://www.grgic-vina.com/
Winery&museum	Boutique Winery Mikulic	Mokalo bb, Orebić 20250	https://www.adriatic-mikulic.hr/en/winery-mikulic/ +385 98 9270855
Museum	Pomorski muzej Orebić	Trg Mimbelli 12, 20250 Orebić	https://www.muzej-orebic.hr/
Cultural heritage /Monastery	Samostan Gospe od Anđela Orebić	Orebić, Podgorje	http://www.zupaorebic.hr/album10.html
Recommended service providers			
Restaurant	Kapetanova kuća	Obala dr. Ante Starčevića 9, 20230 Mali Ston	https://www.ostrea.hr/kapetanova-kuca/

Restaurant	Bota Šare Restoran	Mali Ston, b.b, 20230, Mali Ston	https://www.bota-sare.hr/mali-ston
Restaurant	Gastro Mare Kobaš	Kobas 1a, Ston 20230	https://www.gastromarekobas.com/cooking-classes/
Winery&accommodation	Korta Katarina	Ul. Bana Josipa Jelačića 3, 20250, Orebić	https://www.kortakatarinawinery.com/
Accommodaion	Villa Nelly	Viganj 50a, 20267 Viganj	https://www.adriaticpearls.com/luxury-accommodation/luxury-villa-croatia-viganj-nelly
Travel agency	Croadria	A. Šenoe 19, 20250 Orebić	www.croadria-peljesac.com
Small business	Dea ribolov	Hodilje 68, 20230, Hodilje	https://www.instagram.com/oyster_experience_tour/
Tourist camp	Maestral Camp	Viganj 1b, 20267 Viganj	https://www.maestral-camping.hr/
Lastovo			
Points of interest for the small-scale eco-itinerary of the olive tree			
Family farm	OPG Darinka Krnčević	Sv. Vicenca 7, 20290 Lastovo	https://www.facebook.com/people/OPG-Darinka-Krnčević/100051037046317/
Family farm	OPG Podanje	Podanje, 20290 Lastovo	https://podanje.com/hr/
Family farm	OPG Zoltan Trojković	Dragovoda 6, 20290 Lastovo	https://www.facebook.com/lastovskoulje/?locale=hr_HR
Other recommended points of interest			
Nature park	Park prirode Lastovo	Trg svetog Petra 7, 20290, Uble	https://pp-lastovo.hr/
NGO	Udruga Lastovski poklad	Dolac 3, 20290 Lastovo	https://lastovski-poklad.hr/
NGO	Udruga “Rukatac i Piculja”	Pjevor 14, 20290 Lastovo	https://www.facebook.com/people/Udruga-vinara-i-maslinara-Rukatac-i-Piculja-Lastovo/100054508207457/

NGO	Udruga Dobre Dobričević	Dolac 5, 20290 Lastovo	https://dobredobricevic.hr
NGO	LA!UVO!	Homac 1, 20290 Lastovo	https://www.la-uvo.hr/lauvo/
Recommended service providers			
Accommodation	Hotel Solitudo Lastovo	Uvala Pasadur bb, 20289, Uble	https://www.hotel-solitudo.com/hr
Korčula			
Points of interest for the small-scale eco-itinerary of the olive tree			
Family farm	EKO Škoj, Žrnovo, Korčula	Žrnovo 497A, 20260, Korčula	https://www.eko-skoj.hr
Family farm	OPG Protić, Blato, Korčula	1. Ul. 25, 20271, Blato	https://opgproticsanja.hr/hr/
Family farm	OPG Rumarinka	Obala 1 br. 2 20270 Vela Luka	https://velalukatastingtours.com/
Olive grove and mill	Zlokić d.o.o.	Ulica 6 k.br. 13 BB, 20270 Vela Luka	http://www.uljarazlokic.com/naslovna
Family farm	OPG Žabica	Ulica 60/7, Vela Luka	https://www.facebook.com/opgzabica/
Family farm	OPG Komparak	Ulica 92/ 4, 20260 Korčula	https://en.opgkomparak.com/
Other recommended points of interest			
NGO	Viteško udruženje Kumpanjija - Blato	Ulica 82/8, 20271, Blato	https://www.vu-kumpanjija-blato.hr/
NGO	KUD Moreška	Foša 2, 20260, Korčula	https://moreska.hr/
Small business	Cukarin Korčula	Ul. Hrvatske Bratske Zajednice, 20260, Korčula	https://www.facebook.com/cukarin.korcula/?locale=hr_HR
Museum	Gradski muzej Korčula	Trg Svetog Marka 2, 20260, Korčula	https://www.gradskimuzej-korcula.hr/hr/
Small business	Škatula	Lumbarda 8b, 20263 Lumbarda	https://skatula.hr/

Cultural heritage	Etno kuća Barilo	86. Ul., 20271 Blato	https://tzo-blato.hr/povijesna-bastina/etno-kuca-barilo
Cultural institution	Centar za kulturu Vela Luka	Ul. 41 20, 20270, Vela Luka	http://www.czkvl.hr/
Cultural institution	Centar za kulturu Korčula	Obala korčulanskih brodograditelja bb, 20260 Korčula	https://kulturakorcula.hr
Winery	Toreta vinarija	Smokvica 163, 20272 Smokvica	https://www.facebook.com/winetoreta/?locale=hr_HR
Winery	Bire vinarija	Lumbarda 142 D, 20263 Lumbarda	https://bire.hr/
Recommended service providers			
Restaurant	Konoba Maslina	Lumbarda 732, 20263, Lumbarda	https://www.konoba-maslina.com/en/
Accommodation	Hotel Borik	Prvi Žal bb, 20263 Lumbarda	https://hotelborik.hr/contact/
Travel agency	Korkyra info	Trg Petra Šegedina 3a, 20260 Korčula	https://korkyra.info/
Travel agency	Korčula Outdoor	Put sv. Antuna 4, 20260 Korčula	https://www.korcula-outdoor.com

3.1.3 Micro itinerary 2: "Messinia Olive Tree Eco-Itinerary"

The Messinia region, located in the southwestern part of the Peloponnese in Greece, is a land of immense historical, cultural, and agricultural significance. Its diverse landscapes range from rolling olive-covered hills and fertile plains to pristine beaches and mountainous terrain, making it one of the most picturesque regions in the Mediterranean. The region has been inhabited since prehistoric times, with archaeological evidence pointing to settlements that date back over 5,000 years. Messinia was home to the Mycenaean civilization, as demonstrated by the well-preserved Palace of Nestor near Pylos, one of the most important Mycenaean sites in Greece. The region also boasts a remarkable number of medieval and Venetian castles, such as those of Koroni and Methoni, which bear witness to its rich history of maritime trade and strategic importance.

Messinia's cultural and historical identity is deeply intertwined with the olive tree, which has been cultivated here for millennia. The presence of olive oil amphorae found in Mycenaean palaces suggests that olive oil production

and trade were already well established in the region as early as the 13th century BCE. The olive tree is more than just a crop; it is a cultural symbol, representing peace, prosperity, and longevity. Over the centuries, Messinian olive oil has been renowned for its exceptional quality and has played a central role in the local economy, diet, and way of life. Today, the region is home to the world-famous Kalamata olive, a product of Protected Designation of Origin (PDO) status, recognized globally for its distinct taste and nutritional benefits. Olive oil production continues to be a pillar of the regional economy, supporting thousands of local farmers and producers.

In addition to its economic significance, the olive tree has shaped local traditions, religious practices, and folklore. Many of Messinia's century-old olive groves have been passed down through generations, serving as living monuments to the enduring connection between the land and its people. The olive harvest season is a major annual event, bringing families and communities together in a tradition that blends agricultural labor with cultural celebration. Festivals and fairs dedicated to olives and olive oil are held throughout the region, showcasing the importance of this ancient crop in Messinian culture.

Sustainable tourism in Messinia is also gaining traction as travelers seek experiences that go beyond traditional sightseeing and beach vacations. The region offers a unique opportunity to immerse visitors in an authentic Mediterranean experience centered around agro-tourism, cultural heritage, and environmental sustainability. Eco-tourism initiatives have been developed to highlight Messinia's natural beauty, biodiversity, and agricultural practices while promoting responsible travel that benefits local communities.

Messinia's selection for the micro eco-itinerary is therefore based on its strong connection to olive cultivation, its ongoing efforts to preserve traditional farming techniques, and its commitment to sustainability. Unlike other parts of Greece that rely heavily on mass tourism, Messinia has embraced a more balanced approach that integrates tourism with environmental stewardship. The region has an increasing number of organic olive farms, sustainable olive mills, and eco-friendly accommodations, making it an ideal location to showcase best practices in responsible tourism and circular economy principles.

The Messinia Olive Tree micro eco-itinerary aligns perfectly with Messinia's strategic goal of extending the tourist season beyond the summer months. By offering experiences centered around olive oil production, farm visits, and sustainability workshops, the itinerary provides year-round attractions that cater to eco-conscious travelers. This diversification of tourism activities ensures that local communities can benefit from a steady flow of visitors while preserving their cultural and environmental heritage. The initiative is expected to further enhance Messinia's reputation as a premier destination for sustainable and cultural tourism in Greece.What makes Messinia a perfect destination for eco-itineraries is its commitment to sustainable

tourism and preservation of its natural environment. The region is home to several protected areas, including significant wetlands habitat for migratory birds, and an Environmental Observatory, dedicated to research and conservation efforts.

Eco-conscious travelers can indulge in a variety of outdoor activities that showcase Messinia's natural beauty while minimizing their environmental impact. From hiking and mountain biking in the Taygetos Mountains to sea kayaking and canyon crossing, there are plenty of eco-friendly adventures to embark on. Moreover, visitors can participate in eco-tours that promote responsible tourism practices, such as organic farming tours, olive oil tastings, and cultural exchanges with local communities.

In conclusion, Messinia offers a unique blend of history, geography, and culture, making it a perfect destination for this eco-itinerary. With its diverse landscapes, rich cultural heritage, and commitment to sustainability, Messinia invites visitors to explore its treasures while preserving its natural beauty for future generations to enjoy.

3.1.4 Micro itinerary 2: "Messinia Olive Tree Eco-Itinerary" narrative

The "Messinia Olive Tree eco-itinerary" includes points of interest that apply and promote practices that respect the environment both in the cultivation and care of the olive tree, as well as for the production of olive oil and the management of olive mill waste.

Such an itinerary aims not only to provide entertainment but also to inform and educate about the long-standing presence of the olive tree, its importance for the local community, its traditions, its products and the ecological practices associated with olive cultivation and olive oil production.

It mainly includes visits to small producers, proposes sites, near olive groves, offers opportunities to enjoy nature, thus promoting awareness and knowledge on environmental protection issues in the olive-growing areas of Messinia.

In order to create this micro local and ecological olive itinerary on a solid basis, with a specific character and interest, and for meeting its objective, the following was sought and recorded:

1. Olive groves cultivated on the basis of organic farming, avoiding the use of chemical fertilizers and pesticides.

2. Century-old olive trees

3. Olive mills that produce organic olive oil by cold pressing of the olive fruit coming from organic olive groves and produced by sustainable and ecological methods, i.e. in a natural way, without interventions that are undesirable for the environment and humans.

4. Olive mills that apply ecological recycling practices in ways that reduce the environmental footprint.

5. Traditional olive mills in operation or not (abandoned)

6. Tour providers that promote responsible tourism practices, such as organic farming tours, olive oil tastings, and cultural exchanges with local communities.

7. Waste treatment plants for olive mill wastes (solid and liquid)

8. Farms and family businesses committed to sustainability

This eco-itinerary promotes small-scale sustainable tourism by engaging visitors with olive-related cultural heritage while integrating environmentally friendly practices, such as organic farming, sustainable waste management, and renewable energy use in olive production.

The itinerary is designed to be flexible, allowing visitors to explore different locations based on their interests and time availability. The combination of nature, culture, and sustainability makes it an attractive choice for eco-conscious travelers. Visitors can engage in hands-on experiences, such as participating in olive harvesting or learning about traditional olive oil extraction methods.

Table 14. List of selected eco-itinerary points of interest

n.	CATEGORY	NAME	ADRESS	WEBSITE
1	Farm	**ART FARM**	Megali Mantineia	https://artfarm.gr/index.php/en/
2	Olive oil mill	**OLIVE OIL MILL KONTOPOULOS**	Androusa	https://www.messiniako.gr/index.php/en/
3	Olive oil mill	**SKARPALEZOS OLIVE OIL MILL (MANI)**	Stavropygio	https://www.facebook.com/liotribiparadosiako.skarpalezou/
4	Tour provider	**AGROS experiences**	Varakes – Kainourgio Chorio	https://www.agrosexperience.com/el/
5	family business / olive oil mill	**BEN Olive Mill**	Parapougki, Andania, 240 08, Greece	https://www.benolivemill.com
6	family business	**KLIMIS**	Kalamata	https://www.klimiscoal.gr
7	family business	**BLAUEL**	Pyrgos Lefktrou West Mani, Greece,	https://blaeuel.gr

			West Mani Messinia 240 24	
8	productors association	**AGRICULTURAL COOPERATIVE OF KALAMATA**	Kalamata	http://www.kalamata-olive.gr/contact/?lang=en
9	Farm	**Green Land co-farming**	Sterna Messinias	https://openfarm.gr/farms/greenland_co-farming/
10	Farm	**Farma Fifa permaculture**	Ηρώων Πολυτεχνείου, Kalamata	https://www.facebook.com/farmafifapermaculture/

3.2 Objectives of the CR's new micro-itineraries promotion strategy

3.2.1 Micro-itinerary 1 – Croatia: Korčula, Lastovo and Pelješac

The Croatian micro-itinerary has three promotional objectives presented in Table 15.

Table 15. Objectives of the "From Warriors to Guardians: The Adriatic's Legacy of Resilience" micro-itinerary

Objective 1	To increase local community and tourist awareness on sustainability and circular economy
Objective 2	To increase knowledge on the territory's heritage and its contemporary olive-related culture
Objective 3	To expand year-round and eco-tourism experiences offer

Objective 1: To increase local community and tourist awareness on sustainability and circular economy

The main focus of the itinerary "From Warriors to Guardians: The Adriatic's Legacy of Resilience" is the topic of sustainability and circular economy. The intention of this objective is to increase the awareness on sustainability and circular economy both of the local community and service providers as well as tourists. While good practices exist, they are not widespread. By increasing the knowledge of the local community, it is hoped that the sustainable practices will increase, not only for the safeguarding of local

resources but also for their economic valorisation through tourism. In this way, tourist awareness and education on sustainable practices can be achieved.

Objective 2: To increase knowledge on the territory's heritage and its contemporary olive-related culture

With this goal, we want to ensure safeguarding of the territory's cultural and natural heritage alongside its transmission through new generations and integrate it into everyday practices related to the olive culture. As this micro-itinerary makes part of a larger cultural route, it is essential to cherish the cultural identity of the territory and ensure that it is respected and kept alive in the present. However, a modern twist to heritage knowledge and practices is put forward, revealing historical facts and traditional practices in the new light, integrating it with contemporary olive-related cultural and natural practices. This ensures that knowledge is transmitted in an interesting way, which enhances the safeguarding and protection of local cultural practices.

Objective 3: To expand year-round and eco-tourism experiences offer

Since the majority of tourism offer is focused in the high-season, the goal is to offer different eco-tourism experiences year-round. While some of the attractions take place in the summer season, the micro-itinerary does not exclude the high season, but is also available during the low season. While weather conditions and availability of transport and accommodation services may be crucial barriers in the low season, with this objective we want to slowly change the usual practice of pushing all the tourism products into a few summer months and to promote the off-season experiences.

3.2.2 Micro-itinerary 2 – Greece: Messinia

Table 16. Objectives of the "Messinia Olive Tree Eco-Itinerary"

Objective 1	To increase awareness among tourists and the local community about sustainability and circular economy practices in olive cultivation and olive oil production.
Objective 2	To enhance knowledge and appreciation of the cultural and historical importance of olive trees and olive oil in the region of Messinia.
Objective 3	To extend the tourist season beyond summer by offering diverse year-round eco-tourism experiences related to olive oil production and sustainable farming.

Objective 1 : To increase awareness among tourists and the local community about sustainability and circular economy practices in olive cultivation and olive oil production

Raising awareness on sustainability is crucial to ensuring the long-term viability of olive cultivation in Messinia. Many tourists may not be aware of the environmental impacts of conventional farming or the benefits of circular economy principles. Through guided tours and workshops, visitors can learn about eco-friendly cultivation techniques, such as organic farming and the reuse of olive mill by-products. Partnering with local environmental organizations ensures that accurate and up-to-date information is shared.

Objective 2: To enhance knowledge and appreciation of the cultural and historical importance of olive trees and olive oil in the region of Messinia.

The olive tree has been central to Greek history, mythology, and daily life for thousands of years. Educating visitors on its historical and cultural significance enhances their experience and strengthens local identity. Museums and heritage sites can showcase artifacts, historical documents, and interactive exhibits on olive production through different eras. Storytelling initiatives, such as narratives from local farmers, add an authentic touch to the experience and allow visitors to understand the deep-rooted significance of olive cultivation in Greek culture.

Objective 3: To extend the tourist season beyond summer by offering diverse year-round eco-tourism experiences related to olive oil production and sustainable farming.

Messinia is often perceived as a summer destination, leading to seasonal tourism fluctuations. By diversifying activities—such as offering olive oil tastings in the winter and promoting eco-friendly agricultural experiences in the spring—the itinerary can attract visitors outside peak months. Expanding year-round tourism benefits local economies, reduces environmental strain from seasonal overcrowding, and encourages sustainable travel habits. Winter and spring activities, such as olive oil tastings, hiking among ancient olive groves, and participating in seasonal agricultural events, will help attract visitors year-round.

3.3 Target audience

3.3.1 Micro itinerary 1 – Croatia: Korčula, Lastovo and Pelješac

The micro-itinerary “From Warriors to Guardians: The Adriatic’s Legacy of Resilience” primarily caters for eco-conscious travellers, usually named

LOHAS (lifestyle of sustainability and health), cultural and natural heritage lovers, adventure seekers and foodies as it combines learning on and use of sustainable practices, on cultural and natural heritage with a combination of soft adventure and gastronomic offer. While it is aimed for both genders, it is also possible to target female population, known as being somewhat better consumers of "green" products/services. Also, women may be more interested in culinary and garden-related attractions offered. On the other side, men are to be found more interested in the experiences related to the stories of the pirate past. Geographically, both domestic tourists are targeted as well as foreign ones. Primarily, occasional travellers are targeted for 1-day and 3-day itineraries, but packages for 5-day itineraries may also be offered. When it comes to regular travellers to the area, they may also be considered as a market but in this case, the content related to the offer must be varied from time to time. The following table summarizes the targeted audience according to demographic, geographic, psychographic and behavioural segmentation.

Table 17. Targeted audience of the "From Warriors to Guardians: The Adriatic's Legacy of Resilience" micro-itinerary

Type of segmentation	**Target audience**
Demographic	both genders, 40+, higher revenues
Geographic	both domestic and foreign tourists
Psychographic	eco-conscious travellers (LOHAS – lifestyle of sustainability and health), cultural and natural heritage lovers, adventure seekers, foodies
Behavioural	occasional travellers, regular travellers (if the content offered is regularly changed)

3.3.2 Micro itinerary 2 – Greece: Messinia

Table 18. Targeted audience of the "Messinia Olive Tree Eco-Itinerary"

Type of segmentation	**Target audience**
Demographic	Primarily 35+, mid-to-high income, well-educated. Families and retirees are also key targets, as they often seek immersive cultural experiences.
Geographic	Domestic (Greek tourists) and international (with a focus on visitors from Western Europe, particularly France, Germany, and Italy).

	Additionally, targeting travelers from the US and Asia who are interested in Mediterranean culture and gastronomy.
Psychographic	Eco-conscious travelers (LOHAS – Lifestyle of Health and Sustainability), cultural heritage enthusiasts, food lovers, and adventure seekers. People who prioritize authenticity and sustainability in their travel choices.
Behavioural	Tourists interested in immersive cultural experiences, sustainable travel, and gastronomy-based tourism. Repeat travelers to Greece looking for unique, off-the-beaten-path experiences.

Demographic Justification: Mid-to-high income travelers are more likely to invest in high-quality experiences and sustainable tourism. Families and retirees often have flexible schedules and seek enriching cultural activities. These groups align well with the eco-itinerary's focus on sustainability and history.

Geographic Justification: Western European countries, particularly France, Germany, and Italy, have strong historical and cultural ties to olive oil production and sustainability awareness. Additionally, North American and Asian markets have shown growing interest in Mediterranean culture and eco-tourism, making them valuable target groups.

Psychographic Justification: LOHAS travelers prioritize sustainability in their lifestyle and seek eco-friendly travel options. Cultural heritage enthusiasts are drawn to experiences that offer historical and immersive learning, while food lovers appreciate opportunities for culinary exploration. The combination of these interests makes the itinerary attractive to a broad audience.

Behavioral Justification: Many modern travelers seek experiential tourism, preferring meaningful interactions over traditional sightseeing. Repeat travelers to Greece who have already visited popular destinations (such as Athens and Santorini) may be inclined to explore less-touristed regions like Messinia for unique experiences

3.4 Unique Selling Proposition (USP)

3.4.1 Micro itinerary 1 – Croatia: Korčula, Lastovo and Pelješac

The micro-itinerary's USP is its very topic "From Warriors to Guardians: The Adriatic's Legacy of Resilience". It is one of the itineraries on a bigger thematic route, the Routes of the Olive Tree, where themes of the existing and possible itineraries are usually associated with common olive-related

topics, such as olives and gastronomy, olive oil production, olive-related agriculture, olives and cosmetics, and similar. This micro-itinerary takes iconic cultural elements of the territory's pirate past and links it to the present olive-related everyday practices. While the territory's past was characterized with battles against pirates, the present time reflects peaceful co-existence of the local community with the land and nature. Battles symbolize a fierce past while olive branch symbolizes piece which is to be found today. However, the cultural heritage of the past is still live, which is evident both in tangible remains (e.g. the Ston Walls) as well as in intangible ones (e.g. sword dances). Olive was important both in the past (not only as a source of food, but also in battle-related activities, such as protection of the arms from corrosion), as it is today, where it makes up an extremely important part of local communities' agricultural, gastronomic, and other related practices. Olive-related sustainable practices are found also in traditional practices (e.g. dry-stone walling for the protection of soil erosion) as they are also today (e.g. biodynamic and organic farming, seasonal growth cycles, soil health, biodiversity principles, solar energy, water tanks, natural and eco-friendly cosmetics, etc.).

In this way, this micro-itinerary promotes a unique cultural heritage and olive-related topic, which may greatly contribute as its selling point while competing with similar itineraries on a large Routes of the Olive tree.

3.4.2 Micro itinerary 2 – Greece: Messinia

The Messinia Olive Tree Eco-Itinerary uniquely combines the region's rich olive-growing heritage with modern sustainable tourism practices. It offers an authentic experience that connects visitors with:

- Traditional and organic olive farming methods.
- Sustainable olive oil production processes.
- Local cultural heritage linked to the olive tree, including centuries-old olive groves and historical olive mills.
- Engaging experiences such as olive oil tastings, olive harvest participation, and visits to eco-friendly farms.
- Educational initiatives about the circular economy and sustainable agricultural practices in olive cultivation.

This itinerary stands out due to its unique blend of cultural heritage, sustainable farming practices, and innovative circular economy initiatives. The itinerary offers a comprehensive experience for tourists, tourism stakeholders, and the local community by showcasing the entire lifecycle of

olive cultivation and olive oil production while emphasizing eco-friendly and responsible tourism.

Sustainability in Agriculture: The itinerary includes olive groves cultivated through organic farming, avoiding chemical fertilizers and pesticides. These sites educate visitors about eco-friendly practices that protect biodiversity, conserve soil health, and maintain the delicate Mediterranean ecosystem.

Living Heritage of Ancient Olive Trees: Featuring century-old olive trees, the itinerary provides a unique connection to the past, illustrating how these resilient trees have withstood the test of time and how they continue to contribute to the region's landscape and economy.

Eco-Friendly Olive Mills: Visitors will explore modern olive mills that produce organic olive oil using sustainable and ecological methods. These mills employ cold pressing techniques and avoid harmful interventions, ensuring a natural and high-quality product.

Circular Economy and Waste Management: Certain olive mills in the itinerary incorporate ecological recycling practices, reducing waste and the environmental footprint of olive oil production. These initiatives align with EU circular economy principles and demonstrate how by-products can be repurposed for energy production or organic fertilizers.

Preservation of Traditional Olive Mills: The itinerary includes operational and abandoned traditional olive mills, offering insights into the historical evolution of olive oil production. These sites serve as open-air museums where visitors can compare past and present methods of extraction.

Responsible Tourism Providers: Tour operators included in the itinerary promote responsible tourism, offering guided experiences that combine cultural immersion with sustainable agricultural practices, including olive oil tastings and interactions with local communities.

Innovative Waste Treatment Solutions: Highlighting waste treatment plants that manage olive mill by-products (solid and liquid), the itinerary educates visitors about sustainable solutions to one of the industry's biggest environmental challenges.

Farms and Family Businesses Committed to Sustainability: Farms and businesses participating in the itinerary implement innovative techniques for soil conservation, water management, and biodiversity preservation. They also focus on educational activities and community engagement to spread awareness of sustainable agricultural practices.

Cooperative and Community Initiatives: The itinerary showcases local agricultural cooperatives that support small-scale farmers, ensuring fair trade, economic resilience, and the preservation of traditional farming knowledge.

Year-Round Tourism Potential: Unlike conventional tourism models focused on summer beach visits, this eco-itinerary offers experiences tailored for all seasons. From olive harvesting in autumn to sustainable farming workshops in winter and eco-wellness retreats in spring, the itinerary extends the tourist season, bringing economic benefits to local communities throughout the year.

By integrating these elements, the micro eco-itinerary aligns with the overarching objectives of the Council of Europe's Cultural Route of the Olive Tree, reinforcing its mission to promote sustainable cultural tourism, circular economy practices, and the appreciation of Mediterranean heritage.

3.5 Marketing Channels

3.5.1 Micro itinerary 1 – Croatia: Korčula, Lastovo and Pelješac

Different marketing channels can be used to promote new micro-itineraries such as electronic mass media (websites, TV, radio), social media, e-mail marketing (a newsletter), printed media (newspapers), partnerships and word of mouth. A more detailed presentation of planned marketing channels is presented in Table 7.

Table 19. Planned marketing channels for the "From Warriors to Guardians: The Adriatic's Legacy of Resilience" micro-itinerary

Type of marketing channels	Planned channels
Electronic mass media	• Websites: MED-Routes website, DUNEA website, The Routes of the Olive Tree website, Dubrovnik-Neretva County Tourist Board, Korčula Tourist Board, Vela Luka Tourist Board, Lastovo Tourist Board, Ston Tourist Board, Orebić Tourist Board, Janjina Tourist Board, micro-itinerary stakeholders' websites, tourist agencies' and tour operators' in charge of selling the micro-itinerary packages websites • Local TV and radio stations
Social media (e.g. Instagram, Facebook, TikTok)	• Social media channels of the organizations listed in the previous box

E-mail marketing	• Dubrovnik-Neretva County Tourist Board newsletter featuring eco tips and itineraries (offering discounts or early access to new eco-tours) • tourist agencies' and tour operators' in charge of selling the micro-itinerary packages newsletters
Printed media	• Dubrovački vjesnik
Partnerships	• Collaborative marketing of micro-itinerary stakeholders (e.g. co-branding – discounts for visits of other partners on the itinerary) • Collaborative marketing with local businesses (accommodation providers, wineries, restaurants, souvenir shops, etc.)
Promotional journalist trips and promotional sales	Once micro-itineraries are offered to tour operators and tourism agencies, promotional trips to journalists will be offered, after which promotional sales to first customers will be put forward at discounted prices.
Word of mouth	Customers enjoying first promotional packages will be asked to act as promoters by word of mouth by leaving reviews on the experiences.

3.5.2 Micro itinerary 2 – Greece: Messinia

The marketing channels that will be use to promote the new micro-itinerary in Messinia are presented and detailed in Table 8.

Each of these marketing channels has been selected to target the right audience effectively. Digital platforms like social media and websites are crucial in reaching international travelers who research destinations online. Traditional media, such as printed magazines and TV, cater to an audience less engaged with digital content but interested in cultural and eco-tourism. Email marketing will ensure direct communication with travelers interested in sustainable tourism. Partnerships with influencers and tour operators will boost credibility and visibility, while community engagement ensures local buy-in and word-of-mouth promotion.

Table 20. Planned marketing channels for the "Messinia Olive Tree Eco-Itinerary"

Type of marketing channels	**Planned channels**
Electronic Mass Media	Websites: MED-Routes, Routes of the Olive Tree, INSULEUR, Visit Greece, Messinia Tourism Board, local stakeholders' websites. Radio and TV segments featuring eco-tourism initiatives in Greece.

Social Media	Facebook, Instagram, TikTok, and LinkedIn pages of tourism organizations, influencers focused on sustainable travel, and local eco-tourism initiatives.
Email Marketing	Newsletters by Greek tourism agencies, INSULEUR and the Routes of the Olive Tree, promoting eco-itineraries and responsible travel.
Printed Media	Travel magazines, olive culture journals, eco-tourism publications, and brochures distributed through tourism offices and olive-related events.
Content Marketing	Blog posts, interviews with local olive producers, video content on olive oil production and sustainable practices.
Partnerships & Celebrity Branding	Collaborations with sustainable travel influencers, partnerships with eco-friendly tour operators, and endorsements by renowned chefs and olive oil experts.
Word of Mouth	Community engagement initiatives and participation in olive and eco-tourism festivals.

3.6 Promotional tactics

3.6.1 Micro itinerary 1 – Croatia: Korčula, Lastovo and Pelješac

The promotion of the micro-itinerary within the MED-Routes project and the Routes of the Olive Tree will start as soon as the micro-itinerary is launched, which will be done via their respected websites and social media they use. Further on, possible promotional campaign via other planned promotional channels may be done by launching a campaign around the International Day against Climate Change, on 24 October or World Olive Day, on 26 November. It will be done through the related local/regional tourism boards via printed and electronic media, e-mail marketing and content creation. Special hashtags will be used for the social media campaign (e.g. #olives, #pirates, #sustainability, #circulareconomy, and similar).

Created packages will be offered to tourism agencies and tour operators for sale. Promotion will start with journalist trips to the territory, which will promote the micro-itinerary through their related media. The promotional sales may start with special offers (e.g. limited-time discounts or bundle deals for eco-itineraries) to attract first tourists. Those enjoying the eco-itineraries at promotional discounts may further be asked to promote the itineraries by word of mouth through different referral programs (e.g. by writing reviews on the experiences). Continuous promotion is further elaborated through the planning phase, execution phase and monitoring/evaluation in the next chapter.

With this promotional tactics, the region may be positioned as an eco-friendly destination.

3.6.2 Micro itinerary 2 – Greece: Messinia

Key promotional activities proposed for the Messinia Olive Tree Eco-Itinerary include:

- **Strategic launch campaign**: The itinerary and the MED-Routes approach will be officially disseminated to policy-makers & tourism actors through the planned activities of the MED-Routes Project under WP4 (i.e Official presentation of the EU Green Label for eco itineraries in a dedicated space inside the annual advisory forum of CRs, high-level Forum for the dissemination among policy-makers & tourism actors co-organized by all CRs etc) but also through the MED-Routes website and social media.
- **Press releases** can be distributed to major Greek and international tourism media outlets to generate awareness.
- **Sustainable Tourism Workshops**: Organizing local workshops on eco-friendly practices in olive cultivation, such as organic farming and zero-waste production.
- **Social Media Campaigns**: Running targeted campaigns featuring interactive content.
- **Eco-Tourism Packages**: Partnering with tour operators to create all-inclusive eco-tourism packages focused on olive-related experiences, including culinary tours and farm stays.
- **Participation in Fairs or International Days events**: Showcasing the itinerary at events linked to sustainable tourism, olive trees, Mediterranean cultural heritage
- **Influencer Collaborations**: Engaging sustainable travel influencers to promote the itinerary through immersive travel experiences and reviews.
- **Local Community Involvement**: Encouraging local producers and businesses to be ambassadors of the eco-itinerary, ensuring long-term sustainability and authentic experiences.
- **Press Trips and Media Features**: Inviting journalists and bloggers to experience and write about the itinerary in travel and lifestyle publications.

- **Promotional Sales & Limited-Time Offers:** Early adopters can be encouraged to book through limited-time discount packages for guided olive oil experiences, farm stays, and gastronomy workshops.

Each of these tactics aims to increase visibility and attract both domestic and international travelers who align with the itinerary's target audience. Digital marketing efforts, particularly through social media and influencer partnerships, will help reach a younger demographic, while traditional media and participation in travel fairs will engage established markets.

3.7 Implementation timeline

3.7.1 Micro itinerary 1 – Croatia: Korčula, Lastovo and Pelješac

The activities related to each of the promotional strategy phases (planning, execution, evaluation) are outlined in the Table 9. Indicating the planned timeline for each of the activities.

Table 21. Promotional strategy activities' implementation timeline

Promotional strategy phases	Activities to be taken	Responsible body	Planned timeline
Planning phase	Content preparation for different websites	DUNEA, The Routes of the Olive Tree	Q2 - Q4 2025
	Promotion of future micro-itineraries via social media	DUNEA, The Routes of the Olive Tree	continuous
	Research on interested travel bloggers and influencers	DUNEA	Q4 2025 - Q2 2026
	Research on journalist willing to a) take the micro-itinerary trip and b) to write about the micro-itinerary	DUNEA	Q2 - Q4 2025
	Research on potential tourism agencies and tour operators willing to sell the micro-itinerary packages	DUNEA and Dubrovnik-Neretva County Tourist Board	Q4 2025 - Q2 2026
Execution	Content preparation for different websites	DUNEA; The Routes of the Olive Tree; relevant tourism boards; micro-itinerary stakeholders; tourist agencies and tour operators in charge of	Q3 - Q4 2025

		selling the micro-itinerary packages	
	Making contacts with electronic and printed media representatives	DUNEA	Q4 2025 - Q1 2026
	Newsletter (e-mail marketing)	Dubrovnik-Neretva County Tourist Board / tourist agencies and tour operators in charge of selling the micro-itinerary packages	Q1 2026
	Content preparation and posting via social media	All stakeholders involved	continuous
	Partnering with interested parties – branding activities through the provision of gift packages with local products (e.g. eco-olive oil, traditional sweets, olive wood handicrafts)	DUNEA	Q3 - Q4 2025
	Journalist trips	Tour operators and tourism agencies	Q3 - Q4 2025
Evaluation	Measurement of promotional results (e.g. press clipping, social media reach, printed material hand-outs, journalist trips taken, etc.)	Dubrovnik-Neretva County Tourist Board	Q3 - Q4 2026
	Measurement of tourism flows (e.g. no. of tourists who bought the package, no. of individual tourists to the micro-itinerary, etc.)	Tour operators and tourism agencies in cooperation with the Dubrovnik-Neretva County Tourist Board and local tourism boards	Q3 - Q4 2026

3.7.2 Micro itinerary 2 – – Greece : Messinia

The activities related to each of the promotional strategy phases (planning, execution, evaluation) are outlined in the Table 10. indicating the planned timeline for each of the activities.

Table 22. Promotional strategy activities' implementation timeline

Promotional strategy phases	**Activities to be taken**	**Responsible body**	**Planned timeline**
Planning phase	Identification of target audience & development of promotional strategy	INSULEUR, Routes of the Olive Tree	Q2 2025
	Development of press releases	INSULEUR	Q2 2025-Q1 2026
	Development of promotional materials and digital content	INSULEUR	Q2-Q3 2025
	Identification of partnerships & collaborations	INSULEUR, Routes of the Olive Tree, Local Communities	Q2-Q3 2025
Execution	WP4 event and media press releases	MED-Routes Project, CRs, local tourism authorities	Q3 - Q4 2025, depending on WP4 implementation
	Social media marketing & offline campaign	INSULEUR Routes of the Olive Tree	Q3 2025 – Q1 2026
	Monitor engagement & adjust strategy	MED-Routes project, Routes of the Olive Tree, Businesses of the itinerary, INSULEUR	Q3 2025 – Q1 2026
Evaluation	Analysis of marketing reach (social media analytics, website traffic)	INSULEUR	Q3 2025 – Q1 2026
	Collection of visitor feedback and impact assessment	Tourism stakeholders, local businesses, INSULEUR	Q3 2025 – Q1 2026
	Adjustments to marketing strategies based on findings and next steps planning	INSULEUR, Routes of the Olive Tree	Q1 2026

3.8 Budget

3.8.1 Micro itinerary 1 – Croatia: Korčula, Lastovo and Pelješac

Estimation of costs associated with each marketing channel and tactic is presented in the Table 11.

Table 23. Estimated budget for each of the promotional activities taken

Marketing channels or promotional tactic		Estimated budget
Planning phase	Content preparation for different websites	4000 € (within the already designated project funds)
	Promotion of future micro-itineraries via social media	4000 € (promotional campaign)
	Research on interested travel bloggers and influencers, on journalists, and on tourism agencies / tour operators	0 (within the already designated operating budget)
	Content preparation and posting via social media	0 (already calculated in the budget regarding the promotional campaign)
	Partnering with interested parties – branding activities through the provision of gift packages with local products (e.g. eco-olive oil, traditional sweete, olive wood handicrafts)	3.000 €
	Journalist trips	0 (already calculated in the budget regarding the promotional campaign)
	Promotional (discounted) and regular tourist trips	0 (promotional discounts calculated into the price of regular tourist trips)
Execution	Content preparation for different websites	0 (within the already designated operating budget)
	Making contacts with electronic and printed media representatives	0 (within the already designated operating budget)
	Newsletter (e-mail marketing)	0 (within the already designated operating budget)

Evaluation	Measurement of promotional results	0 (within the already designated operating budget)
	Measurement of tourism flows	0 (within the already designated operating budget)

3.8.2 Micro itinerary 2 – Greece: Messinia

Estimation of costs associated with each marketing channel and tactic is presented in the Table 12.

Table 24. Estimated budget for each of the promotional activities taken

Marketing channels or promotional tactic	Estimated budget
Digital Marketing	
Social Media Advertising content development and dispatch/publication (targeted campaigns featuring interactive content)	1.240
Identification and outreach to key influencers and travel bloggers (Engaging sustainable travel influencers to promote the itinerary through immersive travel experiences and reviews)	1.240
Traditional Marketing	
Print Materials development, production and dispatch (Brochure, Flyer, Map - tbd)	1.240
Event & Partnership Marketing	
Official dissemination of MED-Routes approach and eco-itineraries oriented to policy-makers: Organization of high-level Forum for the dissemination among policy-makers & tourism actors co-organized by all CRs with PPs' support, aimed to disseminate MED-Routes' approach beyond the territories targeted by the project CRs. Public authorities, Ministries, cultural institutions, foundations, national/transnational tourism agencies, and tourism development boards will be invited to a programme of conferences, roundtables, workshops, Q&A.	0 (provided under WP4, A.4.3 and common to all itineraries)
Local Community Involvement: Encouraging local producers and businesses to be ambassadors of the eco-itinerary, ensuring long-term sustainability and authentic experiences.	0 (provided by partnering service providers)
Eco-Tourism Packages: Partnering with tour operators to create all-inclusive eco-tourism packages focused on olive-related experiences, including culinary tours and farm stays.	0 (provided by partnering service providers)

Promotional Sales & Limited-Time Offers: Early adopters can be encouraged to book through limited-time discount packages for guided olive oil experiences, farm stays, and gastronomy workshops.	0 (promotional discounts calculated into the price of service providers)
Public Relations & Media	
Press Releases production and Media Outreach for dispatch to major Greek and international tourism media outlets to generate awareness (online and traditional media/press) distributed.	3.453,40
Monitoring, Evaluation & Adjustments	
Collection of visitor feedback	0 (provided by partnering service providers)
Analysis of marketing performance (social media analytics) & Adjustments to promotional strategy based on findings	0 (included in budgeted items)
Total Estimated Budget	**7.173,40**

3.9 Monitoring and evaluation

3.9.1 Micro itinerary 1 – Croatia: Korčula, Lastovo and Pelješac

Monitoring and evaluation of promotional activities needs to be regularly performed in order to allow for possibility of adjustment due to possible inabilities in the execution. The performance data are measured against the pre-set Key Performance Indicators (KPIs), which are monitored according to a pre-defined frequency. Those data for the planned promotional activities related to the "From Warriors to Guardians: The Adriatic's Legacy of Resilience" micro-itinerary are presented in Table 13.

Table 25. Key Performance Indicators (KPIs) for the planned promotional activities with monitoring frequency

Planned promotional activities	KPIs	Monitoring frequency
Sales and Revenue	Sales realized	monthly

	Revenue generated	monthly
	Conversion rate (% of customers who made a purchase after promotion)	bi-annually
Customer engagement	Customer reach	monthly
	Customer retention rate (% of existing customers who engage with the promotion)	monthly
Brand Awareness and Sentiment	Brand Mentions	quarterly
	Customer Sentiment (positive, neutral, or negative customer feedback)	quarterly
	Net promoter score (NPS) (willingness to recommend)	bi-annually
Channel specific marketing performance	Website traffic (increase in visitors due to the promotion)	monthly
	Social media followers	monthly
	Social media engagement rate (likes, shares, comments and interactions on promotional content)	monthly
	E-mail open and click-through rates (% of people who not only opened the email but also clicked on the link or ad in the email)	monthly
	Printed and electronic media engagement (% of people who took actions due to engagement with the printed promotional material – brochures, posters, printed media or with the electronic media)	bi-annually

3.9.2 Micro itinerary 2 – Greece: Messinia

To ensure the success of the promotional campaign and measure its impact, the following KPIs will be tracked:

A combination of quantitative and qualitative data collection methods will be used to assess the performance of promotional activities. This includes tracking digital engagement metrics, evaluating visitor conversion rates, and gathering direct feedback from stakeholders and travelers. By regularly analyzing these indicators, adjustments can be made to improve the effectiveness of marketing strategies.

Key aspects of monitoring will include:

- **Tracking Online Engagement**: Website visits, social media interactions, and online booking rates will be monitored monthly to assess digital marketing effectiveness.
- **Measuring Tourism Flow:** The number of visitors booking eco-tourism experiences and participation in guided activities will be evaluated quarterly.
- **Assessing Community & Business Impact**: Feedback from local producers, cooperatives, and tourism stakeholders will be collected to ensure the itinerary contributes positively to the local economy and community.
- **Reviewing Media & Influencer Reach**: Media coverage, influencer engagement, and published articles will be reviewed to determine visibility in the tourism sector.

By implementing a structured monitoring and evaluation process, the Messinia Olive Tree Eco-Itinerary will ensure its promotional strategy remains effective and adaptable to evolving tourism trends.

The following table outlines the KPIs linked to specific promotional activities:

Table 26. Key Performance Indicators (KPIs) for the planned promotional activities with monitoring frequency

Planned promotional activities	**KPIs**	**Monitoring frequency**
Social media content and digital marketing	Engagement Rate (likes, shares, comments), E-mail open and click-through rates	Monthly
Fairs/events participation	Number of participants showing interest in the itinerary	After each event
Press & journalist trips	Number of articles, media mentions, and published features	Quarterly
Local partnerships & promotional offers	Number of local businesses involved and cross-promotions established	Quarterly
Visitor bookings	Increase in eco-tourism package bookings	Quarterly
Community engagement	Number of local producers and stakeholders participating in promotional activities	Annually
Customer feedback & reviews	Satisfaction ratings from visitors who experienced the itinerary	Quarterly
Brand Awareness	Brand Mentions	Quarterly

3.10 Feedback loop

3.10.1 Micro itinerary 1 – Croatia: Korčula, Lastovo and Pelješac

Customer feedback is essential in providing continuous improvement of eco-itineraries and promotional tactics. For the "From Warriors to Guardians: The Adriatic's Legacy of Resilience" micro-itinerary, it will be collected on several levels:

- Micro-itinerary service providers
- Tourism agencies and tour operators
- Local and regional tourism boards
- Promotional journalists.

Different methods may be applied for the collection of customer feedback:

- Direct verbal communication with customers / journalists
- Online customer surveys
- Press clipping.

Information to be collected in the customer feedback may relate to:

- Their overall satisfaction with the micro-itinerary
- Satisfaction with individual service providers
- Attractions visited
- Content provided
- Transportation services
- Sustainability / circular economy practices on the micro-itinerary
- Organization of the micro-itinerary
- Local hosts
- Tour guides
- Tourism agency / tour operator services
- Pricing (value for money)
- Educational content provided
- Likelihood to recommend
- Etc.

3.10.2 Micro itinerary 2 – Greece: Messinia

To ensure the continuous improvement and success of the Messinia Olive Tree Eco-Itinerary, a structured feedback loop will be implemented:

1. **Tourist Surveys**: Collecting visitor feedback on-site and online to assess satisfaction levels and identify areas for enhancement.
2. **Stakeholder Meetings**: Engaging with local businesses, farmers, and tourism operators to refine offerings and address challenges.

3. **Digital Engagement Monitoring**: Analyzing social media interactions and online reviews to track public perception.
4. **Annual Performance Review**: Compiling insights into a structured report for data-driven decision-making and continuous improvement.

These efforts will ensure that the eco-itinerary remains a dynamic and evolving experience that meets the needs of both visitors and the local community.

4 Micro-itineraries along the European Routes of the Ceramics – Italy and Spain

4.1 Geographical context of the micro-itinerary

The **two eco-itineraries of the European Route of Ceramics**, a Council of Europe certified Cultural Route since 2012, are developed:

- in Italy, by the **Romagna Faentina Union,** a Union of six municipalities which has the **Municipality of Faenza** as its centre,
- in Spain, by the **Municipality of Castellón de la Plana.**

4.1.1 Micro-itinerary 1 - Union of Romagna Faentina, Italy

The eco-itinerary unfolds within the Union of Romagna Faentina, an area in the Romagna hinterland located between the provinces of Ravenna, Bologna, and Forlì-Cesena. The region, with Faenza as its main center, includes the municipalities of Brisighella, Casola Valsenio, Castel Bolognese, Riolo Terme, and Solarolo, and covers an area of about 600 km².

Culturally, Romagna Faentina is a territory rich in historical and artistic layers, with medieval villages, castles, churches, and an intangible heritage of artisanal, gastronomic, and folkloric traditions. **Faenza, member of the European Route of Ceramics,** is an international reference for ceramic production, with the MIC - International Museum of Ceramics and a wide network of artisan workshops. Brisighella, listed among Italy's Most Beautiful Villages, offers a fascinating mix of landscape, gastronomy, and culture, while Riolo Terme is historically linked to thermal tourism and wellness. Casola Valsenio is known for the Herb Garden and its promotion of forgotten fruits, while Castel Bolognese and Solarolo preserve a valuable historical and agricultural heritage.

The landscape is characterized by a unique combination of natural and human-made elements. The Via Emilia and Via Faentina, two historic routes connecting Romagna to Tuscany, traverse the cultivated plains, while the Lamone and Senio rivers shape their respective valleys. To the south, the hilly area is home to the Regional Park of Vena del Gesso Romagnola, a unique landscape recognized as a UNESCO World Heritage Site, which preserves spectacular geological formations and an important network of natural trails. The area is also marked by the presence of badlands and areas of blue clays, **elements that have historically influenced the local production of ceramics**.

The eco-itinerary is conceived as a modular system, consisting of:

- A **main route**, recommended to last three days, that connects the municipalities of the Union and major points of interest, integrating three modes of sustainable mobility: walking paths, cycle tourism routes, and connections by train and bus.
- **Secondary routes**, shorter thematic paths mainly accessible by bicycle or a combination of public transport and soft mobility, designed for immersive experiences focused on ceramics and crafts, nature and hiking, gastronomy, and rural tourism.

4.1.2 Micro itinerary 2 - Municipality of Castellón de la Plana, Spain

The new micro-itinerary of the Ceramic Route of Castellón is located in the city of Castellón de la Plana, a strategic enclave within the European Route of Ceramics. Its geographical position on the Mediterranean coast of Spain has been key to the development of ceramics as a distinctive element of the local heritage, linked both to traditional craftsmanship and industrial innovation.

This micro-itinerary is set in an urban environment of great significance, connecting emblematic sites where ceramics have left their mark, from facades and monuments to old factories and museum spaces. Its location within the city's historic center ensures accessibility for both visitors and residents, as it is integrated into the network of pedestrian streets, historic squares, and cultural areas.

Moreover, Castellón de la Plana is strategically connected to other ceramic cities across Europe, reinforcing its role within the European Route of Ceramics and allowing this micro-itinerary to be part of a broader network of cultural routes. Through this itinerary, the importance of Castellón is highlighted not only as a centre of ceramic production but also as a key destination for the promotion and preservation of this heritage within the European framework.

4.2 Objectives of the CR's new micro-itineraries promotion strategy

4.2.1 Micro-itinerary 1 - Union of Romagna Faentina, Italy

The promotional strategy for the eco-itinerary fits within the development policies of the Union of Romagna Faentina, aligning with the goals of the **Strategic Plan 2030**, which focuses on enhancing the region through sustainable tourism, the integration of soft mobility, and the promotion of local cultural identity. The eco-itinerary represents an opportunity to attract conscious travellers, consolidate a model of responsible tourism, and foster

economic development of local communities through public-private collaboration.

The implementation of the strategy will follow a five-year path (2025-2029) divided into three phases:

- **Short term (2025-2026)**: Launch of the eco-itinerary, creation of a distinctive communicative identity, and initiation of the first collaborations with local operators.
- **Medium term (2027-2028)**: Consolidation of tourist attractiveness, expansion of the network of sustainable operators, and strengthening of promotion in national and international markets.
- **Long term (2029)**: Full maturity of the eco-itinerary, integration with other tourist networks, and assessment of the impact on local communities and the environment.

The main objectives of the promotional strategy are threefold. The first concerns increasing the visibility of the eco-itinerary and consolidating its identity. The itinerary must be promoted as a model of slow and sustainable tourism, with effective communication that highlights its connection to the territory, ceramics, crafts, nature, and gastronomy. Building a strong visual identity and a recognizable brand will be crucial for positioning it within the **European Route of Ceramics** and the regional, national, and international tourism landscape.

The second objective is to attract eco-conscious tourists and encourage the use of the itinerary. The eco-itinerary must target specific audiences related to sustainable tourism, cycle tourism, and cultural experiences through targeted campaigns and collaborations with tourism operators. Its modular structure and the choice between shorter paths and a main three-day itinerary will ensure broad usability, both for those seeking a day trip and for those desiring a more comprehensive experience.

The third objective involves engaging new operators and adopting sustainable practices. Creating a network of local businesses, farm stays, restaurants, and artisan workshops will help spread circular economy practices and sustainability across the Union's territory, so that the eco-itinerary can become a reference model for sustainable tourism in the region.

Table 27. Objectives of the Union of Romagna Faentina, Italy micro-itinerary

Objective 1. Increase the visibility of the eco-itinerary and consolidate its identity	**State the objective.** Strengthen the positioning of the itinerary within the **European Route of Ceramics** network and in the sustainable tourism landscape. **Short term**: Creation of dedicated digital channels, launch of a communication strategy

	with targeted content, engagement of local and national media. **Medium term**: Strengthening digital presence with storytelling campaigns and influencer marketing. **Long term**: Established positioning of the eco-itinerary as a reference model, participation in international networks, and recognition in the cultural and responsible tourism sector.
Objective 2. Attract eco-conscious tourists and encourage the use of the itinerary	**State the objective**: Capture travellers interested in sustainability, cycle tourism, and cultural experiences through targeted campaigns and strategic partnerships. **Short term**: Definition of the tourism offer with customized experiences for specific targets, creation of integrated packages with local operators. **Medium term**: Expansion of the collaboration network with tour operators, promotion of the itinerary at trade fairs and industry events. **Long term**: Structuring a stable and recognized offer, visitor loyalty, and consolidation of all-season tourist flows.
Objective 3. Engage new operators and promote the adoption of sustainable practices	**State the objective.** Develop a network of businesses and tourism activities that adopt circular economy criteria and sustainable mobility. **Short term**: Creation of an initial core of operators adhering with defined sustainability criteria, organization of meetings and training sessions. **Medium term**: Expansion of the network of involved operators, introduction of incentives for those adopting sustainable practices. **Long term**: Implementation of a certification system for operators, recognition of the eco-itinerary as best practice replicable in other territories.

4.2.2 Micro-itinerary 2 - Municipality of Castellón de la Plana, Spain

The city of Castellón, known for its cultural richness and deep connection to ceramics, has taken a step forward by integrating this tradition into an innovative and environmentally conscious tourism proposal: the Ceramics

Route. This initiative not only aims to highlight the city's ceramic heritage, but also to do so from a sustainable perspective, aligned with the principles of the circular economy.

Through a series of micro-routes that connect historical landmarks, museums, and natural spaces within the city, visitors have the opportunity to learn about the ceramic process first-hand—from raw materials to the finished piece—while encouraging a form of tourism that respects the environment. In this context, three key objectives have been defined to guide the development and consolidation of the route:

Objective 1: Raising awareness of sustainability and the circular economy in tourism

One of the pillars of this initiative is education and awareness around the importance of adopting more sustainable tourism models. In this regard, information materials and communication strategies are being developed to highlight not only the cultural value of ceramics, but also its role within the circular economy. Ceramics, as a product tied to artisanal techniques, local materials, and reuse processes, becomes an ideal symbol to illustrate how tourism can contribute to sustainable development. These communication efforts target both visitors and local communities, aiming to build a network of knowledge and shared commitment to these values.

Objective 2: Promoting sustainable access to micro-routes through public transport and active mobility

The Ceramics Route is designed not only as a cultural experience, but also as an invitation to move through the territory in a conscious and sustainable way. To this end, accessible routes and various options for signage and infrastructure are being assessed to allow the itineraries to be explored on foot, by bicycle, or using public transportation. This approach aims to reduce the ecological footprint of tourism in the region while offering a healthier and more intimate way to discover the area. Walking between neighborhoods, workshops, and green spaces not only enriches the visitor experience but also strengthens the connection to the local environment.

Objective 3: Attracting tourists with ecological awareness and an interest in ceramic heritage

Lastly, work is being carried out to identify and segment the target audience—tourists who are increasingly seeking authentic, sustainable, and culturally enriching experiences. These visitors value not only the destination itself but also the impact of their travel. For this reason, specific strategies are being designed to attract this conscious audience, connecting

them with the values of ceramics, sustainability, and local tradition. This objective is key to building a tourism offer that is coherent, long-lasting, and beneficial both for the territory and for those who visit it.

Table 28. Objectives of the Municipality of Castellón de la Plana, Spain micro-itinerary

Objective 1. Raising awareness of sustainability and the circular economy in tourism	**State the objective.** Information materials and communication strategies are being designed to promote sustainability and the value of ceramics in the circular economy.
Objective 2. Promoting sustainable access to micro-routes through public transport and active mobility	**State the objective**: Routes and options for improving accessibility and signage are being evaluated.
Objective 3. Attracting tourists with an ecological conscience and an interest in ceramic heritage	**State the objective.** Strategies for target audience segmentation are being worked on.

4.3 Target audience

4.3.1 Micro itinerary 1 - Union of Romagna Faentina, Italy

The eco-itinerary is part of the development strategies of Romagna Faentina, contributing to more sustainable, widespread tourism capable of generating economic and social benefits for local communities. The segmentation of the target audience has been developed considering demographic, geographic, psychographic, and behavioural factors, with a particular focus on sustainability, soft mobility, and integration with local productive resources.

Demographically, the target includes travellers between the ages of 25 and 55, inclined towards experiential tourism and discovering less trodden destinations. Families with children and schools of all levels represent an important segment, attracted by the educational component of the itinerary (craftsmanship, gastronomy, nature), as do digital nomads and remote workers, who seek destinations where they can balance work and quality of life.

Geographically, the eco-itinerary is designed for proximity tourism, primarily intercepting visitors from Emilia-Romagna and neighbouring regions (Tuscany, Veneto, Lombardy, Umbria). However, its strong connection with the European Route of Ceramics also makes it attractive to

an international audience, particularly tourists from Germany, France, the United Kingdom, and the Netherlands, who traditionally pay attention to environmental issues, experiential tourism, and Romagna.

The **psychographic analysis** identifies various visitor profiles, aligned with sustainable tourism trends. The eco-itinerary primarily targets:

- Eco-conscious tourists, focused on reducing environmental impact, who prefer facilities and services certified for sustainability.
- Lovers of culture and craftsmanship, interested in ceramics, historic workshops, and local artistic productions.
- Active travellers, who choose trekking, cycle tourism, and soft mobility as ways to explore the area.
- Professionals in smart working, seeking extended stay experiences in line with the co-living and workation phenomenon.

Behaviorally, visitors to the eco-itinerary are distinguished by their preference for authentic and participatory experiences that go beyond the mere tourist visit. This audience tends to avoid mass tourism, plans their experiences carefully, and seeks destinations capable of offering services related to sustainability, well-being, and sports and workshop activities. The eco-itinerary meets the needs of those who travel in less crowded periods, contributing to creating an all-season tourism offer.

Table 29. Targeted audience for the Union of Romagna Faentina, Italy micro-itinerary

Type of segmentation	Target audience
Demographic	**Travelers aged 25 to 55 with a good level of education**, families with children interested in educational experiences, remote workers and digital nomads, schools.
Geographic	**Primary market**: local Italian tourists (from Emilia-Romagna, Tuscany, Veneto, Lombardy, Umbria). **Secondary market**: international tourists (from Germany, France, the United Kingdom, the Netherlands), particularly those attentive to experiential and sustainable tourism.
Psychografic	**Eco-conscious tourists** who seek low environmental impact experiences. **Lovers of culture and craftsmanship**, drawn to ceramic workshops and local crafts. **Active travellers**, cyclists, and hikers interested in sustainable outdoor tourism.

	Professionals in smart working looking for extended stays in regenerative settings.
Behavioural	**Travelers who avoid mass tourism** and opt for participative experiences. **Individuals interested in** artisan workshops, guided tours, local gastronomy. **Tourists who prefer to travel in the off-season**, contributing to the de-seasoning of local tourism.

4.3.2 Micro itinerary 2 - Municipality of Castellón de la Plana, Spain

The Ceramics Route of Castellón is part of the city's broader strategy to promote a more sustainable, culturally rich, and responsible form of tourism. Designed to highlight the historical and artistic legacy of ceramics while aligning with the principles of the circular economy, this initiative encourages a type of travel that generates both economic and social value for local communities. The route fosters a deep connection between visitors and the territory through micro-itineraries that integrate craft, heritage, nature, and urban culture.

The segmentation of the target audience has been defined using demographic, geographic, psychographic, and behavioral criteria, with a clear focus on sustainability, authenticity, and experiential tourism.

Demographically, the route is aimed at adults between the ages of 25 and 60, of both genders, with a medium to high income. These individuals often have a university education or professional training and tend to show a particular interest in sustainability, cultural heritage, and creative industries. This group includes professionals, couples, and individuals who are motivated by meaningful travel and the opportunity to learn and engage with local culture.

Geographically, the Ceramics Route primarily attracts national and international tourists, especially those from nearby European countries such as France, Italy, and Germany. Within Spain, it appeals to visitors from large urban centers seeking nearby, accessible, and less conventional destinations. Castellón's location makes it a convenient short-stay option, well-connected yet far from the oversaturated tourist circuits.

Psychographically, the itinerary targets eco-conscious travellers—those who actively seek out destinations that demonstrate environmental

responsibility and a strong commitment to cultural and social values. These travellers are interested in heritage preservation, local traditions, and the kind of tourism that fosters a sense of place and identity. They value quality over quantity and are drawn to experiences that allow them to contribute positively to the places they visit.

Behaviorally, the Ceramics Route speaks to tourists who consistently avoid mass tourism in favor of authentic and participatory experiences. This audience includes people who travel regularly and are increasingly looking for lesser-known, slower-paced destinations that offer a deeper connection to local life. They carefully plan their trips, often prioritizing destinations that align with their values—such as environmental respect, cultural appreciation, and low-impact travel. Many also travel outside peak seasons, contributing to the diversification and sustainability of the local tourism offer.

In this way, the Ceramics Route of Castellón responds to the growing demand for conscious travel by creating a tourism model rooted in identity, sustainability, and community engagement.

Table 30. Targeted audience for the Municipality of Castellón de la Plana, Spain micro-itinerary

Type of segmentation	Target audience
Demographic	**Adults aged 25 to 60,** both men and women, with middle-high income, interested in sustainability and cultural heritage. Particularly those with higher education or professional training.
Geographic	**National and international tourists**, especially from nearby European countries such as France, Italy, and Germany, as well as national tourists from other Spanish cities. Castellón is presented as a short-distance destination from major urban centres.
Psychografic	**Eco-conscious travellers**, interested in cultural tourism, heritage preservation, and sustainability. People who value environmental respect and connection with local culture.
Behavioral	**Tourists seeking authentic and sustainable experiences**, preferring cultural and heritage tourism over mass tourism. People with moderate to high travel frequency, open to exploring alternative, less crowded destinations.

4.4 Unique Selling Proposition (USP)

4.4.1 Micro itinerary 1 - Union of Romagna Faentina, Italy

The **eco-itinerary of Romagna Faentina within the European Route of Ceramics** offers an immersive and participative travel experience that combines active tourism with the discovery of local culture, artisan productions, and community life. Thanks to a **modular and accessible approach**, the route allows exploration of the area through a combination of soft mobility (walking, biking, and public transport), adapting to various types of travellers.

A distinctive element of this eco-itinerary is its ability to transform travel into an authentic encounter with the land and the people who inhabit it. Each stop becomes an opportunity to connect with **artisans, farmers, and local producers**, participate in workshops, discover ancient traditions, and taste typical products like the **DOP extra virgin olive oil from Brisighella** and forgotten fruits. The landscape, ranging from the **Vena del Gesso Romagnola** to the historic villages of Romagna Faentina, frames an experience where **slow tourism**, outdoor activities, and local culture intertwine in a sustainable and authentic journey. **A special focus is given to ceramics**, a key feature of Faenza. Besides the famous museums and galleries in the city, the itinerary also includes visits to workshops, offering a unique chance to learn more about the local ceramic heritage.

The combination of **active participation**, **modularity**, and **sustainability** makes this itinerary an innovative model of regenerative tourism, which not only aims to reduce environmental impact but also actively involves locals and tourists in enhancing community values and regional resources.

4.4.2 Micro itinerary 2 - Municipality of Castellón de la Plana, Spain

The micro-itinerary of the Ceramic Route of Castellón offers a unique proposition that combines cultural heritage, sustainability, and an authentic experience, perfect for those looking to discover a city with a rich ceramic tradition, away from the bustle of mass tourist destinations. The following details the aspects that make this itinerary exclusive:

Connection with ceramic tradition and innovation:

The micro-itinerary allows visitors to explore the emblematic areas of Castellón where ceramics have played a fundamental role in the city's historical and cultural development. Along the route, tourists will enjoy facades, monuments, and urban spaces that reflect both the ceramic

tradition and the integration of the latest techniques and contemporary designs in the ceramic sector. The city serves as a living testament to the evolution of ceramics, blending the old with the new.

Sustainable and accessible tourism:

Castellón presents itself as a destination that promotes responsible and environmentally respectful tourism. The itinerary encourages the use of public transportation, active mobility (walking and cycling), and the integration of the city with its natural surroundings, emphasizing the importance of tourism that minimizes environmental impact. This proposal is ideal for travellers seeking an authentic and eco-friendly experience in a peaceful, safe city with an unbeatable Mediterranean climate.

Authenticity of the local experience:

Castellón, while being a significant urban centre, retains the essence of a small town, making it unique. Visitors can enjoy a genuine experience by exploring areas of great historical and cultural value related to ceramics, while also getting to know the lifestyle of the locals. Additionally, the city offers delicious gastronomy, with local dishes reflecting the region's identity, and nearby beaches where visitors can enjoy the Mediterranean climate.

An accessible, uncrowded destination:

Castellón is characterized by its tranquillity and lack of mass tourism, allowing visitors to enjoy a more relaxed experience without the overcrowding of other more popular tourist destinations. This creates the ideal environment for those seeking an authentic experience, enjoying the advantages of a small city but with all the comforts and services of a modern urban area.

In conclusion, the unique selling proposition of micro-Itinerary 2 lies in offering a unique cultural experience centred on Castellón’s ceramics, combining the best of tradition and innovation, in a natural and urban setting ideal for sustainable tourism. Tourists will be able to enjoy the city's main emblematic sites where ceramics are showcased at their finest, without the saturation of tourists found in other cities, in a relaxed and accessible atmosphere. This itinerary allows visitors to discover Castellón from an authentic perspective, through its ceramics, its people, and its surroundings.

4.5 Marketing Channels

4.5.1 Micro itinerary 1 - Union of Romagna Faentina, Italy

The promotion strategy for the eco-itinerary is based on a combination of digital and traditional channels, aiming to effectively reach the target audience and create a strong, recognizable identity. The approach involves a mix of institutional communication, social media engagement,

experiential storytelling, and strategic partnerships to ensure broad and targeted dissemination.

Marketing activities will be developed through the following main channels:

Digital Marketing and Social Media

- Presence on Instagram and Facebook, with a content strategy that highlights the experiences offered by the eco-itinerary through images, videos, and interactive storytelling integrated into the editorial plan of the new Romagna Faentina tourism brand in synergy with operators, as well as in the social media plan of the European Route of Ceramics.
- Creation of paid advertising campaigns on social media to intercept eco-conscious travellers.
- Possibility to establish collaborations with travel influencers and content creators specialized in sustainable and slow tourism, to expand visibility to a targeted audience.

Website and Content Marketing

- Development of a dedicated landing page on the new Romagna Faentina tourism portal with detailed information on the eco-itinerary, experiential packages, and sustainable usage modes (including the possibility of adding an interactive map), as well as on the website of the European Route of Ceramics
- Possibility to develop blog posts on the Romagna Faentina portal related to the eco-itinerary.

Email Marketing and Newsletter

- Inclusion of content about the eco-itinerary in the thematic tourism newsletter to be developed by the Union of Romagna Faentina.

Traditional Media and PR

- Presentation of the eco-itinerary in publications related to Romagna Faentina in travel magazines and sustainable tourism, through advertisements and/or advertorials.
- Presentation of the eco-itinerary at industry events and fairs where the Union of Municipalities of Romagna Faentina will be present.

Strategic Partnerships and Collaboration Networks

- Presentation of the eco-itinerary to local tour operators to integrate the eco-itinerary into their offer of experiential packages.
- Involvement of environmental and cultural associations to strengthen the project's credibility and promote it within dedicated circuits.

Printed Promotional Materials

- Production of brochures, an eco-itinerary map, thematic maps, and informational materials for tourist information points (Pro Loco).

Media Kit for Operators

Production and distribution of a media kit to be distributed to hospitality facilities and operators involved in the eco-itinerary containing:

Brochure, map, and/or foldout
Window sticker with Green Label
QR code for display at the counter
Social Media kit with graphic templates for communication on social networks
Digital Green Label for insertion on websites and online channels

Table 31. Marketing channels for the Union of Romagna Faentina, Italy micro-itinerary

Type of marketing channels	Planned channels
Digital Marketing and Social Media	Integrated social media content in the editorial plan of Romagna Faentina and of the European Route of Ceramics. Creation of paid advertising campaigns on social media to target eco-conscious travellers. Possibility to develop collaborations with travel influencers and content creators specialized in sustainable and slow tourism.
Website and Content Marketing	Dedicated landing page on the new Romagna Faentina tourism portal and on the website of the European Route of Ceramics. Possibility to produce blog posts on the Romagna Faentina portal related to the itinerary.
Email Marketing and Newsletter	Inclusion of eco-itinerary content in the thematic tourism newsletter developed by the Union of Romagna Faentina.
Traditional Media and PR	Presentation of the eco-itinerary during releases related to Romagna Faentina in newspapers, travel

	magazines, and sustainable tourism publications, through advertisements and/or advertorials. Presentation of the eco-itinerary at industry events and fairs.
Strategic Partnerships and Collaboration Networks	Collaborations with local tour operators, environmental, and cultural associations.
Printed Promotional Materials	Production of brochures, an eco-itinerary map, thematic maps, and informational materials.
Media Kit for Operators	Production and distribution of a media kit for hospitality facilities and operators involved in the eco-itinerary.

4.5.2 Micro itinerary 2 - Municipality of Castellón de la Plana, Spain

The promotion strategy for the Ceramics Route of Castellón is based on a combination of digital, traditional, and collaborative marketing channels, aiming to effectively reach its target audience while building a strong, coherent, and recognizable identity. The approach includes institutional communication, dynamic social media engagement, strategic partnerships, and both print and digital materials to ensure broad and well-targeted dissemination of the micro-itinerary.

Marketing activities will be developed through the following key channels:

Digital media and social networks

Presence on Instagram, Facebook, and YouTube will be essential to highlight Castellón's ceramic heritage, local life, and values of sustainability through compelling visual content such as images, reels, and stories. The storytelling strategy will focus on showcasing authentic visitor experiences, the region's artisanal identity, and environmental awareness.

Collaborations with travel influencers and content creators specializing in sustainable and slow tourism are planned to expand visibility and reach audiences already aligned with conscious travel values.

In addition, the official websites (Castellón Tourism, Ceramics Route of Castellón, and the European Route of Ceramics) will serve as key informative platforms, providing detailed descriptions of the route, interactive maps, points of interest, and links to tourism packages.

Print media

Brochures, posters, and thematic maps will be produced and distributed in tourist information centers, local businesses, accommodations, and cultural venues. These materials will give visitors a physical reference to the route and its highlights, enriching their experience and encouraging word-of-mouth promotion.

Collaborative marketing and strategic partnerships

The strategy includes building partnerships with local tourism agencies to incorporate the micro-itinerary into broader travel packages that include ceramic workshops, local gastronomy, and other sustainable experiences in Castellón.

Collaboration with educational institutions, particularly those focused on ceramics, sustainability, and art history, will also play a key role. This may involve organized visits, educational workshops, seminars, or professional development activities, targeting both students and specialists in relevant fields.

The project also envisions partnerships with responsible tourism platforms that promote sustainable destinations, to position the Ceramics Route as a preferred option for eco-conscious travelers seeking authentic alternatives to mass tourism.

Lastly, working with government bodies and organizations affiliated with the European Route of Ceramics will be essential to promote the route internationally and reinforce its presence in European cultural tourism networks—particularly in countries like France, Italy, and Germany, where sustainable and experiential travel is in growing demand.

Table 32. Marketing channels for the Municipality of Castellón de la Plana, Spain micro-itinerary

Type of marketing channels	Planned channels

Audiovisual mass media	Official websites (Castellón Tourism, Ruta de la Cerámica de Castellón, European Route of Ceramics) for detailed information on the itinerary and its highlights.
Printed media	Brochures and posters displayed in key tourist information centres, local businesses, and hotels.
Social media	Instagram, Facebook and YouTube to share images, reels, and stories about the ceramic heritage, local life, and sustainability. Collaborations with travel influencers focusing on sustainable tourism to promote the micro-itinerary.
Partnerships	Establish partnerships with local tourism agencies to create travel packages that include the micro-itinerary and other ceramic-related experiences in Castellón, increasing the accessibility and visibility of the itinerary. Work with educational institutions, particularly those focused on ceramics, sustainability, and art history, to promote the micro-itinerary among students and industry professionals. This could include organized visits, conferences, or educational activities. Partnerships with responsible tourism platforms that focus on sustainable destinations to include Castellón in their recommendations, helping position the micro-itinerary within the segment of environmentally conscious travellers. Collaboration with governmental entities and organizations from the European Route of Ceramics to promote the micro-itinerary internationally, increasing its visibility in other countries and within the context of European cultural tourism.

4.6 Promotional tactics

4.6.1 Micro itinerary 1 - Union of Romagna Faentina, Italy

The promotional strategy for the eco-itinerary will follow a progressive and structured approach in three phases, in line with the overall marketing objectives. The promotional journey will start with a strategic launch to create brand awareness and build a recognizable identity, then move to a traffic and lead generation phase aimed at stimulating interest and active participation from travellers. Finally, the strategy will focus on audience loyalty, encouraging organic dissemination of the eco-itinerary and the creation of a stable community of eco-conscious travellers.

Phase 1 – Launch and Brand Awareness

- The goal of this phase is to generate visibility and position the eco-itinerary as a model of sustainable tourism. The strategy will focus on institutional and digital communication, creating engaging content and spreading the project across various channels.
- Institutional presentation event with local administrations, tourism operators, and press to officially launch the eco-itinerary and generate media coverage.
- Social media campaign and digital PR, featuring storytelling content, images, videos, and reels on social media, integrated into the editorial plan of the Romagna Faentina tourism brand.
- Presentation of the eco-itinerary during publications related to Romagna Faentina in newspapers, travel magazines, and sustainable tourism, through advertisements and/or advertorials.
- Distribution of printed promotional materials, such as maps, brochures, and leaflets at tourist information points (Pro Loco, accommodation facilities, museums, eco-itinerary operators).
- Possible involvement of travel influencers and content creators specialized in sustainable tourism to amplify the message to a targeted audience.

Phase 2 – Traffic and Lead Generation

- In this phase, the strategy will focus on converting the generated interest into concrete interactions with the eco-itinerary, encouraging traveler participation and increasing traffic to official communication channels.
- Creation of a dedicated landing page on the Romagna Faentina tourism portal and in the website of the European Route of Ceramics, with detailed information about the itinerary, interactive map, and sustainable usage modes.
- Possibility to publish blog posts about the eco-itinerary on the Romagna Faentina portal, with insights on experiences, local traditions, and travel tips.
- Activation of paid social campaigns to intercept travellers interested in sustainable tourism, via ads on Facebook, Instagram, and Google Ads.
- Inclusion of content about the eco-itinerary in the thematic tourism newsletter to be developed by the Union of Romagna Faentina.
- Participation in trade fairs and events, promoting the eco-itinerary during events related to sustainable tourism and cycle tourism.
- Involvement of tour operators and cultural associations, to integrate the eco-itinerary into their offers and make it accessible to a broader audience.

Phase 3 – Loyalty and Community Engagement

- This phase is dedicated to the loyalty of travellers and the creation of an active community that can promote the eco-itinerary organically and continuously. The goal is to consolidate the relationship with the audience and encourage spontaneous dissemination of the project.
- Engage travellers, encouraging them to share their experiences to enhance the value experienced on the eco-itinerary.
- Publication of new proposals and content on official channels.
- Continued paid social campaigns integrated with the advertising plan of Romagna Faentina and of the European Route of Ceramics.

4.6.2 Micro itinerary 2 - Municipality of Castellón de la Plana, Spain

Promotion through official websites: Dissemination on the official tourism portal of Castellón and in the website of the European Route of Ceramics: Utilize those websites to highlight the micro-itinerary, providing informative content about the ceramic heritage and sustainability, accessible to both tourists and residents.

Promotion at sustainable tourism fairs and events: Participation in sustainable tourism fairs: Represent the Ceramic Route at national and international tourism events to promote the micro-itinerary to an audience interested in responsible and sustainable destinations.

Collaboration with cultural and environmental organizations: Partner with local cultural or environmental organizations to spread the micro-itinerary through their channels and networks. These collaborations can include non-profit activities, such as conferences, presentations, or awareness-raising events.

Awareness campaigns: Run awareness campaigns highlighting the benefits of ceramics as a cultural and sustainable element, fostering respect for the environment. These campaigns could be in the form of informational posters, videos, and social media posts managed by the public administration.

Co-creation of content with the local community: Invite local residents to contribute stories or photographs that represent Castellón's relationship with ceramics. This content can be shared on institutional channels (websites, social media) to give residents a voice and promote a sense of belonging.

Educational and informational materials: Develop brochures, interactive guides, or digital content to educate visitors about Castellón's ceramics and their impact on sustainability. These materials can be distributed at visitor centres, museums, tourist points, and made available online for global access.

Partnerships with universities and research centres: Carry out outreach activities at local or international universities, where the micro-itinerary and its cultural, sustainable, and educational implications are presented, aiming to spark interest among students and academics.

4.7 Implementation timeline

4.7.1 Micro itinerary 1 - Union of Romagna Faentina, Italy

The implementation strategy for promoting the eco-itinerary will follow a three-year approach (2025-2027), divided into planning, execution, and evaluation phases, to ensure an effective and adaptable rollout to meet market needs. This timeline is a rough proposal, structured over three years, but includes biannual updates to monitor results, adapt strategies, and optimize promotional activities based on collected data and feedback received.

The approach includes:

Initial Planning (2025):

- Development of the editorial strategy, production of communication materials, and definition of the advertising plan.

Gradual Execution (2025-2027):

- Activation of digital campaigns, participation in industry events and fairs, integration of the eco-itinerary into the channels of Romagna Faentina and of the European Route of Ceramics.

Evaluation and Optimization (2026-2027):

- Analysis of performance, collection of feedback, and adjustments to ongoing activities to improve communication effectiveness and public engagement.

The planning will be reviewed with biannual updates to ensure a dynamic strategy and respond promptly to emerging opportunities in the sustainable tourism sector. This structured yet flexible approach allows for the adjustment of tactics as needed to maximize the impact and reach of the eco-itinerary, fostering sustainable tourism practices while engaging a broad and diverse audience.

Table 33. Implementation timeline for the Union of Romagna Faentina, Italy

micro-itinerary

Promotional strategy phases	Activities to be taken	Responsible body	Planned timeline
Planning	Editorial Plan Definition for Romagna Faentina tourism brand	Romagna Faentina Union, external experts	Q2-Q3 2025
	Content Development for social media, websites, informational materials	Romagna Faentina Union, external experts	Q2-Q3 2025
	Production of Print and Digital Materials	Romagna Faentina Union, external experts	Q2-Q3 2025
	Planning of Advertising Campaigns on social media and Google Ads	Romagna Faentina Union, external experts	Q2-Q3 2025
Execution	Official Launch with event for operators, institutions, press	Romagna Faentina Union, external experts	Q4 2025
	Activation of Social Media Campaigns and Digital PR	Romagna Faentina Union, external experts	Q4 2025 to Q4 2027
	Distribution of Promotional Materials	Romagna Faentina Union, external experts	Q4 2025
	Integration of the Eco-Itinerary on the tourism portal	Romagna Faentina Union, external experts	Q4 2025 to Q1 2026
	Participation in Industry Events and Fairs	Romagna Faentina Union, external experts	2026 to 2027

	Monitoring of Digital Campaigns and adjustments	Romagna Faentina Union, external experts	Q4 2025 to Q4 2027
Evaluation	Analysis of Traffic, Engagement, and Conversion Rates	Romagna Faentina Union, external experts	2026 to 2027
	Collection of Feedback from travellers and local operators	Romagna Faentina Union, external experts	2026 to 2027
	Final Report on Promotion Activity Performance and subsequent planning	Romagna Faentina Union, external experts	2026 to 2027

4.7.2 Micro itinerary 2 - Municipality of Castellón de la Plana, Spain

The promotion of the Ceramics Route of Castellón will be implemented through a comprehensive, multi-phase strategy extending from 2025 to 2029. This structured yet adaptable approach has been designed to ensure the successful positioning of the route within the sustainable and cultural tourism market, both nationally and internationally. The timeline spans five key phases: planning, execution, evaluation, long-term sustainability, and final optimization. Throughout this process, biannual reviews will be conducted to monitor progress, collect feedback, and make necessary adjustments to align the promotional efforts with current trends, market behavior, and visitor expectations.

The initial **planning phase**, scheduled for the third quarter of 2025, will focus on laying the groundwork for the campaign. During this stage, the City Council and the Tourism Department will work together on the design and development of core promotional materials. These will include brochures, thematic maps, digital guides, and content for official websites. The aim is to create an engaging and visually cohesive identity that reflects the values of sustainability, heritage preservation, and the authenticity of Castellón's ceramic tradition. Simultaneously, key partnerships will be established with local stakeholders, including cultural and environmental associations, educational institutions, and tourism-related entities. These collaborations

will serve as a foundation for future actions, ensuring local involvement and credibility. Additionally, the planning phase will include the design of a strategic roadmap for Castellón's participation in sustainable tourism events and trade fairs, with a focus on identifying the most relevant platforms to showcase the micro-itinerary to both professional and general audiences.

Following the planning stage, the **execution phase** will begin in the fourth quarter of 2025 and extend into the first quarter of 2026. This will mark the public launch of the promotional campaign across various digital platforms, including the websites of Castellón Tourism, the Ceramics Route, and the European Route of Ceramics, as well as social media channels such as Instagram, Facebook, and YouTube. The campaign will aim to highlight the cultural and experiential value of the itinerary through high-quality visual content, storytelling, and interactive formats. At the same time, Castellón will be actively represented at local and international tourism fairs, where promotional materials will be distributed, and the route will be introduced to tour operators, travel writers, and sustainability-focused audiences. In parallel, educational and awareness campaigns will be implemented, emphasizing the link between ceramic heritage and sustainability. These actions will include both digital dissemination and offline initiatives such as workshops, school visits, and collaborations with local artisans.

In the **evaluation phase**, planned for the second quarter of 2026, the City Council and the Tourism Department will conduct a thorough review of the campaign's impact. This will involve analyzing social media engagement, web traffic, visitor numbers, and feedback from surveys and interviews with tourists and stakeholders. The effectiveness of the partnerships developed during the planning and execution phases will also be assessed, determining the extent to which they contributed to the campaign's goals. Based on this analysis, promotional materials will be updated and refined to improve communication clarity, tone, and visual coherence. The evaluation will provide essential insights for optimizing future actions and maintaining a responsive and audience-centered strategy.

From 2027 onwards, the focus will shift to ensuring the **long-term sustainability** of the initiative. Over the course of 2027 and 2028, actions will be implemented to maintain the momentum generated in the previous years and to deepen the collaborations established with local, national, and international partners. The City Council and the Tourism Department will continue to monitor the evolution of tourism trends, visitor behavior, and technological innovations to adjust marketing approaches accordingly.

Castellón will also maintain a presence at key international events dedicated to sustainable tourism, reinforcing the visibility of the Ceramics Route as a reference model for responsible cultural travel. The aim during this phase is to secure the continuity of the route as a dynamic and resilient tourism product, capable of adapting to new demands while staying true to its local roots.

Finally, in 2029, the **optimization and final evaluation phase** will be conducted. This conclusive stage will consist of a comprehensive assessment of the entire strategy, drawing on the data and insights gathered over the preceding years. The goal will be to evaluate the overall success of the promotional efforts in terms of visibility, visitor satisfaction, sustainability impact, and economic benefit for the local community. The itinerary itself will be reviewed and updated to incorporate new attractions, experiences, or interpretative tools that respond to emerging travel trends and evolving visitor profiles. Adjustments will be made to ensure the route remains relevant, engaging, and aligned with best practices in sustainable and cultural tourism promotion.

In conclusion, the promotional strategy for the Ceramics Route of Castellón is designed to be proactive, flexible, and deeply rooted in the identity of the territory. Through phased implementation, ongoing collaboration, and a commitment to evaluation and improvement, the initiative aims to establish Castellón as a leading destination in sustainable cultural tourism, while reinforcing the value of its ceramic heritage on both a local and international scale.

Table 34. Implementation timeline for the Municipality of Castellón de la Plana, Spain micro-itinerary

Promotional strategy phases	**Activities to be taken**	**Responsible body**	**Planned timeline**
Planning phase	Design and development of informational materials (brochures, digital guides, website content).	City Council, Tourism Department	3rd Quarter 2025 (July - September)
	Establishment of partnerships with local organizations (cultural, environmental, tourism associations).	City Council, Tourism Department	3rd Quarter 2025 (July - September)

	Planning of strategy for participation in sustainable tourism fairs and events.	City Council, Tourism Department	3rd Quarter 2025 (July - September)
Execution	Launch of the promotional campaign through digital channels (websites, social media).	City Council, Tourism Department	4th Quarter 2025 (October - December)
	Promotion at local and international tourism fairs/events.	City Council, Tourism Department	1st Quarter 2026 (January - March)
	Launch and distribution of educational and awareness campaigns on sustainability and ceramics, including social media posts and digital content.	City Council, Tourism Department	1st Quarter 2026 (January - March)
Evaluation	Review the effectiveness of the campaign through public feedback (surveys, social media interaction).	City Council, Tourism Department	2nd Quarter 2026 (April - June)
	Evaluation of the success of partnerships with local and international organizations in promoting the micro-itinerary.	City Council, Tourism Department	2nd Quarter 2026 (April - June)
	Review and update promotional materials based on feedback and performance metrics.	City Council, Tourism Department	2nd Quarter 2026 (April - June)
Long-term sustainability phase	Implementation of actions to ensure continuity of partnerships and commitment to sustainable tourism.	City Council, Tourism Department	2027 - 2028
	Monitoring the evolution of the micro-itinerary, adjusting promotional strategies according to market trends.	City Council, Tourism Department	2027 - 2028
	Participation in international sustainable tourism events to	City Council, Tourism	2027 - 2029

	enhance long-term visibility.	Department	
Final evaluation and optimization phase	Evaluation of the achievements from the launch of the itinerary, with adjustments for improving promotion and sustainability.	City Council, Tourism Department	2029
	Update of the itinerary to incorporate new trends and visitor needs.	City Council, Tourism Department	2029

4.8 Budget

Table 35. Budget for the Union of Romagna Faentina, Italy micro-itinerary

Marketing channels or promotional tactic	Estimated budget
Digital marketing (social media, website, online ads)	€5.000
Printed materials (brochures, flyers, maps)	€3.000
Promotional events	€5.000
Participation in sustainable tourism fairs and events	€2.000
Miscellaneous (unforeseen costs, contingencies)	€2.000

Table 36. Budget for the Municipality of Castellón de la Plana, Spain micro-itinerary

Marketing channels or promotional tactic	Estimated budget
Digital marketing (social media, website, online ads)	€5.000
Printed materials (brochures, flyers, maps)	€5.000
Partnerships with local organizations (NGOs, cultural institutions)	€3.000
Collaborations with local tourism agencies	€1.500
Participation in sustainable tourism fairs and events	€5.000

Influencer/content marketing (sustainable tourism influencers)	€2.000
Educational campaigns (workshops, school visits,..)	€2.000
Miscellaneous (unforeseen costs, contingencies)	€2.000

Estimated Total Budget**: €25.500**

This budget estimate covers the main promotional tactics and channels necessary for the successful implementation of the micro-itinerary, with flexibility to adjust based on specific needs or unforeseen costs and the available budget.

4.9 Monitoring and evaluation

4.9.1 Micro itinerary 1 - Union of Romagna Faentina, Italy

The monitoring and evaluation of the promotional activities for the eco-itinerary will be crucial to measure their effectiveness and ensure continuous improvement. The evaluation strategy will follow a KPI-based approach, divided into three main areas:

- **Brand Awareness and Visibility**: Monitoring the impact of communication on digital and traditional media.
- **Engagement and Audience Interaction**: Analyzing the level of interest, participation, and feedback received.
- **Conversions and Impact on the Territory**: Measuring the number of actual travellers, the growth of the operator network, and the adoption of sustainable practices.

Table 37. Monitoring and evaluation for the Union of Romagna Faentina, Italy micro-itinerary

Planned promotional activities	KPIs	Monitoring frequency
Brand Awareness and Visibility	Number of mentions of the eco-itinerary in local, national, and international media.	Annual
	Number of features in industry magazines and online publications.	
	Coverage generated by social mentions from external users.	

Social Campaigns and Digital PR Performance	Growth of the community on social channels (Instagram, Facebook).	Quarterly
	Engagement rate (likes, comments, shares).	
	Referral traffic from social media to the landing page.	
Website and Landing Page Traffic	Number of visits to the landing page.	Semi-annual
	Bounce rate and time spent on the page.	
	Leads generated.	
Email Marketing and Newsletter Performance	Click-through rate on content dedicated to the eco-itinerary within the URF's tourism-focused newsletter.	Semi-annual
Distribution and Use of Promotional Materials	Number of brochures, maps, and materials distributed at tourist information points and to operators.	Annual
	Feedback collected from operators and tourist offices on the effectiveness of the materials.	
Participation in Industry Events and Fairs	Number of manned events.	Annual
	Contacts generated and collaboration agreements initiated.	
Engagement of Local Operators	Number of new facilities joining the eco-itinerary.	Annual
	Participation of operators in training sessions and meetings.	
Touristic Impact and Usage of the Eco-Itinerary	Estimated number of visitors who followed the eco-itinerary.	Annual
	Estimated arrivals and attendance generated by the eco-itinerary.	
	Attendance at points of interest and involved facilities.	

4.9.2 Micro itinerary 2 - Castellón de la Plana, Spain

The monitoring and evaluation process for the promotional activities of the Ceramics Route of Castellón is a key component of the overall strategy, ensuring transparency, accountability, and continuous improvement. The evaluation framework will be based on a Key Performance Indicators (KPIs)

approach, focusing on three main areas: brand awareness and visibility, engagement and audience interaction, and conversion rates and territorial impact.

Each promotional activity will be linked to a specific set of KPIs and a corresponding monitoring frequency to effectively track its performance and allow for timely optimization.

Social Media Campaigns (Instagram, Facebook, etc.) will be monitored on a monthly basis to assess audience engagement and content effectiveness. Key metrics will include the number of followers, reach, impressions, likes, shares, comments, and story interactions. These indicators will help evaluate the digital visibility and resonance of the route's storytelling efforts.

Website performance through SEO and content marketing will also be assessed monthly. The focus will be on increasing traffic to the official pages, lowering bounce rates, and increasing the average time spent on the site. Conversion rates—measured through inquiries and bookings—will be critical in determining whether the content is successfully guiding users toward action.

Printed materials distribution, including brochures, maps, and flyers, will be evaluated quarterly by tracking the number of materials distributed through information points and partner venues. Tourist feedback, collected via surveys at these points or online, will provide qualitative insights into the relevance and appeal of the content.

Partnerships with local organizations will be assessed twice a year to measure the depth and success of the collaboration network. The number of joint initiatives, such as co-hosted events or package offers, and their outcomes—especially attendance and participant satisfaction—will indicate the strength and impact of local alliances.

Influencer marketing efforts will be reviewed quarterly, focusing on the number of posts produced, engagement levels (likes, comments, shares, saves), and whether any direct bookings or inquiries can be traced to these collaborations. This will help quantify the ROI and reach of influencer-led promotion.

Participation in sustainable tourism fairs and events will be monitored annually. KPIs will include the number of leads generated, meaningful contacts established, media exposure, and public engagement at the events. These metrics will help gauge the broader professional and market-level visibility of the Ceramics Route.

Educational campaigns and school visits will be evaluated biannually, based on the number of students and educators reached, as well as the feedback collected through interactive activities or follow-up surveys. These initiatives are crucial to building long-term awareness and fostering local pride in Castellón's ceramic heritage.

Finally, general visitor feedback will be continuously collected after each season or major event. Surveys and online reviews will be used to assess visitor satisfaction, areas for improvement, and recurring patterns in tourist expectations. These insights will directly inform adjustments in future communication and itinerary design.

This KPI-based monitoring strategy ensures that each promotional action is clearly accountable, measurable, and aligned with the broader objectives of sustainable cultural tourism. It also provides a solid foundation for strategic decision-making and long-term refinement of the Ceramics Route's visibility and impact.

Table 38. Monitoring and evaluation for the of Castellón de la Plana, Spain micro-itinerary

Planned promotional activities	**KPIs**	**Monitoring frequency**
Social media campaigns (Instagram, Facebook, etc.)	- Number of followers and engagement (likes, shares, comments) - Reach and impressions	Monthly
Website traffic (SEO and content marketing)	- Increase in website visits - Bounce rate and average time on page - Conversion rates (bookings, inquiries)	Monthly
Printed materials distribution (brochures, flyers)	- Number of brochures distributed - Feedback from tourists (surveys)	Quarterly
Partnerships with local organizations	- Number of collaborations with local partners - Success of joint events (attendance, feedback)	Biannually
Influencer marketing	- Number of influencer posts - Engagement (comments, shares, saves) - Direct bookings or inquiries from influencers	Quarterly

Sustainable tourism fairs and events	- Number of leads or inquiries generated - Event attendance and engagement	Annually
Educational campaigns and school visits	- Number of students and educators involved - Feedback and engagement from participants	Biannually
General visitor feedback (surveys, reviews)	- Satisfaction rate - Suggestions for improvement	After each season or event

Review timeline:

- Monthly reviews: Social media and website.

- Quarterly reviews: Printed materials, influencer marketing and visitor feedback.

- Biannual reviews: Partnerships, transport integration and educational campaigns.

- Annual review: Sustainable tourism fairs and overall impact of the promotional strategy.

4.10 Feedback loop

4.10.1 Micro itinerary 1 - Union of Romagna Faentina, Italy

The feedback collection system for the eco-itinerary is based on three main tools: satisfaction surveys for visitors, social listening for the analysis of digital interactions, and an annual focus group with local operators. These tools will allow monitoring of the quality of the experience, measurement of the effectiveness of communication strategies, and identification of possible improvements. The combination of quantitative data and qualitative feedback will ensure a dynamic and continuously evolving approach.

Visitor Satisfaction Survey

- To collect travellers' opinions on the eco-itinerary, a satisfaction survey will be available via QR code at key points along the route and at participating facilities. This tool will provide immediate feedback on various aspects of the experience, such as the quality of the paths, services, and accessibility. Additionally, the survey will be sent via email to visitors who have requested information through the landing page.

Monitoring of Digital Interactions and Social Listening

- The eco-itinerary will be subject to constant monitoring through social listening tools, which will analyse reviews and conversations generated online. Comments and ratings left on Instagram and Facebook will be monitored. Analysing mentions and content shared by users will help understand the general perception of the project and identify strengths or potential issues.

Annual Focus Group with Local Operators

- In addition to direct traveller involvement, an annual focus group will be organized with local operators participating in the eco-itinerary. This meeting will be an opportunity to gather direct observations on the functioning of the route, assess the needs of those operating in the territory, and identify new collaboration opportunities. The exchange between operators and local institutions will help refine promotion strategies, improve services offered, and strengthen the territorial network of the eco-itinerary.

The integration of these three tools will allow for an analysis of visitor satisfaction to be updated annually.

4.10.2 Micro itinerary 2 - Municipality of Castellón de la Plana, Spain

To continuously improve the eco-itinerary and its promotion tactics, feedback will be collected through various channels to ensure that the experience meets the expectations of the visitors and aligns with sustainability goals. Below are the key methods for gathering feedback:

Surveys and questionnaires:

At the end of the micro-itinerary, visitors will be asked to complete a brief survey to rate their experience. The survey will focus on aspects such as the accessibility of the itinerary, the information provided, satisfaction with transportation options, and overall engagement with the ceramic heritage of Castellón. This feedback will help in refining the itinerary's structure and identifying areas for improvement.

Social media monitoring:

Social media platforms like Instagram, Facebook, and YouTube will be monitored for mentions, comments, and direct messages from visitors. This feedback will be particularly useful in assessing how the micro-itinerary resonates with tourists, especially those with eco-conscious values. Engaging with users online will also help us gather real-time insights and suggestions.

Direct contact with local partners and guides:

Local businesses, tourism agencies, and guides who are involved in the itinerary will be encouraged to share feedback from visitors. This partnership will provide us with valuable insights into how the itinerary is being received and if any adjustments are needed to enhance the visitor experience.

Incentivized feedback:

As an incentive, visitors who participate in feedback efforts may be offered discounts for future visits or exclusive access to new eco-itineraries. This helps foster a sense of involvement and encourages continued participation in providing valuable input.

Monitoring website analytics:

Website traffic, page views, and interaction data related to the micro-itinerary will be analyzed to understand visitor interest. We will track the performance of pages related to the itinerary, such as the booking page, blog posts, and promotional content, to assess which aspects attract the most attention and generate interest.

By regularly collecting and analyzing feedback from these sources, the micro-itinerary can be adjusted and improved over time to meet the evolving needs of eco-conscious tourists while enhancing the visitor experience and promoting sustainable tourism in Castellón.

5 Micro-itineraries along the Route Destination Napoleon – Portugal

5.1 Geographical context of the micro-itinerary

This section describes the geographical position of the new micro-itinerary, which is part of the historical route of the **Torres Lines (Rota Histórica das Linhas de Torres)**, integrated into the **Destination Napoleon Cultural Route**, which spans several countries, including France, Italy, Greece, Poland, Montenegro, and Portugal.

CONTEXT:

The micro-itineraries will be part of the **Rota Histórica das Linhas de Torres (RHLT)**, a key historical and cultural route located in the Portuguese Lisbon and Leiria District.

This route passes through **eight** municipalities, each contributing to the historical significance of the region. The municipalities included in this historical route are **Arruda dos Vinhos, Bombarral, Loures, Lourinhã, Mafra, Sobral de Monte Agraço, Torres Vedras, and Vila Franca de Xira.**

These areas are geographically diverse, combining both **urban and rural** landscapes, each with its own unique historical and cultural significance.

The urban areas of these municipalities feature modern developments and vibrant local communities, while the rural zones, rich in agriculture history, are characterized by **charming landscapes** and **preserved natural environments.** This blend of urban and rural areas allows for a multifaceted experience, where visitors can explore both the **historical** and **ecological** elements of the region.

In particular, the micro-itineraries will take travellers through significant historical sites linked to the **Napoleonic Wars**, including battlefields, fortifications, and other monuments, as well as through localities that offer a deeper connection to the cultural heritage of the area. The **rich natural environment**, marked by rolling hills, forests, the proximity to the Tagus River and the Atlantic Sea Portuguese west coast, further enhances the experience, offering tourists an opportunity to engage with both the history and the environment of the region.

The eco-itinerary focuses on promoting sustainable travel practices that respect and preserve the cultural and ecological heritage of these municipalities. Through this route, the project aims to **highlight local economies** based on **circularity**, showcasing the importance of **local agriculture, products, crafts,** and **sustainable tourism practices.**

5.1.1 Micro-itinerary 1: "Fit and Green: Go fit where history goes greener"

This itinerary combines physical activity, wellness, and sustainability, allowing visitors to follow historical trails of the Lines of Torres while engaging in outdoor exercise. Inspired by the strategic military use of geography during the Napoleonic Wars, the route will offer hiking, running, and cycling trails along the same paths once patrolled by troops over 200 years ago.

Sustainability is at the heart of this experience, as it encourages carbon-neutral mobility, promoting walking, cycling, and the use of eco-friendly transport options. Visitors will be encouraged to minimize waste, respect local biodiversity, and support businesses that prioritize environmentally friendly practices. Additionally, interactive experiences will educate travelers on the environmental importance of the historical fortifications, particularly how natural landscapes were used as defensive strategies, reinforcing the relationship between conservation and heritage.

5.1.2 Micro-itinerary 2: "Bistrot Spree: The ultimate "palais" experience"

Considering the logistical importance of food supply during the Napoleonic Wars, when agriculture played a crucial role in sustaining military forces, this micro-itinerary highlights local gastronomy, sustainability in food production, and the promotion of eco-friendly culinary traditions. Visitors will have the chance to explore traditional markets, wineries, and historic restaurants, tasting dishes inspired by the era of the Lines of Torres.

Sustainability is embedded into this experience through the support of local, organic, and seasonal food production. The micro-itinerary will prioritize farm-to-table experiences, reducing food miles and promoting biodiversity-friendly agriculture. Visitors will also be encouraged to participate in workshops focusing on zero-waste cooking, food preservation techniques from the Napoleonic era, and the role of regenerative farming in modern sustainability efforts.

5.2 Objectives of the CR's new micro-itineraries promotion strategy

This section outlines the key objectives for promoting the new eco-itineraries under the **Rota Histórica das Linhas de Torres (RHLT)**, focusing on sustainability, circular economy, and eco-tourism. The main goals aim to highlight the cultural and natural heritage of the region while promoting responsible tourism that contributes to environmental conservation and local economic development.

Table 39. Objectives of the "Fit and Green" and "Bistrot Spree" micro-

itineraries

5.2.1 Micro-itinerary 1 - Fit and Green	
Objective 1 - Create bonds between outdoors sport and history	Bring historical knowledge about RHLT to lovers of outdoors sport through the implementation of sport events and activities, supported by the municipality with the collaboration of local business and associations.
Objective 2 – Create awareness to the Environmental cause during the sport practice	Create better conditions to prevent the impact of outdoor sports practice promoting the use of reusable water bottles and reassuring the implementation of more litter cans.
Objective 3 - Strengthen Local Economic Development through Sport Events	Link the Sports Events to the local businesses offer, through the promotion of after events, presenting sporters with the gastronomy and local products.
5.2.2 Micro itinerary 2 - Bistrot Spree	
Objective 1 - Raise Awareness on Gastronomy and Circular Economy	Raise awareness about sustainable gastronomy practices rooted in Napoleonic heritage, using local, organic ingredients and zero-waste strategies. This will educate both tourists and the local community about the importance of circular food systems, such as composting, upcycling, and reducing food waste. The campaigns will highlight how modern gastronomy can be both eco-conscious and historically inspired, while promoting sustainable food production methods that help preserve the environment.
Objective 2 - Attract Eco-Conscious Tourists and Encourage Sustainable Dining	Attract eco-conscious tourists who prioritize sustainability in their travel experiences. The promotional strategy will focus on the eco-credentials of the region, such as its green restaurants, sustainable dining experiences, and local food initiatives. By highlighting farm-to-table practices, the micro-itinerary will create an exclusive dining experience that blends Napoleonic history with modern-day sustainability.
Objective 3 - Support Local Economic Development through Sustainable Tourism	Boost local economies by promoting sustainable tourism activities that benefit the region's municipalities along the RHLT. This includes partnering with local producers, restaurants, and businesses to highlight their eco-friendly products and sustainable practices.

	By encouraging visitors to support local, circular economy initiatives, the strategy aims to generate tourism-related revenue while ensuring that activities positively impact both the environment and the local community.

5.3 Target audience

This section identifies and describes the micro-itinerary target markets, focusing on the profiles of travellers, visitors or locals who are most likely to engage with the sustainable opportunities in the area. The goal is to attract a mix of tourists motivated by cultural heritage, sports, natural beauty, and sustainability.

Table 40. Targeted audience for the "Fit and Green" and "Bistrot Spree" micro-itineraries

5.3.1 Micro-itinerary 1: Fit and Green	
Segmentation Type	**Target audience**
Demographic	Age: All age groups (young adults, adults, seniors, including families with children) with a primary target on active people between the ages of 30-60 Income: All income groups (for international visitors, medium-high income visitors) Gender: Inclusive to all Gender Identities
Geographic	Domestic: Residents and neighbours of the Municipalities that will integrate the micro-itineraries; Nationals and residents from all regions of Portugal. International: Visitors from other countries with special involvement between the European countries that integrate Destination Napoleon.
Psychographic	Lifestyle: Eco-conscious travellers, families, nature lovers, outdoor sports fans, athletes and those seeking slow tourism experiences. Values: Sustainable travel and cultural heritage preservation. Social Affiliation: Visitors involved in sport events, environmental organizations, sustainability networks, or local cultural initiatives.
Behavioral	Travel Frequency: Regular travellers, first-time visitors, and locals exploring their own heritage.

	Eco-Friendly Preferences: Athletes and Tourists who prioritize nature and sustainability in their sports and leisure choices. Eco-Friendly Preferences: Tourists who prioritize sustainability in their travel choices.
5.3.2 Micro itinerary 2: Bistrot Spree	
Segmentation Type	**Target audience**
Demographic	Age: Adults, seniors and families (ages between 35-70) Income: Medium-high income Gender: Inclusive to all Gender Identities
Geographic	Domestic: Residents and neighbours of the Municipalities that will integrate the micro-itineraries; athletes from all the country. International: Tourists from other countries that have interest in Sustainable and Cultural Tourism. With special involvement between the European countries that integrate the Destination of Napoleon.
Psychografic	Lifestyle: Eco-conscious travellers, families, history and nature fans, food lovers and those seeking slow tourism experiences. Values: Sustainable travel and cultural heritage preservation. Social Affiliation: Visitors involved in environmental organizations, sustainability networks, or local cultural initiatives, supporting small business initiatives.
Behavioral	Travel Frequency: Regular travellers, first-time visitors, and locals exploring their own heritage. Interest in Cultural Heritage, Gastronomic Experiences and Sustainable Tourism. Eco-Friendly Preferences: Tourists who prioritize sustainability in their travel choices.

5.4 Unique Selling Proposition (USP)

5.4.1 Micro itinerary 1: Fit and Green

USP: **Go fit where history goes greener!**

Implementation and promotion of outdoor sports events (competition and leisure) by the Municipality in articulation with sports, touristic and environmental associations, promoting sports while enjoying nature, highlighting RHLT potential and presenting it to a new kind of tourist segment: outdoor sports lovers, bringing to physical activity practice historical content and nature.

Already implemented Projects/ Activities to be integrated in the micro-itinerary:

- **Caminhos com História:** a project that promotes physical activity (walking) while showcasing the historical heritage of the municipality of Vila Franca de Xira related to the Historic Line of Torres Vedras (RHLT).
- **Trail Encostas de Xira:** offers a series of mountain and trail running races, both competitive and recreational. The start of the race is at Forte de Alhandra, near the Hercules statue, a key landmark of the **Historical Route of the Lines of Torres** and will be centred around the trails and points of interest within the Route. The event attracts athletes from all over the country and includes the participation of international runners.
- **Annual Equestrian Tour** (Municipality of Bombarral) - The Recreation Association of the Historical Battle of Roliça, organizes every year an Equestrian Parade where participants can join on horseback, by carriage, or on foot.
- **Night Hikes** (Municipality of Sobral de Monte Agraço) - Through the trails and paths of Serra do Olmeiro, near the Forts of the 1st Line of Defense of Lisbon, visitors embark on an 8km circular route, illuminated by the full moon. with interactive performances to warm up participants before the hike.
- **Yoga for Laughs** (Municipality of Sobral de Monte Agraço) - This activity reconnects participants with their essence and inner child by combining dynamic and playful exercises with yoga breathing techniques, transitioning from forced or artificial laughter to genuine and spontaneous laughter, all while being surrounded by the breathtaking outdoor scenery of the Rota Histórica das Linhas de Torres.
- **BTT Trills** (Municipality of Sobral de Monte Agraço) - Family-friendly mountain biking excursion takes place in the scenic Serra do Alqueidão, a region. This ride offers a chance to explore the area's natural beauty and historical significance. As you cycle through the trails, you'll pass by landmarks related to the Napoleonic Wars, immersing yourself in the region's rich cultural and military heritage.
- **Peddy-Paper "a village in movement"** (Municipality of Arruda dos Vinhos) - Participants are invited to explore the rich history of the village through an engaging outdoor peddy-paper. This guided tour will take you through the significant historical points of the village, shedding light on the 19th century,

immersing yourself in the historical context of the Napoleonic Wars and experiencing a fascinating journey into the past.

- **“Wellington's Wall” Tours and Visits** (Municipality of Loures) - Outdoor Tours organized all year. Visits of the forts of Ajuda Grande and Ajuda Pequeno (military works no. 18 and 19), with identification and observation of other defensive positions from the 1st and 2nd Lines of Defense in the surrounding landscape.
- **Botanical Tour -** Botanical walks, led by biologists take participants through the route between Forte do Mosqueiro and Forte de Ribas, where various plant species can be observed. Participants can identify the plants present along the route and learn about ways to contribute to their conservation. Additionally, plant identification and recording apps will be used to enhance the experience and understanding of the flora.
- **Running Challenge “Linhas de Torres”** - Annual trail and road race, first held in 2013, that takes place along the historical sites of the Linhas de Torres. The event honours those who built and defended this defensive system during the Napoleonic Wars. Participants can choose from various distances, including a 100 km ultramarathon, 42 km marathon trail, 10 km race, and a 6 km walk. The race route passes through iconic landmarks of the Napoleonic era, such as the Forte do Alqueidão and Serra do Socorro, and includes areas once used for optical communication during the French invasions. The event also features reenactments and cultural displays, enriching the historical experience for participants.

The micro-itinerary 1 - **"Fit and Green**" offers a unique opportunity to combine fitness with history and nature, providing visitors with an enriching, sustainable experience. It is designed for those who wish to explore the **historical** and **ecological beauty of the region** while engaging in outdoor activities. By aligning physical exercise with the historical and natural surroundings of the Rota Histórica das Linhas de Torres (RHLT), the itinerary invites visitors to become active participants in both the cultural and ecological heritage of the area.

Furthermore, the activities emphasize **sustainability** by promoting eco-friendly tourism practices, such as supporting local communities and **preserving the region’s natural beauty**. The BTT Trills cycling excursion and botanical walks encourage participants to appreciate and engage with the local flora, while events like the Night Hikes provide a deeper **connection to nature** by exploring the region under the glow of the moon.

By embracing these outdoor experiences, visitors not only get to enjoy the physical benefits of exercise but also contribute to the **preservation and promotion of local culture and ecology**, making this itinerary a standout choice for eco-conscious travelers. Furthermore, as the project evolves, new sustainable practices and

activities will be added to further enrich the visitor experience and ensure continued alignment with the principles of sustainability.

5.4.2 Micro itinerary 2: Bistro Spree

USP: **The ultimate "*palais*" experience**

A Gastronomic and cultural tour based on RHLT local restaurants, small business and producers and historical points of interest. Those businesses must follow sustainable practices and offer a unique experience based on traditional products like a home cooked meal. The itinerary will also include tours to patrimonial spots of interest related to RHLT and other happenings like show cooking experiences and fairs.

Already implemented Projects/ Activities to be integrated in the micro-itinerary:

- **Festival New Invasions** (Municipality of Torres Vedras) **-** the festival offers a unique blend of contemporary artistic expressions and local traditions. Set against the backdrop of the Napoleonic invasions, the festival fosters community connection and collaboration. It also emphasizes sustainability, featuring locally sourced food and eco-friendly practices, allowing visitors to experience the region's rich heritage while promoting environmental awareness.
- **"Oitecentista" Market** (Municipality of Arruda dos Vinhos) - Historical reenactment event showcasing 19th-century customs, crafts, period gastronomy, and product sales. This rural market scene brings to life the everyday life of a small village, blending themes and characters based on local beliefs, stories, and long-standing traditions that define the popular identity of Arruda dos Vinhos.
- **Planting peace on war fields - Workshop** (Municipality Lourinhã) - This event offers a symbolic reflection on the concept of peace, inviting families and children (ages 3 to 7) to engage in an educational and interactive activity. Each participant receives a biodegradable pot, which they will decorate with natural paints, such as beetroot, connecting the activity to sustainable and ecological practices. After decorating, the children plant a sunflower seed, symbolizing peace and renewal, and learn how to care for the plant, representing the necessary care to nurture peace in our lives.
- **Brunch at "Alqueidão" - Workshoop** (Municipality of Sobral de Monte Agraço) - As part of the Rota Histórica das Linhas de Torres, the Brunch at Alqueidão offers a hands-on experience where participants prepare healthy dishes using fresh, local ingredients. Held in the scenic Núcleo de Apoio ao Circuito do Alqueidão, this activity combines gastronomy with the region's historical and natural beauty. This experience allows participants to explore

healthy cooking while immersing themselves in the cultural richness of the area.

- **"Viva a Natureza" - Biologic Painting Workshop** (Municipality of Sobral de Monte Agraço) - Offers participants the opportunity to engage with nature through art, held outdoors in the beautiful surroundings of the Alqueidão region. During the session, participants create biological paints by extracting pigments from various natural sources, such as beets and spinach, flowers and leaves. The workshop is part of the Explor(A)lqueidão program, blending creativity with sustainability and providing an immersive, hands-on experience with the natural world.

- **Picnic Club - By the Hill** (Municipality of Sobral de Monte Agraço) - Outdoor gathering at Forte do Alqueidão, offering a relaxing afternoon surrounded by nature and history. Visitors can enjoy a picnic with two menu options: a traditional and a vegan, both made with seasonal, organic ingredients. The forte, built during the Napoleonic Wars, provides stunning views and a historical backdrop. The event is open to all, including families and pets.

- **"At the Table with Generals" - Gastronomic Showcasing** (RHLT) - Restaurants from the Torres Lines region reinterpret traditional recipes from the era, bringing historical dishes to the table with ingredients and preservation methods typical of the 1800s, such as salting, smoking, vinegar, and alcohol. Each restaurant adapts these recipes to contemporary tastes while preserving the spirit of the time. The experience is complemented by regional wines, offering a journey through time with the flavors that fueled the Luso-British troops and inspired generals in the defense of Portugal.

The micro-itinerary 2 - **"Bistrot Spree"** invites visitors to embark on a **culinary and cultural journey** that connects the region's rich heritage with sustainable practices. Through this itinerary, travelers can explore the **local gastronomy**, **discover small businesses**, and **visit historical points of interest**, all while embracing eco-conscious principles. The experience highlights the region's local restaurants, food producers, and artisans who currently integrate or will integrate sustainability into their practices, offering a unique and immersive experience based on traditional, home-cooked meals.

By participating in this tour, visitors will discover how local businesses, restaurants, and artisans **incorporate sustainable practices** into their offerings, from eco-conscious cooking techniques to the use of seasonal, locally sourced ingredients. The experience highlights the rich cultural and historical context of the region, fostering a deeper understanding of the **area's heritage while encouraging environmentally responsible tourism.**

This gastronomic journey not only allows guests to **taste traditional dishes** but also connects them to the **stories** and **traditions** that **shaped the region.** It emphasizes

the importance of sustainability in today's tourism industry, showcasing how local food production and cultural experiences can coexist with environmental preservation.

5.5 Marketing Channels

To ensure the **successful promotion** of the new micro-itineraries, the Municipalities involved, the RHLT and Destination Napoleon will use a diverse range of marketing channels.

These channels will target both domestic and international audiences, using digital platforms, traditional media, partnerships, and community engagement. The strategy aims to attract eco-conscious travellers, history enthusiasts, outdoor sports lovers, and local visitors, while reinforcing the principles of sustainable tourism and cultural preservation.

The following marketing channels will be employed for the promotion of the micro-itineraries:

Digital Media

- **Social Media & Content Marketing:** The Municipality and partners will promote the micro-itineraries on social media platforms including Instagram, Facebook, and YouTube. The campaign will include Interactive content: Like short videos showcasing itineraries or testimonials of participants and visitors. Hashtag campaigns: Engaging audiences through campaigns such as #EcoHistoryRHLT or #FitAndGreen.
- **Official Websites and Pages:** In addition, the official web pages of the Vila Franca de Xira Municipality and the other partners' official pages such as RHLT and Destination Napoleon, will share content regularly. Partner organizations, including sports and educational associations, restaurants, and local businesses, will also act as content distributors.

A dedicated landing page website will be developed, featuring:

- Detailed descriptions of each micro-itinerary;
- Interactive maps and suggested routes;
- Booking options for guided tours, accommodation, and activities;
- Information on sustainability initiatives and responsible tourism tips.

Email Marketing & Newsletters:

- **Municipal Newsletters**: Periodic newsletters like "Cultura e Lazer" and "Notícias e Eventos" promoted by the Municipality of Vila Franca de Xira as

well as newsletters shared by other municipalities that the micro-itinerary will integrate. **Partner Newsletters**: Additionally, the micro-itinerary will be featured in RHLT and the *Destination Napoleon* newsletter.

- Moreover, targeted email campaigns will be directed at **travel agencies**, **sports and gastronomy magazines**, particularly within Portugal, to engage audiences who align with the themes of the micro-itinerary, such as active tourism enthusiasts and culinary travelers. These efforts will ensure the itinerary reaches eco-conscious visitors, history lovers, and adventure seekers alike.

Virtual Reality Game

- A **Virtual Reality (VR) experience** will be developed, showcasing the period of the Napoleonic invasions, offering an immersive way for users to engage with the history and culture of the region.

Traditional Media and Printed Materials

- **Press & Magazine Features:** The marketing campaign will secure media coverage in national and international travel, history, and sustainability articles and publications, including: Tourism and **eco-conscious travel** magazines; **Sports and adventure** publications; **Gastronomic and cultural magazines.**

- **Print Materials:** Printed materials will be strategically distributed at tourism offices, hotels, restaurants, historical sites, across the participating municipalities. Materials include: **Brochure and Maps**: Providing detailed itinerary descriptions; **Posters and flyers**: Placed in key cultural and touristic locations and **Guided tour booklets**: Available for visitors who prefer self-guided experiences.

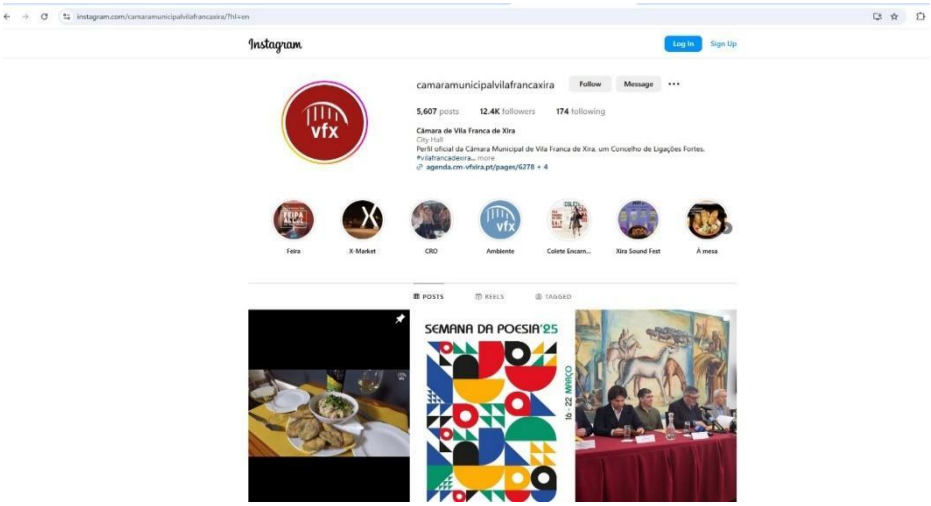
Partnerships and Community Engagement

- **Collaboration with Tourism Organizations:** The campaign will establish strategic partnerships with tourism boards and networks, including: **Turismo de Portugal** and **Visit Lisbon** for national and international promotions; **European Cultural Tourism Networks** such as Destination Napoleon and Cultural Routes of the Council of Europe; **Local and regional tourism offices** to integrate the itineraries into existing travel packages.

- **On-Site Events & Experiential Marketing:** A series of live events and interactive experiences will be implemented to boost engagement: **Annual Trail Running Event** to promote "Fit and Green" through a competitive and leisure race across historical sites; **Gastronomic Route & Cooking Workshops** to showcase sustainable cooking practices and historical recipes; **Historical Reenactments & Guided Tours** bringing the Napoleonic

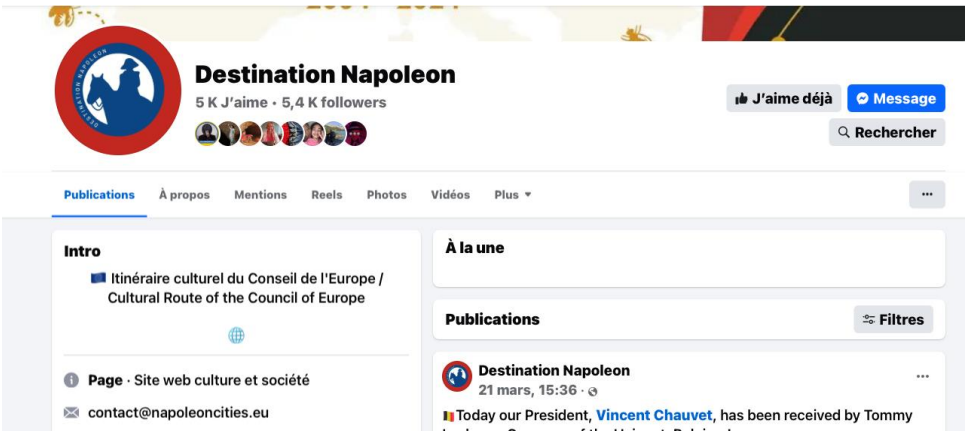
era to life for visitors; **Eco-Festivals and Sustainability Workshops:** highlighting conservation efforts and responsible tourism practices.

Table 41. Marketing channels for the “Fit and Green” and “Bistrot Spree” micro-itineraries

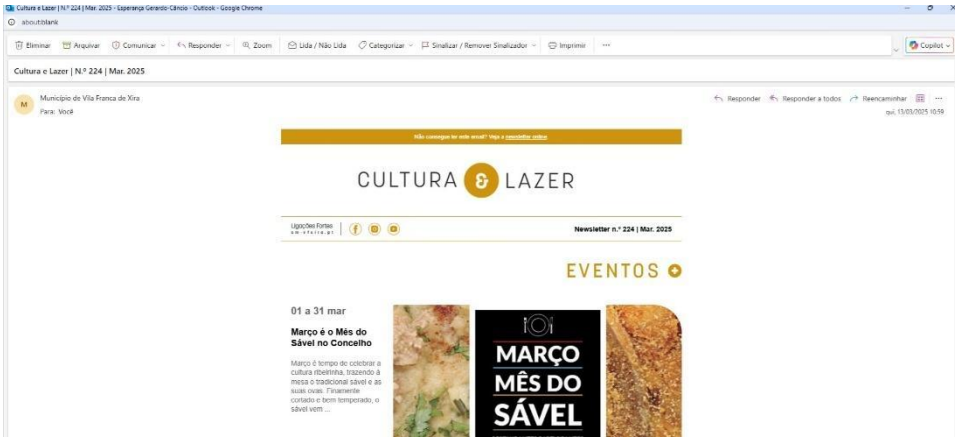
Digital Media	Promotion through the Municipalities social media platforms, the Napoleonic Destinations networks, and the project’s channels. Focus on sustainability, historical tourism, events, and engaging visuals. https://www.instagram.com/camaramunicipalvilafrancaxira/?hl=en  https://www.facebook.com/camaramunicipalvfx

https://www.youtube.com/@cmvilafrancadexira

https://www.facebook.com/destinationnapoleon



(20+) Facebook

Email Marketing & Newsletters	Periodic updates and newsletters provided by the Municipality and partners, including eco-friendly travel tips, itinerary highlights, exclusive offers, tours, and upcoming seasonal events. **Newsletter "Cultura e Lazer"**  **Newsletter "Notícias e Eventos"**

Newsletter Destination Napoleon

English version below

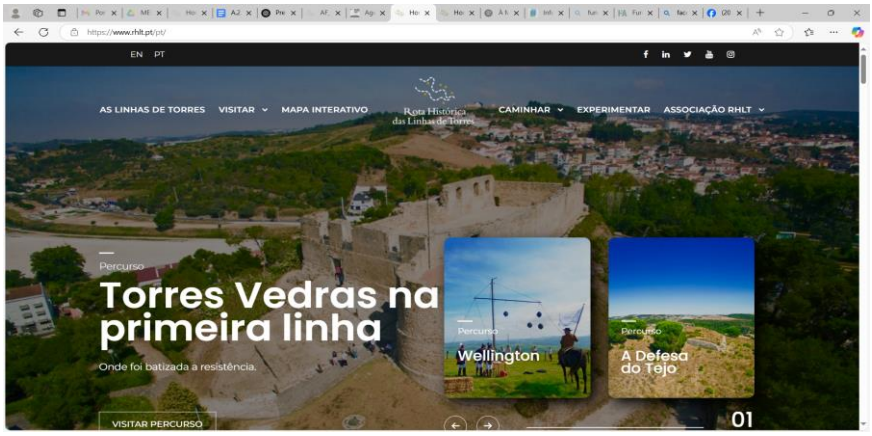
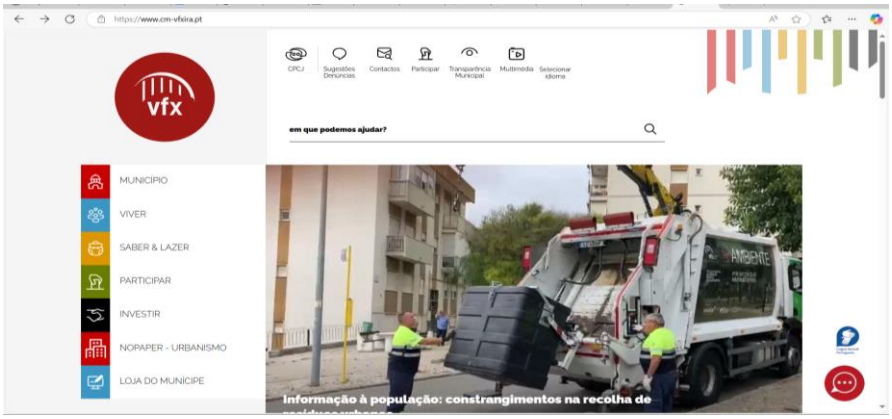
Assemblée Générale Annuelle 2025 de la FECN
Du 5 au 7 mai à Lucques, Italia

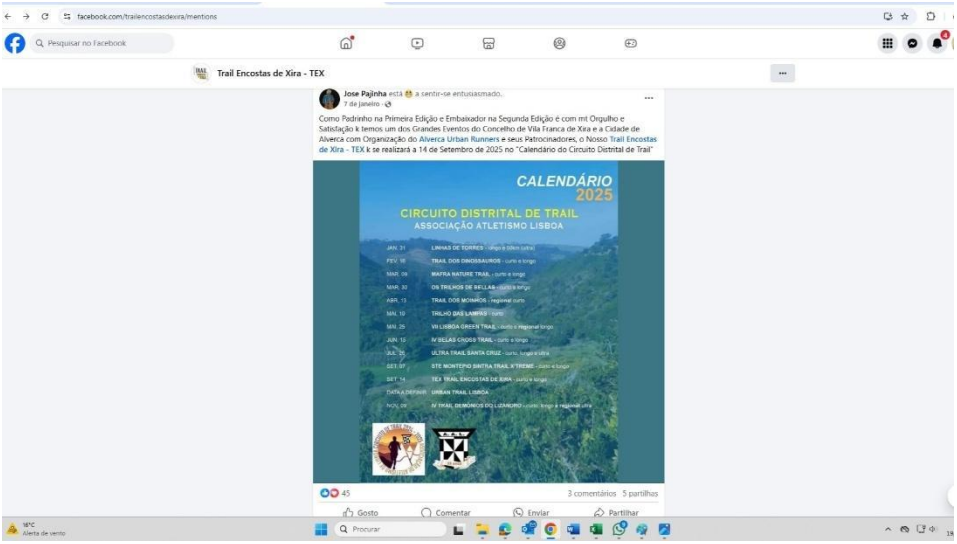
L'Assemblée Générale 2025 de la Fédération Européenne des Cités Napoléoniènnes - Destination Napoleon aura lieu à Lucques, en Italie, du 5 au 7 mai 2025. Le Président Vincent Chauvet et l'équipe de la FECN-Destination Napoleon seront présent.

Les routes Méditerranéennes de Napoléon
Rendez-vous à l'Île d'Elbe du 2 au 3 mai 2025

Le colloque « Les Routes Méditerranéennes de Napoléon » se tiendra à Portoferraio, l'Île d'Elbe, du 3 au 4 mai 2025. Ce sera l'occasion de découvrir le riche patrimoine de l'île qui temoigne de la présence de Napoléon pendant son exile, commencé le 4 mai 1814.

Newsletter RHLT:

Website	Promotion through Destination Napoleon's website. [Site officiel de la Fédération Européenne des Cités Napoléoniennes] Promotion through RHLT Website :  Promotion through CMVFX Website: 

Content Marketing	Blog posts and articles on sustainable tourism, displaying itinerary highlights, culture, gastronomic experiences, and local history. https://www.facebook.com/trailencostasdexira/mentionWebsites 
Virtual Reality Game	A VR experience highlighting the period of the French invasions, offering an immersive way for users to engage with the history and culture of the region. This feature is currently in its initial phase.
Podcast	Promotion through RHLT Podcast: InvadeMAG - InvadeCAST

5.6 Promotional tactics

To effectively reach and engage with our target audiences, we defined a range of promotional tactics to showcase the unique attributes of the micro-itineraries.

These tactics are designed to create awareness, and drive interest in sustainable tourism by highlighting the eco-friendly features, cultural richness, and historical significance of the itineraries. The promotional strategies will rely on a mix of campaign launches, exclusive offers and local community involvement to ensure both widespread attention and engagement.

5.6.1 Micro itinerary 1: Fit and Green

- Promotional campaigns about commemorative dates (World Environment Day, Earth Day) or events relating to Sports and Nature in RHLT using social media hashtags like #EcoTravel #SustainableTourism #trailrunning #greenfit #protectnature #RHLT #frenchinvasions #DestinationNapoleon

- Advertising events/campaigns through Municipalities Newsletters and promoters/partners.

- Exclusive offers (e.g. limited-time discounts or bundle deals for historical and eco itineraries, sports, and outdoor events)

- Referral programs (e.g. encouragement of satisfied attendants to refer friends with incentives – discounts, offers, vouchers)

5.6.2 Micro itinerary 2: Bistrot Spree

- Gastronomic Campaigns and thematic events on the RHLT, supporting small business and historical tours using hashtags online like #EcoTravel #SustainableTourism #bistrotspree #RHLT #frenchinvasions #confortfood #gastronomy

- Outdoor publicity and advertising on regional media promoting the Gastronomic Campaigns (all month) and thematic events through summer.

- Use Touristic fairs and Municipalities Main Events to promote the itinerary and small business.

- Show cooking events on RHLT related historical spots.

- Exclusive offers (e.g. limited-time discounts or bundle deals for historical itineraries, restaurants, events)

- Referral programs (e.g. encouragement of satisfied attendants to refer friends with incentives – discounts, offers, vouchers)

5.7 Implementation timeline

5.7.1 Micro itinerary 1: Fit and Green

Table 42. Implementation timeline for the "Fit and Green" micro-itinerary

Promotional strategy phases	Activities to be taken	Responsible body	Planned timeline
Planning phase	Meetings with partners: educational, sports and historical associations from RHLT;	RHLT/CMVFX / FECN	3 Months Before
	Event registration	RHLT/CMVFX / FECN	3 Months Before
	Implementation of Communication Plan	RHLT/CMVFX /FECN	2 Months Before
Execution	Commemorative Dates Activities: ● EARTH DAY ● World Environment Day Other thematic commemorative days	RHLT/CMVFX / FECN	All year long
	Sports and Nature Activity RHLT Calendar Execution (sports and leisure): ● Trail Encostas de Xira ● Caminhadas com história ● Other already implemented Projects/ Activities to be integrated in the micro-itinerary	RHLT/CMVFX / FECN	All year long
Evaluation	Measurement of Participants	RHLT/CMVFX / FECN	After Each Activity/ Competition
	Number of activities organized (segment leisure/ sport/ Commemorative Dates)	RHLT/CMVFX /FECN	

	Number of voucher/ offers distributed	RHLT/CMVFX / FECN	
	Number of visitors (example: Outdoor Parks)	RHLT/CMVFX/ FECN	

5.7.2 Micro itinerary 2: Bistro Spree

Table 43. Implementation timeline for the "Bistrot Spree" micro-itinerary

Promotional strategy phases	**Activities to be taken**	**Responsible body**	**Planned timeline**
Planning phase	Meetings between municipalities and business owners and producers	RHLT/CMVFX / FECN	4 Months Before
	Communication Plan Implementation	RHLT/CMVFX / FECN	2 Months Before
	Gastronomic RHLT Event Calendar	RHLT/CMVFX / FECN	2 Months Before each event
Execution/ Implementation	"Sabores do Campo" Campaign	RHLT/CMVFX / FECN	November'25
	Encostas de Xira Sunset	RHLT/CMVFX /FECN	Jully – Sept'25
	"Março Mês do Sável" Campaign	RHLT/CMVFX/ FECN	March'26
Evaluation	Number of costumers/ meals served	RHLT/CMVFX/ FECN	End of each Campaign
	Number of participating businesses/ producers	RHLT/CMVFX/ FECN	
	Number of participants on promotional side events (show cooking and similar)	RHLT/CMVFX / FECN	
	Number of visitors (monuments; historical buildings)	RHLT/CMVFX/ FECN	Continuous
	Number of voucher/ offers distributed	RHLT/CMVFX / FECN	Continuous

5.8 Budget

5.8.1 Micro itinerary 1: Fit and Green

Table 44. Budget for the "Fit and Green" micro-itinerary

Marketing channels or promotional tactic	Estimated budget
Digital Media Marketing (Advertising, Google Adds)	2000€ - 5000€
Traditional Media and printed materials (Brochures, Flyers, Map, outdoors, booklets, magazines, ect)	3000€ - 5500€
Partnership and Community Engagement (Campaigns, events, fairs, exhibitions)	-
Others	500€

5.9 Monitoring and evaluation

5.9.1 Micro itinerary 1

Table 45. Budget for the Fit and Green" micro-itinerary

Planned promotional activities	KPIs	Monitoring frequency
Social Media	Followers Growth (Facebook, Intagram, ect.)	Trimestral
	Post Reach, Likes, Shares, Comments	Trimestral
	Engagement Rate (interaction per post)	Trimestral
Website	Website Traffic	Trimestral
	Average session duration and bounce rate	Trimestral
Digital Advertising	Click-through rate on Ads	Trimestral
Printed Materials	Number of Printed Materials Distribuited	Trimestral

5.10 Feedback loop

To ensure the promotional strategies are being effective and adequate to the visitors, we need to evaluate by defining an structured feedback loop:

5.10.1 Micro itinerary 1 and Micro itinerary 2

Table 46. Feedback loop for the "Fit and Green" and "Bistrot Spree" micro-itineraries

Methods	Description	Frequency
Survey/ questionnaire	evaluating satisfaction level (quantitative), impact and suggestions for improvement (participants; organization partners), knowledge about RHLT.	Continuous
Suggestion Box implementation	Suggestion Box available virtually or on sight	Continuous
Social Media Online Reviews	Monitoring feedback on social media and other platforms.	Continuous
Stakeholder Feedback	Meetings with local business stakeholders and partners	Continuous

6 Insight on the adopted approach of all micro-itineraries' promotional strategies: similarities and differences

Promotional strategies elaborated in this document relate to eight (8) micro-itineraries in total covering five (5) countries (Cyprus, Croatia, Greece, Italy, Spain and Portugal). As mentioned before, they are related to four Council of Europe Cultural Routes: Phoenicians´ Route, Routes of the Olive Tree, European Route of Ceramics and Destination Napoleon. Thus, two micro-itineraries related with the Phoenicians´ Route are both located in Cyprus (Pafos) covering only one country. The same approach is taken for the Destination Napoleon Route where two micro-itineraries are located in Portugal (Lisbon and Leiria). For the two remaining Cultural Routes, micro-itineraries are located in different countries: the Routes of the Olive Tree is represented by micro-itineraries in Croatia (islands of Korčula and Lastovo alongside the Pelješac peninsula) and Greece (Messinia region), while the European Route of Ceramics features micro-itineraries in Italy (Romagna Faentina Union) and Spain (Municipality of Castellón de la Plana).

All micro-itineraries as well as their respective promotional strategies promote sustainable and circular practices, which should be their unique selling point compared to other existing itineraries. Their topics, however are different, which is in line with the topic of the participating Cultural Route. Thus the promotional strategies of the Cypriot micro-itineraries focus on a) cultural and natural beauties and b) wine, food and saints. The Croatian and Greek micro-itineraries naturally have the olive in its focus, however the Croatian promotional strategy offers a unique selling point related both to the historical local identity linked to warriors and pirates as well as present local resilience reflected in sustainable practices linked to the olive growing, production and use. The topic of the Greek promotional strategy is not so specific as it focuses on the olive tree in general. The same approach has been followed by both Italian and Spanish promotional strategies: they are both naturally aligned with the topic of ceramics, but have not selected a specific topic which would differentiate them from other possible ceramic-related itineraries. Finally, the Portuguese promotional strategies focus on the topics of a) outdoor sports and nature and b) gastronomic experiences. While all the micro-itineraries and their respective promotional strategies rely on the larger topics defined with the Council of Europe Cultural Routes, in the descriptions of the geographical contexts in some of the promotional strategies it is less visible. The micro-itineraries and their promotional strategies related to the European Route of Ceramics and to the Routes of the Olive Tree are well-eqipped to cater both for the CoE topis as well as for sustainability. The other micro-itineraries and their promotional strategies have sustainability and circular practices in their focus, somewhat neglecting the main CoE topic. However, all of them have at least some locations linked to the main theme.

When it comes to the promotional strategies objectives, they are very similar in their approach as the main underlying principle that drives them is the same: sustainable and circular practices. Thus, practically all of the promotional strategies objectives aim at attracting eco-conscious tourists, and at increasing the local and tourists' knowledge on sustainable practices. Some of them, however, are more specific and aim at e.g. increainge visitors by 15% (Cyprus), increasing the visibility of the eco-itinerary, engage new operators (Italy), promoting sustainable access to micro-routes through public transport and active mobility (Spain), creating bonds between outdoors sport and history, creating awareness to the environmental cause during the sport practice, strengthening local economic development through sport events (Portugal).

Great similarities between the promotional strategies are also found in their target markets: practically all of them target both genders, domestic and international tourists, and LOHAS/slow tourists. Some topic-related targeting is seen for individual promotional strategies (e.g. sport enthusiasts for the Portuguese "Fit and Green" micro-itinerary or craft lovers for the Italian ceramics-related micro-itinerary). Apart from tourists, both Portuguese promotional strategies also target local residents and the neighbourhood.Most of them target mid- to high-educational levels vistors.

As for the marketing channels planned in the promotional strategies, again great similarities are noted. A variety of marketing channels is planned: both electronic and printed media, social networks, celebrity branding, e-mail marketing, content marketing, partnerships, etc. These are mostly common to all promotional strategies. Some of them have specific activities in place such as journalist trips, medial kits, VR games and podcast or are relying od the word of mouth.

Promotional tactics planned by the promotional strategies usually focus on campaign launches (using symbolic days e.g. International Day against Climate Change, World Olive Day, etc.),eco-tourism fairs, green traveller bonuses, loyalty programs, limited discounts or bundle deals, workshops, etc. Italian promotional strategy is planned in three phases: 1. Brand awareness, 2. Traffic and lead generation, and 3. Loyalty and community engagement.

Implementation timeline and budgets for all promotional strategies are carefully planned within the framework of the existing MED-Routes project with the available means and deadlines to be followed. It is planned to raise awareness and train local service providers as well as tour operators who will take over the created micro-itineraries as tourism products and capitalize on them in the future, after the termination of the project, thus ensuring their sustainability. This is why all the promotional strategies also bring plans for monitoring and evaluation of the strategies' effectiveness measurement as well as the feedback loop, which includes activities such as visitor satisfaction surveys, website analytics, customer feedback, online reviews,

press clipping, stakeholder meetings, focus groups, digital engagement, suggestion boxes, etc.

7 Conclusion

The promotional strategies of the newly created micro-itineraries are well prepared and may serve as a valuable tool for the micro-itineraries launch as new (tourism) products. They are prepared in line with the professional marketing standards and aligned with the possibilities and resources offered within the MED-Routes project. This is why the promotional strategies are not overly ambitious due to the constraints of the project itself, but provide a very solid ground for the micro-itineraries' campaign launch and their future operation even after the project termination. Most importantly, they can greatly contribute to the establishment of new sustainable slow tourism models.

Theapproach taken is more or less common for the promotional strategies as they are aligned with the template prepared within the project. Some differences are seen in the topics (which is expected and desireable to accentuate their unique selling points) or marketing channels and promotional tactics applied. All are equally well planned and appropriate.

Common objectives related to sustainability and circular practices of the itineraries are shared among all the promotional strategies and allow sustainable and slow tourism development but also enhancement of the local knowledge on the topic. While somewhat different objectives were set, they essentially follow a very similar path.

This document serves as a catalogue of all promotional strategies and analyses the adopted approach of all micro-itineraries' promotional strategies, comparing simiraties and differences between them. Another document originating for this catalogue is planned, in the form of a flipbook, which will be designed with a promotional purpose in a digital form to be promoted online but also with a possibility of printing. It will involve the main points of all the promotional strategies but using also visual material such as maps, photos and available links to important information.