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Strategy for sustainable agricultural tourism in Med GIAHS sites

This strategy establishes the common framework for the development of sustainable agricultural tourism in GIAHS sites

Junta de Andalucía | Consejería de Agricultura, Pesca, Agua y Desarrollo Rural

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Abbreviations

GIAHS	Globally Important Agricultural Heritage Systems
FAO	Food and Agriculture Organization of the United Nations
SDGs	Sustainable Development Goals
UNWTO	World Tourism Organisation

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1. Executive summary

This strategy has been developed within the framework of the "NETWORK OF MEDITERRANEAN GIAHS SITES TO PROMOTE SUSTAINABLE AGRICULTURAL TOURISM" (MED-GIAHS) project, co-financed by the European Union through the Interreg Euro-MED Programme. It builds upon the Transnational Strategy for the Sustainable Tourism Management and Valorisation of GIAHS and other unique agricultural systems in the SUDOE area, designed under the VALSIPAM project (funded by the European Regional Development Fund through the Interreg Sudoe 2014–2020 Programme). That strategy has been adapted, enhanced and validated to develop the Sustainable Agricultural Tourism Strategy for Med-GIAHS sites.

> Globally Important Agricultural Heritage Systems (GIAHS) is an initiative by Food and Agriculture Organization of the United Nations (FAO), that recognizes and supports outstanding landscapes of rich biodiversity, resilient ecosystems and traditional agricultural practices, managed by local communities in a sustainable way

The aim of this strategy is to generate greater value within the Globally Important Agricultural Heritage Systems (GIAHS), strengthening their dynamic conservation through the promotion of experiential, sustainable and responsible agricultural tourism. It seeks to improve the quality of life of local communities, particularly those engaged in primary production. It is based on the recognition that GIAHS are living, resilient systems that combine agroecological practices, traditional knowledge and unique cultural landscapes, while facing increasing threats such as climate change, rural depopulation and pressure from globalised markets.

To achieve this, the document proposes a roadmap structured around three main strategic lines:

1. Capacity building of local actors, strengthening their skills in the design, management and promotion of sustainable tourism products. A comprehensive approach to training and empowerment is promoted, tailored to the sociocultural and technical realities of each territory, with particular emphasis on entrepreneurial skills, hospitality, digital marketing and environmental sustainability.

2. Tourist dynamisation of the destination, through the participatory design of authentic and meaningful tourism experiences and products, linked to agri-food heritage, gastronomy, biodiversity, landscape, traditions and local identity. Priority is given to a community-

based, high-quality, inclusive and low-impact tourism offer that generates direct economic benefits for small-scale producers and fosters local rootedness.

3. Dissemination and promotion of the destination, through both online and offline actions, to position GIAHS as a unique destination aligned with new demands for sustainability, authenticity and emotional connection. Tools such as storytelling, brand creation, content marketing, visual materials, destination websites, familiarisation trips, participation in fairs, and social media campaigns are addressed. The strategy is supported by the development of a shared narrative, the co-creation of value with visitors and the engagement of key prescribers such as ambassadors, influencers and specialised journalists.

The document also adopts a participatory methodological approach, based on the early mobilisation of key stakeholders, and establishes an evaluation system to monitor progress, identify improvements and foster a continuous planning cycle. The sustainability of the strategy is ensured through the consolidation of a leading group, the progressive involvement of the local community, and the evolution of the plan based on evaluation and external learning.

Finally, a specific chapter is dedicated to the transferability of the model to other GIAHS and unique agricultural systems, providing keys, critical factors and operational proposals for its replication in other Mediterranean and international contexts.

The Med GIAHS Sustainable Tourism Strategy not only provides a practical framework for the territories involved, but also constitutes a replicable methodological reference at international level. It offers a realistic and adaptable proposal to transform the values of global agricultural heritage into opportunities for local development, community empowerment and resilience in the face of global challenges.

2. Context

2.1. GIAHS: Globally Important Agricultural Heritage Systems

The Globally Important Agricultural Heritage Systems (hereinafter GIAHS) can be defined as living and evolving agricultural systems in which human communities, the biophysical environment, the landscape, and social and cultural heritage maintain an intricate and integrated relationship in places or areas that, due to their characteristics and high value, are unique and globally significant.

In light of global trends that undermine family farming and traditional agricultural systems, the Food and Agriculture Organization of the United Nations (FAO) launched an initiative at the World Summit on Sustainable Development in Johannesburg in 2002, creating a Global Partnership that has made it possible to recognize these systems through a formal designation, thereby contributing to their dynamic conservation through a holistic approach. Thus, the FAO's GIAHS programme acknowledges and supports agricultural heritage worldwide in a way that allows it to continue evolving and providing goods and services for present and future generations.
According to the GIAHS Site Management Manual (Carlos Venegas and Andrés Lagarrigue), GIAHS are sites of global importance, as they host a high level of biodiversity and a rich body of traditional knowledge held by local communities regarding the use and management of agri-food systems. In these territories, communities have developed, over centuries, ingenious practices and systems characterized by efficiency and sustainability from both a social and agroecological perspective. In GIAHS, creative solutions to food and production challenges are the result of a continuous adaptation process between communities and their environments. Through this, agricultural communities have built extraordinary cultures and landscapes that stand out for their beauty and uniqueness. These systems demonstrate that it is possible to provide society with a solid food base for development without destroying the natural environmental balance.

To be recognized as a GIAHS (Globally Important Agricultural Heritage System) by the FAO, the area must host an agro-system of global significance that can be considered a public good. To achieve this, it must meet five interrelated requirements or criteria, which are:

Food Security and Livelihoods

Food security means that all people, at all times, have physical, social, and economic access to sufficient, safe, and nutritious food that meets their daily energy needs and food preferences for an active and healthy life (World Food Summit, 1996). Under this concept, a GIAHS must provide food to the local community, either directly or indirectly (by generating income), thereby contributing to the improvement or maintenance of rural living conditions.

Key aspects involved in this criterion include:

Economic profitability of the system that benefits the community (not only considering food production, but also associated services and related activities such as tourism, agrotourism, handicrafts, etc.). The goal is for the system to generate enough income for the population to maintain a good quality of life.

Contribution of the production system to a varied, nutritious, and healthy diet. For example, this may be due to the diversification promoted by the system (different crops), low use of chemical inputs, superior nutritional properties of the food produced compared to other regions, or the sustainable use of local natural resources.

Agro-biodiversity

GIAHS sites harbour significant agricultural biodiversity at a global level, due to the species, varieties, and breeds that make up the production system. Equally important is the natural biodiversity that coexists with it, such as wild relatives of cultivated plants, pollinators, and associated fauna that find food and shelter within the system. The agricultural ecosystem formed by cultivated and associated species provides numerous ecosystem services of global importance.
The agricultural, fishing, forestry, and livestock practices carried out in these systems—thanks to the knowledge and skills preserved by their communities—contribute to the conservation and sustainable use of this biodiversity.

Agricultural biodiversity is considered extremely important, among other reasons, for the genetic resources it conserves in species, varieties, and breeds that have evolved through generations of selection, adapting to local conditions to become more productive and less vulnerable to threats. Local varieties are genetically more heterogeneous than modern ones, and they may offer solutions for unpredictable

changes and transformations facing humanity in an era of climate change and energy and economic crises.

Local and Traditional Knowledge Systems

This mainly refers to traditional practices developed to create ingenious solutions, traditional knowledge passed down from generation to generation, skills acquired over time, unique strategies for sustainable and efficient management of natural resources, and the organizational or regulatory systems of agricultural communities. Each GIAHS has its own ancestral knowledge system that has co-evolved with human communities, is unique in the world, and ensures the overall integrity of the system.

Cultures, Value Systems, and Social Organizations

This criterion primarily refers to cultural values, traditional festivities, rituals and ceremonies, typical songs and dances, local languages, identity clothing, oral traditions such as myths and stories, music, cuisine or recipes, arts and crafts, and symbols—all of which are intangible assets and values connected to the ecological production system.

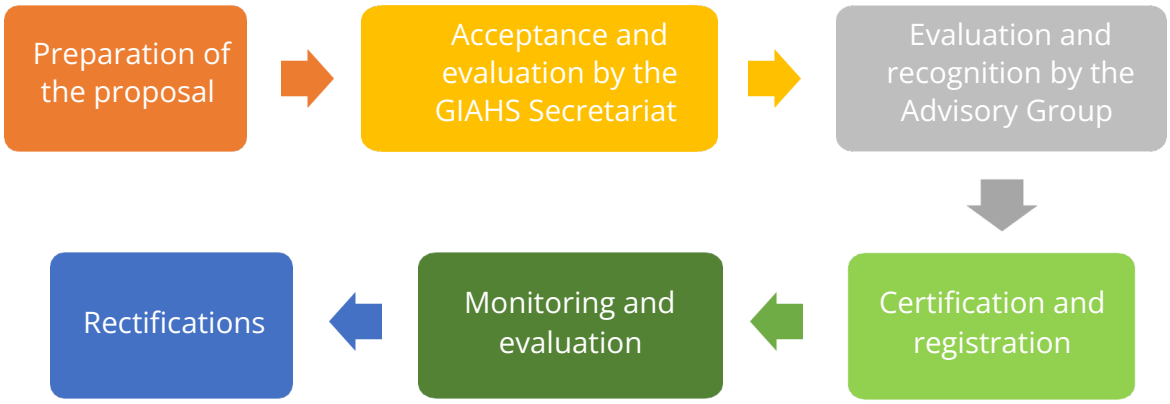
It also refers to collective forms of social organization: institutions and their roles and functions, existing associations, social norms and rights, systems for transmitting knowledge, and even the distribution of labour and traditional unwritten roles (kinship relationships, gender-based labour division, etc.).
All of this relates to cultural identity, the sense of belonging to a place, and how everything is integrated into and forms part of the system.

Landscape Features (Terrestrial and Marine)

The landscape of a GIAHS is the result of human management, shaped over time through a constant search for ingenious solutions to environmental or social challenges. The practices of the communities that inhabit and manage the system have created unique and distinctive landscapes that, in addition to building diverse habitats for biodiversity, also carry aesthetic, artistic, spiritual, and even scientific values. Their stability—or slow evolution—is evidence of the strong integration and connection between food production, the environment, and the culture and society of a specific area or region.

All these criteria are integrated holistically, interacting with one another, in these high-value agro-systems recognized globally.

The recognition process of GIAHS sites, managed by the FAO, follows the following scheme:



More information can be found at: https://www.fao.org/giahs/become-a-giahs/designation-process/en/.

As of May 2025, since the first sites were designated in 2005, there are now 95 GIAHS recognized by the FAO across 28 countries, and currently, 10 new proposals from 7 different countries are under evaluation (https://www.fao.org/giahs/around-the-world/en).

Many GIAHS are currently at risk of disappearing, threatened by multiple factors such as climate change, globalization, the presence of more competitive products in the market, or the abandonment of agricultural activities due to low profitability. The disappearance of these systems would have serious consequences, including rural depopulation, loss of biodiversity, and the disappearance of ancestral knowledge, among others.

However, it is also true that GIAHS represent remarkable examples of adaptation and resilience in the face of climate change and sustainable local development. Resilience is understood here not only in environmental terms, but also in social and economic dimensions. Socioeconomic resilience—that is, how techniques, procedures, and timing are adapted in these agricultural systems—makes possible the dynamic conservation of ecosystems and their environmental resilience to climate change, meaning their ability to withstand and adapt to it.

To promote the dynamic conservation of these globally important agricultural systems, in addition to the FAO initiative and the recognition it provides, other initiatives are also emerging, such as the MED GIAHS project.

3. Objective and scope of application of this strategy

The Med GIAHS Sustainable Tourism Strategy, developed within the framework of the project "NETWORK OF MEDITERRANEAN GIAHS SITES TO PROMOTE SUSTAINABLE AGRICULTURAL TOURISM" (MED-GIAHS), aims to generate greater value within the Globally Important Agricultural Heritage Systems (GIAHS) and to strengthen their dynamic conservation through the promotion of experiential, sustainable and responsible agricultural tourism. This should translate into increased income and improved quality of life for the local community, and especially for the primary sector.

Its primary purpose is to help improve the living conditions of populations in GIAHS territories and to strengthen local communities, thereby supporting the preservation of traditional agricultural systems. To this end, tourism should serve as a complementary source of income for these communities.

This strategy therefore seeks to value GIAHS as sustainable tourism destinations, by developing an innovative offer of unique experiences closely linked to biodiversity, landscapes, agricultural and forestry practices, and the cultural and anthropological heritage of these globally important agro-ecosystems. It relies on innovative solutions for the sustainable tourism use of system resources to enhance socio-economic development and reduce the risk of extinction.

In the dynamic conservation of these systems, tourism development can play a vital role in securing the long-term viability of GIAHS by:

- Generating additional income for agricultural producers who engage in tourism-related activities (guided tours, participatory agricultural tasks, tastings or other gastronomic experiences based on GIAHS products, product sales, etc.).
- Supporting the deseasonalization of income and tasks, as tourism activities can be developed during periods of low agricultural activity.
- Creating employment opportunities for relatives or neighbours of producers, or for any local residents with sufficient knowledge of the production process, associated culture and traditions, and other GIAHS values, who may develop complementary tourism services.



- Promoting local products among a broader base of potential buyers of high-value traditional goods, and encouraging diets based on local, proximity-based food systems.

In all cases, tourism should be understood as a complementary activity to agricultural production. If developed intelligently and with a knowledge-based strategy, it can bring economic benefits to local communities in a manner that respects the system's values.

Therefore, this strategy can provide significant support to GIAHS sites or aspiring systems that choose to prioritise the development of sustainable experiential tourism.
This strategy is applicable to all GIAHS sites, regardless of their current level of tourism development or their specific characteristics, although each should adapt and prioritise measures and actions according to its current situation and specific needs.

4. Methodological keys

The Med GIAHS Sustainable Tourism Strategy, developed within the framework of the "Mediterranean GIAHS sites network to promote sustainable agricultural tourism" (MED-GIAHS) project and presented in this document, is based on several key methodological principles worth detailing. These are:

- Primary sector
- Participation
- Leadership
- Sustainability
- Climate change adaptation



4.1. Primary sector

It is essential to recognize that within the GIAHS community, the most important group is small-scale producers within the agri-food chain: enterprises dedicated to agriculture, livestock, aquaculture, salt production, and similar activities. They are the ones who make possible the production of the agricultural and livestock products that are the core of GIAHS, who maintain traditional production systems that are respectful and resilient to their surroundings, who are the origin of many of the cultural and ethnographic representations, and, ultimately, who are responsible for the system being recognized as a Globally Important Agricultural Heritage System.

However, this group is also the most vulnerable, due to declining profitability of their products, the impacts of global challenges such as climate change, the lack of generational renewal, and high dependence on external factors (climatic conditions, agricultural input prices, etc.).

For both reasons, this group must be the main target when implementing any strategy to valorise GIAHS, as without them, the system would not exist. Therefore, all initiatives must ensure that economic and/or social benefits are directed primarily towards them.

> The benefits of tourism development must reach the entire system, especially the primary sector.

4.2. Participation

It is essential to count, from the very beginning, on the active participation of key stakeholders or local actors in the system, bringing together the public and private sectors, associations, and local communities. Therefore, the proposed working method requires the involvement of key stakeholders as representatives of the community, who must engage from the outset.

Involving local actors brings advantages such as:

• Community identity. It fosters a sense of belonging, as participants consider the process partly their own initiative, which makes them value it more. Those involved in the strategic process will feel more integrated into the system and will more strongly perceive themselves as part of the community that keeps the GIAHS alive. Participation generates commitment and trust within the community.

• Consideration of different interests. The convergence at each stage of the different perspectives offered by various key stakeholders ensures a broader, more comprehensive view of the situation, allowing for the pursuit of solutions that benefit everyone—or at least the majority.

• Greater capacity for action. As the saying goes, “strength in numbers”; increased participation leads to greater capacity for action.

• Strategy transfer within the system, which occurs more effectively when it is the local actors themselves who lead this transfer, spreading awareness among their neighbours.

In fact, it has been shown that the results are greater and better when the participatory process is more deeply integrated into the community. That is, in agricultural systems with a more established participatory culture and greater experience in this type of working methodology, it will be easier to implement the strategy and better results will be achieved.

In this process, the participation of public administrations at different levels (local, regional, national) is also essential—not as decision-makers imposing solutions, but as facilitators and enablers of the process. Their support is key to providing access to public policy instruments that can reinforce the success of the strategy: funding programmes, regulatory frameworks, institutional legitimacy, political commitment, and the integration of the GIAHS approach into broader territorial development plans.

4.3. Leadership

Another key issue is leadership in the implementation of the strategy. Any strategy, anywhere, requires one or more entities to lead the process with determination and dedication in order to achieve successful outcomes. In the case of GIAHS, the most suitable leaders are typically the managing body itself and/or the entity promoting the candidacy and dynamic conservation of the system.

Naturally, these entities cannot act alone; the concept of leadership implies the presence of other entities and/or individuals to be led, who must demonstrate a cooperative and collaborative attitude. Therefore, it is a factor closely linked to participation. Leadership is essential for providing direction and guidance, promoting effective communication, making decisions, motivating all involved entities and individuals, and being able to adapt to change. Without leadership, there is no participation, and without participating entities, there is nothing to lead.

The leader, among other things, must be honest, show trust and transparency through open communication, provide security to the community by listening to and respecting all opinions, and must demonstrate a strong commitment to the GIAHS and the strategic process. The leader is responsible for guiding the approach, coordinating participation, and leading the process by outlining the steps to follow.

4.4. Sustainability

Another key principle that has shaped the development of the proposed methodology and strategy is sustainability: always keeping in mind sustainability in a broad sense. This includes environmental, economic, and social sustainability of the tourism experiences to be developed, of tourism within the agricultural system, and of the strategy itself.

In this regard, for example, it is important to ensure that tourism experiences offered in the GIAHS are socially responsible toward local communities. It must also be considered that tourism should not harm the landscape or pose a threat to agricultural biodiversity and its associated ecosystems. And of course, the economic benefits must go to the local community, particularly serving as an economic complement for businesses and workers in the primary sector, as previously mentioned.
Furthermore, long-term sustainability and the continuity of the GIAHS site must be considered, which involves maintaining or finding a social, environmental, and economic balance that evolves and adapts over time. This is what we refer to as dynamic conservation.

Within the concept of sustainability, particular attention must be paid to environmental aspects, such as environmental impact and carbon footprint. It is essential that the tourism promoted through this strategy does not have a negative environmental impact or increase the environmental footprint, especially the carbon footprint. To achieve this, environmental impact should be monitored, reduced, and, where necessary, compensated. This is a methodological key that is embedded transversally throughout the entire strategy.

4.5. Climate change adaptation

The approach to enhancing the tourism value of GIAHS systems must include explicit actions that contribute to climate change adaptation, the mitigation of its impact, and the recognition of the ecosystem services generated by traditional agricultural systems.

These actions may include:

- ➢ Design of tourism products that highlight the resilience of the agricultural system and its climate regulation services, soil conservation, or biodiversity.
- ➢ Incorporation of low-carbon infrastructures and practices in tourism experiences and products.



- ➢ Measurement and reduction of the carbon footprint of tourism activities.
- ➢ Promotion of local knowledge on sustainable water management, seed conservation, or agroecology as tools for climate adaptation.
- ➢ Environmental awareness activities related to the effects of climate change on GIAHS systems.

This climate dimension must be integrated transversally into planning, training, experience design, evaluation, and tourism promotion activities.

5. Intervention logic: phases

The following is a description of the proposed strategic process, detailing each phase:



5.1. Participation planning

As mentioned in the previous section on methodological keys, participation is of such importance that it is essential to plan and promote it as the first step in initiating the tourism valorisation strategy of the system.

Therefore, the first step proposed is to identify the different stakeholder groups involved in the development of sustainable agritourism within the system. Indicatively, though not exhaustively, the following are commonly prioritised stakeholder groups:

- Producers:
  - Farmers, ranchers, shepherds, aquaculturists, foresters, salt farmers, etc.
  - Agricultural cooperatives.
  - Professional associations of producers.
  - Other companies related to the product covered by the GIAHS.
- Tourism Agents:
  - Tourist services establishments, such as rural accommodations, small hotels, tourist resource managers (museums, galleries, heritage).
  - Tourist offices technicians, establishments, or associations of entrepreneurs in the catering or gastronomy sector.
  - Associated entities at the local-regional level related to tourism and culture.
  - Representatives of the academic sector related to tourism.
  - Cultural agents.
  - (Women´s) agritouristic cooperatives.

- Public Bodies:
  - Regional and Local Public administration.
  - Local and regional development agencies.
  - LEADER/CLLD Local Action Groups (LAGs)
  - Agrarian, Trade and Industry Chambers of the Territory.
  - Official regulatory bodies for designations of origin and quality marks.

Once the stakeholder groups have been identified, the next step is to map the local actors or key agents within the system. These should belong to the different stakeholder groups, possess in-depth knowledge of the territory, have management capacity, and show strong community involvement. This mapping process should include the identification of each key actor's interests and capacities, as well as any potential conflicts among them.

After identification, the following step is to involve them in the working group through interviews, participatory workshops, or even direct contact by phone. The working group formed by these key actors will become the core of participation throughout the implementation of the sustainable tourism strategy.
The following recommendations should be considered when creating this working group:

- Integration of public and private actors. A balance between the two is key to ensuring institutional support and economic viability of sustainable tourism.
- Inclusion of priority groups. Active inclusion mechanisms should be used to guarantee fairness and equitable participation:
  - o Promote the involvement of women and youth, who can bring dynamism in evolving contexts.
  - o Integrate small producers and local artisans.
  - o Ensure that the local community is well represented.
- Representation of all stakeholder groups in the system. All different interests and perspectives should have a voice and a vote in the participatory process, ensuring no group is left out.
- Adequate group size. Avoid groups that are either too large or too small.

Once established, the working group should agree on the methodology to be used: surveys, interviews, online or face-to-face meetings, etc. It should also plan and schedule the strategic process, including the adaptation and validation of the territory-specific strategy, and oversee its implementation.

5.2. Analysis of the situation and tourism potential

The strategy must begin, without a doubt, with an analysis of the current situation within the system. This phase should enable a better understanding of the system before specifying and implementing the proposed measures.

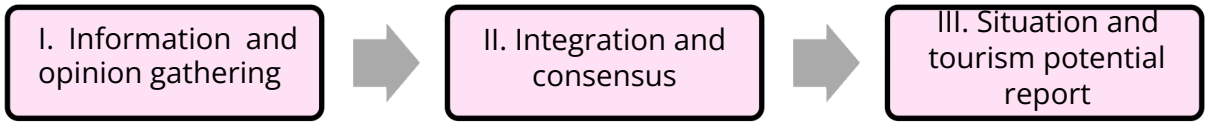
In this case, we do not propose a “traditional” analysis typically found in most strategic studies and diagnostics, which are often lengthy and focused on exhaustive quantitative characterisation of all aspects of the system: society and population, terrain, climate, economic activities, unemployment, etc. These conventional studies tend to be too extensive and technical to be conducted, analysed, and agreed upon through a participatory process involving all key stakeholders of a GIAHS site. Let us remember that the group of greatest interest is the primary sector.

Therefore, the situational analysis proposed in this document uses a methodology that is more qualitative than quantitative: a participatory methodology to collect knowledge and perceptions from the different local actors within the system. The aim is not to gather every piece of data or detailed information, but rather to focus on the most relevant and meaningful insights for guiding strategic directions and designing actions. Furthermore, it focuses exclusively on aspects of undoubted interest for the tourism enhancement of the system, such as the tourism resources available on the GIAHS site, the experiences and products currently offered, the types of tourists currently visiting the area, etc.

In summary, the goal of this phase is to conduct a specific analysis of the current situation and the tourism potential of a GIAHS site, using a standardised methodology.

5.2.1 Working process for the analysis

The steps to be followed in the working process are:



I. Information and opinion gathering

First, the knowledge and opinions of all key stakeholders involved in the working group must be gathered.

Each key stakeholder should conduct the analysis individually, contributing their knowledge of the system, its current situation, and its tourism potential, along with their subjective opinions—naturally influenced by their perspective. This information should be collected systematically using a common, standardised questionnaire, allowing the unification of all contributions and the extraction of valuable conclusions. For this purpose, the recommended base tool is the questionnaire provided in Annex I: Questionnaire analysing the situation and tourism potential of a GIAHS.

The goal is not to gather all available data from each participant, but rather to capture the most important and relevant information. For example, when listing system resources or tourism products, only the most significant ones should be mentioned.

II. Integration and consensus

The second step is to unify all the information collected and compile it into a single territorial questionnaire. It is recommended that this task be carried out by an external entity, to ensure the greatest possible objectivity, as well as to provide the study with an "outside-in" perspective that would be difficult to achieve by someone who is part of the system.

If resources are not available, this task may be carried out by the entity leading the process, which should preferably be the governance body of the GIAHS site.

III. Situation and tourism potential report

The third and final step of this analysis will be the preparation of the situation report, which will compile and explain, at a minimum, the information from the unified questionnaire from the previous phase, and which may also include some additional data.

Again, it is recommended that this task be carried out by an external entity, to ensure the highest possible objectivity and to provide an “outside-in” perspective. Similarly, if resources

are not available, this task may be undertaken by the entity leading the process, which should preferably be the governance body of the GIAHS site.

It is recommended that this report be presented to the key stakeholders of the system, especially those who participated in the information-gathering phase. The objective is for the report to be analysed and discussed in a participatory process within the working group. After integrating all the agreed-upon changes, the final Situation Report will be produced, which will accurately reflect the reality of the situation and the tourism potential of the GIAHS at that time.
Below is a proposed minimum outline for this report.

Situation and potential tourism report of a GIAHS site – Index proposal

1. Introduction
2. Characterization of Space
    - 2.1 Governance of Space
    - 2.2 Geographical Characteristics of Space
    - 2.3 Demographics
    - 2.4 Territory Accommodation Capacity
3. Demand Analysis
    - 3.1 Visitor Logistics
    - 3.2 Specific Types of Visitors
4. Analysis of the Identified Resources
5. Analysis of the Identified Experiences
6. Name of the Tourist Destination
7. Good Practices Identified
8. Conclusions

This should be the analysis process for each territory, resulting in a report on the current situation and the tourism potential of the GIAHS site.

5.2.2 Sections to be included in the analysis

The following are the sections in which the analysis should structure the information—namely, the information that the analysis must gather and how it should be collected:

General aspects	GIAHS general information
	Governance
	Size, population and geography
Tourist demand: visitors	Interests
	Origin
	Age
	Group
Resources	Culturals
	Naturals
	Active tourism
	Rurals
Experiences and products	Culturals
	Naturals
	Active tourism
	Rurals
Tourist destination	Claim, destination storytelling
	Marketing and promotion of the destination
	Training/capacity building needs
Goodpractices, synergies and transfer	Good practices in the GIAHS site
	Good practices from other destinations

The analysis methodology defines how information (collection, processing, and results) is structured into five thematic sections. Additionally, a set of general and cross-cutting data about the GIAHS site is analysed beforehand.

For each of these sections, a minimum questionnaire model is provided (see Annex I: Questionnaire analysing the situation and tourism potential of a GIAHS) to help key actors structure and contribute essential data during the "Information/opinion gathering" phase.

Likewise, each section must be explained and presented in the resulting Situation Report, which will contain the consolidated and validated data from the questionnaires, along with any complementary data compiled by the entity responsible for drafting the report (ideally, an external and independent entity).

Below is a description of each of the five thematic sections used to structure the analysis according to the proposed methodology.

A. General aspects

This section includes a few initial, general, and cross-cutting questions regarding the GIAHS site where the study is being conducted. These aspects must be considered in order to develop a robust sustainable tourism strategy.

The data collected mainly refer to:

- General information about the GIAHS. Including the GIAHS site's experience in its own management and in tourism promotion. It is important to know the year of GIAHS designation and the year in which sustainable tourism promotion efforts began.
- Governance of the GIAHS site. It is essential to determine whether the site has an established governance entity. If it does, it is important to identify whether it has financial autonomy and to know its approximate annual budget, the type of entity (public, private, non-profit, etc.), and the stakeholders involved.
- Size, population, and geography. Regarding size, the tourism strategy will depend on whether the GIAHS is local, regional, etc. It is also important to understand population density and other geographical aspects, such as territorial integrity or the recognition of the system by its inhabitants.

B. Tourist demand: visitors

The objective of this section is to identify the tourist segments that currently visit the GIAHS site, as well as those that could potentially visit (i.e., current and prospective customers).

A visitor segment refers to a group of tourists with specific, common characteristics. Examples include school groups visiting for environmental education experiences, families with children engaging in rural tourism, etc.

The analysis methodology proposes a specific classification for tourist segments, as it is essential to use a systematic analysis method that allows for unified reporting and even comparison across different GIAHS sites for synergies, complementarities or transferable good practices.

Segments are classified according to the following categories:

INTERESTS	· Cultural tourists · Nature tourists · Active tourists · Rural tourists
ORIGIN	· Local · Regional · National · International
AGE	· Seniors · Youth
GROUP	· Families · C ou ple s · Groups

By identifying the main interests, origin, age group and group type of each customer segment, the analysis provides a clearer profile of the main visitor types at the GIAHS site.

Optionally, the “observations” field in the questionnaire allows for a more detailed description of each segment, including aspects such as motivations, spending capacity, travel duration, seasonal patterns, types of activities performed, and behaviours:

Groups: families, groups of friends, couples, etc.	Purchasing power	Timing of visits
Travel distance	Internet profile	Length of stay
Motivations: cultural, leisure, scientific, adventure, gastronomy, etc.		

Additional key elements analysed in this section include:

- Visitor targets defined by the GIAHS site, and the systems used to count and quantify them.
- Accommodation capacity of the GIAHS site, both within its boundaries and in the immediate surroundings.

When identifying tourist segments, it is important to remember that sometimes "less is more": focusing only on a few high-potential segments for sustainable tourism development in the system and studying their ideal customer profile in depth may be more effective. The more the target tourist is understood, the easier it will be to tailor tourism proposals to meet and exceed their expectations.

If deeper insight is needed, tools such as customer journey mapping, buyer persona or empathy mapping may be used. These tools allow exploration of additional factors not covered in the basic analysis, such as main motivations, purchasing power, travel distance, seasonality, length of stay, activities performed and overall behaviour.

Market study

At this stage, a specialized team could conduct a more in-depth study of the target market. To enhance the value of a territory through an appropriate and high-quality tourism offering, one of the most important aspects is to thoroughly understand the target tourist segments and identify the demand the GIAHS site receives or could receive, as well as their needs and travel motivations.

Due to the nature of GIAHS territories, the most relevant tourism segments to which the study should focus are gastronomic tourism, agritourism, and ecotourism. Below are the basic concepts:

Gastronomic tourism: A type of tourism activity characterized by tourists' experience related to food, wine, other products and related activities during their trip. This form of tourism advocates the discovery of local cultures through culinary aspects. Travelers immerse themselves in the local culture through gastronomy, and the main purpose of their trip is to discover what the locals eat in the places they visit.

Agrotourism: This is based on tourism activities on designated agricultural and livestock farms, offering the opportunity to participate in farm work alongside the farm owners, for whom tourism is a complement to their agricultural and livestock activities. Thus, agrotourism is a leisure activity, but also an educational one, based on knowledge of rural work and life.
Ecotourism: According to the UNWTO, this is tourism that revolves around nature, in which the main motivation of tourists is the observation and appreciation of the natural environment, as well as the traditional cultures prevalent in natural areas. It includes educational and nature interpretation aspects. Generally, but not always, it is organized by specialized tour operators and is geared toward small groups. In destinations, the associated service providers are usually small, locally owned businesses. It minimizes negative impacts on the natural and sociocultural environment and contributes to the maintenance of natural areas that constitute the ecotourism attraction, since:

- Generates economic benefits for host communities, organizations, and authorities that manage natural areas for conservation purposes;
- Provides local communities with alternative employment and income opportunities; and
- Increases awareness among local populations and tourists about the importance of conserving natural and cultural assets.

Through the VALSIPAM project, important work was carried out on this subject, which may be useful for GIAHS sites or candidates developing this methodology. Therefore, we provide it as Annex II: Market study of Valsipam Project of this document.

C. Tourist resources

We understand tourism resources as those heritage elements (natural, cultural, rural, etc.) capable of creating a tourist experience. Resources are the basis of tourism products or experiences. In and of themselves, they have no economic value, they do not generate income or economic activity, but they are the foundation on which tourism develops. A resource can be exploited or enhanced through various experiences aimed at different types of visitors.

A GIAHS site could be considered, as a whole, as a complex tourism resource. However, this methodology for studying the situation proposes analysing each specific tourism resource within it. Thus, it proposes collecting information on all the tourist resources of interest on the GIAHS site.

The objective of this section is to identify and evaluate the most significant and interesting tourist resources on the GIAHS site.

To collect information on resources, the following classification is used:

Cultural	Natural	Active tourism	Rural
• Heritage •Events •Food products • Restaurants •Factories •Markets •Art • Traditions •Breeds •Museums •Information & interpretation centres	•Flora •Fauna •Ornithology •Landscapes •Protected areas •Mining heritage •Archaeology	•Trails (hiking, mountain biking)	•Towns and villages •Recreation/relax • Health •Events •Singular accomodations

As can be seen, this is a two-level classification, referred to as types of resources and subtypes.

In addition to classifying each resource of interest according to its corresponding type and subtype, this methodology also analyses the potential of each resource. Potential is a key and subjective factor, and it measures the resource's ability to be transformed into successful experiences that attract visitors (for specific visitor segments). The analysis evaluates the potential of the system's resources based on their ability to: attract visitors from their places of origin, attract visitors within the destination itself, and generate economic value.

Origin motivation: The mobilization of a potential visitor toward a tourist destination and its experiences, usually from their home.

Destination motivation: The mobilization of a potential visitor, once in the destination, toward a tourist experience (or product).

It is also proposed to identify the type of clients each resource impacts. In other words, what types of tourists are typically attracted to—or show interest in—each resource.

D. Tourist experiences and products

Experiences are considered to be activities for visitors that utilize tourism resources (for example, a hiking activity makes use of an attractive landscape as a resource). Experiences have two common elements: they require time and generate economic value. The effectiveness of utilizing a resource depends on how successfully the designed experiences are able to capture the potential of that resource.

Likewise, a tourism product is defined as a thematic grouping of experiences. A tourism product links together the time involved in various experiences and sets a price.

Tourist experiences and products are activities that generate income by using one or more resources. They are aimed at specific visitors (customer segments).

The aim of this section is to identify and assess the tourist experiences developed within the GIAHS site.

As with the case of resources, the analysis seeks to gather information on the most important tourism experiences or products at the GIAHS site.

Similarly to the previous section, the analysis carried out classifies experiences into types and subtypes, as follows:

Cultural	Natural	Active tourism	Rural
•Visits to museums and information centres •Visits to heritage •Events •Markets •Worskshops • Tastings •Product purchases, factory visits • Restaurants •Art events •Expriences in traditions •Breed demostrations	•Interpretation of heritage (mining, archaeological, etc.) •Visits to protected areas, routes •Photography •Ornithology and bird watching •Experiences, night in nature, etc.	•Trails (hiking, mountain biking)	•Health activities •Leisure activities •Weekend getaways •Segway, horses, etc. •Others (cooking lessons with traditional recipes, pick up your own fruit, participating in harvesting, etc.)

This section also examines the potential of each experience, again assessing its ability to attract visitors both at the point of origin and at the destination. Additionally, it includes a section on the type of clients/visitors that the experience aims to (or better yet, succeeds in) attracting.

E. Tourist destination

All the tourism experiences and products in a given area form the tourism offer and build the tourist destination. We could say that a tourist destination is a geographical grouping of experiences and tourism products. A tourist destination attracts visitors from their place of origin. It functions as a tourism brand.

The market gives prominence to tourist destinations because tourists travel to specific destinations.

Therefore, the tourist destination becomes the focus of marketing. This is why it is crucial to define the target customers, the products, experiences, and services offered, and to carefully manage promotion, pricing, and distribution channels.

In this case, while the goal is to conduct only a basic analysis—not in-depth, as the profile of the analyst is not necessarily a technical one with specialized knowledge—it is still important to identify **the name of the destination (the "claim")**. There is often confusion, given that territories can be complex. Thus, this section proposes an open debate about the name of the tourist destination, aiming to reach a consensus within the territory on what the name used for promotional purposes should be.

In addition to this basic analysis, it is also recommended at this stage to study **destination storytelling**. Storytelling conveys and interprets experiences or narratives in a way that inspires potential customers who connect with the story. Every destination or brand has a story that helps explain why it is attractive—whether that involves its culture, livelihoods, people, cuisine, nature, adventure, or activities. At this point, it's important to analyse the current narrative of the destination, assess whether it is well-developed, whether it is being communicated effectively, and to what extent it is appealing to visitors and truly representative of the system.

It is also suggested at this stage to analyse the **promotion and marketing of tourism** currently being done at the GIAHS site. This involves evaluating the media and content used in promotional actions carried out by the managing entity and by other relevant public and private institutions affecting the destination. Specifically, the following should be evaluated:

- The promotional media of the tourism destination, particularly the website, social media presence (Facebook, Twitter, etc.), video platforms (e.g., YouTube), photo-sharing networks (Instagram, Pinterest, Flickr, and others), editorial and audiovisual products, and tourist brochures;
- The promotional tourism activities for the destination: participation in events, fairs, familiarisation trips (fam trips), tourism products, etc.;
- The presence of the destination in the catalogues of the main tourism operators.

In addition to the above, it is also proposed in this section to assess the **training needs of the destination's stakeholders**, starting with the key actors that make up the participatory working group. This analysis can also be done through specific questionnaires, gathering opinions from the participants on the training needs they identify, or through community

surveys at the GIAHS site. It is essential to identify the topics and content of greatest interest, but it is also advisable to detect the most suitable formats or training modalities for each group.

F. Good practices, synergies, and knowledge transfer

A good practice is an experience or product that has proven successful in terms of value creation and sustainability.

In this section, it is important to identify and mention, on one hand, the good practices already being developed at the GIAHS site. These may include experiences or products with a high level of tourist appeal, that showcase the work, traditions, or everyday life of people involved in agricultural production, while also generating economic benefits for them and improving their quality of life.

On the other hand, it is essential to identify good practices from other systems or destinations. A comparative analysis with other destinations can provide insights into how they are working around the same theme, and help identify their strengths: pricing, products, experiences, offer communication, product variety, visibility, innovation, professionalization, and their own successful experiences. This is a valuable learning and improvement opportunity.

At this point, synergies can also be identified. A synergy between two or more GIAHS sites occurs when there are elements that can be shared or jointly used by public or private entities from two (or more) GIAHS. These may include specific assets, distribution channels, promotional tools, shared costs, methodologies, etc.
Different GIAHS sites can share knowledge and transfer ideas and good practices to enhance their sustainable tourism development. The transfer of ideas between two GIAHS sites is a way to replicate a recognized successful practice. However, the success of the transfer will largely depend on:

- The demand conditions being similar.
- The availability of necessary resources (e.g., funding, multilingual staff).
- The capacity and skills of the individuals responsible for transferring the knowledge.

As part of the MED GIAHS project, a joint study was conducted to identify good tourism practices in the territories where the project was implemented. This work, included as Annex III: Joint study of good practices identified in the unique agricultural systems of the MED-

GIAHS project, can serve as an inspirational document for all GIAHS sites currently implementing a tourism valorisation strategy. Within it, they can find key insights for transferring certain good practices to their own territories.

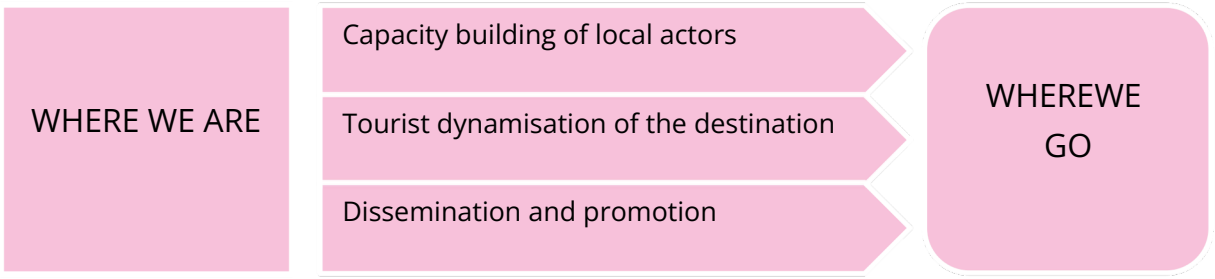
TURNING POINT



Once the situation analysis is completed, we know where the GIAHS site currently standsin terms of tourism. We understand the current situation and tourism potential: the most valuable resources to be enhanced and leveraged, existing experiences and products, tourist segments, etc. We also have a clear idea of where we want to go. There is a clear vision of the target tourists, as they have been identified and characterized. And we know the objectives of the GIAHS site and the image we want the destination to project.

We must also be familiar with the strategic framework in the territory (tourism or cross-sectoral plans and strategies), in order to align with it.
At this point, it is advisable to take a moment of reflection—a turning point in the strategic process.
This reflection should take place within the participatory working group, to define, specify, and plan the actions that will take us from where we are to where we want to go. These actions will be structured along three strategic lines:

- Capacity building of local actors
- Tourist dynamisation of the destination
- Dissemination and promotion



In other words, the goal is to define and specify the actions that will make up these three strategic lines, in a way that responds to the needs and circumstances of the GIAHS site at that moment, as well as its established priorities.

The specific actions to be developed within each line can be selected from the catalogue of possible actions provided by this strategy (see table below and subsequent sections of the document), although additional actions can also be included. It is possible to decide to work with greater or lesser intensity and resources on one or more of these lines; and one may choose to implement just one action per line, or several. Ultimately, the idea is to adapt the strategy presented here to the objectives, needs, interests, and available resources and capacities of the specific GIAHS site.

5.3 Capacity building of local actors

The first of the strategic lines to be developed is the training of local stakeholders. While this line of work may be developed in parallel with the following two within the project timeline, it is recommended to begin it as early as possible in order to amplify and optimize the results of the subsequent lines and, ultimately, of the overall strategy. The more skilled and prepared the local stakeholders and the community are, the greater and more effective the outcomes will be from the other strategic actions in which they participate.

In terms of the operational work process, it could be said that this line of work began during the "participation planning" phase, with the identification of stakeholder groups and key local actors within the system.

The second step would be analysing the training needs of each of these groups or collectives, an issue that was also addressed during the "analysis of situation and tourism potential" phase. As mentioned in the corresponding section (tourist destination), this assessment can be conducted through questionnaires or surveys, aiming both to identify the most relevant topics and contents, and to determine the most suitable training formats or modalities for each group (face-to-face/online, duration, courses/workshops, video pills, best practice manuals, practical guides, etc.). It is advisable to conduct these surveys with a significant sample size that ensures adequate representation of all stakeholder groups.

Once the training needs of each group have been identified, the third step, if necessary, is to conduct a "training of trainers" program, aimed at key actors who will serve as multipliers. This intermediate step is often essential when dealing with highly specialized and technical content, such as that of the GIAHS initiative, for which adequately qualified trainers may not be readily available within or near the community.

Subsequently, as the final step, training will be delivered to the local actors of the system—namely, the community itself.
Naturally, the training and capacity-building actions planned and implemented must respond not only to the identified needs but also to the priorities of the system and the community, while also considering the other actions to be developed across the remaining strategic lines. In other words, among the actions the community has identified as necessary, priority should be given to those that are most relevant and aligned with the intended objectives.

It is also essential to adapt both the content and formats to the sociocultural and technical realities of the territory and its community—not just to the identified needs and priorities. The language used, the level of depth of the content delivered, the examples provided, the hands-on activities, and the simplification of theoretical concepts and content are all factors that must be carefully considered to ensure the success of these actions.

Depending on the available resources, the scale of training required, the time availability of the target audience, and other factors, it may be necessary to carry out the training in several phases, prioritizing key content or key recipient groups.

Training should be approached as a comprehensive, multidisciplinary, and tailored process, with a clear aim of strengthening the local fabric of the system. The goal is to equip local actors—producers, artisans, hospitality providers, managers, guides, young entrepreneurs, etc.—with the knowledge, tools, and skills needed to actively and professionally integrate into the tourism value chain with a forward-looking perspective. In addition, it is essential that these actors acquire specific knowledge about the GIAHS themselves: what it means to be a GIAHS site, the selection criteria established by FAO, and how their own production system—of which they are key protagonists—fits perfectly within the GIAHS concept and its values.

In particular, it is especially important to:

- Strengthen knowledge about the agricultural system and its distinctive products.
- Understand the requirements of the tourism sector: quality standards, food safety, legal requirements, insurance, etc.

- Learn how to create attractive experiences that foster emotional connections with visitors.
- Become familiar with communication and digital marketing tools.
- Develop entrepreneurial, administrative, and organizational skills.
- Improve cross-cutting (soft) skills: hospitality, communication, teamwork, problem-solving, etc.

Training and capacity-building are not only enablers of the GIAHS tourism strategy—they are essential conditions for its sustainability, authenticity, and long-term success. Investing in empowered, competent, and interconnected local actors is an investment in territorial resilience and in delivering a transformative tourism experience for visitors.

5.3.1 Strategic Training Planning

To ensure the impact of the capacity-building strategy, the following is recommended:

1. **Initial assessment**

   Identify training needs and priority profiles through a participatory analysis.

2. **Definition of competencies by role or function**

   Develop professional profiles for the various actors involved in the tourism value chain (host producer, local guide, experience manager, digital communicator, etc.).

3. **Design of tailored training plans**

   Establish annual training pathways for different groups, prioritizing based on the tourism development stage of the territory and the system's objectives.

4. **Flexible and accessible formats**

   Offer a variety of formats (in-person, online, blended, microlearning, guides, audiovisual materials) and adapt content to the sociocultural profile and baseline level of participants.

5. **Evaluation and continuous improvement**

   Incorporate evaluation questionnaires into each training activity and produce reports to guide future editions.

5.3.2 Recommended modalities: training sessions and study visits

A combination of training actions is recommended, with particular emphasis on:

- **Specific professional training**, tailored to each group and skill level. These are especially effective with small groups of motivated participants, allowing for greater flexibility and practical orientation.
- **Training of trainers**, when it is necessary to prepare key individuals who will act as multipliers within the system.
- **Study visits**, as an inspiring and experiential learning tool. They enable local actors to explore similar initiatives, observe best practices, identify weaknesses, and generate new ideas. Taking on the role of a "tourist" allows them to adopt a critical perspective, which is highly valuable for improving their own products.

• **Professional exchanges and mobility programs**, which enhance skill acquisition in real-world contexts and foster collaborative networks at the regional or international level.

5.3.3 Potential contents of training programs

Among the relevant topics and areas for capacity-building, the following themes may be included:

1. GIAHS conceptual and strategic framework

- **GIAHS Initiative**: Foundations, recognition criteria, and FAO objectives.
- **Characteristics, resources, and products of the GIAHS site**: Heritage, productive, cultural, and environmental elements of the system.
- **Identification and assessment of GIAHS resources**: Tools for inventorying and valuing system assets.
- **Governance instruments**: Structures, functions, and opportunities for improvement in site management.

2. Sustainable tourism and experience design

- **GIAHS tourism strategy**: Approach, strategic lines, and methodological keys.

- **Design and marketing of experiential tourism products**: Development of authentic experiences rooted in agri-food and cultural heritage.
- **Tourism management and digital marketing**: Organization of services, commercialization, and digital visibility.
- **Storytelling and hospitality**: How to communicate the GIAHS through emotional, identity-based, and experiential narratives.
- **Gastronomy and traditional dishes**: Culinary appreciation as a tourism experience.
- **Management of agri-food enterprises with a tourism focus**: Business tools for producers and local agents.
- **Agroecological heritage interpretation** (optional, highly recommended): Techniques for interpreting the value of landscapes, crops, biodiversity, and agricultural culture to visitors.

3. Environmental sustainability and climate change

- **Climate change and GIAHS resilience**: Impacts, vulnerabilities, and agroecological adaptation best practices.
- **Ecosystem services and tourism**: Identification, valuation, and communication of the system's services.
- **Carbon footprint and environmental sustainability in tourism**: How to calculate, reduce, and offset it in experience design.
- **Tourism and environmental education**: Integrating a climate perspective into guided tours, interpretation centres, and educational activities.

4. Complementary skills and regulations

- **Languages and intercultural competencies**: Keys to improving communication and hospitality for international visitors.
- **Regulations, safety, and legal framework**: Legal requirements for tourism and agri-food activities.
- **Innovation and creation of tourism start-ups**: Rural entrepreneurship based on GIAHS system values.

- **Best practices in gastronomic, sustainable, and rural tourism**: Inspiring examples, quality standards, and replicability.
- **Accessibility and inclusion in rural tourism** (optional, highly recommended): Design of inclusive and accessible tourism products for all profiles.

5. Evaluation, marketing, and partnerships

- **Tourism impact assessment** (optional, highly recommended): Tools to analyse the social, economic, and environmental effects of tourism in the GIAHS site, incorporating Social Return on Investment (SROI) methodologies to quantify and communicate the social value generated by tourism activities.
- **Marketing strategies and partnerships** (optional, highly recommended): Engagement with tour operators, digital platforms, and related networks.

5.3.4 Recommended partnerships

Alliances can be established with:

- **Universities and research centres**, to co-design content and facilitate knowledge transfer.
- **Universities, environmental NGOs, or other organizations specializing in climate change**, to design and deliver training content related to climate and biodiversity.
- **Public administrations** with competencies in tourism and agriculture, providing logistical, technical, and financial support.
- **Local action groups, rural networks, and sectoral associations**, which can support territorial implementation and linkages with the productive fabric.
- **International organizations** (such as FAO, UNWTO, etc.), as sources of methodologies and replicable experiences.

5.4 Touristic dynamisation of the destination

This phase of the strategy focuses on energizing the GIAHS territory as a tourist destination. This touristic dynamisation should enhance the value of its local agricultural, livestock, and forestry heritage, targeting travellers interested in gastronomy and cultural and natural heritage.

This process should take into account two main aspects:

- **The tourist destination itself**: its image, slogan or claim, visitor perceptions, and its narrative.
- **The tourism products offered**, which must be experiential and sustainable.

5.4.1 The tourist destination

First, attention must be paid to the destination itself.

A *tourist destination* is a geographic area located away from the visitor's place of origin and visited for tourism purposes. It is made up of a group of experiences and tourism products that are geographically clustered. A destination attracts visitors from their place of origin and acts as a commercial tourism brand.

A destination is defined by physical boundaries, political context, and—most importantly—the perception held by the market. The boundary of the destination is shaped by the network of relationships among local tourism operators. Therefore, in the case of GIAHS sites, the perceived perimeter of the destination by visitors does not always match the actual boundaries of the GIAHS system.

5.4.1.1 Destination name and slogan

It is essential to clearly define the name under which the destination will be promoted, as well as its main attraction, since territorial identities can be complex and often cause confusion.

At this stage of the strategic process, it is therefore recommended to carry out an internal reflection on the **designation of the GIAHS site as a tourist destination**, along with its **claim or slogan**—that is, the promotional message that synthesizes the destination's value

and most compelling appeal. This requires considering the concept of the destination as perceived by visitors, the desired perception, and its positioning in the market. Ideally, both the name and the claim should be as concise and representative as possible.

Examples of destination names and slogans in GIAHS contexts:

- *Huerta de Valencia*: The heart of Valencian gastronomy.
- *La Axarquía*: Where heroic viticulture creates gastronomic treasures.
- *Añana Salt Valley*: The world's oldest working saltworks.
- *Territorio Sénia*: The land of thousand-year-old olive trees.

5.4.1.2 Destination brand and its products and services

It is also crucial for the destination to have a **visual identity and brand** that supports the promotion and dissemination of the GIAHS as a tourism destination, as well as its products and services—one that is easily recognized by visitors.

A brand with these characteristics brings several benefits:

- Strengthens and enhances recognition of the GIAHS as a tourism destination.
- Increases the potential and effectiveness of promotional activities.
- Opens new channels for the promotion and marketing of the GIAHS site's products, services, and experiences.
- Enhances differentiation and access to specialized and niche markets for those products and services.

In short, the brand will contribute significantly to the **economic and social impact** on the local community.

When a territory is officially recognized as a GIAHS by FAO, it is granted the right to use the **official FAO-GIAHS logo**:

Food and Agriculture Organization of the United Nations | Globally Important AGRICULTURAL HERITAGE Systems

However, this logo can only be used for informational and illustrative purposes, and never for profit-making activities, fundraising, or for the commercialization of any product or service. In fact, they specifically mention that the FAO-GIAHS logo block should never be used for:

• the promotion of entities, products, and services, especially if this can be understood as FAO's endorsement of the manufacturer's brand and activity;
• advertising or labelling for commercial purposes, especially for products related to food and agriculture.

Therefore, this logo cannot be used as a commercial brand, which is why GIAHS sites are advised to develop a dedicated brand that *can* be used by businesses for their products and services, and which can also be used by the site's governing body for promotional purposes.

This brand should be complementary to other existing brands in the territory, and naturally compatible with the FAO-GIAHS image.

Examples of destination brands in GIAHS sites include:

Coromorant fishing system (*Plecoglossus altivelis*) in the Nagara River (JAPAN)

Satoyama and Satoumi on the Noto Peninsula (JAPAN)

Cultivation of Japanese *ume* plums in Minabe-Tanabe (JAPAN)



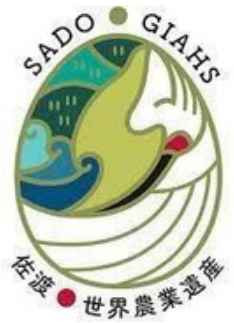
Chioé GIAHS (CHILE)



Nishi-Awa steep slope agriculture system (JAPAN)



Management of Aso grasslands (JAPAN)



Satoyama on Sado Island in harmony with the Japanese crested ibis (JAPAN)



Kunisaki Peninsula Usa Integrated Forestry, Agriculture and Fisheries System (JAPAN)



Agro-silvo-pastoral system of Barroso (PORTUGAL)

5.4.1.3 The destination's storytelling

At this stage, it is recommended to develop the destination's brand narrative (destination storytelling) as a key tool to reinforce its identity, emotionally engage visitors, and position it as a genuine and memorable destination.

Storytelling not only conveys and interprets experiences, but also connects with the deep motivations of the traveller. Each GIAHS site holds unique stories tied to its traditional ways of life, productive landscapes, agri-food heritage, culture, and community. Narrating this heritage in an appealing and authentic way allows visitors to grasp the symbolic and emotional value of the system, setting it apart from other destinations.

The narrative should be tailored to the profile of the target visitor, both in theme and in tone, language, medium, and channels. It is crucial to determine who tells the story—ideally, it

should involve local community members, such as guides, producers, or traditional knowledge holders, to bring legitimacy, intimacy, and authenticity to the storytelling.

Various narrative forms can be used:

- Textual, visual, and audiovisual storytelling (e.g., evocative photo captions, informational videos, interviews, 360° landscapes);
- Digital storytelling via social media, websites, or mobile applications;
- Experiential heritage storytelling, which immerses the visitor in the living history of the system: visiting orchards or terraced fields, learning to bake bread, cooking local recipes, milking animals, or fishing with traditional techniques.

This approach goes beyond simple communication: it creates emotional connection, builds trust, and can justify higher prices by associating tourism or agri-food products with perceived cultural value. Story-driven heritage experiences enhance symbolic value and foster loyalty, memory, and word-of-mouth promotion.

Additional recommendations include:

- Applying a narrative approach to product labelling and presentation, incorporating elements that explain their story, origin, or connection to the territory;
- Enhancing digital storytelling capabilities, with an active presence on social media platforms to share authentic and inspiring stories;
- When collaborating with external communicators, ensure that cultural integrity is respected: provide them with enough local context to avoid distortions and maintain narrative coherence.

In summary, building an effective brand narrative for a GIAHS destination means connecting the territory with the visitor through real, shared stories, where agricultural heritage is not just a resource, but the core of the entire experience. The storytelling should inspire, move, educate, and above all, involve the community that brings the system to life.

5.4.2 The destination's tourism products

This component of the destination's tourism dynamisation, within the strategy for sustainable tourism valorisation of a GIAHS site, focuses on designing and developing unique

tourism products. These should be built along the value chain of small tourism service providers and local food producers, offering unique experiences within the GIAHS systems.

The goal is to launch half-day experiences (2 to 4 hours), or multi-day experience packages (1 to 3 days), which are sustainable, responsible, differentiated, high-quality, and innovative. These experiences should be based on the protection and valorisation of local heritage and the values of the FAO-GIAHS initiative, providing a distinctive and unique value proposition.

The experiences should prominently feature gastronomy and agritourism (including variants like farm tourism, livestock tourism, fishing tourism, salt tourism, etc.), and may also integrate green tourism, nature and forest-based tourism, or ecotourism.

They must generate economic and social benefits for the primary sector and for the conservation of agricultural, livestock, and forestry heritage. Tourism must not pose a threat to the region; therefore, it is essential to encourage responsible tourists, who are aware of the system's value and behave respectfully towards local residents.

A **participatory co-creation methodology** is recommended, involving workshops or gatherings with all key stakeholders in the system: small local food producers and their associations, processing companies, tour operators, guides, restaurants, accommodations, public authorities, local associations, etc. The involvement of all stakeholders in planning must be welcomed, respected, and valued, ensuring everyone has the opportunity to participate and benefit financially. It is especially crucial to involve small businesses in the tourism (agro/rural) and primary production sectors, as they should be the ones proposing and shaping the experiences and packages to be offered by the GIAHS site—they will be the ones to bring these experiences to market and deliver them.

This participatory process must be coordinated and led by an entity with specialised knowledge of the initiative's objectives and philosophy. This could be the GIAHS site's management body, either independently or advised by a specialist organisation. The leading entity bears the key responsibility to identify and involve the main stakeholders, and must understand their needs and potential benefits.

During the participatory process, the following aspects should be addressed and agreed upon:

• Which resources and products are most interesting to potential customers, and therefore to be included in the experience packages: high-quality food products, innovative and attractive experiences, points of interest, unique accommodations, etc.

• How to group and shape them into different experience packages: duration, route or itinerary, included services and experiences, visits, etc.

• Identify the actors involved in each package: producers, accommodations, restaurants, guides, visitor centres or museums, retailers, tourism associations, tourist offices, and even communication and sales channels.

• How to bring the products to market, including decisions on: who will promote and sell them, pricing strategy, sales logistics, etc.

With all this information, it is recommended to create a **tourism product sheet** for each designed experience, including:

- Name of the product
- Target audience
- Description
- Values to be conveyed related to the GIAHS principles
- Technical specifications (location, duration, seasonality, itinerary, available languages, retail price, contact information for the commercial entity, involved actors/companies, group size limits, what's included/excluded)
- Representative images

A model is provided as Annex IV: Product sheet for creation of tourism products: experiences and experience packages, which can be useful for this purpose.

5.4.2.1 Guidelines and recommendations for the creation of experiential tourism products in a GIAHS site

Below is a set of guidelines and recommendations for developing experiential tourism products in a GIAHS site:

For the benefit of local communities:

✓ Products must be operated and managed by local companies and use local suppliers.

✓ They should focus on the local products of the GIAHS site, promoting their quality and ultimately encouraging their sale.

✓ Meals should be based on local food products and traditional recipes.

✓ Accommodation, where applicable, should be rural houses, agritourism lodgings, or small, family-owned hotels integrated into the landscape and connected to the local culture.

✓ Experiences must be authentic, enable interaction with local people, and promote their customs, traditions, culture, and knowledge, supporting a deeper understanding of the local identity.

✓ The design of the product should benefit the local community, promote socioeconomic development, have an impact on small local initiatives, and even encourage the creation of new local businesses.

✓ Priority development should target small agricultural producers, with the main goal of improving profitability and economic sustainability of the primary sector, which is the core of the GIAHS system. This can be achieved by:

- Encouraging producers to incorporate tourism services that highlight their traditional practices (e.g., guided farm visits).
- Promoting the sale of their agricultural products and derivatives.

Considering the interests of the client:

✓ The product must take into account quality standards for service and experience. Specific recommendations include:

- Include guided or interpreted activities (not self-guided).
- Provide constant support, with local assistance and an emergency contact available at all times.
- Keep small group sizes, ideally no more than 15 people.
- Manage time wisely—allocate enough time for each activity, and allow for rest and leisure. Avoid overloading the itinerary.

- If overnight stay is included, offer bed & breakfast options.
- Guides should be local (or have strong ties to the community), qualified, experienced, and possess deep knowledge of the GIAHS system, traditions, and local heritage.
- Food products must be high quality and meet food safety standards.
- Make product information accessible online, ensuring it's clear, comprehensive, and appealing. Positive customer reviews are key.

✓ Accessibility Should Be Broadly Defined:

- Physical accessibility: suitable for people with disabilities (wheelchair access, resources for visually impaired, etc.).
- Cultural/interpretive accessibility: offer interpretation in the visitor's language (at least local and English), and clearly indicate language availability. Use clear language, humour, curiosities, and appropriate interpretive tools.
- Temporal accessibility: ensure suitable opening hours and offer products across different seasons.
- Geographic accessibility: access by road or public transport, proper signage, GPS location.
- Economic accessibility: affordable prices, and ideally, Freemium options (a mix of free and premium features).

✓ To attract visitors, it’s essential that:

- Products are based on the most attractive tourism resources within the GIAHS site for the target audience.
- Experiences and activities are fun and enjoyable. The more authentic, immersive, engaging, and transformative they are, the more attractive they’ll be.
- Visitors should participate actively, be immersed in a perceived authentic reality, and become protagonists rather than mere consumers.
- The experience should evoke emotion (curiosity, pleasure, well-being, excitement) and stimulate the senses (sight, taste, smell).

- They are innovative and original, or at least include innovative elements, even when rooted in traditional food production and consumption. This may include new technologies (augmented reality, virtual reality, mobile apps with maps, audio/video guides, tourism info), creative formats, or new approaches.

✓ Adapt the Product to the Target Market. First, conduct detailed segmentation of the actual or potential markets to understand their needs, preferences, and motivations. Then design the product accordingly:

- For local/regional markets: develop short 2–3 hour experiences that can be combined into full-day escapes.
- For long-distance markets: design longer 4–5 hour experiences, which, when combined, can offer 2–3 day getaways.

Further examples are provided below:

CUSTOMER SEGMENT	CONSIDERATIONS
Adults (couples or small groups) People over 55 years old. In many cases, retired, without family responsibilities, and still very active. They have the ability to travel and spend money. Most of the time, they travel as a couple, but it is also common for them to travel in a small group of friends.	Generally, these customers look for organized packages and guided groups. In general, they seek comfortable and unassuming accommodations, but not luxurious, although this also depends on their origin. They have a relatively high purchasing power but look for good value for money. They travel outside of school holidays. They usually purchase products at the destination, so the sale of local products should be offered.
Families	Activities should be offered for children, but also for adults, meaning two activities should be carried out simultaneously, separated into groups. Also include activities that all family members can participate in together. Accommodation should include quadruple or quintuple rooms, or at least adjoining rooms. Accommodation should include spaces for relaxation and free time, such as gardens, swimming pools, and parks. Prices for adults and prices for children. Lunches/dinners adapted for adults and children.

	Please take school holidays into account.
Women's groups	Accommodations should be appropriate for the type of activity and purpose, with single, double (two separate beds), or triple (three separate beds) rooms. Offer the option of sharing a room, even if the participants don't know each other. Adapt activities to the age group, as in a group of women, ages can vary significantly. Program activities and their difficulty should be clearly stated. They often shop at the destination.
Solo Travel Solo travellers are individuals who want to travel but, for various reasons, their partner or friends are unable to join them, or they choose to extend a business trip. Typical age range is between 40 and 70 years old.	Offer the possibility of single rooms. Accommodation should be selected according to the type of activity and its purpose. Public transportation can be offered as an alternative to reduce costs. Guided groups are the most common, generally small groups. Activities should be adapted to the age group.
Young Adults Travelers between 18 and 34 years old. They generally do not yet have family responsibilities, which gives them greater freedom to travel.	Accommodation is usually in campsites, hotels, or hostels. They tend to engage more in micro-adventures, as they take shorter trips. Multi-activity programs are preferred, since they often practice more than one activity. They travel in groups and enjoy meeting people their own age to share experiences. They spend less on purchases; they prefer to travel more and pay less.
Students They take part in recreational-academic visits. They travel in groups (one or several buses) during school days. They are low-spending visitors, but represent high volume in terms of number of people.	To attract students, the content must be academically interesting. Recreational or educational yet fun activities should also be included. It is recommended to make direct visits to schools to contact teachers directly, who are responsible for deciding which visits/excursions to organize the experiences, and to offer.

Preserving and enhancing agricultural heritage, the environment, and climate resilience

✓ The product must convey to visitors the heritage, agroecological, and climate value of the GIAHS site, highlighting its role as a traditional, resilient agricultural system and provider of common goods such as food, biodiversity, and ecosystem services.

✓ It should promote respect for the territory's agrobiodiversity and the authenticity and integrity of agricultural systems, showing how these features are key to addressing challenges related to climate change, food security, and sustainability.

✓ The product must incorporate low ecological footprint criteria, with special attention to carbon footprint, and include mechanisms for measuring, reducing, and, where appropriate, offsetting emissions, as part of the GIAHS site's environmental commitment.

Some ideas include:

- Designing routes and experiences that use sustainable modes of transportation such as hiking, cycling, or public transit, thereby reducing greenhouse gas emissions associated with visitor travel.
- Offering the possibility to offset the travel carbon footprint (e.g., through voluntary contributions to local ecological or agricultural restoration projects), or integrating the offset directly into the package price.
- Including nature-based tourism activities with educational and climate-related focus, such as observation of resilient farming practices, visits to traditional climate-adapted crops, or workshops on sustainable water use and soil conservation.
- Incorporating interpretive content related to the ecosystem services provided by the GIAHS site's agricultural system, such as pollination, soil fertility, biological control, water regulation, among others.
- Ensuring that participating tour operators, producers, and guides are aware of and comply with applicable regulations and the system's environmental, climate, and social sustainability guidelines, including aspects such as safety, health, equity, human rights, and animal welfare.

- Guaranteeing that the implementation of the tourism product does not cause negative environmental impacts, and that any identified impacts are addressed through prevention, correction, and compensation measures.
- Prioritizing the use of local providers and low-impact local products, preferably sourced from sustainable agroecological or traditional practices, thus reinforcing the territory's circular economy and food sovereignty.

5.5 Dissemination and promotion

After working on the activation and development of the GIAHS as a tourist destination, the next logical step is its dissemination and promotion to attract visitors.

The objective of this phase is to position the GIAHS, among the target and potential tourists identified in earlier stages, as a unique destination of global recognition for its agricultural heritage—highlighting this value through sustainable gastronomic tourism and experiential agrotourism. This involves raising awareness of the destination itself and the experiences it offers: advertising, maintaining direct contact with customers, etc. A joint campaign of dissemination, promotion, and public relations must be launched, aimed at both attracting and retaining the target visitors.

Of course, it must be kept in mind that with this tourism valorisation strategy, more is not always better. The aim is to promote high-quality, responsible, and sustainable tourism, not mass tourism. A type of tourism that generates activity and social and economic benefit for the agricultural system itself, contributing to its dynamic conservation. Tourism that values and helps preserve traditional farming practices, ethnographic uniqueness, and local culture (music, dances, rituals, festivals, recipes, gastronomy, etc.).

Once again, participation plays a key role in this phase. Promoting the destination collectively through the local community significantly increases the chances of success and the ability to attract more and better visitors. Moreover, it is the local community that knows the system best—and therefore, is best suited to share it and convey its value to visitors.
The actions developed under this strategic line must be specifically directed at the site's target audience, using tailored messages, imagery, testimonials from other visitors, and

more. These actions should be designed with a deep understanding of what the target audience is looking for, what they prefer, and what they need—based on their motivations.

Below are some suggested actions that could be considered:

5.5.1 High-quality visual materials

It is essential to have high-quality visual materials (photographs and videos) to promote the GIAHS as a tourist destination and showcase its offerings for several reasons:

• Attracts Visitors: High-quality visual materials can attract visitors to the destination and generate interest in experiencing it firsthand. Engaging photos and videos can highlight the destination's charm and inspire visitors to explore it in person.

• Builds Trust: Quality visuals help establish trust in the destination and its products or services. A well-produced photograph or video conveys that the destination is appealing and offers high-standard products or services.

• Facilitates Decision-Making: Quality visual content assists potential visitors in deciding whether to visit the destination. By viewing attractive, high-quality images, visitors gain a clearer understanding of what the destination offers and feel more confident in their choice.

• Enhances Visitor Experience: High-quality visuals can enrich the visitor's experience upon arrival. Seeing compelling images before traveling sets expectations for a quality experience, increasing visitor satisfaction once there.

In summary, high-quality visual materials are fundamental for promoting a tourist destination and its offerings. They should be used consistently across all visibility and communication efforts, both online and offline.

Therefore, if sufficient high-quality visual content is not yet available, it is recommended to prioritize its creation within the local promotion plan, as it is a crucial step to ensure the success of subsequent promotional actions.

5.5.2 Destination brochure or dossier

Creating a brochure or dossier for the destination is a key tool within the GIAHS site's tourism promotion strategy. This document should effectively communicate the uniqueness of the system and its cultural heritage in an engaging, accurate, and accessible manner, serving as a presentation tool for visitors as well as prescribers and partner organizations.

It should highlight the most emblematic resources of the system: its agricultural landscape, biodiversity, vernacular architecture, festivals and cultural expressions, traditional cuisine, and agro-food products that underpin its identity. The document should reflect the connection between the system's values and its dynamic, productive, and evolving nature. Thus, the brochure or dossier must fulfil a dual purpose: first, to serve as a promotional and visitor-attracting tool through direct channels (trade fairs, tourist offices, cooperation networks, etc.); second, to reinforce the positioning of GIAHS as a sustainable tourist destination aligned with principles of dynamic conservation and local development.
As a guideline, the brochure or dossier should include the following sections:

- System Introduction: A brief introduction to the GIAHS site, highlighting the elements that earned recognition from the FAO.
- Territory and Landscape: General description of the area, its uniqueness, significance, diversity, and the landscape shaped by long-term interaction between human communities and their environment.
- Representative Heritage Resources (both tangible and intangible):
    - Cultural Heritage: Monuments, traditional buildings, historic irrigation, livestock, transport, and agro-food processing infrastructures.
    - Festivals and Traditions: Popular celebrations, agricultural rituals, pilgrimages, traditional crafts and knowledge, local stories and legends.
    - Local Gastronomy: Typical dishes of the system, traditional preparation methods, native ingredients, and the role of gastronomy in the territory's cultural identity.
    - Distinctive Agro-food Products: Products with designation or quality recognition linked to GIAHS, including those with cultural, nutritional, or ethnographic value.

- Practical Visitor Information:
  - Directions and internal mobility, recommendations on the best times to visit.
  - Guidelines for responsible behaviour: respect for crops, animals, heritage, and local communities.
  - Contact information for tourist offices, interpretation centres, accommodations, and producers that welcome visitors.

Optionally, the brochure can include a general mention of available tourism experiences, referring readers to a specific catalogue developed in the next section of the strategy.

The brochure should feature an attractive, clear design visually consistent with the destination's graphic identity. The text should be carefully crafted in an engaging, easily understandable language that incorporates the destination's narrative.

It should be available in both print (for distribution at tourist offices, fairs, and local reception points) and digital formats, adaptable to various devices and platforms (websites, apps, social media, QR codes, etc.).

Multilingual versions are recommended—at minimum in the local language and English—with potential expansion based on the profiles of key source markets.
Finally, it is advisable that the content be validated by the local working group to ensure representation of all involved stakeholders.

5.5.3 Catalogue of experiential tourism products of the GIAHS site

Creating a catalogue of experiential tourism products offered by the GIAHS (designed and organized in earlier phases of this strategy) is an effective way to promote and sell activities and services that provide visitors with a unique and memorable experience. For sustainability reasons and to allow agile, low-cost updates, when necessary, we recommend developing the catalogue in an online format.

Below are the recommended steps to create such a catalogue:

1. **Identify the experiential tourism products to include:**

   As a preliminary step, compile a list of the highest-quality and most impactful experiential tourism products offered at the destination. This should include both the

products designed during the strategy's implementation and pre-existing products that may have been improved in some way.

2. **Gather detailed information for each product:**

   Once the list is established, collect detailed information about each product. This should cover the activity duration, start and end points, price, difficulty level, minimum and maximum number of participants, description of the route, included activities and services, and any other relevant details.

3. **Set up a reservation system:**

   Each product or package must specify how and where to make reservations, providing contact details of the company marketing it. Establishing a reservation system is essential to enable visitors to book and pay for the experiential tourism products they want.

4. **Create an attractive catalogue design:**

   The catalogue should feature an appealing, easy-to-navigate design. Include high-quality images alongside detailed descriptions of each product and contact information for reservations. The text should be carefully written in a commercial, engaging, and easily understandable style.

We consider it essential that the catalogue be available at least in English and the local language. Additionally, it is advisable to consider the target customer profiles and the possibility of offering the catalogue in other languages of interest.

As a reference, it may be useful to review the catalogue of "top" tourism products developed for participating territories through the VALSIPAM project:



https://valsipam.eu/

Once the catalogue has been developed, it must be promoted effectively to attract visitors. Various marketing channels can be utilized, such as social media, email campaigns, online advertising, and others.

5.5.4 Promotion (and sales) website for the GIAHS site

Another measure that can be considered essential for a GIAHS site in the process of promoting and disseminating its tourism products and services and attracting visitors is the development and launch of a promotional—and preferably also commercial—website.

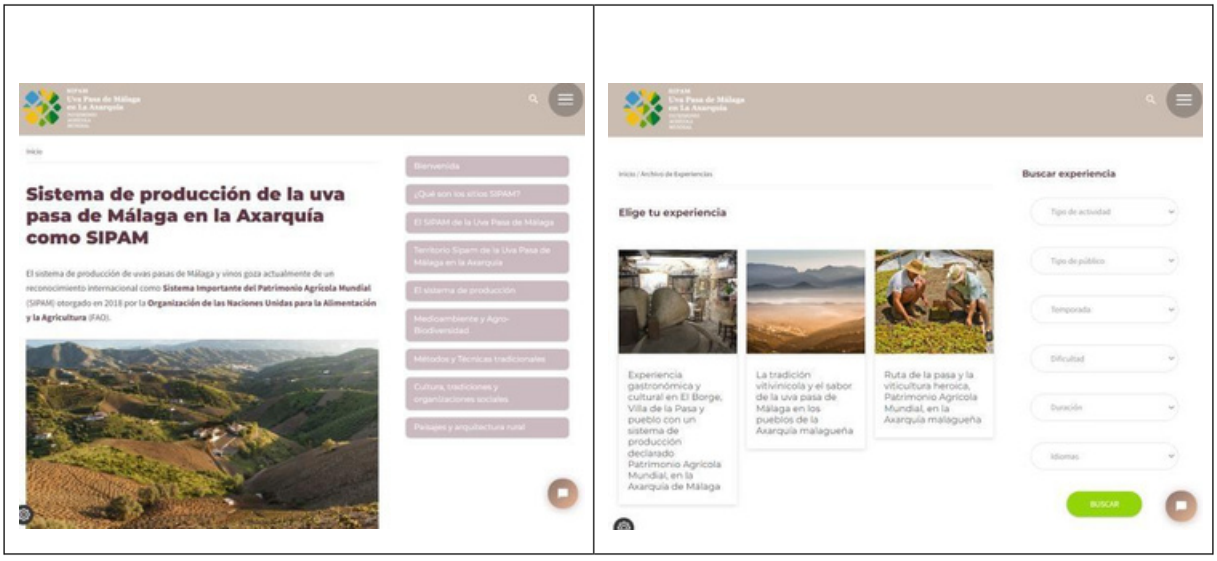
A website is a very powerful tool to attract tourists and promote tourism at a GIAHS site. The website should be attractive and user-friendly, providing detailed and useful information about the destination, including tourist attractions, accommodation, transportation, and activities.
Key elements that a promotional and commercial website for a GIAHS site should include are:

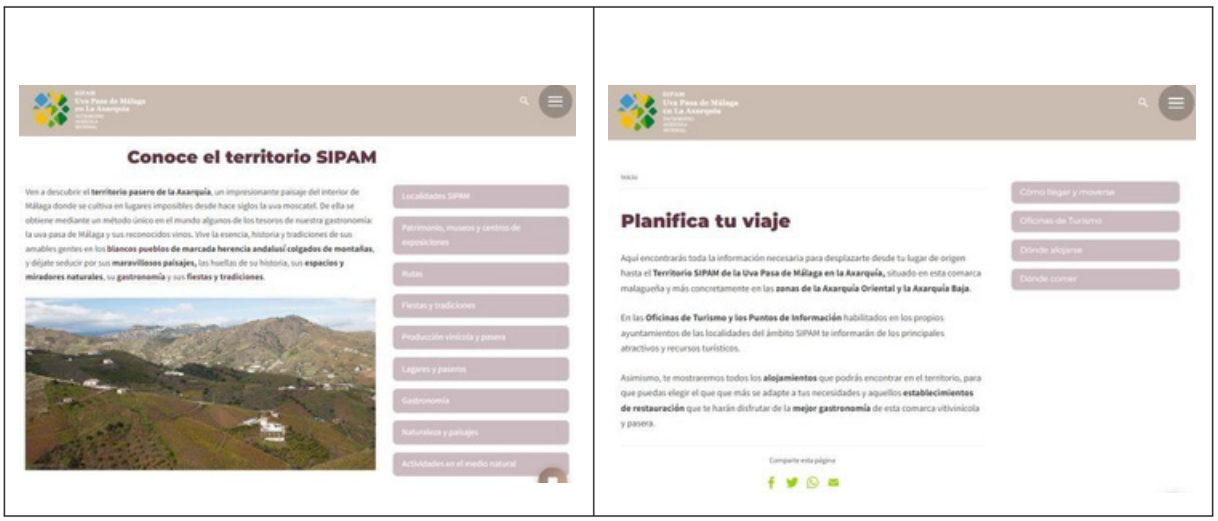
- General information about the destination: The significance of its agricultural heritage and its designation as a GIAHS, characteristic agricultural production systems, traditional products and recipes (gastronomy), landscape, culture, events and festivals, history, etc.

- Photos and videos of the destination: High-quality images showcasing the tourist attractions and natural beauty of the site.
- Information about experiences, activities, and available tourist attractions: Detailed descriptions, schedules, prices, and how to book.
- Accommodation information: Types of accommodation available, rates, and booking instructions.
- Location and transportation information: Location details and transportation options for reaching the destination and getting around once there, including planes, trains, buses, and car rentals.
- Frequently Asked Questions section: Answers to common questions tourists may have about the destination.
- Contact form or contact details: An easy way for tourists to ask questions or request more information.

An example is the website of the GIAHS Uva Pasa de Málaga in Axarquía (https://sipamuvapasamalaga.com/), created within the framework of the Valsipam project:







Itisimportant to keep the website updated, attractive, and accessible, ensuring it contains allrelevant information to effectively attract tourists and promote the destination.

Wealso recommend working on search engine optimization (SEO) so that the site appears among the top results on Google and other search engines.

How to improve the online visibility of the GIAHS site?

For the GIAHS website to achieve significant reach and appear among the top results when someone searches online for information about the destination or its products, it's essential to improve its **search engine positioning**. There are two main ways to achieve this:

Natural optimization (SEO – *Search Engine Optimization*)

It is a set of actions that seek to improve a website's positioning organically, that is, **without directly paying** to appear in the results. For a website to rank well, it must meet several criteria that search engines value, such as:

• Relevant, clear, and up-to-date content.

• A well-organized and easy-to-navigate structure.

• Appropriate keywords (what tourists are really looking for).

• Fast loading and mobile-friendly design.

• Links from other quality pages (backlinking).

SEO doesn't provide immediate results, but it does provide lasting results. It requires consistency and periodic review.

Advertising optimization (SEA – *Search Engine Advertising*)

This involves paying to appear among the top results on search engines like Google (for example, with Google Ads). This option offers immediate visibility and is useful for one-off promotional campaigns, new product launches, or specific tourist seasons. It allows you to target by keywords, language, country, or user interests.

Although it requires a fee, it can be an efficient investment if made with a clear objective and proper monitoring.

5.5.5 Complementary app to the website

A mobile application can be an excellent alternative or complement to a tourist destination website. Mobile apps can provide a more personalized and convenient user experience for tourists, as they can be downloaded onto their mobile devices and used without an internet connection.

Some advantages of using a mobile application as a complement to a tourist destination website include:

- Greater accessibility: Tourists can easily access information and services from their mobile devices, even without an internet connection.
- Greater personalization: Mobile apps can offer customized features, such as activity recommendations based on the user's profile and interests, or personalized maps with points of interest and suggested routes.
- Increased engagement: Mobile apps can provide a more immersive and engaging experience for tourists, with features such as high-quality videos and photos, or interactive games and activities.
- Stronger loyalty: By downloading the app, tourists may become more engaged with the destination and more likely to return in the future.

It is important to consider that developing and maintaining a mobile app can be more costly and require more effort than a website, and not all tourists will be willing to download an app. Therefore, it is essential to evaluate whether investing in a mobile app would be beneficial for the specific tourist destination and how it can be effectively integrated with other marketing and communication strategies.

5.5.6 Familiarisation or courtesy trips

Familiarisation or courtesy trips (such as fam-trips, press-trips, or blog-trips) are an especially effective tool for promoting the GIAHS site as an experiential tourist destination. They involve inviting key professionals to experience the territory firsthand in a direct, immersive, and contextualized way, allowing them to personally discover the values, resources, and products that define the system.

These trips are mainly targeted at travel agents, tour operators, journalists, bloggers, influencers, and institutional representatives related to tourism, with the goal that they can subsequently convey a truthful, attractive, and emotional image of the GIAHS site to their audiences, clients, or followers based on their own experience.
Beyond this promotional objective, these trips can serve as a pre-commercial launch test for experiential products or as an initial evaluation phase for product revision and improvement.

They allow identification of opportunities for enhancement, adjustment of content or itineraries, and assessment of the destination's overall perception.

Recommendations for planning familiarisation trips (Fam-Trips)

1. About the Participants
    - Create a segmented database with potential invitee profiles.
    - Clearly define the most suitable profile according to the trip's objectives, which may include:
        - Tour operators and travel agencies
        - Journalists (general or specialized in gastronomy, rural tourism, sustainability, etc.)
        - Quality bloggers and influencers with good reach
        - Institutional representatives from the tourism sector
        - Final target audience (as a test group)
        - Local population (especially in contexts of low community involvement)
    - Avoid mixing heterogeneous profiles in the same trip. It is preferable to organize several short, well-focused trips rather than one long trip with diverse profiles.
    - Send invitations well in advance to ensure the attendance of strategic profiles.
    - Opt for small groups to maximize the experience and personalized attention:
        - 6–8 people for multi-day trips
        - Up to 10–12 people for single-day visits using local transport
2. About the Program
    - Design the itinerary according to the profile of the invitees:
        - Tour operators: focus on tourism infrastructure (accommodation, accessibility, logistics)
        - Media and content creators: prioritize visual locations and narratives with strong storytelling and photographic potential

- Prioritize an experiential approach: participation in agricultural tasks, workshops, tastings, etc.
- Plan short trips: 2-3 days including transfers is ideal.
- Choose dates considering weather, availability of hosts, and the professional schedule of invitees.
- Always include a local companion who acts as host and technical liaison.
- Avoid overloading the itinerary with too many visits or activities; manage timing carefully and avoid overly long meals. Remember, this is a work trip, not leisure.

3. About the Documentation
   - Send in advance a clear and attractive information pack about:
   - The GIAHS site
   - Objectives of the trip
   - Detailed program
   - Included tourism products
   - At the end, distribute a structured evaluation questionnaire covering quantitative and qualitative aspects. (Annex V: Sample evaluation questionnaire for familiarisation trips).
   - Prepare a conclusion report with collected feedback, possible improvements, and key points for marketing.
4. About Collaborations
   - Seek strategic partnerships to enhance the impact and effectiveness of the trip, including:
     - o Public administrations (local, provincial, regional) responsible for tourism
     - o Local tourism associations
     - o Local action groups
     - o Local press and media
   - These entities can collaborate in:
     - o Defining the focus of the trip

- Selecting invitees
- Promoting the initiative
- Organizing logistics and technical program support

Well-planned and executed familiarisation trips not only serve to test the quality and viability of tourism products but are also key to building a network of promoters for the GIAHS site, strengthening its brand image, and increasing its visibility through authentic testimonials and high-value communicative content.

5.5.7 Online promotion actions

Besides those already mentioned in previous sections, we believe there are other low-cost but potentially high-impact promotion and outreach actions essential to address or improve in the tourism development process of a GIAHS site. We refer to online promotion actions such as social media campaigns, presence on tourism or informational platforms, or channels like newsletters and email marketing, which can direct users to a blog or the destination's website.

5.5.7.1 Social media

This measure includes creating dedicated destination profiles on social media platforms, followed by planning and managing engaging digital content.

Here are some recommendations:

• Choose the social media channels that best fit your target customer profile (not all channels appeal to all age groups). You can select multiple channels and publish different posts on each one.

• Plan a publication calendar that considers the natural seasonality of the tourist destination.

• Maintain an active and consistent social media presence, offering valuable content to followers to foster interest in the destination and its tourism offerings.

• Monitor comments and inquiries closely, responding appropriately and respectfully.

- Use attractive images and videos showcasing the main tourist attractions and experiential offerings of the destination.
- Employ relevant hashtags and tag the destination's location to make content easily discoverable by social media users.
- Offer special promotions or exclusive discounts to social media followers.
- Participate in online forums and groups related to travel and tourism, sharing information and tips about the destination.
- Encourage travellers to share videos, photos, and travel diaries to convey a positive message about the destination to other users (co-creation of value).
  Motivate visitors on-site to leave positive comments.
-

What is social media marketing (SMM)?

Social media marketing (SMM) is a branch of digital marketing focused on the strategic use of social media to increase destination visibility, encourage visitor engagement, and build an active community around the GIAHS site.

It primarily relies on platforms such as Instagram, Facebook, YouTube, X (Twitter), Pinterest, Snapchat, and TikTok.
What does SMM allow?

- Interact directly with visitors and potential users, creating a two-way communication space that strengthens trust.
- Share valuable content (photos, videos, travel stories, informative posts, personal memories).
- Launch challenges, contests, or participatory campaigns that promote viral content and digital word of mouth.

Why is it key for a GIAHS site?

The SMM not only contributes to promoting the destination's tourism resources and experiences, but also encourages the co-creation of value by inviting visitors themselves to participate in building the system's narrative: an authentic, emotional, and relatable narrative that positions the GIAHS site as a sustainable, living, and evolving destination.

5.5.7.2 Presence on tourism or general platforms

Another essential and low-cost measure for a destination is to be present and easily found by the destination's name on key information search platforms. These include both general platforms, such as Google, and tourism-specific platforms, such as TripAdvisor.

5.5.7.3 Email marketing (newsletter)

Email marketing can be used to send newsletters and promotional emails to a list of subscribers interested in traveling to the destination. It can be an effective tool to promote a tourist destination and its offerings. Some suggestions for implementing this measure include:

• Create a mailing list: It is important to have a list of subscribers interested in receiving information about the destination and its tourism offer. Subscription forms can be used on the website or social media to collect email addresses.

• Design an attractive email: Use an appealing design and structure for the email. Include images and videos showcasing the destination and its tourism offer, as well as links to website pages where more information can be found.

• Offer special promotions: Discounts or special promotions can be offered via email to encourage subscribers to visit the destination.

• Personalize the email: Use available subscriber information (e.g., location or interests) to personalize the email and make it more relevant.

• Measure and optimize performance: Use tracking and analytics tools to measure email performance and adjust the strategy accordingly.

It is important to note that to succeed with email marketing, a quality mailing list and valuable content for subscribers are essential. Also, compliance with applicable email laws and regulations is mandatory.

5.5.7.4 Other online promotion actions

In addition to the measures described above, and provided there are additional financial resources, other digital promotion actions can be considered. While these may require some

investment, they can be very effective in increasing traffic to the GIAHS site's website and enhancing the visibility of its experiential tourism products. Some of the most recommended are:

• Social Media Advertising (Social Media Ads): Paid ads on platforms such as Facebook, Instagram, YouTube, or X (formerly Twitter), targeted by interests, age, geographic location, or other criteria. This allows for broad reach and interaction.

• Search Engine Advertising (SEA): Ads that appear when a user performs a specific search on Google or other search engines. This option allows the GIAHS site to appear in top search results related to rural tourism, local gastronomy, sustainable experiences, etc.

• Professional SEO/SEA Services: In some cases, hiring specialized services to improve the website's organic positioning (SEO) or manage search engine ad campaigns (SEA) may be advisable. This ensures greater technical effectiveness, especially if the management team lacks specific digital marketing expertise.

These actions can be used to reinforce key moments (e.g., before a tourism campaign or important event) and should always align with the destination's identity and other promotional channels.

5.5.8 Offline promotion actions

Below are some offline (non-digital) promotion actions that can also be used to promote a GIAHS site as a tourist destination, along with its tourism offerings.

It's important to note that offline promotion can be costly and requires careful planning and organization. To ensure its success, a clear strategy and continuous monitoring and evaluation are essential to adjust and optimize the campaign.

5.5.8.1 Press advertising

- Plan regular press releases to both general and specialized media outlets at the local, national, and European levels, with a presence in both online and print formats.
- Paid advertisements, feature stories, or other sponsored content can also be managed and published in newspapers, magazines, radio, or television.

5.5.8.2 Participation in fairs and events

Participation in national and international tourism fairs continues to be a valuable and complementary tool for destination promotion, brand positioning, and establishing commercial relationships. While digital environments have gained prominence, in-person events remain key for certain professional audiences and for securing business agreements.

Particularly relevant are leading international fairs in strategic outbound markets, such as:

- FITUR – Feria Internacional del Turismo (Madrid): https://www.ifema.es/en/fitur
- ITB (Berlin): https://www.itb.com/en
- WTM - World Travel Market (London): https://www.wtm.com/
- IFTM Top Resa - International & French Travel Market (Paris): https://www.iftm.fr/#/
- BTL - Better Tourism Lisbon Travel Market (Lisbon): https://btl.fil.pt/
- IBTM World (Barcelona): https://www.ibtmworld.com/
- Vakantiebeurs (The Hague): https://www.vakantiebeurs.nl/en/

Equally important are specialized fairs focused on rural, experiential, and gastronomic tourism, which align closely with the identity of GIAHS sites, such as:

- NAVARTUR (Pamplona): https://navartur.es/
- INTUR – Feria Internacional del Turismo de Interior (Valladolid): https://feriavalladolid.com/intur/
- Salon Mondial du Tourisme (Paris): https://www.salons-du-tourisme.com/fr-FR/paris

Participating with a stand and a professional agenda is a common activity for destination promotion bodies, requiring intensive prior organization to:

• Manage logistics (stand booking, shared agendas).

• Present the GIAHS site as part of the region's broader tourism appeal.

• Identify strategic contacts and schedule meetings with tour operators, distribution platforms, media outlets, or industry associations to maximize time at the fair and generate tangible results in tourism marketing.

This presence allows for:

• Raising visibility of the destination as a unique site of high heritage and agricultural value.

• Presenting experiential tourism products directly to agencies, tour operators, and

specialized media.

- Establishing connections with key institutional and commercial professionals in the tourism sector.

It is recommended that the GIAHS site prepares promotional material tailored to professional audiences (specific brochures, business cards, experience dossiers, videos, etc.), in multiple languages, and with a visual identity consistent with the defined destination brand.

5.5.8.3 Direct marketing: brochures and posters

This is another potential promotional measure, though sustainability considerations must be taken into account.

We generally advise against overusing this method—such as mass distribution of brochures to addresses or public centres—due to its high environmental impact and typically low return.

However, producing a limited number of posters and placing them in high-traffic tourist areas (public transport such as buses, trains, metro stations, visitor centres, tourist offices, museums, etc.) can be a strategic move. In this case, the goal is not to attract new visitors to the destination, but rather to encourage those already present to purchase local products or book tourism services and experiences offered by the GIAHS site.

This approach is particularly effective when the posters include a link or QR code that directs viewers to the destination's website, where they can find complete tourist information. Posters can also be placed in tourist hotspots near the GIAHS site to attract transit visitors or day-trippers from neighbouring destinations.

5.5.8.4 Other offline promotional actions

In addition to the previously mentioned strategies, there are other offline promotional actions that can significantly strengthen the positioning of a GIAHS site as a sustainable, unique, and high-quality tourist destination. These actions are especially useful for increasing recognition of the system, reaching new audiences, building alliances, and generating valuable content from an external perspective.

These actions are grouped into three main lines of activity:

1. Public relations, press, influencers, and ambassadors**.**

   Public relations work helps generate visibility through engagement with external agents who act as spokespeople for the destination. These actions may target:

   • Specialized, general, or local media (print, radio, magazines, TV), through press releases, information dossiers, interviews, or organizing media events.

   • Bloggers and influencers who create digital content related to rural tourism, agricultural heritage, sustainability, gastronomy, or responsible travel.

   • Digital nomads, remote professionals who validate the destination as an ideal place to live, work, and consume locally—and who can act as natural advocates for the territory.

   An effective tool for attracting these profiles is the organization of familiarisation or courtesy trips (fam trips), which allow participants to discover the area and its products through authentic, hands-on experiences.

   The content generated afterward (videos, interviews, articles, social media posts) helps reinforce the image of the GIAHS site by integrating third-party voices with strong persuasive power.

   Additionally, a destination ambassador strategy can be implemented by identifying and collaborating with local individuals or people emotionally connected to the territory—such as producers, chefs, researchers, artists, or natural advocates—who credibly represent the system's values. Their role is to act as positive role models, share a genuine story of the place, and promote the GIAHS site both in person and online. This approach fosters local pride and strengthens the authenticity of the destination in the eyes of visitors.

2. Integration into networks, associations, and product clubs.

   Joining networks and organized structures enhances the destination's outreach through collective campaigns, shared catalogues, and established promotional channels. For GIAHS sites, it is advisable to participate in:

   • Thematic associations related to rural, gastronomic, ethnographic, or heritage tourism.

   • Tourism product clubs (e.g., nature tourism or experiential tourism), which bring together destinations and businesses with shared characteristics and commitments.

Cultural or agri-food routes, especially those recognized by national or European entities, as they usually benefit from strong promotional tools and targeted markets.

These structures provide access to new audiences, the exchange of best practices, and the ability to leverage regional synergies.

3. Collaboration with Public Tourism Bodies

Forming alliances with official tourism promotion bodies at the local, regional, national, and international levels is crucial for increasing the reach of a GIAHS site and giving it institutional legitimacy. These organizations typically have technical resources and high-impact platforms, such as:

- Turespaña - Instituto de Turismo de España (Spain): https://www.tourspain.es/
- Atout France (France): https://www.atout-france.fr/
- Visit Portugal (Portugal): https://www.visitportugal.com/
- ENIT – Italian National Tourist Board: https://www.enit.it/
- GNTO – Greek National Tourism Organisation: https://www.visitgreece.gr/
- Greek Tourism Confederation (SETE) & the Hellenic Chamber of Hotels: https://www.marketinggreece.com/en
- ONMT – Office National Marocain du Tourisme: https://www.visitmorocco.com/ ; https://onmt.com/
- HTZ – Croatian National Tourist Board: https://croatia.hr/
- Ministry of Tourism of Tunisia: https://www.tourisme.gov.tn/
- Agency for Tourism and Investment in Cape Verde (ATIC): https://www.visit-caboverde.com/

Collaboration may involve joint promotional actions, inclusion in international campaigns, shared participation in trade fairs, or strategic advisory services, provided that the GIAHS site aligns with the objectives and focus areas of these institutions.

When combined intelligently and adapted to the resources available, these actions can decisively strengthen any GIAHS site's tourism promotion strategy, multiplying its visibility, authenticity, and global reach.

5.6 Strategy consolidation and sustainability

To ensure the long-term continuity of the strategic process, effective implementation, systematic evaluation, and the ability to adapt to new contexts and learnings must be considered.

The tourism strategy of a GIAHS site should not be viewed as a static document, but as a living, participatory, and constantly evolving process. Its consolidation and sustainability rely on three essential pillars: organizational and community sustainability, systematic monitoring and evaluation, and periodic review to allow for adaptation and continuous improvement over time through a cyclical process.

Each of these pillars is defined below.

5.6.1 Sustainability of the strategy

The sustainability of the strategy primarily depends on **consolidating the working group** that led its implementation, ensuring it remains **active and operational**. This group is responsible for coordinating implementation, monitoring action progress, collecting results, and identifying necessary improvements. Its continuity ensures coherence, leadership, and institutional stability.

It is important for this group to continue the work already carried out, such as co-designing new tourism products, developing promotional activities, and improving upon the initial actions.

Additionally, it is **crucial to transfer ownership of the strategy to the broader community** by involving a larger number of local stakeholders. To achieve this, the strategy must be consistently disseminated, explained, and shared with the entire community through open meetings, workshops, thematic forums, and information sessions led by the GIAHS management body and the key actors who developed and implemented the strategy.

The goal is for the strategy to:

- Be effectively communicated throughout the local system, strengthening understanding, building support, and mobilizing new local stakeholders.

- Be shared and supported by diverse sectors (producers, restaurants, accommodation providers, interpretation services, local administrations, associations, etc.).
- Align with the capabilities, priorities, and aspirations of territorial actors.
- Foster a sense of shared ownership: a strategy designed by everyone and for everyone.

The greater the level of community involvement, the more viable and lasting the strategy will be.

On the other hand, the operational sustainability of the strategy requires **strengthening the capacities** of the working group, the management team, and the broader community. Continuous training plays a vital role in this, making it a cornerstone of long-term sustainability.
In summary, to ensure the true sustainability of the strategy, the following actions are proposed:

- **Keep the working group active and operational** as a permanent operational structure.
- **Continue local collaborative work**: co-design new products, implement new promotional actions, analyse actions already carried out, and apply improvements.
- **Promote community-wide engagement, involving more stakeholders in the working group** (producers, food service, active tourism, accommodations, administrations, associations, etc.).
- **Establish ongoing training processes** to strengthen key skills and competencies.

5.6.2 Evaluation of the strategy

Evaluation is key to determining the effectiveness of the plan and guiding its improvement. It should be conceived as a continuous, participatory process based on reliable data. Using various tools and indicators, it is possible to identify which actions are working, what impact they are having, and what adjustments are needed.

It is proposed to apply both **quantitative and qualitative methodologies**, structured around the following elements:

- **Visitor counts**, using physical or digital systems to monitor demand trends.

- **Visitor surveys**, including data on profile, spending levels, satisfaction, length of stay, motivations, and activities undertaken.
- **Surveys of tourism businesses**, focusing on seasonality, income, satisfaction, and perceived impact on their operations.
- **Participatory evaluation by the working group**, through specific review meetings and discussions analysing results and visitor reactions directly in the territory (on-site).
- **Online reputation analysis**, including reviews on social media and digital platforms, especially in relation to food, accommodation, and tourism experiences. This data can be collected using Big Data analysis tools and segmented by relevant criteria (type of experience, visitor origin, average rating, etc.). Systematic review of comments and ratings helps identify trends, expectations, and emotional satisfaction levels of visitors.
- **Testing of tourism products**, through **familiarisation trips (fam-trips)** or **pilot experiences** that allow the assessment of quality, coherence, and attractiveness, while gathering detailed qualitative feedback.
- **Mystery tourist technique**: Use of undercover evaluators posing as visitors to experience the tourism offer from start to finish, assessing key aspects such as service quality, authenticity and attractiveness of the experience, consistency with the GIAHS values and storytelling, sustainability practices, accessibility, interaction with local producers and community members, and the overall emotional satisfaction. This qualitative approach complements quantitative data and traditional surveys, providing in-depth insights to support continuous improvement.
- **Measurement of the ecological footprint** of tourism products, as part of the commitment to environmental sustainability.
- **Indicators of positive climate impact**, such as the number of adaptation actions implemented, estimated CO_2 emission reductions from implemented actions, offsetting efforts, and climate awareness activities carried out.
- **Monitoring of ecosystem services** enhanced through tourism (e.g., agroforestry systems, pollination, conservation of local crop varieties, etc.).

Each GIAHS site should select the most appropriate tools and methodologies based on its preferences, needs, and available resources.

It is recommended that, from the start of strategy implementation, an evaluation plan is developed (including metrics, frequency, tools, etc.), and that a responsible team within the working group be designated to lead this task.

5.6.3 Evolution of the strategy

Evaluation is not an end in itself, but a tool for collective learning and continuous improvement. The strategy must be framed within a cyclical process that combines planning, action, evaluation, and adaptive revision.

The recommended process is structured in the following phases:

1. **Planning of strategic actions**.
2. **Implementation and monitoring of actions and results**.
3. **Systematic and participatory evaluation**.
4. **Learning and knowledge transfer**.
5. **Strategy revision**.

Therefore, based on the evaluation data—while also considering **external learning** (study visits, transfer of best practices, and insights from other GIAHS sites or related networks)—a comprehensive review of the strategy should be conducted every five years. This review should update priorities, adjust and optimize tourism products, and adapt actions, activities, and tools.

The review should be led by the working group and include the opinions and participation of key local stakeholders.
Key goals of this phase include:

- Redefining the target audience, if trends change.
- Updating the prioritization of actions.
- Improving tourism products.
- Reorienting promotional efforts.
- Reallocating resources based on proven effectiveness.
- Strengthening or redesigning governance.

- Adjusting the strategy to new contexts, opportunities, or challenges.

This cyclical process of action, evaluation, and improvement—in ongoing dialogue with the community—is what will ensure that the GIAHS site's tourism strategy remains alive, responsive to its reality, open to innovation, constantly renewed, and aligned with the principles of sustainability and dynamic conservation.

6. Transferability of the strategy to other GIAHS systems

A replicable model

The strategy presented in this document has been designed with high potential for implementation or transfer to other recognised GIAHS systems, candidate sites, and even to unique agricultural systems with similar values and structures.

It is a complete and well-structured strategic model that defines a replicable process for designing, implementing, and consolidating sustainable tourism strategies based on the agricultural, cultural, and ecological values of each territory.

This model has proven its versatility and adaptability in various contexts, validated through the VALSIPAM and MED-GIAHS projects. It has yielded positive results in systems with diverse characteristics—regarding size, location, cultural profiles, types of agricultural production, tourism development levels, and visitor types.

Therefore, this strategy can be successfully replicated not only in other GIAHS sites but also in other unique agricultural systems aligned with the initiative's principles, including those in the candidacy process.

It is not a rigid formula but a flexible methodology that can be adapted to each system's particularities, provided that certain prerequisites are met and the strategy is appropriately contextualised.

Key factors for successful transfer

For the model transfer to succeed, both the model and the recipient system must meet a minimum set of enabling conditions, including:

• **System characterisation and diagnosis**

A deep understanding of the recipient agricultural system is essential: its historical and cultural values, productive landscape, agricultural practices, existing tourism offer, infrastructure, and institutional context. This knowledge helps assess whether the system can be considered unique or globally significant based on GIAHS criteria.

- **Context analysis (opportunities and constraints)**

  A SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) is recommended to assess the model's feasibility. This analysis should identify potential challenges, risks, and benefits of the strategy's transfer.

• **Leadership and community participation**

The existence of legitimate and motivated local leadership is crucial for mobilizing stakeholders—especially the primary sector. The community must be involved from the beginning and throughout the strategic process.

- **Planning and resource management**

  The system must have the human, technical, and financial resources required—or the ability to mobilise them. A structured work plan is essential, including a timeline, budget, milestones, and monitoring and evaluation mechanisms.

Recommendations to facilitate transfer

In addition to methodological considerations, the following practical recommendations can enhance the model's applicability:

- **Reproduce the participatory approach outlined in this strategy:** co-creation processes, consensus building, and community empowerment.
- **Document the process through manuals**, tools, training materials, and good practices to guide future transfers.
- **Establish feedback and improvement** loops through continuous evaluation and adjustment.
- **Promote institutional cooperation and networking** to replicate and enrich the model through shared learning.

Structured exchange sessions with other GIAHS networks and platforms are recommended to present, contrast, and transfer the MED-GIAHS strategy. Relevant networks include:

- The **MedGIAHS Network**, created under the MedAgriFood Resilience project.
- The **European Association of GIAHS Systems**, established as a legacy of the VALSIPAM project.

These networks provide ideal settings for disseminating the strategy, testing it in new contexts, and supporting adoption by new territories.

Conclusion

The MED-GIAHS strategy is not only useful to the territories that co-designed it, but also represents a strategic and methodological contribution to the global GIAHS community. It offers a tested, transferable, and adaptable framework for advancing the sustainable tourism valorisation of globally significant agricultural systems.

When applied with contextual adaptation, local leadership, participation, and rigorous planning, this strategy can serve as a transformative tool for rural development, agri-food heritage valorisation, and territorial resilience in GIAHS worldwide.

7. ANNEXES

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Annex I: Questionnaire analysing the situation and tourism potential of a GIAHS

GENERAL INFORMATION



GENERAL INFORMATION

SITE NAME	
¿IS THE SITE A GIAHS? (YES/NO)	
YEAR OF DECLARATION OF THE GIAHS SITE	
START YEAR OF SUSTAINABLE TOURISM PROMOTION WORK	
COMMENTS	

PARTICIPANTS IN THE COMPLETION OF THIS QUESTIONARY

NAME AND SURNAME	POSITION	OR GAN ISATION	PHONE NUMBER	EMAIL

COMMENTS	

GOVERNANCE ENTITY / MANAGEMENT BODY

IS THERE A GOVERNANCE ENTITY? (YES/NO)		
GOVERNANCE ENTITY	DESIGNATON	
	TYPE	
	FINANCIAL AUTONOMY (YES/NO)	
	APPROXIMATE ANNUAL BUDGET (€)	

INTEGRANT ENTITES OF THE GIAHS MANAGEMENT BODY

NAME	PUBLIC/PRIVATE	ANNUAL FINANCIAL CONTRIBUTION (€)

COMMENTS	

GEOGRAFIC AND DEMOGRAPHIC DATA

GIAHS SIZE	CH AR ACTER	Local
	HECTARES	
DEMOGRAPHY	INHABITANTS NUMBER	
	INHABITANTS DENSITY	

"NOTATIONS ON THE GEOGRAPHY OF SPACE (Comment onterritorial integrity, the borders of space and the recognition of space by the inhabitants. Also on the recognition of the space existing outside, for instance the name of municipalities, countries, etc. Differentiate a geographical destination from a GIAHS destination, supported in agro-growing elements and products."	INTEGRANT ENTITES OF THE GIAHS MANAGEMENT BODY

CHARACTERIZATION OF ACTUAL VISITORS (CURRENT TOURIST DEMAND)

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

CHARACTERIZATION OF ACTUAL VISITORS OF SITE

ORDER	INTERESTS		ORIGIN		GROUP		OTHER OBSERVATIONS
	GE NER IC	SPECIFIC	TYPE	COMMENTS	AGE	TYPE	
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							

COMMENTS	

OTHER QUESTIONS ABOUT VISITORS AND DEMAND

OBJECTIVE NUMBER OF VISITORS	
MEASUREMENT SYSTEM (Explain)	
POTENTIAL ACCOMMODATION CAPACITY IN THE SPACE	
POTENTIAL ACCOMMODATION CAPACITY NEAR TO SPACE	

RESOURCES IDENFICATION

NUMBER	RESOURCE NAME	CLASSIFICATION			VISITORS SEGMENT		CAPACITY TO GENERATE MOTIVAT	
		TYPE	SUBTYPE	DESCRIPTION	CODE	DESCRIPTION	IN ORIGIN	IN DESTINATION
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								

COMMENTS	

IDENTIFICATION OF THE EXPERIENCES

NUMBER	EXPERIENCE NAME	CLASSIFICATION			VISITORS SEGMENT		CAPACITY TO GENERATE MOTIVAT	
		TYPE	SUBTYPE	DESCRIPTION	CODE	DESCRIPTION	IN ORIGIN	IN DESTINATION
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								

COMMENTS	

IN RELATION TO THE TOURIST DESTINA

NAME OF THE TOURIST DESTINATION (CLAIM)	
SUMMARY OF THE DESTINATION STORYTELLING	
SUMMARY OF THE CURRENT MARKETI AND PROMOTION ACTIONS FOR THE DESTIN ATI ON	
TRAINING AND CAPACITY BUILDING NE THAT ARE IDENTIFIED	

ATION



MED-GIAHS | Interreg Euro-MED



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GOOD PRACTICES TO SHARE

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

GOOD TOURIST PRACTICES OF YOUR SITE TO SHARE	
ORDER	DES CR IPTIO N
1	
2	
3	

GOOD TOURIST PRACTICES IDENTIFIED FROM OTHER DESTINATIONS	
ORDER	DES CR IPTIO N
1	
2	
3	

ADDITIONAL QUESTIONS

Id	QUESTION	Do you agree? (select from 1 to 5)	COMMENTS
1	Events and special celebrations are some of the main activities in order to attract visitors to the GIAHS sites.		
2	Museums are not especially interesting.		
3	GIAHS management would not be made by an autonomous organization with financial independence.		
4	It would be interesting that every GIAHS site had a brief definition in order to be positioned in the minds of its potential visitors.		
5	To be close to the potential demand (areas densely populated) is important in order to get enough visitors.		
6	Usually, GIAHS sites are confused with natural reserves.		
7	Tourist seniors may be one of the most interesting segments due to their incomes, their free time, and their special attention to experiential activities.		
8	Touristic management of GIAHS sites depends on their size.		
9	Generally, visitors are more interested in tasting and enjoying products than knowing how they are made.		

COMMENTS (other conclusions that can be obtained from the questionaries, other interest questions to be taken into account, etc.)

Annex II: Market study of Valsipam project

MARKET STUDY

VALSIPAM PROJECT



1. INTRODUCTION

The VALSIPAM project aims to sustainably enhance, from a tourism standpoint, the agro-livestock GIAHS systems or similar systems of the project. To that end, the activity of WG2 on Sustainable Tourism Valorisation of GIAHSs and Similar Systems considers the development of a strategy for experiential and sustainable tourism products to promote the respective agrotourism, ecotourism or culinary tourism activity.

As the FAO itself has recognised, agrotourism, ecotourism and other forms of tourism based on the landscape are an important driver of socioeconomic growth, which augments and diversifies home incomes, improves job opportunities, increases livelihoods' resilience and helps preserve natural and cultural heritage and pristine biodiversity in all landscapes.

A recent memorandum of understanding between the UNWTO and the FAO also acknowledged that the cross-cutting nature of tourism should be emphasised, along with the importance of cooperation at all levels to ensure sectorial collaboration.

In order to boost value by means of a suitable quality tourism offering, it becomes necessary to conduct this market study of the respective tourism segments, to identify existing demand and their needs and travel motives.

2. AIMS

As envisaged in the project, to develop a correct transnational strategy for joint promotion of the VALSIPAM sustainable tourism experiences, a market study for sustainable tourism development of the GIAHSs and similar spaces is required. Based on that market analysis, the common promotion strategy can be designed, along with the brand and the specific strategies for the GIAHS areas and similar spaces. The tourism packages will also be more oriented to expected demand based on this market study.

Along with the other tasks developed in the VALSIPAM project, the overall aim is to promote sustainable economic valorisation of the GIAHSs by establishing and validating by means of pilot actions an inclusive tourism model based on packages of experiences linked to the territory, agriculture, culture and landscape.

3. CONCEPTUAL FRAMEWORK

Since the analysis focuses on the supply and demand of different types of tourism experiences deemed interesting for the VALSIPAM project, such as culinary tourism, agrotourism or ecotourism, the basic concepts underlying this process are set out.

Culinary tourism:

A type of tourism activity characterised by tourists' experience associated to food, products and associated activities during a trip. It is a form of tourism that favours the discovery of local cultures from the culinary standpoint. The traveller soaks up local culture through the respective cuisine; the main function of his or her trip is to discover what the locals eat in the places visited.

Agrotourism:

Agrotourism is based on tourism activity carried in suitably qualified agro-livestock holdings which offer the possibility of participating in farm labour along with the respective owners, for whom the tourism activity complements their agro-livestock activity. Agrotourism is thus a leisure activity, though it is also educational, because it is based on learning about life and labour in the countryside.

Ecotourism:

According to the UNWTO, this tourism revolves around nature. The tourists' main motive is to observe and appreciate the natural environment as well as the traditional cultures prevailing in nature areas.

It includes aspects which are educational and provide information about nature.

Generally, though not always, it is organised by specialised tour operators and addressed to small groups. At the destinations, the associated service providers are usually small locally-owned companies.

It minimises negative impacts on the natural and sociocultural environment.

It helps maintain the nature areas with ecotourism appeal, because:

- it generates economic benefits for the host communities, the respective organisations and the authorities that manage nature areas for conservation purposes;

- it offers local communities alternative job and income opportunities;

- it raises awareness among local populations and tourists regarding the importance of conserving natural and cultural assets.

4. WORKING METHODOLOGY

To perform the analysis concerning demand, the chosen working methodology sought to compile studies and works from different sources associated to the most interesting types of tourism and regarding the source markets identified as being more important.

After that compilation, each of the studies, publications, presentations and articles was reviewed to extract the most relevant information and the conclusions we deemed useful.

As for the analysis concerning supply, the methodology used combined a review of sustainable tourism projects for FAO GIAHS destinations along with analysis of the information obtained by means of an in-depth questionnaire addressing promotion and/or marketing channels specialising in the types of tourism we are interested in .

5. ANALYSIS AND RESULTS

ANALYSIS OF THE DEMAND

To analyse that tourism demand for the agrarian, rural and nature destinations we envisaged in France, Spain and Portugal and for the tourism products from rural, nature and food-and-wine tourism considered in the VALSIPAM project, different information sources were identified, as indicated above.

First of all, information obtained from the main source markets, such as the United Kingdom, Germany, the Netherlands and the USA, as well as France and Portugal, was compiled, the aim being to identify the demand in those markets as well as their current forms of travelling.

General information on the specific demand for sustainable tourism was subsequently included, due to the component included in this VALSIPAM project on valorisation of sustainable tourism in the GIAHSs and similar systems.

Finally, information on the demand of different tourist segments of interest for this market study and VALSIPAM project were reviewed: culinary tourism, agrotourism and ecotourism and active tourism.

ANALYSIS OF THE MAIN SOURCE MARKETS.

Portugal:

Spain is the top foreign travel destination of Portuguese tourists, and the pandemic has

not changed this situation, followed by France and Italy.

In recent months some of the routes lost due to the pandemic have recovered and, above all, frequencies have increased; they are now situated at around 300 (though still far from the 2019 figures when they were above 500).

As in other European markets, it is perceived that the importance of hygiene and health safety has increased as a factor for choosing destinations; leisure trips have increased as the vaccination rate rises and restrictions are relaxed.

An upward trend has been observed in an uncrowded open-air nature trip model, even though in Spain the culture, cities, cuisine and beaches continue to be sought.

Among the points to improve that this market highlights are the culinary offering (of tourism centres) and diversification of the offering toward less crowded places, cultural routes and natural environments other than beaches.

France:

France is the top international market for Spain (21.0% share) and the second for Portugal, which means it is an interesting market for both. An increase in organised trips has also been seen; Turespaña studies show that in August Spain was the destination most sold by French tour operators and travel agencies, with an increase of 51%.

The uncertainty caused by the global pandemic is favouring the use of travel agencies and structured trips, because they offer more safeguards against cancellations and possible changes and reimbursements which cannot always be obtained in individual trips.

The data on travel intentions for the next three months from the situation report of Atout France indicates that Spain is positioned as the top international destination of choice for the French source market. According to that data, 38% of the French who will travel in Europe in the next quarter will depart for French destinations.

United Kingdom:

Regarding the United Kingdom's market, Spain, France and Portugal are still the main destinations in British travel intentions according to most surveys, though the competition has advanced significantly.

In the first seven months of the year (Jan-Jul 2021), the average length of trips in Spain was 9.3 days (+21.6%), up sharply year-on-year. Even though this data seems to be positive, it can be seen the situation is still not back to normal.

As for expected changes, it should be highlighted that this market:

-Will consolidate its trips through travel agencies, given that the personal contact they offer is more esteemed and more secure;

- Companies specialising in the niches of rural and nature tourism and sport (golf) and active (bicycle touring, hiking) tourism will tend to be more highly valued in the short term;

- Urban tourism and city breaks present, more in the medium term, good prospects for companies focused on those products, linked to innovation in them;

- Sustainability, already on the pre-crisis agenda, is gaining momentum in demand. The airline and holidays sector is well aware that it will be decisive when choosing destinations now and in the future. The holding of COP26 in Glasgow will give a boost to this macro-trend.

Taking the aforementioned aspects into account, it makes sense to understand that the niche markets that need to be worked would be those associated to active or nature-related holidays, as well as to cultural and urban tourism, along with everything associated to food and wine tourism. They are what offer the highest possibilities for short-term growth, above all during this crisis.

In this market there is also a trend away from seasonality and away from geographic and motivational concentration, which will have more affinity with sustainability.

The Netherlands:

This market's tourists identify as being lovers of cities and the experiences they can offer (29.6%), as preferring to relax and enjoy at beaches (22.8%) or as explorers in search of unique experiences immersed in local culture (20.2%). In the case of this market, Spain is the favourite destination.

The type of holidays the Dutch choose and which predominate in Spain are sun-and-beach holidays (44%), followed by tourism in cities (15%) and calm and relaxation (10%), with stays of more than seven nights.

Studies by Turespaña indicate that the niche markets that should be explored to encourage arrivals from the Dutch market would be places or routes heretofore not well known or demanded, given that the country has a great deal of diverse and little explored territory (compared to the typical sun-and-beach product). This would change the respective perception among the Dutch.

As in most markets, due to the pandemic, tourists are seeking uncrowded places offering open air and nature and separated from other tourists.

Germany:

For the total summer season (2021) and according to TDA data referring to tourism packages or combination of reserved services to international destinations until the end of August, Spain was situated in the top spot with a 30% share.

Around 35% of travellers obtain information and formalise their reservation a maximum

of four weeks beforehand, which reflects the uncertainty caused by the pandemic.

Amid the current worldwide situation, the Germans tend to feel more comfortable making road trips (car or caravan) and prefer mountain or beach destinations away from crowds but more sustainable.

The latest surveys regarding German perceptions about Spain nevertheless highlight sun and beach, well ahead of the 'beautiful landscape' factor. Spain is therefore very far behind in surveys with respect to singularity and above all as a sustainable and nature and sport destination.

USA:

In the market of the United States the feeling of normality and optimism is intensifying. Some 24.0% of Americans consider that the country has a significant degree of normality at this time.

Trips to Spain (ranked fifth most attractive for this market) are positioned similarly to France and close to Portugal.

Around 37% of Americans are interested in going to cities and metropolitan areas, 36% in going to beaches, 27% to the countryside and rural areas, and 17% to mountains and national parks.

Regarding their motives, we find that they seek relaxation, scenic beauty and new experiences; they will also seek culinary experiences and adventure (Destination Analysts June 2021).

CONCLUSIONS:

- Various markets highlight their interest in a travel model with immersion in local culture and seeking uncrowded places in the open air and nature, away from other tourists, to thereby relax in settings marked by beauty and new experiences.
- They indicate a need to improve the culinary offering, diversify the offering to less crowded places, toward cultural routes and toward natural environments with culinary experiences.
- In markets such as the British or French ones, the use of travel agencies and structured trips is noted.
- In the British market a trend away from seasonality and away from geographic concentration can be seen.
- In general, in all these markets sustainability (already on the pre-crisis agenda) is gaining momentum in the demand.
- In markets such as the German one, trips are being made by road (car or caravan) and they prefer mountain or beach destinations away from crowds.

ANALYSIS OF THE SUSTAINABLE TOURISM MARKETS.

According to a study conducted by the ETC, although consumers' adoption of sustainable behaviour in tourism has increased in recent years, research has shown that the global pandemic has stimulated more sustainable travel trends. Travellers generally seem to be adopting more ecological options and paying more attention to their impact on the environment and on local communities. However, the willingness to adopt more sustainable travel behaviour expressed by consumers does not always materialise. * "Sustainable Trips in an Era of Disruption: the impact of COVID-19 on sustainable tourism attitudes". ETC.

The findings show that the survey respondents' travel behaviour before the pandemic, current and projected, is aligned, which indicates the pandemic's little or no impact on the probability of adopting more sustainable travel behaviour in the future.

The analysis revealed four distinct groups:

- Leaders: travellers with low environmental impact more likely to adopt sustainable travel behaviour in the future;
- Comfortable public: habitual low-footprint travellers interested in nearby alternative destinations and in travelling during the low season;
- Less travelled: medium footprint travellers less likely to compromise on travel time and location, but otherwise willing to make adjustments;
- Laggards: habitual high-footprint travellers less likely to consider sustainable alternatives in the future.

In general, the study shows that travellers are more likely to adopt sustainable practices in the category of interacting with the local community and immersing themselves in local life, learning about local traditions and occupations, purchasing local products and choosing local restaurants while at the destination.

Moreover, travellers are less likely to opt for alternative transportation modes and to consider reserving with service providers that have ecological certification. Money and time are limits found to have a major impact on the probability of adopting more sustainable travel practices in the future.

Based on other studies on sustainable or responsible tourism compiled and analysed by the CREST foundation, other important aspects can be highlighted, such as that the COVID-19 pandemic was an opportunity to reflect about our economic and production model. Tourism collapsed worldwide (2019-2020). More than 60% of business volume was lost, i.e. 2.7-5.5 trillion dollars in losses. Yet it continues to make sense to focus on tourism as a source of sustainable wealth with potential for rural tourism, in nature, etc. Furthermore, public institutions and private companies have assumed the commitment and are working together on various tourism projects, the aim being to promote tourism and while also mitigating their environmental impact. The European Union is one of the organisations most aware and active in this respect, with funds and economic incentives

for sustainable tourism projects and community development (circular economy) which can benefit sustainable tourism projects in rural and agrarian areas.

It can be seen that many destinations or tourism formulas have recently been ruled out ("no way am I getting onto a plane, not in the current situation"). Although the hysteria still has to die down, relaxing the overall tension (along with the prevention measures, which in practice have hampered multiple tourism activities), it is certain that even in the toughest periods of the pandemic rural or nature tourism consolidated as tourism alternatives in line with our new view of reality. Maybe the question is not about working to restore the volume of airline trips or consumption figures in tourist destinations, but rather, on the contrary, to take advantage of the trend to reformulate tourism – a recovery in terms of sustainability. At the same time, we would actually be responding to the demands of society and the planet. Our VALSIPAM model would be endorsed.

CONCLUSIONS

- In general, travellers seem to be adopting more ecological positions and paying more attention to their impact on the environment and local communities.
- But little or no impact of the pandemic on the probability of adopting more sustainable travel behaviour in the future has been detected.
- Travellers are more likely to adopt sustainable practices in aspects such as behaviour and interaction with the local community and immersing themselves in local life, learning about traditions and occupations, purchasing products and choosing local restaurants.
- Travellers are less likely to opt for alternative transportation modes and to consider reserving with service providers that have ecological certification.
- Itthus makes sense to emphasise tourism as a source of sustainable wealth withpotential for rural and in-nature tourism, etc. Our VALSIPAM model would beendorsed.

ANALYSISOF DEMAND IN DIFFERENT SEGMENTS.

CULINARY TOURISM SEGMENT:

Based on the study of wine and food tourism demand from the World Food Travel Association, one of the benefits of culinary tourism for the destinations and the production locations is increased demand at national and international level. Culinary products do not only appeal to tourists, they also generate demand in terms of exports.

It is also asserted that Brexit and any event that hinders international trade and imports,

such as COVID-19, has led to more demand for local products. This statement is equally valid in culinary and tourism terms: emphasise the local, which also has added value, Palmer indicates, because it contributes to the fight against climate change (we already know that a large percentage of the population wants to find sustainable alternatives for consumption, production and tourism, etc).

Another expert in the aforementioned study indicates that demand for quality products is increasing. This is an interesting opportunity for independent producers, those who do not yet form part of that large framework of international trade. The return to traditional production or experimentation with alternative formulas for less humane industry, are alternatives that combine sustainability with the search for quality and are accordingly interesting in culinary tourism.

The study also acknowledges the hope that post-COVID travellers will seek destinations that are new, rural and unknown, etc, and that travellers will demand alternatives to mass tourism. We see more demand for [tourism] alternatives based on values, sustainability, respect and authenticity, etc.

In general, an increase in culinary tourism demand is noted (or at least in culinary consumption at tourist destinations). Also noted is a demand for authenticity and quality, and a rejection of the uniformity commented on previously.

The culinary tourist nowadays wants to get to the origin and requires authenticity and identity, not just the agro-food product but also the social context around it, and is concerned about the products' origin and culinary techniques and considers cuisine to be a means for socialising. This is also a tourist who is above average consumer, who demands and values authenticity, who rejects uniformity.

A need for planning at destinations and in culinary tourism activity is indicated, to anticipate and/or respond to changes in tourists' needs, demands and expectations. We need to understand the real and potential demand.

The destination's management entity should structure a market intelligence system that includes culinary tourism and enables observation and interpretation of its main trends and improves its management and planning processes. (…) To exploit, among others, the following questions: overall evolution of the tourism sector and in particular the culinary sector; the economic scenario and the geopolitical situation; changes in markets and tourism demand; the strategy of other leading destinations or competitors; the challenge of the digital economy and the sharing economy, with the appearance of new operators; the impact of technology and social networks; concern about sustainability, climate change and tourism's impact on destinations; culinary trends; etc.

The products' design should correspond to culinary resources characteristic of the different areas of the territory and also to the demand needs. In this regard, the offering should be endowed with a great deal of experiential and emotional content, so that products can be connected to the emotions of potential visitors from the different source markets. (…) The product strategy should focus on developing on a priority basis the products that best respond to the demand needs, identifying markets and target publics and understanding their expectations, in order to meet those same expectations.

CONCLUSIONS:

- The pandemic has led to higher demand for local products; this statement is equally valid in culinary and in tourism terms.
- The hope that post-COVID travellers will seek destinations that are new, rural and unknown, etc, is acknowledged.
- We see more demand for [tourism] alternatives based on values, sustainability, respect and authenticity, etc.
- The culinary tourist nowadays wants to get to the origin and requires authenticity and identity, not just the agro-food product but also the social context around it, and is concerned about the products' origin and culinary techniques and considers cuisine to be a means for socialising.
- This is also a tourist who is above average consumer, who demands and values authenticity, who rejects uniformity.

AGROTOURISM SEGMENT:

When analysing market studies about agrotourism, we start by assuming that the agrotourism typology comprises trips for the purpose of carrying out activities of coexistence and interaction with a rural community, in all respective day-to-day social, cultural and production-related expressions.

Agrotourism is a rural tourism modality and therefore shares characteristics with that other typology and with the rural environment, knowledge of traditions and rural heritage, and nature, etc. What differentiates agrotourism is that it offers visitors the possibility to learn about agro-livestock techniques, to participate in field labours or carry out activities associated to the agrarian or rural world: eating products they have harvested themselves, renting horses, practicing risk sports, attending an ecology school, travelling by cart or taking artisanal cooking courses.

Hence, "agrotourism is based on carrying out tourism activity in suitable agro-livestock holdings offering the possibility to participate in field labours along with the respective owners, for whom the tourism activity complements their agro-livestock activity. Agrotourism is thus a leisure activity, though it is also educational, because it is based on knowledge of life and labours in the countryside."

To sum up what is stated above, we could say that agrotourism is:

- An experience in which the traveller can enjoy a stay connecting with nature while at the same time interacting with it;
- Agrarian and tourism activity performed simultaneously by the farmer;
- Agrotourism is educational: another of the main motivations for the tourist is knowledge of agro-livestock activities, though also of the environment and culture of rural areas;

- Agrotourism has a culinary aspect and involves other artisanal products. This is a very important component; one of the first motivations is to learn about local and very often organic products which are highly valued by an urban public.

Another important facet for describing agrotourism is its relationship with rural development. According to the Rural Development Network of Extremadura (REDEX), "rural development is the process of balanced, integrated and self-sustainable growth and revitalisation meant to improve the local population's living conditions across four aspects: economic, sociocultural, administrative/political and environmental."

For agrotourism to cooperate in rural development, certain objectives must be met, such as:

- Better quality of life for the inhabitants, by increasing income levels;
- Improved living and labour conditions;
- Conservation of the environment and sustainable use of natural resources to keep providing productive, environmental and cultural services.

The new dynamics of rural tourism are oriented toward sustainability (social and environmental), local and regional cohesion of tourism development, local involvement in decision-making, quality of products and theming enabling a shift away from seasonality and a diversification of offerings and users. These aspects have been key and are expected to be decisive in the post-pandemic era and can therefore favour the outlook for this situation.

It must be stressed that agrotourism can be complemented by other kinds of activities such as nature tourism, rural tourism or active tourism (which is usually done in natural environments such as nature parks and biosphere reserves, etc, due to their inherent ecological interest – they can be activities to appreciate and observe nature such as ecotourism or ecological tourism, or activities that involve physical effort by the participants and a certain level of controlled risk, as occurs with adventure tourism), which are closely liked to outdoor activities.

As for demand, according to a study by Auren (2020), the main customers are families "who use agrotourism to relax and spend time in an environment where their children can enjoy complementary activities, e.g. interacting with animals at farms, horseback routes, etc."

Other potential customers are organised or unorganised groups which altogether account for nearly 20% of current agrotourism clients. Most agrotourism clients in destinations such as Spain (63%) are national, as opposed to international (18%) and local (19%) tourists. Regarding the origin of customers who live far from the destination, the markets of the United Kingdom, Germany and France stand out (INE 2019 figures).

It is interesting to take into account the figure of the intermediaries, a key in agrotourism, because their activity allows supply to be connected to demand. These intermediaries can be very consolidated rural tourism associations such as ECOTUR, CONCATUR (Catalonia) or NEKATUR (Basque Country), or mediation platforms such as ESCAPADA RURAL.

The survey of companies indicates that 30% of them capture their clients through intermediaries; this demonstrates the latter's important role in marketing the destination.

CONCLUSIONS:

- The new rural tourism dynamics are oriented toward sustainability (social and environmental), local and regional cohesion of tourism development, local involvement in decision-making, quality of products and theming that enables a shift away from seasonality and a diversification of offerings and users.
- Agrotourism is usually complemented by other kinds of activities, such as nature tourism, rural tourism or active tourism.
- The main customers are families "who use agrotourism to relax and spend time in an environment where their children can enjoy complementary activities."
- Other potential customers are organised and unorganised groups.
- Regarding the origin of customers who live far from the destination, the markets of the United Kingdom, Germany and France stand out.
- Many agrotourism companies capture a large portion of their clients through intermediaries, which demonstrates the latter's importance in marketing the destination.

ECOTOURISM AND ACTIVE TOURISM SEGMENT:

The 2020 results from the Ecotourism Observatory in Spain were analysed: 451 questionnaires filled out by users of ecotourism services in natural areas at 16 destinations in 9 of Spain's autonomous communities. A highlight is that 56% of tourists in natural areas were first-timers, versus 66% in 2019. Couples and small groups (up to 5) accounted for 80% of the sampling (57% couples, up 6% over the 2019 figures; in 2020 21% went in groups of from 3 to 5, while 31% did so in 2019 – EVIDENT CAUSE: COVID-19).

The motives given after the questions were asked were 'discovery' (curiosity, interest, etc), accounting for more than 50% of the motives, while relaxation in nature accounted for 15% (figures similar to 2019 in both cases). Recommendations from other travellers were fundamental (nearly 65% of ecotourists choose their destinations based on them).

Stays for a weekend or 3-4 nights accounted for nearly 50% of the sampling.

As for the activities, recreation (routes, picnics, etc, 13.7%), cuisine, festivals, culture, local production and towns and villages, etc, predominate. With respect to CONTRACTED ACTIVITIES, 35% of the ecotourists contract activities; the most contracted are guided routes in nature areas. Visits to cultural spaces, fauna and flora,

and landscape, etc, represent nearly 50%.

Some 93% of those surveyed book using electronic (plus digital) media to directly contact the supplier of ecotourism services. When reserving through external agents, BOOKING.com is the platform chosen by 84% of the respondents.

Ecotourists consider the health situation to be highly important, acknowledging that it fundamentally affects plants and choices – safety measures, ease of cancellation, avoidance of crowds, type of accommodation and activities, etc (more than 60% consider these questions to be crucial, though not proximity, where the percentage is inverted).

In terms of choice of destination, 46.6% admit changing their plans because of COVID-19 (another country – 28%, change of national destination – 18%), while 44% did not change their destination, though in general admitting that they sought relatively uncrowded destinations, etc. The type of trip changes in 26.5% of the cases, to travel to anature destination. Finally, the budget is similar to that of other years (53%) or less (32%). The same occurs with duration (56%, 28%).

CONCLUSIONS

- According to the studies on motives, 'discovery' (curiosity, interest, etc), representing more than 50%, and relaxation in nature are what mainly motivates ecotourists.
- Couples and small groups (up to 5) account for most of the demand.
- Stays for the weekend and 3-4 nights account for most reservations.
- As for the activities sought, recreation (routes, picnics, etc), cuisine, festivals, culture, local products and towns and villages predominate.
- Some 93% of those surveyed book using electronic (plus digital) media, increasingly to directly contact the supplier of ecotourism services, though conventional online channels are still the majority.
- It is important to recall that due to COVID-19 the safety measures, ease of cancellation, crowd avoidance and type of accommodation and activities, etc, are deemed very important.

ANALYSIS OF THE SUPPLY

After reviewing the market studies from the demand standpoint, a review of projects and a study on the supply similar to that considered in the VALSIPAM project is undertaken.

To that end, sustainable tourism projects identified by the FAO at three GIAHS destinations are reviewed, the aim being to learn from their experience in the development of tourism experiences, and to identify the demand and the implemented promotion and marketing strategies.

Moreover, we also look at promotion and marketing channels specialising in food and wine tourism and agrotourism to conduct a brief study on their offering and the customers with whom those segments work and respective destinations, in order to discern whether the VALSIPAM experiences are aligned with the similar supply.

ANALYSIS OF THE SUSTAINABLE TOURISM OFFERING OF OTHER GIAHSs.

After analysing some of the GIAHSs highlighted by the FAO due to their sustainable tourism development, we compiled some of the most interesting ideas. Three initiatives were examined in particular, two in Italy and one in China.

The GIAHS of the Soave vineyards in the Veneto region of Italy is a spellbinding region in all seasons; visitors are welcome throughout the year and the area is a perfect for lovers of slow tourism. The Soave wine route and the ten shrines (*capitelli*) offer a unique itinerary through this incredibly beautiful landscape.

“The benefit of being a GIAHS is to be recognised for all the hard work done in this kind of work on hillsides and the possibility of receiving regional and European funding,” says the consortium’s communications and marketing manager, Chiara Mattiello. “Centuries-old values and traditions, transmitted from generation to generation, are still alive today and continued by the young people who join this world.” To that end, the sustainable tourism activity associated to that slow concept is an excellent development tool.

In the region of olive groves between Assisi and Spoleto in the Italian region of Umbria, work has been under way since 2016 on a project to improve and develop the beauty of the area, now known as the “Assisi-Spoleto Olive Belt”.

There are specific objectives, among which are to enhance the region’s artistic and cultural heritage, promote its economy and tourism and protect biodiversity. The project adopted a bottom-up approach based on sustainability and protection of this unique landscape by means of assistance to local farmers and their traditional knowledge.

All these realities are connected by the Olive Route, a series of trails and pathways found throughout the olive belt which enable visitors to experience a unique trip through the history and culture of a basic and traditional Mediterranean food.

It must be highlighted that this is a sustainable tourism initiative focusing above all on the national market, with no major international promotion strategy, and not specifically focused on tourism.

The aim of the Airbnb rural empowerment project at Longsheng in Guilin, China, was to promote the experience of this basic tourism as a model for alleviating poverty through development of tourism.

Based on the global Airbnb platform the model connected remote areas and human resources among ethnic groups of villages in southwest China to the worldwide tourism market.

The project development comprised four phases and involved international tourism companies, the government, tourism experts and community advisers.

In less than a month, more than 400 reports and news stories were published by major media outlets and online platforms. To support the promotion, Airbnb hired a professional team to expand the project's scope even more.

CONCLUSIONS

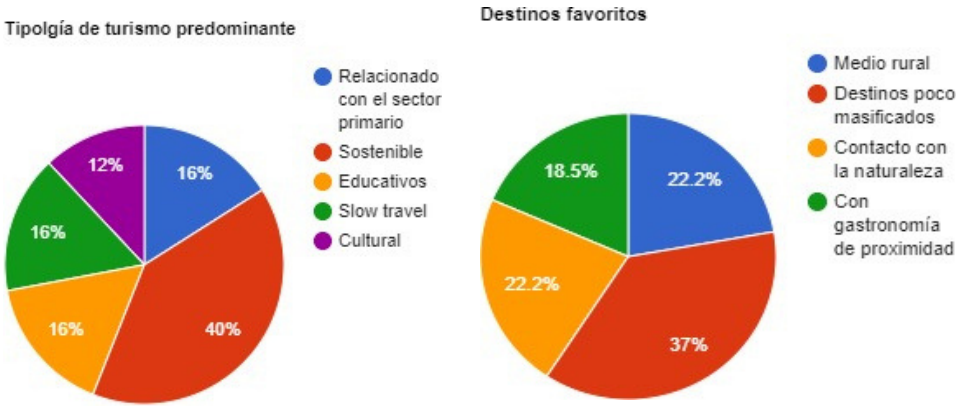
- Destination – Soave, Veneto, Italy: "Centuries-old values and traditions, transmitted from generation to generation, are still alive today and continued by the young people who join this world." To that end, the sustainable tourism activity associated to that slow concept is an excellent development tool.
- Destination – Olive Groves between Assisi and Spoleto, Italy: "It must be highlighted that this is a sustainable tourism initiative focusing above all on the national market, with no major international promotion strategy, and not specifically focused on tourism.
- Destination – Longsheng, Guilin, China: In less than a month, more than 400 reports and news stories were published by major media outlets and online platforms. To support the promotion, Airbnb hired a professional team to expand the project's scope even more. After a year of work, they produced two documentaries for the national and international market, which were widely disseminated in major media outlets and shared in social networks.

ANALYSIS OF THE SUPPLY IN MARKETING CHANNELS

To obtain more information about demand from the supply standpoint, a questionnaire was sent to different marketing channels, asking them about trends, tourist profiles and respective motives, etc. (Annex 1).

In general, the response regarding the type of tourism considered predominant and favourite destinations, as we can see in the graphs, indicated that aspects previously mentioned in European markets prevail, along with destinations far from mass tourism and in contact with nature and local cuisine, though above all more sustainable.

Predominant tourism typology	Favourite destinations
Associated to primary sector	Rural environment
Sustainable	Uncrowded destinations
Educational	Contact with nature
Slow travel	With cuisine from nearby
Cultural	



Some responses added that an increase in respect for the environment and protection of the destination's natural and cultural heritage has been perceived.

As for the profile of the tourist who consumes the tourism we are analysing the response was that it is a tourist "who spends, who has higher acquisition power". Regarding company on trips, it is seen that 68% travel with family, 40% as couples and 32% with friends. The average age is between 35 and 55 years old, and the main motives are to experience during the trip activities and products associated to the place's cuisine, authentic, traditional and/or innovative culinary experiences.

Finally, we ask about the trip combinations of those potential tourists. We can see the responses in the following graph.

Trip combinations

Wine tourism
Sun and beach
Nature
MICE
Sports
Culture



We can see how tourism in nature predominates (we saw this throughout the study), though they also mention other kinds of combined trips.

CONCLUSIONS:

- Their customers want destinations far from mass tourism and in contact with nature and local cuisine, though above all more sustainable.
- A tourist "who spends, who has higher acquisition power".
- Their main motives are to experience during the trip activities and products associated to the place's cuisine, authentic, traditional and/or innovative culinary experiences.
- With respect to the trip combinations of those potential tourists, tourism in nature predominates (we saw this throughout the study), though they also mention other kinds of trips combined with culture and active tourism.

6. FINAL CONCLUSIONS

As we have stated during this market study per different sources and standpoints, interest has especially been detected in nearby European markets for destinations that are relatively uncrowded and natural which preserve their local heritage.

It also seems that these markets are about to have more and better impact on the tourists' destinations, so they can enjoy local culinary experiences, agrotourism and ecotourism, etc, placing value on what is local, authentic and unique in our territories.

These values are the values of sustainability prioritised in their choice of trip destination and experience ahead of good environmental practices and sustainable mobility, etc.

As source markets interested in the experiences developed per VALSIPAM, nearby European markets are identified, such as Spain, France and Portugal, though especially others such as the British, Dutch, German and Italian markets, interested in the rural environment, its agro-livestock culture, nature and cuisine.

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8. ANNEXES

QUESTIONNAIRE SENT TO AGENCIES AND SPECIALISED TOUR OPERATORS:

As part of the VALSIPAM project on valorisation of sustainable tourism in the GIAHSs and similar systems, we are conducting a market study on a culinary tourism/agrotourism market typology in order to carry out a European project. The response to the below questions would therefore be a great help for us.

- What tourism typology is perceived as predominant for the next season?
- Has increased interest in making trips with less environmental impact or more sustainable trips in general been noted?
- What is the profile of the tourist who seeks tourism focusing on culinary tourism/agrotourism?
- Regarding culinary tourism/agrotourism: What are the favourite destinations for tourists?
- What are the main motives and interests of this profile of tourists?
- What are the most sought/favourite experiences within this tourism typology?
- If combined trips are made: What other tourism typologies tend to interest these travellers? (Active tourism, nature tourism, wine tourism, etc).

Annex III: Joint study of good practices identified in t unique agricultural systems of the MED-GIAHS project.study of Valsipam project and tourism potential of a GIAHS.

JOINT STUDY OF GOOD PRACTICES IDENTIFIED IN THE UNIQUE AGRICULTURAL SYSTEMS OF THE MED-GIAHS PROJECT

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

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1. Executive summary

This report has been prepared within the framework of the MED-GIAHS project: Mediterranean GIAHS sites network to promote sustainable agricultural tourism, funded by the European Union through the Interreg Euro -MED programme. It has been carried out based on analyses carried out on the situation of sustainable tourism and its potential in the GIAHS - Globally Important Agricultural Heritage Systems - or similar areas of the Mediterranean that are part of the project, which are:

GIAHS	CANDIDATES
Malaga Raisin Production System in La Axarquía	Katuns of Bjelasica, Komovi, and Prokletije region
Historical Irrigation System of L'Horta de València	Bulgarian Rose agroecosystem of Rose Valley region
Olive groves of the slopes between Assisi and Spoleto	Agricultural system of Gum Mastiha of Chios Island

A series of good tourism practices that are successfully developed in these areas have been identified, selected and presented, taking into account in each case the information provided by the areas themselves and some other information collected by the consulting team. We believe that all the good practices presented have a competitive logic that largely ensures that, applied in an ideal territory and by a competent organization, they can be sustainable.

The aim of this report is to ensure that these practices can be imported or transferred to the territories of this project, or to other similar spaces (GIAHS or similar), or at least serve as inspiration for the development of sustainable tourism in these systems. The practices and models indicated could contribute to the development of sustainable tourism in each of these places, offering prosperity to agricultural, livestock and forestry producers and, thus, guaranteeing the dynamic conservation of these unique spaces.

2.- Good practices identified in each territory

GIAHS SITE OR CANDIDATE	GOOD PRACTICES IDENTIFIED
GIAHS: Malaga Raisin Production System in La Axarquía	I. Muscat Heart
	II. Touristic routes by local tourism companies
	III. DIMOBE wine cellar
	IV. The Ronda and Malaga Wine Route
	V. Innova Andalusian Experience
	VI. Toni Montoliu's hut

GIAHS: Historical Irrigation System of L'Horta de València	VII.	Saifresc
	VIII.	Via Heraclia
GIAHS: Olive groves of the slopes between Assisi and Spoleto	IX.	Demonstrations of paper-making processes in the Municipality of Foligno
	X.	Organization of weaving workshop in Rasiglia, in the Municipality of Foligno
	XI.	Raising awareness of the historical and architectural value of local monuments
	XII.	Organizing periodic events to actively involve the local community
CANDIDATE: Katuns of Bjelasica, Komovi, and Prokletije region	XIII.	Thematic trails connecting katuns
	XIV.	Gastronomic offer of katuns - traditional
	XV.	Ruralholiday.me
CANDIDATE: Bulgarian Rose agroecosystem of Rose Valley region	XVI.	Wine and spa tourism in the Srednogorie central highlands
	XVII.	Rose festival
CANDIDATE: Traditional agricultural system of Gum Mastiha of Chios Island	XVIII.	Mastiha Museum
	XIX.	Visits to the mastih cultivation and "Adopt your Mastih Tree
	XX.	Citrus Museum
	XXI.	Kampos experience Perleas
	XXII.	Chios Trails (Social Cooperative)
	XXIII.	Pityos Destination (Social Cooperative)
	XXIV.	Chios.gr

I. *Muscat Heart - Malaga Raisin Production System in La Axarquía (GIAHS)*

It is a project that focus on publicizing different traditional and tourist resources by unifying and promoting the muscatel raisins, recognized as GIAHS, as well as its environment.

Project promoted by three Axarquía town councils (Almáchar, El Borge and Moclinejo) and the Association for the Promotion of Tourism in Axarquía, to promote tourist resources related to the muscatel grape and its surroundings. It revolves around the muscatel grape and all the culture and tradition that exists around it, added to quality tourism organized with respect for the environment. It is a project that will make known different



traditional and tourist resources, unifying and promoting one of the most characteristic products of the Axarquía Costa del Sol, the muscatel raisin.

The three municipalities in the heart of the GIAHS territory and more involved in the vines and raisins production have developed this joint experience, in order to make resources (accommodation, restaurants, museums, farmers, wine cellars, and any other resources needed by a visitor) available among these municipalities. So, any visitor can have enough information to have a great experience visiting the GIAHS territory in the surroundings of these three municipalities.

Includes:

- Moscatel tourism brand.
- Promotional audiovisual, in which visitors are encouraged to take cultural tours, discover the gastronomy and stay in beautiful places.
- Guide in Spanish and English, with a three-day (flexible) tour package proposal.
- Brief dossier on the grape and the project

More information:

https://axarquiacostadelsol.es/corazon-moscatel/

https://axarquiacostadelsol.es/wp-content/uploads/2024/06/GUIA-CORAZON-MOSCATEL-ESPA%C3%91OL.pdf

https://somosgastronomico.com/descargas/flipcorazonmoscatel/dossiercorazonmoscatel_2024-01-19_13-25-41.html

II. *Touristic routes by local tourism companies - Malaga Raisin Production System in La Axarquía (GIAHS)*

Tourist routes organized and developed by some local tourism companies, focused on GIAHS as a global concept. They are packages of one-day experiences, which include guided tours, traditional gastronomy, agricultural experiences, heritage, landscape, etc.

Some of these companies are:

Ole Trips. More information:

➢ https://oletrips.es/rutas-semanales/ruta-de-la-pasa/

https://oletrips.es/rutas-semanales/el-vino-moscatel-en-la-axarquia/

➢ Rutaxar. More information:

https://rutaxar.com/nuestras-rutas/

➢ Plan A. More information:

https://planamalaga.com/en/







III. *DIMOBE wine cellar - Malaga Raisin Production System in La Axarquía (GIAHS)*

The DIMOBE winery is one of the most important and traditional wineries in the territory of this GIAHS. Together with the company Exoxperience, it offers a comprehensive experience of visiting the countryside (vineyards) and the winery, learning about the production of raisins and the making of wines. They also offer wine tasting.

More information:

~~https://www.dimobe.es/es/#~~

https://www.dimobe.es/es/content/8-enoturismo





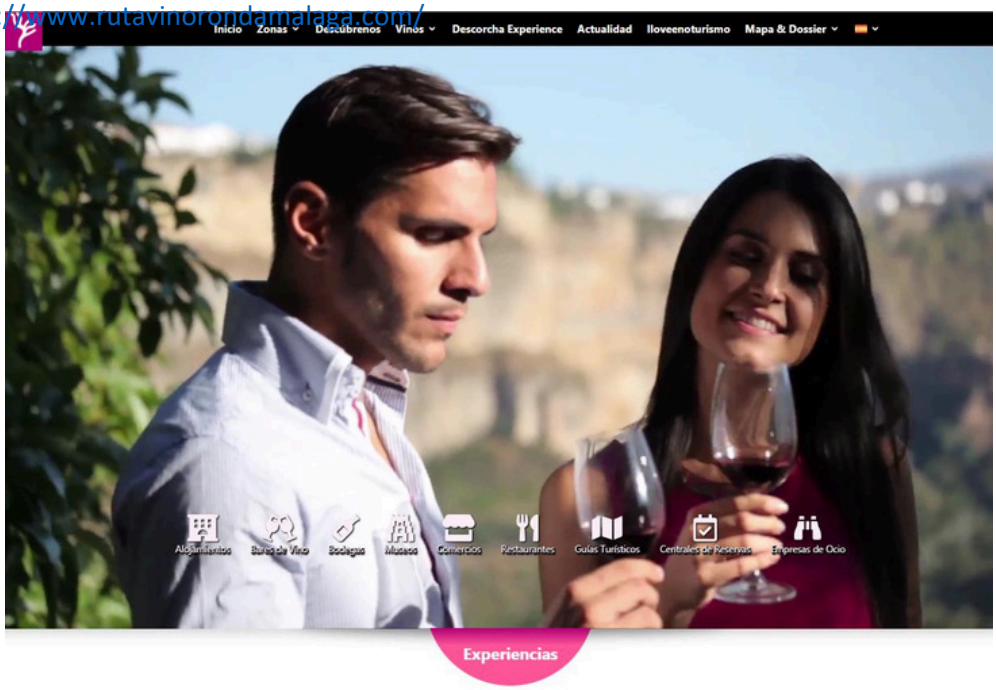
IV. *The Ronda and Malaga Wine Route - Malaga Raisin Production System in La Axarquía (GIAHS)*

The Ronda and Malaga Wine Route is a wine tourism route that brings visitors closer to the wine culture of the province of Malaga. It extends through five wine-growing areas of Malaga such as Serranía de Ronda, Axarquía, Manilva, Zona Norte and Montes de Málaga, where excellent wines are produced within the protected designation of origin: DOP Málaga, DOP Sierras de Málaga and DOP Pasas de Málaga.

The route includes some municipalities that are especially historically linked to wine production within the GIAHS territory: Almáchar, Cómpeta, El Borge, Moclinejo and Sayalonga.

More information:

https://www.rutavinorondamalaga.com/



Annex IV: Product sheet for creation of tourism products: experiences and experience packages

V. *Innovate Experience Andalusian - Malaga Raisin Production System in La Axarquía (GIAHS)*

Project that aims to promote the Arab legacy within the Axarquía area, as a complement to the GIAHS tourist offer and complementary to sun and beach tourism. The routes developed allow history, experience and raisins to be combined. A program of experiential visits has been prepared so that visitors can learn about the history and everything about the production of raisins. They will learn first-hand the entire process and traditional techniques that have been preserved since the Arab era related to raisins and their production.

Funded by the "Experiencias Turismo España" Program, of the Secretary of State for Tourism (Spanish State) within the framework of the Recovery, Transformation and Resilience Plan.

The project includes different activities to be carried out over a year in the Axarquía region, including experiential visits to vineyards, training days for guides and professionals in the tourism sector, dramatised visits and tastings.

VI. *La Barraca de Toni Montoliu - Historical Irrigation System of L'Horta de València (GIAHS)*

Restaurant where traditional Valencian dishes are prepared using local ingredients, many of which are grown in their own vegetable garden, next to the hut. They offer quality, fresh and local produce. It is a place where you can learn how the land was worked and enjoy a peaceful space. Visits to the hut and fields are also offered, as well as participation in activities such as harvesting products or preparing traditional dishes.

More information: https://www.barracatonimontoliu.com/



VII. *Saifresc - Historical Irrigation System of L'Horta de València (GIAHS)*

Organic farming company in the historic Huerta de Valencia, which is diversifying its business in several ways:

- They sell organic garden products directly to consumers.
- They deliver to nearby homes or to collection points.
- They offer tours of their fields and farmers. Particularly noteworthy are visits by schoolchildren, who learn about organic farming techniques and biodiversity in the garden through environmental education workshops.

More information:

https://saifresc.es/

https://saifresc.es/visitas-opera

https://saifresc.es/colegios-visitas1



VIII. *Via Heraclia - Historical Irrigation System of L'Horta de València (GIAHS)*

Dramatised routes about cultural heritage in the Horta Sur area. Specifically, one about the Alaquàs irrigation ditches.

More information:

https://www.viaheraclia.com/events/les-sequies-dalaquas-ruta-teatralizada-27-octubre-2024/



IX. *Demonstrations of paper-making processes in the Municipality of Foligno. - Olive groves of the slopes between Assisi and Spoleto (GIAHS)*

In the Municipality of Foligno, specifically in the town of Pale, demonstrations of the artisanal process of papermaking are held, as part of an effort to promote the territory and highlight the importance of high-quality local products. These demonstrations are linked to the rich history of paper in the region, which dates back to the Middle Ages, when Pale became an important centre of paper production in Italy. The paper mills in the area used natural resources, such as river water, to produce high-quality paper, which was even used to print the first edition of the Divine Comedy in 1472.

Today, these activities are part of a strategy to revitalize the artisan tradition and attract visitors, who can learn about the historical processes of papermaking and appreciate local products in a cultural and natural context. In addition, thematic routes have been established to highlight other cultural attractions of the Umbria region.

The project not only preserves the cultural heritage of paper, but also encourages sustainable tourism and supports the local economy by selling high-quality handcrafted paper products.

X. *Organization of weaving workshop in Rasiglia, in the Municipality of Foligno - Olive groves of the slopes between Assisi and Spoleto (GIAHS)*

Workshop:

Workshops include: guided tour of the village streets, viewing of an audiovisual explaining the secrets of weaving, practical demonstration of how to use a loom for hand weaving, active participation of attendees, and a bruschetta **buffet** with San Potente extra virgin olive oil and many other typical Umbrian products.

More information: https://sanpotente.it/hand-weaving-umbria/

Annual event:

The inhabitants of Penelope a Rasiglia recreate traditional activities such as weaving.

More information:

https://italianluxury.consulting/rasiglia-tourist-guide/#:~:text='Penelope%20a%20Rasiglia'%20is%20an,weaving%2C%20dyeing%2C%20or%20baking .

https://sanpotente.it/penelope-a-rasiglia-2/





XI. *Raising awareness of the historical and architectural value of local monuments - Olive groves of the slopes between Assisi and Spoleto (GIAHS)*

Recognition of the artistic and historical value of the Park of the Clitunno Springs, aimed at involving the local population and raising awareness of the existing cultural heritage.

Raise awareness about the historical and architectural value of local monuments.

More information:

https://www.umbriatourism.it/en/-/fonti-del-clitunno

https://www.secretumbria.it/en/the-springs-of-clitunno-little-temple-spoleto/





XII. *Organizing periodic events to actively involve the local community - Olive groves of the slopes between Assisi and Spoleto (GIAHS)*

Organization of festivals and events themed around high-value local products in Campello south Clitunnus.

Examples:

- The festival of Frantoi and Castelli. More information: https://festadeifrantoi.it/
- Sagra del tartufo e dei Prodotti Tipici. More information: https://www.umbriaeventi.com/sagra-del-tartufo-spina-di-campello-sul-clitunno-7911.htm
- Holy of the Lenticchia. More information: https://www.umbriaeventi.com/sagra-lenticchia-festa-montagna-pettino-8461.htm
- Frantoi aperti umbria. More information: https://www.umbriatourism.it/it/-/frantoi-aperti-in-umbria-it?gad_source=1&gclid=Cj0KCQjwgrO4BhC2ARIsAKQ7zUnoVPrHfj-5gRmTfUQDHLq0skq8fzyoa-UxaiwvJyBt3PHliQzU1bMaAph1EALw_wcB





XIII. *Thematic trails connecting katuns - Katuns of Bjelasica, Komovi, and Prokletije region*

Thematic trails connecting katuns in Montenegro. The following have been carried out: preparation and signposting of trails, maps, a tourist information centre, among others.

More information:

https://www.katunroads.me/en/katun-road-kosovo/thematic-trail/

https://accursed-mountains.me/katun-road-tatarija-misa-and-greben/



XIV. *Gastronomic offer of katuns – traditional- Katuns of Bjelasica, Komovi, and Prokletije region*

Gastronomic offer of katuns - traditional, mountain dishes collected in Mountain Bounty publication, and including gastro points where these dishes can be tasted.

A website with:

- Catalogue of dishes traditional
- Products typical
- Gastronomic routes: places, and within each place, houses where you can eat, do activities… With photos, contact…

More information:

https://montegastro.me/en/

https://montegastro.me/en/gastro-route/

XV. *Ruralholiday.me - Katuns of Bjelasica, Komovi, and Prokletije region*

Ruralholiday.me web site which presents rural tourism households and all the services offered complementary. You can filter to see the katuns offer.

More information:

https://www.ruralholiday.me/en/?s=katun

XVI. *Wine and spa tourism - Bulgarian Rose agroecosystem of Rose Valley region*

Starosel is a tourist resort in Bulgaria that combines ancient traditions with modern comforts in a setting of great natural beauty. This resort offers a unique experience focused on Bulgarian culture and history, with a dual focus: winemaking (wine tourism) and wellness (spa). It includes

a hotel inspired by traditional architectural style, a modern spa and wine therapy center, a wine cellar where local wines can be tasted, and a restaurant offering local cuisine. In addition, the resort organises cultural events, workshops and outdoor activities, providing a complete experience for those seeking relaxation and immersion in local traditions.

Hotel Starosel is located on the outskirts of the village of Starosel.



Specialities of Bulgarian cuisine are served in the restaurant and on the summer terrace of the Starosel hotel. An extensive wine list is available and wine tastings and wine tours of the area can be organized, as the entire complex was built on the basis of a famous initial winery called "Starosel", known for producing high-quality wines.

Located in a nearby building, the spa invites you to relax in a hot tub, sauna, steam bath or pamper yourself with a massage or a special beauty treatment including vinotherapy.

There is also a mini-golf course and petting zoo on site.
Hunting, horseback riding, and off-road adventure tours are also available in the surrounding area.

~~More information:~~

https://www.starosel.com/en

XVII. ***Rose festival - Bulgarian Rose agroecosystem of Rose Valley region***

Celebration of Roses and Rose Festival in the city of Kazanlak.

The Rose Festival in Kazanlak is the first rose event organized in Bulgaria and has more than 115 years of tradition. The first residents of Kazanlak organized a festival in 1903 in honor of rose flowers, fertility and beauty and in gratitude for the production of roses in the Valley of Roses. Today, the holiday has preserved the most essential part of the ancient rituals, recreating the joy of the upcoming rose picking season and the hospitality of the hardworking residents of Kazanlak.

The Rose Festival takes place in the first week of June, and the first Friday of the month is traditionally the town's official holiday - Kazanlak Day, when the newly elected Rose Queen is crowned and culminates in three-day celebrations. Saturday and Sunday are packed with festive events, highlighted by the ritual of rose picking and the extraction and processing of rose oil on Sunday morning, and the colourful Kazanlak Carnival parade on Sunday at noon, which is the largest street carnival in Bulgaria.

Among the long-standing and annual events of the Rose Festival in Kazanlak are also the International Folklore Festival, the Mini Rose Queen and Miss Rose Valley contests, the photo opening of prominent photographers from Bulgaria and abroad, the Street of Crafts, the

Children's Song Contests, the National “Drum Beats and Dance” contest, the National Zumba Marathon and many others.

That is why the traditional three-day Rose Festival in Kazanlak in recent decades has developed into a month-long festival of talent, art and beauty with a diverse cultural program for tourists, guests and residents of Kazanlak, which is already consolidating its name in our country and around the world as the Rose Festival in Kazanlak.

More information: https://www.rosefestivalkazanlak.com/





XVIII. *Mastiha Museum - Agricultural system of Gum Mastiha of Chios Island*

The Chios Mastic Museum is located in Mastichochoria, a group of medieval villages in southern Chios, the only site in the Mediterranean where the variety Chia of the Pistacia lentiscus tree is cultivated, from which the rubber putty is produced.

The aim of the Chios Mastic Museum is to highlight the history of mastic cultivation and processing production, while also incorporating it into the cultural landscape of Chios. By including traditional mastic cultivation on the Representative List of the Intangible Cultural Heritage of Humanity by UNESCO in 2014, emphasis is placed on the timelessness and sustainability of the Chios product.

Visitors discover traditional knowledge of mastic cultivation, understand how mastic management shaped the agricultural and inhabited landscape in southern Chios, learn about a significant aspect of the history of production in Greece, and see the expansion and diverse uses of mastic.

The museum experience is completed with a visit to the open-air exhibition, where visitors learn about the mastic tree during its cultivation phase at that time of year.

Chios Mastic Museum is part of the Piraeus Bank Group Cultural Foundation Museum Network. It was created by the Cultural Foundation through the National Strategic Reference Framework 2007 - 2013 and was co-financed by the Public Investment Programme and the European Regional Development Fund. The Museum is built on land that was granted by Chios Mastiha Growers Association for this purpose.

~~More information:~~

~~https://www.chios.gr/en/afieromata/mastixa/%CF%84%CE%BF-%C E%BC%C E%BF%C F%85%C F%83%C E%B5%C E%A F%CE%BF - %CE%BC%CE%B1%CF%83%CF%84%CE%AF%CF%87%CE%B1%CF%82~~



XIX. *Visits to the mastih cultivation and "Adopt your Mastih Tree" - Agricultural system of Gum Mastiha of Chios Island*

Running since 2019, in one of the Mastiha villages in southern Chios, a project to present and preserve the world of Chios trees Mastic.

Through the project (www.adoptchiostrees.gr) you can adopt a tree from Chios Mastiha and receive an Adoption Certificate, 50 grams of Chios Natural mastiha, as well as a photograph of your tree with a sign specially designed for you. You can also visit your tree and learn about the mastiha cultivation cycle up close.

More information:

https://www.adoptchiostrees.gr/

https://www.adoptchiosmastihatree.gr/

XX. *Citrus Museum - Agricultural system of Gum Mastiha of Chios Island*

Citrus Museum established in a unique mansion of 1742. "Citrus memory scent" was created aiming to highlight the history of Kampos and its citrus orchards. In the lowest part of the mansion an exhibition informs about the cultivation of citrus fruits, tools used, production processes and product packaging. Learning about the mansions of Kampos, the orchards, the maganoi and the walls that surround them is possible through paintings and a video. Next to the museum a small cafe and a shop operate. Local flavours made exclusively by Citrus can be sampled and bought.

More information:

https://citrus-chios.gr/

https://discoverchios.gr/en/item/155/citrus-kampos-museum

XXI. *Kampos experience Perleas - Agricultural system of Gum Mastiha of Chios Island*

In a magical Genoese mansion, Perleas Mansion creates an unforgettable experience of accommodation (agritourism) in a farm full of citrus trees in Kampos, Chios. The visitor experiences true hospitality, with organic and homemade dishes at breakfast: juices, jams, jams and fruits from the trees the estate. In spring, the scent of the blossoming trees enchants visitors. Ideal for peace and relaxation, family holidays and romantic vacations. Authentic personal hospitality of the Greek islands.

More information: https://www.perleas.gr/en/

XXII. *Chios Trails (Social Cooperative) - Agricultural system of Gum Mastiha of Chios Island*

Chios Trails is an initiative of the social cooperative company Koin.S.Ep. (Diktio Xiakis Filoxenias Politismou & Perivalontos) on the island of Chios, Greece. It promotes ecotourism, focusing on sustainable activities such as hiking, cultural exploration and accommodation in traditional villages. The aim is to highlight the island's natural beauty, historical monuments and unique cultural experiences, offering an alternative tourism model that benefits local communities and preserves the environment. The project encourages tourism all year round, making Chios a diverse destination.

It shows all the trails and walking tours in Chios (to botanical interest spots, orchids, lalades but also historical sites and cultural places, medieval villages and activities. Storytelling inspired by Homer, Thermal baths, wind miles, etc.)

More information: https://chiostrails.gr/about-us/

XXIII. *Pityos Destination (Social Cooperative) - Agricultural system of Gum Mastiha of Chios Island*

Pythios Proorismos is a social cooperative that aims to promote the village of Pityos on the island of Chios, Greece, through experiential and sustainable tourism. It highlights the rich cultural heritage, history and daily life of the village. The initiative offers themed tourism experiences, such as walking tours, traditional activities such as bread baking, folklore events and educational programs. The aim is to transform the area into a destination that respects local traditions and encourages sustainable tourism.

In collaboration with the non-profit civil enterprise " Museion – Musical Practices of the Aegean" the programme "Soundscapes - Pityos " is being developed. This is a pilot and innovative programme of digital documentation of music. It contains 35 melodies, songs, dances, obituaries, carnival customs, wedding poems and carols from Pityos of Chios, recorded on video.

Visitors to the village can scan QR codes placed on the streets and houses of the settlement and watch audiovisuals of the inhabitants singing and dancing. 25 QR codes placed in strategic places in the picturesque alleys of the village of Pityos, near the monuments and in its squares, offer the visitor the unique opportunity to discover Pityos in a different way, through its intangible cultural heritage, and local stories related to the area and its inhabitants. The tour provides the essentials to understand and exploit a variety of local and traditional music and dance

repertoires, transmitted from one generation to another, evolving over time. Following the melodies and rhythms of the villages of northern Chios, it succeeds in opening a musical dialogue with the history of Pityos.

More information:

https://pityos-proorismos.gr/

XXIV. *Chios.gr - Agricultural system of Gum Mastiha of Chios Island*

Chios.gr is the official website of the North Aegean Region about the Regional Unit of Chios, aiming to give information about the islands Chios, Oinousses and Psara and present the sights, the beaches, the available activities and lots more. A total of 5 suggested routes can be found here https://www.chios.gr/en/

One out of these is dedicated to mastiha: https://www.chios.gr/en/afieromata/mastixa/politismos-mastixas

3.- Classification of the good practices identified

The aim of this classification is to organise and group all the good practices identified by all the territories, so that they can be presented together and explained in a more simplified way.

We can classify the identified practices into the following typologies:

No.	Types of Good Practices	Good practices identified by the sites (correspondence)
1	Rural life experiences.	III.- Dimobewinecellar V.- Innova Andalusian Experience VI.- Toni Montoliu's barracks VII.- Saifresc IX.- Demonstrations of paper-making processes X.- Weaving workshop XVI.- Wine and spa tourism XIX.- Visits to the mastih cultivation and "Adopt your Mastih Tree" XXI.- Kampos experience Perleas XXIII.- Pityos Destination
2	Using technological means to improve experiences.	I.- Muscat Heart
3	Packaged visits (1 day).	II.- Touristic Routes by local companies VIII.- Via Heraclia X.- Weaving workshop XII.- Events to actively involve the local community
4	Celebration of events.	XVII.- Rose festival XIX.- Visits to the mastih cultivation and "Adopt your Mastih Tree"
5	Loyalty programs and space ambassadors.	XIV.- Gastronomic offer of traditional katuns
6	Network of typical restaurants.	

7	(Eco) museums.	XVIII.- Mastiha Museum XX.- Citrus Museum
8 9 10	Farm to farm routes.	IV.- The Ronda and Malaga Wine Route XIII.- Thematic trails connecting katuns
	Environmental Education.	VII.- Saifresc
	Unitary graphic image.	I.- Muscat Heart
11	Promotional website.	IV.- The Ronda and Malaga Wine Route XV.- Ruralholiday.me XXII.- Chios Trails (Social Cooperative) XXIII.- Pityos Destination (Social Cooperative) XXIV.- Chios.gr
12	Valuation of heritage elements.	XI.- Raising awareness of the historical and architectural value of local monuments

Each of the identified good practices has been incorporated into the minimum number of possible typologies, taking into account where they fit best, or where they are most representative.

We will now describe each of them.

1.- Rural life experiences

The aim is to offer visitors attractive and immersive experiences of the central agricultural tasks of the system.

Rural life experiences should be the central experiences of a GIAHS, since, on the one hand, potential visitors learn about and enjoy (adapted) farm tasks, and on the other hand, farmers obtain additional income from the marketing of their products. products (economic diversification).
One of the challenges of these experiences is that they are offered directly by farmers. This is often complicated, given that:

- They are unaware of the technical requirements for creating experiences.
- There is a cultural gap that is difficult to overcome between these and the visitors.
- Farmers often do not have the capital to invest in tourism activities.
- Investing in intangibles (marketing) is complex for people who make a living from something as tangible as crops and agricultural production.

But sometimes some farmers (for example, their children, people from urban areas looking for a change of life towards rural areas, or more innovative and daring farmers) are able to integrate these experiences into their daily lives and develop them.

Another important challenge is to create experiences that attract visitors. Sometimes it is taken for granted that visitors will be attracted by an agricultural cultural experience, but in general this is not the case, perhaps with the exception of those derived from environmental education aimed at students (school farms). There is no magic formula, but for an experience

to be attractive there must be an interesting story (*Storytelling)*. It is not enough to tell how hard life was a few years ago. For the story to be interesting it must transfer the subject of the experience, from the farmer to the visitor: what is important is what you experience by carrying out an activity, rather than the ethnographic interest of the activity itself.

Other challenges faced by this type of practice are:

- In some cases, legislation is a hindrance, preventing farmers from carrying out other activities, in this case related to tourism and direct sales.
- Farmers do not have the financial capacity to undertake this new activity, especially when it involves intangible investments. They also do not have sufficient cultural capital to design and carry out these activities.
- Activities must be carried out during “harvest time,” the very moment when they cannot.
- The income from experiences is sometimes insignificant.
- In many cases the rural population is ageing and less inclined to new activities.

But, despite all the difficulties, we are increasingly finding more experiences of rural life offered in the agricultural systems of interest. In fact, among the good practices identified in the areas participating in the project, this has been the most notable typology.

Thus, the following good practices, which have already been explained in the previous section, can be considered rural life experiences:
III.- Dimobe wine cellar
V.- Innova Andalusian Experience
VI.- Toni Montoliu's barracks
VII.- Saifresc
IX.- Demonstrations of paper-making processes
X.- Weaving workshop
XVI.- Wine and spa tourism
XIX.- Visits to the mastih cultivation and "Adopt your Mastih Tree"
XXI.- Kampos experience Perleas

All of them include experiences in which clients actively participate in traditional rural tasks of the system or the place, or at least they can learn about them or experience them up close.

2.- Use of technological means to improve experiences

Incorporating technologies to enhance experiences in a GIAHS is a powerful tool to enrich tourism and education in these unique agricultural systems. Technology allows visitors to delve into the cultural, agricultural and natural heritage of GIAHS in a way that goes beyond observation, facilitating a direct immersion in the values and knowledge that define these systems. By integrating technological tools, an educational experience is offered that is both engaging and accessible, allowing visitors to interact with the environment in a meaningful way and understand the complexities of the place intuitively.

Technologies applied in GIAHS can include a wide variety of resources. From interactive panels and touch screens that display information about agricultural practices, crop cycles or the history

of the site, to digital games that invite visitors to solve challenges related to sustainability and local biodiversity, each technological resource brings a dynamic approach to the interpretation of the site. The use of on-site audiovisual material, such as explanatory videos or short films about life in the farming community, helps to illustrate the daily life of the people who depend on these systems, visually showing the work and effort behind each crop. Audio guides and augmented reality applications also offer visitors the possibility of personalizing their tour, allowing them to explore at their own pace and according to their interests, which increases the value of the experience by making it more adaptable and focused on their needs.

These technologies have the ability to put the visitor at the center of the GIAHS story.

Augmented
reality, for example, allows the recreation of historical or natural scenes that help visualize the impact of traditional practices or see what the landscape was like in other times. A visitor can, with a tablet or smartphone, view a simulation of the stages of crop growth, learn about the benefits of land rotation, or discover how different plant varieties contribute to the sustainability of the system. In addition, interactive web pages allow the experience to be extended beyond the physical site, offering additional content, educational challenges, discussion forums, and other tools that allow visitors to connect with GIAHS before and after their visit.

Overall, the use of technologies in GIAHS not only enriches the visitor experience, but also promotes the conservation of agricultural heritage by generating greater interest and understanding of the site. These tools are able to attract a broader audience, from students to technology tourists, and offer an experience that is both educational and entertaining, ensuring that the values and knowledge of GIAHS are accessible, engaging and long-lasting.

The following good practices have been classified in this category:

XXIII.- Pythios Destination

The use of QR codes with which visitors can access audiovisuals representative of the culture and ethnography of the system is a clear example of the use of technological means to improve experiences.

3.- Packaged visits (1 day).

Packaging day trips is an effective strategy to attract tourists to GIAHS, especially those located near tourist-generating centers such as large cities, dense urban areas or coastal areas with high visitor flow. These tourism products group a series of activities and services into an integrated package that may include transport, local cuisine and diverse experiences, providing visitors with a complete and quality experience in a single day.

Although generally designed for one-day visits, this format is flexible and can be adapted to a longer duration that includes accommodation at GIAHS or in its surroundings, thus offering alternatives that fit different visitor profiles and their needs.

One-day packages offer a balanced combination of activities that allow visitors to discover the richness of GIAHS in an intensive and meaningful way. These may include guided tours by local farmers, demonstrations of traditional farming practices, interpretive hiking trails, craft workshops, and tastings of typical products or traditional meals prepared with ingredients from the region. The gastronomic experience is one of the most attractive elements of these packages, as it allows visitors to try fresh, local products that reflect the agricultural identity of GIAHS. In

this way, tourists not only get to explore the natural and productive environment of GIAHS, but also have the opportunity to interact directly with the inhabitants and learn about the techniques and knowledge that support these agricultural systems.

Packaged visits facilitate the planning and promotion of GIAHS as an accessible and attractive destination for a wide variety of audiences. Being aimed at an audience that makes short trips from nearby areas, this type of tourism product is ideal for weekend or holiday getaways, attracting both individual visitors and organized groups, from families to schools or companies looking for team-building activities.

Furthermore, the proximity to the travel centre, usually less than an hour away, allows visitors to enjoy a complete experience without having to spend long periods of time travelling. This accessibility and convenience make packaged visits an attractive tourist offer for GIAHSs, increasing the flow of visitors and providing a sustainable source of income for local communities, while promoting the conservation of their cultural and agricultural heritage.

This has been another of the most outstanding and representative types of good practices. It includes:
I.- Muscat Heart
II.- Touristic Routes by local companies
VIII.- Via Heraclia
X.- Weaving workshop

As can be seen in the previous section, where each of them is described, all of them include routes or itineraries that encompass diverse services and experiences to learn about and experience the culture, gastronomy, history and in general all the values of the system.

4.- Celebration of events.

Organizing events in a GIAHS and around its products is a key strategy for its promotion and development, as it allows visibility to traditional agricultural practices and local products, reinforcing both the identity of the place and its tourist appeal. These events, which can range from agricultural product fairs to workshops on traditional techniques, gastronomic events and cultural festivals, are an excellent tool to generate interest and connection with both the local public and visitors. Its flexible format allows it to adapt to different themes and audiences, offering enriching experiences that highlight the values and uniqueness of each GIAHS.

The economic benefits of these events can be significant, as they increase the flow of visitors and, with it, the opportunities to purchase local products, accommodation services and complementary activities. By attracting a larger number of people, these events stimulate the local economy, generating additional income for farmers, artisans and entrepreneurs in the area. However, the cost of their organisation must be weighed against the benefits they generate.

In terms of communication, events are a highly effective promotional tool, especially in the early stages of a GIAHS operation, when it is not yet widely known. These events make it possible to attract media attention, increase GIAHS's presence on social media and create a positive narrative around the place and its products. By communicating the uniqueness of local products and their cultural and environmental value, events foster an attractive and authentic image that

can influence the decisions of future visitors and buyers. Furthermore, by offering interactive experiences, events make it easier for visitors to become GIAHS ambassadors, sharing their experiences on social media and in their personal circles.

Local community involvement is another key benefit, as these events can be aligned with the GIAHS strategy by involving local people in their organisation and participation. By celebrating their own cultural and agricultural heritage, the community feels valued and connected to GIAHS, which reinforces their commitment to the conservation and sustainability of the system. Indeed, many of these events are primarily aimed at local people, creating a space of cohesion and shared pride, where people can share their knowledge, products and traditions. This community participation is fundamental to the success of a GIAHS, as it facilitates the adoption of sustainable practices and fosters a common vision of development.

In short, GIAHS-related events are an interesting and versatile proposal to energize the community and attract visitors; an indispensable tool to strengthen and promote the values and resources of GIAHS, contributing to its long-term sustainability.

The following identified good practices would fall into this typology:
XII.- Events to actively involve the local community
XVII.- Rose festival
These are successful events that are highly valued by local communities and visitors to these spaces.

5.- Loyalty programs and space ambassadors.

One of the key issues for any company or institution dedicated to tourism is visitor loyalty.

Logically, at the beginning of the tourist development of a destination, the first thing must be the generation of initial demand for tourist proposals, but loyalty must be a medium and long-term objective.

It is particularly interesting to define the objectives of customer loyalty, which may include repeat visits or stays, but also the purchase of products over time.

The following initiatives would fall into this typology:
XIX.- Visits to the mastih and "Adopt your MastihTree."
This practice combines loyalty and ambassador strategies by creating a lasting and meaningful relationship between participants and the Chios region, incentivizing loyalty and promoting local culture through personalized and shared experiences.
By allowing participants to adopt a mastiha tree, the initiative fosters an ongoing connection with the Chios region and its products. Adopters receive up-to-date information and benefits related to their tree, incentivizing their loyalty and long-term commitment to the brand and the region. It seeks to maintain customer interest and active engagement through personalized rewards and experiences.

But the initiative also turns participants into ambassadors of the Chios region. By sharing their experience and connection with the tree and the region, these adopters promote local culture

and products in their social circles and beyond. It aims to have committed individuals represent and defend the brand, generating authentic and effective promotion.

6.- Network of typical restaurants.

The development of a network of typical restaurants (or food houses) is quite an interesting practice. Developing unique gastronomic networks (or accommodations) is undoubtedly a good practice to develop in GIAHS or similar spaces.

The creation of a quality website for this network is particularly noteworthy.

A clear example of this typology is:

XIV.- Gastronomic offer of traditional katuns: https://montegastro.me/en/gastro-route/

The initiative connects various gastronomic hotspots in Montenegro, each represented by families preserving traditional recipes handed down from generation to generation. These hotspots offer visitors the opportunity to taste authentic dishes in settings that reflect local culture and traditions.

Each household participating in the food tour acts as a typical restaurant, giving visitors the chance to enjoy meals prepared with local ingredients and following traditional methods. This experience allows diners to immerse themselves in Montenegrin gastronomy in a genuine and personalized way.

By grouping these gastronomic spots under one initiative, a network is created that facilitates visitors' access to a variety of traditional culinary experiences. This structure is similar to that of a network of typical restaurants, where each establishment offers its own interpretation of local cuisine, contributing to the preservation and promotion of the region's gastronomic heritage.

7.- (Eco) museums.

Museums play a fundamental role in GIAHS by preserving, disseminating and valuing ancestral knowledge and sustainable agricultural practices that have allowed these systems to survive over time. The existence of a museum dedicated to a GIAHS or its products or traditions not only contributes to the documentation and conservation of tools, seeds, products and methods, but also functions as an educational space that connects current generations with their cultural and agricultural roots. In addition, the museum is an effective way to educate the community and visitors about biodiversity, local farming techniques and sustainable management practices, allowing a deeper appreciation of the complex relationship between farmers, their environment and the ecosystem.

Museums can also strengthen local identity and sense of belonging. By recognising the heritage value of traditional farming practices and achievements, museums help local communities feel valued, boosting their cultural pride. This can also have a positive impact on the motivation to preserve these methods in younger generations, contributing to the sustainability of farming systems and the continuity of associated cultural practices.

However, creating and maintaining a museum can entail significant investment in infrastructure, human resources and materials, aspects that can be difficult to afford for GIAHS, especially those located in low-resource regions. Furthermore, the challenge is intensified if museums fail to attract a steady flow of visitors. Lack of interest can be due to a number of factors: location, accessibility, limited interactive or engaging activities on offer, or general lack of awareness about the value of these systems among the general public.

For a museum to be sustainable and engaging, it is crucial that it offers experiences that connect emotionally and intellectually with visitors. This could involve using interactive technology, such as augmented reality or virtual simulations, to recreate traditional farming experiences and allow visitors to experience farming practices first-hand. In addition, integrating hands-on activities, such as cooking workshops using local produce or demonstrations of farming techniques, could transform the museum into a hub for living experiences rather than just a static display.

An alternative to avoid the high cost of a permanent structure would be to develop mobile museums or traveling exhibitions that could be moved between communities or schools. This could also increase the reach and impact of the museum, bringing the GIAHS experience to different audiences and making it easier for more people to learn about and value these practices.

In conclusion, museums can be a valuable tool in GIAHS to preserve and promote traditional agricultural practices, but their viability and attractiveness depend on innovative and collaborative strategies to minimize costs and maximize public interest.

Examples of this good practice have been identified:
XVIII.- Mastiha Museum
XX.- Citrus Museum

8.- Farm to farm routes.

The development of routes is an interesting practice, and is part of the success of some places. This modality is interesting because it combines a route with a visit to farms. It includes cultural, gastronomic and nature aspects, as well as aspects of hiking or cycling.

Farm-to-farm tours are a form of rural tourism that offer visitors an authentic experience in agricultural settings, allowing direct contact with local production and traditional practices. By touring several farms, visitors learn about farming processes and connect with farmers, who pass on knowledge about sustainable management and the customs of each community. This allows for valuable cultural immersion and strengthens local heritage, while promoting respectful and enriching tourism.

The gastronomic dimension is fundamental to these routes: participants can taste fresh, high-quality products and traditional dishes from GIAHS. The tastings and samplings turn the experience into a celebration of local gastronomy, boosting both the economy of the producers and the interest of the visitor in the origin and quality of the food they consume. This benefits farmers by opening up new market opportunities and gives prominence to regional flavours.

These routes also offer a connection with nature through activities such as hiking or cycling. Located in rural and cultural landscapes, these routes combine active tourism with an immersion

in rural environments, providing visitors with an experience of tranquility and environmental connection. Together, these routes support sustainable development and offer a comprehensive experience that enriches both visitors and local communities.

Examples of this category include the following practices described in the previous section:

IV.- The Ronda and Malaga Wine Route

XIII.- Thematic trails connecting katuns

9.- Environmental education.

Environmental education is an important possibility for all GIAHSs or similar, especially those with an appropriate client logistics, in this case students: a large number of schools within a distance of one hour at most.

In general, it is necessary to adapt the elements of the GIAHS or similar space to the educational content.

On the other hand, students, in spaces that have compatible logistics, are an important source of tourism development, since they allow the businesses involved a significant stable demand over time, which they can also combine with other clients (students: during the week, others: weekends and holidays).

An example of this is:

VII.- Saifresc

Saifresc, an organic farming company located in the Huerta de Valencia, plays an active role in environmental education within this GIAHS. Its initiatives focus on:

1. Educational guided tours: organizes tours through its crop fields, where participants can:

- Observe the biodiversity of the landscape, including crops and wild plants.
- Identify different crops and relate them to everyday consumer products.
- Understanding crop rotations and their connection to seasonal produce.
- Discover local varieties in the process of recovery.
- Learn traditional and modern cultivation techniques.
- Learn about biological control of pests and diseases in organic farming.
- Analyze the environmental impact of the consumption of local products and the associated carbon footprint.

These visits may include tastings of freshly harvested organic foods.

2. Collaboration with educational projects: Saifresc collaborates with initiatives such as Horta Cuina, a project that promotes healthy and sustainable food in school canteens. This collaboration seeks to educate new generations about the importance of organic and local food, highlighting the value of the Huerta de Valencia as a source of fresh and healthy products.

3. Participation in awareness-raising activities: The company participates in events and conferences that highlight the importance of organic farming and the conservation of the Huerta

de Valencia. Through these activities, it contributes to raising public awareness of the need to preserve this ancient cultural landscape and its sustainable agricultural practices.

Through these actions, Saifresc not only produces high-quality organic food, but also educates and raises awareness in the community about the importance of sustainability and the conservation of the agricultural heritage of the Huerta de Valencia.

10.- Unitary graphic image.

It is very interesting for the destination to have an image, a brand that accompanies and supports the dissemination and promotion of the system as a destination, and also of its products and services, and that is recognized by visitors. A brand with these characteristics will have benefits such as:

- Strengtheningandrecognition of GIAHS as a tourist destination.
- Greaterpotentialforpromotional actions.
- Openingofpromotion and marketing channels for GIAHS products, services and experiences.
- Greaterdifferentiation and greater access to specific and specialized markets for these products,servicesand experiences.

Ultimately,thebrandwillhave a significant economic and social impact on the local community. It is recommendedtouseanimage that is attractive to visitors and connects with the agricultural heritage ofthesystem.

It could beanexampleofaunitary graphic image:

I.- MuscatHeart

One of theactionsofthisinitiative is precisely the creation and use of a promotional graphic image.

Althoughitisnotusedinallof GIAHS, only in the three most important municipalities,itmeetsthecharacteristics described and, if used well, can be anexampleofsuccess in the promotion of GIAHS of Malaga raisins intheAxarquía.



11.- Promotion website.

A promotional website for a GIAHS or unique agricultural system is essential in the digital age. Travelers interested in authentic experiences and agricultural heritage need to be able to find and explore these destinations through an online presence that is attractive, informative and accessible. By offering a well-designed web platform, managers of these systems can not only attract visitors, but also communicate the values of sustainability, culture and biodiversity that define these spaces.

Website content should be carefully planned to ensure that it provides the necessary information

for travelers and other interested audiences. Key elements include a clear presentation of the history and uniqueness of the agricultural system, descriptions of available activities and

services, recommended routes, information on local products, and educational or ecotourism experiences. Including a FAQ section can facilitate travel planning, addressing topics such as how to get there, the best time to visit, rules of conduct in the area, and details about local events or festivities. A news section or calendar of activities also allows users to stay informed about updates or special events, thus creating a continuous link with the space. Consideration should also be given to having an online store for the sale of tourism products and/or services.

Image quality is also another key issue to consider, in order to convey the beauty and authenticity of GIAHS. High-resolution photographs capturing the landscapes, farmers' daily lives, local products and traditional farming practices can help create an emotional connection with the public. Images should reflect the essence of the place and the seasons, showing how the landscape and activities change over time. Including images of visitors enjoying experiences on site can also inspire and attract potential tourists. In addition, it would be useful to implement a multimedia gallery, with videos and audio recordings, allowing visitors to immerse themselves in the atmosphere of GIAHS before they arrive. This, combined with intuitive, mobile-friendly navigation, ensures an immersive online experience aligned with the character of the farming system.

Thus, an effective promotional website for a GIAHS must not only function as an informative tool, but also as an experience that inspires and motivates users to visit the place. Investment in quality content and an impressive visual experience can be decisive in getting visitors to choose these destinations, promoting responsible tourism and helping to ensure the continuity of these unique agricultural systems.

Some examples of interest that have been collected in the study are:

IV.- TheRondaandMalagaWineRoute: https://www.rutavinorondamalaga.com/

XV.- Ruralholiday.me: https://www.ruralholiday.me

XXII.- Chios Trails (Social Cooperative):https://chiostrails.gr/

XXIII.- Pythios Destination (Social Cooperative):https://pityos-proorismos.gr/

XXIV.- Chios.gr: https://www.chios.gr

12.- Valuation of heritage elements.

The valorisation of heritage elements in a GIAHS is essential to highlight and conserve the cultural, historical and ecological wealth of these systems. GIAHSs encompass not only unique agricultural practices, but also traditions, crafts, ancestral knowledge, buildings, heritage elements and natural sites with historical value.

For example, the preservation of traditional trades at risk of disappearing, such as the artisanal manufacture of tools, the work of pottery for field utensils or basket weaving, represents a direct connection with the past and the identity of the community. These trades are recognised as heritage of interest due to their cultural value, and their enhancement allows the visitor not only to learn about the living history of the place, but also to understand the practical knowledge that underpins sustainable agricultural production in GIAHS.

In addition to the trades, GIAHSs also often host physical heritage elements of interest, such as historical monuments, old mills, centuries-old irrigation ditches, traditional dwellings and other

architectural or natural enclaves that constitute an essential part of the cultural landscape. These elements not only bear witness to the historical development of the agricultural system, but also act as visual and cultural landmarks that enrich the experience of visitors. The conservation and enhancement of these sites not only contributes to local identity, but can also be the focus of tourist activities, such as hiking trails or cultural tours that combine nature and heritage. These enclaves become points of interpretation that explain the relationship between rural communities and their environment, facilitating the understanding of how these elements have enabled the sustainability and resilience of the system over time.

Overall, the integration of these heritage elements into the GIAHS tourism offer broadens the attractiveness of the place by complementing other natural and productive resources with unique cultural experiences. The integration of heritage elements should be part of a diversified tourism strategy, where the visitor can enjoy not only the landscape and agricultural production, but also the history and heritage of the place. This offer allows for a complete experience in which visitors can acquire knowledge, participate in workshops and take home unique artisanal products.

The combination of agricultural, natural and cultural activities in GIAHS helps attract tourism interested in sustainability, which supports both the local economy and the conservation of heritage, ensuring the transmission of these elements to future generations and promoting the resilience of the system in the face of modern challenges.

An identified example of this practice is:
XI.- Raising awareness of the historical and architectural value of local monuments.

4.- OTHER TYPES OF GOOD PRACTICES, WHICH MAY BE OF INTEREST FOR GIAHS OR SIMILAR SITES

Although there is a wide range of possibilities, we mention below other types of good practices, as an example, that can be motivating or inspiring for GIAHS or candidate agricultural systems:

Welcome tasting

In some territories, tourist offices organize “micro-events” once a week, with tourism entrepreneurs and producers, so that, around a welcome drink with a tasting of local products, tourists get to know the tourist attractions of the area. region, the activities and visits that can be contracted, in addition to local agri-food products.



Space signage

Signposting of the space is a requirement for proper tourist management of the same. It is of interest to signpost GIAHS spaces in places of connection with visitors: accommodation, information points, passage areas or places of restoration, and especially in the web through digital promotion.

Of interest to visitors, and contributes to the awareness of the inhabitants of the existence of a world agricultural heritage site.



CREATION OF TOURISM PRODUCTS: EXPERIENCES AND EXPERIENCE PACKAGES

Product sheet

Complete the right-hand column of the table below as closely as possible to the indications given in the left-hand column.

To complement this sheet, it is recommended to have several quality images, representative of the
product, both horizontally and vertically. Preferably of people doing the activity or other similar activities, rather than landscapes.

GIAHS site (name)	
Location of the GIAHS site (Region/Country)	
Nameoftheexperience Short and attractive claim for the naming of the experience.	
~~Duration~~ Days orhours of activity duration	
~~Dates/season~~ Most suitable dates or season to experience the experience	
TypeofTargetAudience (Tick the options that fit the experience):	☐ Adult groups ☐ Families ☐ Schoolchildren ☐ Other (please specify): ☐ Rural tourists ☐ Cultural tourists

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	☐ Active tourists ☐ Nature tourists ☐ Other (please specify): ☐ Locally sourced (nearby): ☐ Of regional origin: ☐ Of national origin: ☐ International origin ☐ (distant): Other (please specify):
Type of tourism activity dominant in the package:	☐ Gastronomy/local products ☐ Agricultural/livestock activity ☐ Nature ☐ Cultural/ethnographic ☐ Hiking
Accessibility Explain for what kind of people it is possible to do it.	
Difficulty If it involves physical activity	☐ Easy ☐ Media ☐ Difficult
Attractive paragraph on the uniqueness of the experience Include a sentence (paragraph), as an eye-catching summary for the tourist, highlighting the experiences or knowledge that can be experienced or acquired by the tourist. Maximum 500 characters	Example: Discover the most magical and hidden corners of the Fuentesdel Narcea Natural Park. A paradise for lovers of nature and authenticity. An ideal getaway to learn about the history of mining, visit hidden villages and enjoy the mountain at nightfall while watching the stars light up the sky.

Main values of the areas to visit List of highlights. Eachtrip should showcase something unique about the destination. In list format. Short sentences. Maximum 4 or 5 points	Example: ● Tourremote villages by vehicle ● Walkthrough a magical forest among huge yew trees ruled by thelast capercaillies. ● Discover the recent history of coal mining and its influence on the landscape. ● Enjoy the sunset in the mountains and see the stars that illumi-nate it.
Itiner ary Describebrieflythemain activitiestobecarriedout in eachexperience accordingtotheir duration. Whatyouaregoingtodo, where you are going to eat and where you are goingtosleepinthecase of a getaway. Ifitisrelevantdistanceor timetobetravelled by vehicle. To becompleted accordingtotheshelflife of theproduct. Location	Example: Day1 - In the morning, the guide will pick us up from our accommodation and we will drive through the landscapes of the far west of Asturias through the valleys of the river Ibias and the surroundings of Muniellos. We will visit remote villages such as Omente or Riodeporcos where time seems to have stood still among vine arbours, curtains and a singular ethnography. To finish off the day, we will have a picnic lunch with local products. Duration of the two visits: 7 h - In the evening, we will experience a nightfall in the mountains and we will see the stars that light up the sky. A unique experience in a unique place in Spain. Is there a better memory than a starry night in Asturias? Day 2 Day 3
GPS location of the venue. If the itinerary includes differentlocations, list them all,inorder.	
What does it include? List of services included. Summary of the number of days and nights included in the product, number of activities, number of guided visits, entrance fees or not, transport, insurance, etc.	Example: ● Visits with local guide (3 activities) ● Picnic ● Travel assistance insurance ● Taxes

Itdoesnotinclude List of services not included.	Example: ● Dinners or lunches not mentioned ● Beverages ● Travel from the place of origin ● Displacements not mentioned ● Personal expenses ● Transport
Price (please indicate if there are different prices per season, per age...) Indicate a reference or approximate selling price per person. When establishing the selling price, bear in mind that it is going to be promoted and/or marketed through channels other than its own, so it is necessary to establish a margin or commission for intermediaries, around 25% may be ideal.	
Minimum and maximum group size. The trip can be made with a minimum number of people, depending on the product. Maximum sizes may vary according to the activity, but preferably not more than 15-20 people per guide, to ensure quality of the experience and coherence with sustainability.	Minimum: Maximum:

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Language(s) In which language(s) the package is offered	
Contact details for information and bookings Details of the entity or company operating the experience or getaway	Name Coordinating and/or marketing entity: Registration/Licence No: Contact person: Telephone: E-mail: Website of the entity where the experience appears:
INFORMATION SUPPLIER COMPANIES Companies providing the services included and their contact details.	Activities and visits: 1- Operating company or entity: Contact person: Telephone and e-mail contact: Booking and cancellation policy: Pets allowed: 2- Operating company or entity: Contact person: Telephone and e-mail contact: Booking and cancellation policy: Pets allowed: 3- Operating company or entity: Contact person: Telephone and e-mail contact: Booking and cancellation policy: Pets allowed: 4- Operating company or entity: Contact person: Telephone and e-mail contact: Booking and cancellation policy: Pets allowed: Proposed accommodation and conditions: 1- Accommodation: Contact person: Telephone and e-mail contact: Booking and cancellation policy: Pets allowed:

	2- Accommodation: Contact person: Telephone and e-mail contact: Booking and cancellation policy: Pets allowed: Restoration and others: 1- Operating company or entity: Contact person: Telephone and e-mail contact: Booking and cancellation policy: Pets allowed: 2- Operating company or entity: Contactperson: Telephone and e-mail contact: Bookingand cancellation policy: Pets allowed:

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Annex V: Sample evaluation questionnaire familiarisation trips

SAMPLE EVALUATION QUESTIONNAIRE FOR FAMILIARISATION TRIPS

This document is provided solely as an example to illustrate possible content and structure for an evaluation questionnaire to be used in familiarisation trips. It must be adapted to the legal framework, cultural context, and customary practices of the country and locality where it is applied. Particular attention should be paid to compliance with applicable regulations, including but not limited to: data protection and privacy laws (e.g., GDPR or equivalent), gender equality and non-discrimination provisions, health and safety standards, accessibility requirements, and consumer protection rules.
It is also essential to consider international commitments relevant to the GIAHS framework, such as the United Nations Sustainable Development Goals (SDGs), the principles of fair and ethical tourism, and the safeguarding of cultural heritage, ensuring that the evaluation process respects both the rights of participants and the values of the hosting community.

Information on the participating entity

Name of the entity (if applicable)	
Name and surnames of the participant:	
Position in the entity:	
Gender:	□ Female □ Male □ Non-binary □ Prefer to self-describe: _____ □ Prefer not to say
Profile of entity:	□ Public □ Private □ Tourism sector □ Media sector □ Other More details about the profile of the entity (mainstream press, specialised press, blogger, influencer, travel agency, tourist information, etc): Click or press here to write text.
Telephone:	
Email:	
Website:	

Information on the activity

Place(s) held (municipality(ies)/province):	
Start date and time:	
End date and time:	

Degree of satisfaction - Territory

Did you know this territory previously?
□ Yes □ No
Had you previously heard of the term GIAHS?
□ Yes □ No
Did the places you visited meet your expectations?
□ Yes □ No
Would you recommend visiting this place?
□ Yes □ No
What aspects would you highlight about the place?
Other observations about the territory

Degree of satisfaction - Organisation

Please evaluate, basedon your opinions about theactivity carried out, considering that 1 is the most negative score for the aspect considered and 5 the most positive.

	1	2	3	4	5
Notice for participation-registration					
Planning (duration, times, routes, etc)					
Materials and information provided during the visit					
Facilities					
Explanations/clarifications received					

To you, the activity seemed...	1	2	3	4	5
1) Unattended 5)Well attended					
1) Unprofessional 5)Very professional					
1) Disorganised 5)well prepared					

Comment on your perception of the activity's organisation, what you value most positively and what you value most negatively.

Degree of satisfaction – Activity

Please evaluate, based on your opinions of the activity done, considering that 1 is the most negative score for the aspect considered and 5 the most positive.

To you, the active seemed...	1	2	3	4	5
1) Boring 5)Enjoyable					
1) Passive 5) Participative					
1) Uninteresting 5)Very interesting					
Value what will in your opinion be the impact the developed tourism products will have on the following issues:	1	2	3	4	5
Increased number of tourists in the territory					
Increased leisure offering for tourists					
Development of new business initiatives based on agricultural tourism					
Diversification of products and services in existing companies					
More income for local farmers					
Improved standard of living for local farmers					
Population more stable, increasing possibilities for employment, training and higher income					
Less tourism seasonality					

What kinds of activities or experiences, among those undertaken, did you like the most?
What kind of activities or experiences did you miss or do you believe should be included?
Did you like the territory's agro-food products?

Would you buy agro-food products from the territory?
Do you think agricultural tourism can be an interesting activity?
What kind of target public do you think is apt for this kind of tourism?
What problems or difficulties do you think this kind of tourism activity will have?
What is your opinion of the price/quality of the tourism products offered in this territory?
Other opinions about the activity and/or the tourism products offered in the territory
Do you intend to support the development of this tourism offering? How?


Junta
de Andalucía
Consejería de Agricultura,
Pesca, Agua y Desarrollo Rural