SUSTAINABLE TOURISM AND HERITAGE

ENHANCING AND PLANNING TOOLS

María José VIÑALS (dir.)
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Maryland MORANT

2017

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The download of the editable worksheets
is available on http://bit.ly/2057_Fichas

AKNOWLEDGEMENTS

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Message from the Rector of the University

The year 2017 has a special meaning for the Universitat Politècnica de València because we accomplish 20 years since the official Tourism studies were created. During this time, we have put together the teaching staff who have met the academic needs of this degree, as well as other studies that have incorporated tourism subjects into their curricula. We have also created a core team of researchers who, coming from different schools and with different backgrounds, have joined efforts to give an integrated perspective in their contributions to tourism research which, moreover, has been recognised at the international level.

Furthermore, this year 2017 has been declared by the United Nations as the 'International Year of Sustainable Tourism for Development'. For this reason, the World Tourism Organization has invited governments, institutions and organisations to discuss, reflect on and contribute to issues such as: inclusive and sustainable economic growth; employment and poverty reduction; resource efficiency, environmental protection and climate change; cultural values, diversity, and heritage; and mutual understanding for peace and security.

The Universitat Politècnica de València has willingly accepted this challenge and joins this celebration in the way in which an academic institution knows best; this is contributing to the knowledge transfer to society and, in particular, to tourism managers. This book is the best answer our university could give to such an important requirement. Sustainability, as it could not be otherwise, has been present in all areas of this work because it is understood that no other model of tourism development can guarantee the conservation and protection of environmental and cultural resources, as well as social and economic progress of destinations.

The themes suggested by the World Tourism Organization have been the inspiration of this book. However, it should be noted that, following a rigorous methodology, efforts have been made to ensure that the proposed tools are easy to apply to real-life needs and situations and, therefore, presented in both printed and digital format so that they can serve as a practical tool for planning and management.

The research group that has prepared this book is endorsed by a prestigious international career in the area of tourism enhancement of natural and cultural heritage. It is constituted of professors and researchers of long careers in our university, headed by Dr. Viñals and Dr. Teruel who have accompanied the development of Tourism studies and research since its beginnings in 1997. They are joined by Dr. Morant and new researchers such as Dr. Alonso-Monasterio, and MSc. Martínez-Sanchis and MSc. Mayor who have been master students of this university and have greatly contributed to research tasks in Tourism and Heritage.

We are honoured, therefore, that this book contributes to the good name that Spain has in international tourism scientific forums; but, above all, we are pleased to put this book within reach of all types of users who can benefit from the contents and learnings to guide the good work of all those who aspire to provide enjoyment and memorable and quality tourism experiences to the people.

Dr. Francisco J. Mora Mas
Rector of the Universitat Politècnica de València

Foreword

In the field of scientific-social research on the tourism planning processes, there is a growing interest in analysing the role of the tourism heritage enhancement as the basis either for new products or as a key aspect for reinventing consolidated destinations. Such developments must take into account the new consumer paradigms within the context of the processes carried out in the tourism system and which place special emphasis on the use of culture, nature, landscape and the identity of the territory for tourism purposes.

The importance of heritage, as a starting point for the creation of tourism products and satisfactory experiences for the user, has been stressed by a great deal of research over the last few decades. Most of these studies have focused on proposing work methodologies conducive to the integration of the resources within the production configuration process. As a result, different instruments and methods for diagnosing the tourist potential have been proposed, most of which are generally geared towards tourism development plans and clearly of an applied nature. In addition to the guidelines for planners on the way to perform an inventory of tourism resources and classify them for operational purposes (OMT, 1979), as well as the classic texts on tourism planning (Gunn, 1994), there have also been studies focused specifically on making an inventory of tourism resources and assessing them, which is information of undeniable value to managers, planners and researchers (Bote, 1990; Leno Cerro, 1993). In every case, the aim is to analyse and determine the tourism and recreational potential by means of methodologies focused on carrying out inventories of resources, which are considered the raw material of the destination or product (López Olivares, 1998). A turning point came with the transition from making inventories or catalogues of resources, as the basis for diagnosing the potential of a site, to the analytical assessment of resources, taking into account other factors such as the facilities or the accessibility to the existent resources. Even more important is the fact that these inventories were drawn up bearing in mind the consumers' preferences, which has made it possible to develop tourism potentiality indexes for different territories, something that is of undeniable interest to tourism planners.

Heritage resources, in particular, are understood as a core element of the tourism system and their assessment is one of the key actions to be carried out in the planning of the activity, which is increasingly more frequently performed on the basis of the premises of the sustainability and competitiveness of tourist destinations (López Olivares, 2013). The integration of heritage resources within the tourism dynamics can be an opportunity to promote their social dimension, whether this integration is performed through efficient management, and the sustainable use and protection of its values are guaranteed. In this regard the number of relevant studies based on the tourism planning for heritage destinations has risen steadily since the 1990s (Troitiño Vinuesa and Troitiño Torralba, 2007).

The planning of tourism sites requires a change of attitude on the part of public and private stakeholders, as well as among the consumers themselves in order to lay down a set of principles of sustainable development and to preserve the resources that uphold the activity and ensure its competitiveness. Hence, the usual ways of working can be summed up as follows:

a) Change in tourists' attitudes, by introducing behaviours that direct the tourism experience towards more sustainable models.
b) Arranging the resources so as to be able to deal with the pressure from tourism, which entails the risk of making tourism sites and resources increasingly more artificial.

c) Development and application of methods and techniques for managing and controling visitors, by means of tools that allow monitor the flows of demand and regulate visitation.

d) Support measures in aspects concerning the education and awareness-raising of all the stakeholders in the tourism system. This is a promising subject but with results that are expected to be seen in the medium and long term.

Grounded on this view of the sustainable development of tourism and its relationship with heritage, this book can be understood on the basis of three fundamental aspects. The first is the nature and function of heritage in today's society and the sense of the experiences as part of leisure and tourist motivation. The second is related to the boom of new typologies of tourism and leisure which are related to the revaluation of cultural heritage from experiential perspectives. The third aspect deals with the necessary management and social use of heritage, and the subsequent opportunity afforded by tourism to recover, enhance and activate heritage elements from the sustainability and conservation perspectives. This is why new techniques that allow heritage to be integrated within tourism are especially useful.

The book directed by Dr. Viñals, in collaboration with five other authors from the same team, systematises years of experience and research work applied to very different geographical contexts and settings, ranging from World Heritage sites to protected natural areas and wetlands and coastal zones, in which this group has made relevant contributions in relation to working methods and tools. This has led to the development of operational tools for enhancing heritage for tourism purposes, of undeniable usefulness and applicability in the processes of tourism planning on a wide range of different spatial scales.

From the paradigmatic point of view, the work includes and is upheld by the academic contributions related to the concept of the sustainable development of tourism. It therefore aims to help tourism be understood as an instrument for the conservation and management of heritage and to make further progress in methods to prevent undesirable impacts or effects. At the same time, it also intends to foster the tourism as a means to improve the quality of life for the residents in the destination areas, as the main goal to be obtained from carrying out this activity.

One of the most notable and interesting parts of this book is the systematisation of fourteen inventory worksheets, with comments and instructions on how to use them, based on the selection of certain key elements in the diagnosis and planning for tourism purposes.

The worksheets that make up the first part of the text focus on the different types of resources and elements of tourism offerings; this provides a good framework of analysis for diagnosis, which is the starting point of planning. One of the elements selected for these inventory worksheets is landscape, which is understood as a scenic resource that is of value as a heritage asset. Similarly, climate and its elements are granted a relevant role in enhancing the value of tourism. This block of inventory worksheets, dealing with resources and the supply system, is completed with others referring to facilities and tourism product and services providers, in an attempt to capture the value chain and components of tourism activity.

A second block of inventory worksheets consists of some of the tools that intervene in planning for tourism, such as heritage interpretation and carrying capacity. A growing amount of value is attributed to heritage interpretation due to its being the tool that allows communication with the public, as well as making the meanings of the heritage asset known, generating feelings and emotions (Urry, 2008) and thus increasing the quality of the tourist experience (Rico Cánovas, 2014). Yet the work also includes other elements that are essential to develop a sustainable model of planning, such as incorporating the perspective of analysis from the demand side, together with communication, understood here as the promotional facet of a destination, within the context of the Information Society. In short, it is an especially useful model of

inventory worksheets, due to its predominantly practical nature, which makes it a perfectly valid tool for the diagnosis of tourism.

Within a context that contains many theories referring to the tourism dimension of heritage, together with the dissemination of specific studies and experiences, the key contribution of this work is focused on its innovative approach, based on a system of inventory worksheets for the assessment of heritage from an integrated perspective. It also represents an approach to heritage and its management as a resource for satisfying the tourist experience, through a tool for enhancing and planning sites and elements of the natural and cultural heritage by means of tourism based on a sustainable point of view.

From the instrumental and applied aspect, it is therefore a way to contribute to the promotion of the processes involved in launching tourism in places that have potential and must be planned in a rational way. This is the case, for example, of the creation of new products within the framework of initiatives and formulas for renovating, qualifying and diversifying long-standing tourist destinations. To sum up, the work can be expected to become a reference in matters concerning the interactions among heritage, tourism and territory, owing to its importance as an integrated system of inventory worksheets that make up a practical and operational tool for the diagnosis of the potential and planning for tourism.

J. Fernando Vera Rebollo
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Universidad de Alicante

PRESENTATION 13

The present work aims to provide a series of practical tools that can be useful in various processes of tourism enhancement and planning of natural and cultural heritage sites and/or elements, with a future vision of long-term sustainable development.

The reasons that have guided the development of this book are based on the need to manage tourism from a heritage conservation and protection perspective, from the recognition of the importance of heritage as a driver for local development, and from the need to create responsible tourist products that are respectful of their natural, cultural and social environment. Moreover, it is looking for providing tourists with a satisfactory, memorable and quality experience in the destination.

Apart from the given reasons, it was perceived a need to analyse in an integral way the relations between the different fields of action of tourism, territory and heritage, as well as to clarify the processes, and even the terminology, around management and tourism enhancement of destinations, especially heritage ones. These aspects have long been identified as necessary by the World Tourism Organization (UNWTO), the United Nations Educational, Scientific and Cultural Organization (UNESCO), the International Council of Monuments and Sites (ICOMOS), the International Union for Conservation of Nature (IUCN) and by many other international organisations on a repeated basis, although in reality the consolidation of these aspects still seems a distant goal. On the other hand, the irreversible emergence of new technologies in tourism and heritage sectors has been highly considered, beyond traditional technological commercialisation tools. Current technological changes directly reach consumers and heritage itself; and this has to be taken into account when planning and managing tourism in heritage environments.

The book presents practical tools applicable to various studies, such as those for diagnostics of tourism potential of a site, strategic and operational plans, tourist product development, tourism indicators and evaluation systems, tourism communication plans, among others.

Target audience for this manual are planners and managers of protected areas or heritage sites, local managers, tour operators, local communities, tourism development stakeholders, tourism consultants, members of non-governmental organisations, tourism and heritage researchers, as well as tourism students and of other disciplines related to heritage and tourism resources.

The principles that have guided the development of these tools have been: sustainability, adaptability and flexibility, prioritisation and sequencing, quality of information, participation and updating.

Sustainability because the essence of this principle lies in the conservation and protection of heritage resources, and this is fundamental in order to develop tourism destination in the long-term.

Adaptability and versatility are explained by the fact that the proposed tools are generic and flexible and can be considered as a complete system to be used entirely, or partially adapted in regional or local planning processes, applying specific tools to enhance singular attractions.

Prioritisation and sequencing are principles that have to do with the order in which the application of the tools is approached.

Quality of information is a basic principle linked to the usefulness, veracity and applicability of these tools. Therefore, it is always emphasised the importance to refer to primary sources of documentation or corroborated documents.

Participation is a transversal principle necessary so that all stakeholders know the work that is carried out first hand and then they are able to bring their points of view and to discuss from the outset all aspects that may be of direct interest to them. Therefore, in addition to a specific worksheet on the subject, it is recommended to use it transversally in the tools application processes.

Updating is fundamental in a work of this type since tourism planning and management are very dynamic processes that require permanent evaluation to be able to make the right decisions. Therefore, monitoring results and updating data should be considered a necessary task that is part of regular programming. In this sense, in addition to its presentation in hard copy, this book facilitates a link through the website of the Universitat Politècnica de València, from which editable digital formats of the sheets can be downloaded, so that each user can access the worksheets directly from the QR code or URL that appears in the credits page. This application has a limited but sufficient extension for each response field and allows including graphic materials in the corresponding sections.

Regarding the scientific contribution of this work to the academic field, it should be noted that the concepts and contributions are the result of research and teaching experience of the Tourism research group of the Universitat Politècnica de València, who has over twenty years of experience developing tourism projects in countries of very different geographic realities. A vast number of concepts and data has been handled, as it is usually in the case of tourism enhancement of the heritage, and tourism planning and management studies. The greatest merit of this work has been to systematise, interrelate all this information, and present it in an orderly way so that it can be used efficiently.

This handbook includes fourteen worksheets on various aspects of tourism enhancement and planning. A practical way to use it is to take the corresponding worksheet to the topic to be developed and to follow the suggestions on the information to be collected in the different sections. A worksheet must be completed for each element analysed. Collected data have not only descriptive value but also prescriptive so they are useful to make diagnostics and strategic and operational proposals. Each worksheet is preceded by an introduction that explains how to fill in the different sections, clarifies concepts and establishes the usefulness of the worksheet in the context of sustainable tourism enhancement and planning. At the end of each introduction, a selection of specific further readings is provided.

It is important to note that in order to facilitate an assessment in relation to collected data, it is possible to value some answers on a rating scale from 1 to 5. As a result, the sum of the values obtained from various sections can be used to address the tourism diagnosis. In other sections where ratings are presented with multiple response options, without quantitative value, these are listed with letters.

Contents of the worksheets are very exhaustive in some cases, but it must be recalled that a good tourism analysis requires addressing a huge amount of information of very diverse nature and with many nuances. The level at which each subject can be treated will depend on many factors, but the worksheet intents to provide an overview of the most relevant elements,

factors and variables in order to conduct a prescriptive diagnostic of a site, attraction or tourism destination. For this reason, it is also important to consider the interrelationship that exists between the various worksheets.

Information required to complete the worksheets can be obtained from fieldwork, bibliographical and documentary references and interviews with stakeholders, and, in some cases, subsequent expert analysis will be required.

Different worksheets can be grouped into two large blocks. A first block refers to elements of the tourism offer and which includes, firstly, the inventory worksheets of attractions (natural, cultural, landscape and climate), facilities, service providers, recreational activities and tourist products, and heritage interpretation.

The second block incorporates tools more directly linked to planning such as the worksheet on potential and actual tourism demand, participatory processes, recreational carrying capacity and communication.

Finally, there is a compilation on recommended bibliography referring to tourism enhancement and heritage planning to guide the work of readers.

It only remains to express the enthusiasm, emotion and determination with which this work has been carried out and to invite all interested people who at the moment have this book in their hands to read it with critical spirit, to use their tools and to improve them with time, and to share their reflections and achievements, as this is the way in which science is constructed.

If it were like that, our objective as university researchers and lecturers would be satisfied.

THE AUTHORS

1 Comments and instructions for filling in the worksheet 'NATURAL HERITAGE'

INTRODUCTION

The first tool for the tourism enhancement of the heritage is to carry out the resources' inventories and the corresponding intrinsic and tourism assessment. This inventory worksheet is designed to be an integral instrument that includes a wide range of useful information for the study of natural heritage elements. The first sections of the worksheet are descriptive and are aimed at collecting data about the resource under analysis; the second part is more prescriptive, as it includes a rating of the resource based on a set of certain parameters. The completed worksheet provides preliminary information that can be of use to guide decision-making.

The information required to complete the worksheet may come from both direct data collection and documentary sources, which must be stated in the reference section.

This inventory worksheet includes 13 sections, which are described below.

STRUCTURE OF THE WORKSHEET

1. Name of the site or element

Section 1 refers to the name of the site or element. It is necessary to record the different names by which it is known to avoid any possible mistakes regarding its denomination.

2. Inspection data

It is necessary to state the place and the date on which the data were collected in order to know how up-to-date they are. Moreover, for practical purposes, the compiler's contact details must be included to allow any further consultations that may be necessary.

3. Location of the element

This section shall be used to identify the geographical coordinates (in degrees, minutes and seconds) or the UTM in order to allow the resource to be located. If it is an area, the coordinates stated must be those of the furthest points or the access area.

The name of the town/s where it is situated must be included together with the county or region and the country. In the case of supra-municipal or cross-border resources, this condition must be stated clearly.

It also describes the means of public transport existing in the destination in which the activity is carried out so as to analyse the local accessibility.

A sketched location map must be included in order to define and visually locate the area in which the resource is situated. For this purpose, images from open access digital cartographic and/or photographic platforms can be used (Google Earth or Maps, Bing, etc.), with a reference to the source so that their original interactive version can be viewed.

4. Accesses and connections

Accessibility is a variable that covers two aspects: on the one hand, the possibility of accessing the attractions easily and, on the other, the opportunity the area offers for accessing tourism demand source markets.

The data collected in this section are used to provide information about the proximity and connectivity existing between the resource under analysis and the main towns/cities and/or potential tourism demand source markets. To this end, it is suggested that the distance in kilometres and the existing transport system connectivity should be stated so as to be able to evaluate the opportunities to carry out visits as one-day trips and/or with overnight stays. The aim is to know not only the conditions of the road network but also to state any other possible means of transportation.

5. Type of element and description of its attributes

Section 5 is devoted to the analysis of the heritage element. The first step is to set the element within the typological group that it belongs to. Table NTL1 shows an illustrative classification of the wide range of elements that can be considered natural heritage. Due to their importance for tourism, the studies of the climate and the landscape are addressed in different worksheets.

The description of the element includes an approximate timeline of its formation in the case of geological and palaeontological resources and an appraisal of the stage of evolution in the case of forests.

Furthermore, a description of the surrounding setting and a sketched map of the element showing the areas available for public use must be included.

6. Conservation assessment and element condition

As regards the current condition of the resource, the first step is to assess its state of conservation and this is achieved by means of a rating scale. The results of which have a considerable influence on the overall assessment of the resource and the different options available as regards its use.

It is possible that an area has been restored or rehabilitated and, if so, this must be described briefly.

It is essential to state the standards of conservation defined for the resource or ecosystem, as they will be the base on which to establish the system of indicators, the reference for possible ecological restoration measures and the limits of the options for use. A standard of conservation, for example, is the optimum number of birds that should make up a colony; a number below this figure can be interpreted as being the result of a problem.

Table NTL1
Classification of natural attractions

TYPE	ELEMENTS
Geology	Remarkable geological formations (folds, structures, etc.) Places with an exceptional geological record Mineral deposits Fossiliferous deposits (petrified forests, dinosaur fossil sites, etc.) Others
Geomorphology (landforms)	Mountains (hills, domes, plateaus, etc.) Karstic forms (dolines, caves with stalactites and stalagmites, etc.) Volcanic forms (volcanoes, prismatic basaltic structures, etc.) Badlands Fluvial forms (valleys, floodplains, terraces, meanders, gullies, canyons, etc.) Littoral forms (islands, peninsulas, seacliffs, beaches, beach-barriers, sandy spits, barrier reefs, fjords, bays, coves, sea inlets, tidal plains, deltas, estuaries, etc.) Wind forms (deserts, dunes, etc.) Glacial forms (U-shaped valleys, moraines, etc.) Places impacted by the collision of large meteorites Others
Water bodies	Seas and oceans Rivers (streams, waterfalls, creeks, etc.) Glaciers Lakes, lagoons, wetlands, marshlands, salt flats, etc.) Aquifers (springs, thermal springs, geysers, cenotes, etc.) Others
Astronomical phenomena	Celestial bodies and stars Auroras Borealis and Australis Sunrises/Sunsets Eclipses Meteor showers Showers of shooting stars Others
Vegetation	Plant communities (tropical rain and cloud forests, alpine forests, deciduous forests, Mediterranean forests, bamboo forests, tundra, redwood forests, etc.) Areas with particularly attractive plant species (wild fruits, blossom areas, aquatic plants, etc.) Monumental trees Others
Fauna	Wildlife groups Rare species (giant tortoises, panda bears, etc.) Ecosystems with a great biodiversity Rare ecosystems (coral reefs, etc.) Traditional wildlife migration routes (birds, whales, reindeer, butterflies, gazelles, zebras, etc.) Others

Moreover, an analysis of the surrounding setting condition is proposed, as this is the foreground field in which the resource itself is set. This landscape setting must be of the same quality as the actual resource, otherwise it would make it somewhat less attractive. This analysis is performed on the Landscape worksheet.

As well as the condition, it is also advisable to identify the possible risks and threats that can affect the conservation of the resource. First, it is suggested to perform an impact analysis in relation to the productive activities carried out in the area. A detailed description must be provided in order to address this aspect with full awareness of the situation.

7. Social, scientific and legal recognition

This section refers to the recognition that society and scientific community attribute to the resource. Thus, from the social point of view, the element can be perceived as something of little importance in their lives but can also be important for certain individuals and/or social groups. Alternatively, it can become an essential identity item in their lives, and they therefore show attachment and appreciation for it.

Moreover, value is also given to scientific recognition granted by the scientific community in terms of dissemination of knowledge on different scales.

An important aspect for tourism enhancement of the element lies in the ownership regime, as private ownership limits to a considerable extent the options available regarding public use. It is therefore very important to state these data to be able to conduct a proper evaluation of the viability of its use as a tourism attraction.

Finally, in this section it is also necessary to identify the level of legal protection granted to the element, since this is not only a recognition of its values and attributes, but also sets out the legal terms on which its management must be based. It must be taken into account that not only environmental laws protect the element, but other such as those related to urban planning, agriculture, etc. must also be applied.

8. Intrinsic heritage value of the element from the geological, geomorphological, geographical, hydrological, palaeontological, biological, ecological, astronomical, etc. points of view

Section 8 marks the beginning of the evaluative part of the inventory worksheet. Establishing a measure of the value of the resources is useful to back up decision-making.

The first assessment to be performed concerns the inherent values and attributes of the resource itself (intrinsic scientific value). Thus, a geological, geomorphological, geographical, hydrological, palaeontological, biological, ecological and/or astronomical resource is rated according to the following criteria: significance, representativeness, singularity, naturalness/integrity and contextualisation, by applying a rising scale from 1 to 5. There is no standardised formula for applying this scale due to the wide range of different types of resources that exist. Hence, each case must be dealt with specifically. In this section of the inventory worksheet, there is an explanatory text about the definition of the criterion and the relevance of its application in each case.

It must be noted that a high intrinsic value of the resource does not necessarily have to coincide with a high tourism value. Thus, for instance, a resource with a high ecological value may not be attractive to the public and *vice versa*.

9. Tourism value of the element

Once the intrinsic value of a resource is known, the analysis focuses on the tourism evaluation, which is performed by applying other criteria such as: attractiveness, resistance (*vs.* activity/vulnerability), availability, on-site accessibility, feasibility and educational values.

The wildlife, for example, should be evaluated from the ecological perspective, but when it comes to recreation it is very interesting to know the vulnerability of each species to try not to have much impact upon it. Furthermore, it must be borne in mind that, because it is a mobile

resource, any impact will result in the temporary or permanent disappearance of animals of the points of observation.

The inventory worksheet includes an explanatory note to help in the application of the criteria. The rating will also be based on a rising scale of 1 to 5. As with the intrinsic assessment, in this case in-depth studies are also needed to establish the value of each criterion on the basis of fieldwork and specialized bibliography.

It should be noted that attractiveness is particularly complicated to evaluate because it is a criterion of a somewhat subjective nature and can vary depending on the personality traits of the different audiences. In general, a resource with marked sensory attributes and clearly visible is the most attractive.

The application of these criteria allows knowing the potential of a resource to its tourism enhancement. This depends not only on the attributes of the element itself, but also on economic considerations (investments in restoration measures, physical adaptations, public facilities, etc.) linked to the authorities responsible for its management, as well as others of a social nature related with the local communities.

10. Uses and management of the element

This section includes a description of the current uses of the element under analysis, stating the importance that the element has for the local community from the economic and social points of view.

The second part of information in this section is aimed at knowing which institutions and authorities have competences over the management of the resource, as there is often more than one institution involved. It is important to know whether there are any inter-institutional coordination mechanisms that ensure coherent management. It is also necessary to identify the authority responsible for the management of the element and the model implemented (direct management, concession, etc.) and whether the local communities are somehow involved in it.

In addition, the management instruments that exist for this element must also be identified, stating the date they were drafted and the period of validity together with the existence of maintenance programmes and the staff dedicated to such duties.

Moreover, information must also be stated as to whether it is open for the public to visit or if any other kinds of activities involving public use are carried out. Likewise, mention should be made of the dissemination materials available about the site.

It is important to include comments regarding the human resources that work directly with the element (staff dedicated to conservation, dissemination, maintenance, etc.). It is also interesting to get information about visitors or tourists (volume of the visitor flows, their personality traits, degree of satisfaction with the visit, best rated aspects of the visit, etc.), and current problems.

11. Additional comments

This section is to be used to provide any relevant information that, for whatever reason, has not been included in the previous sections.

12. Bibliographical and documentary references

A list of bibliographical, documentary references and web addresses should be provided in order to show the basic sources of knowledge used to complete the worksheet.

13. Graphical documents

The inventory worksheet must include any graphical documents needed to complete the knowledge about the site or the resource. For this purpose, photographs, maps, leaflets, etc. shall be included together with their origin and authorship.

FURTHER READINGS

Eagles, P.F.J.; McCool, S.F. and Haynes, Ch.D. (2002). *Turismo sostenible en áreas protegidas. Directrices de planificación y gestión.* Ed. PNUMA/OMT/UICN/Ministerio de Medio Ambiente de España, 183 pp.

European Union (2013). *Guidelines on Wilderness in Nature 2000. Management of terrestrial wilderness and wild areas within the Nature 2000 Network.* Ed. European Commission, 98 pp.

Fyall, A.; Garrod, B.; Leask, A. and Wanhill, S. (eds.) (2008). *Managing Visitor Attractions. New directions.* Ed. Butterworth/Heinemann, 365 pp.

Liddle, M. (1997). *Recreation ecology. The ecological impact of outdoor recreation and ecotourism.* Ed. Chapman & Hall, 639 pp.

Mallarach, J.M. (1999). *Criteris i mètodes d'avaluació del patrimoni natural.* Generalitat de Catalunya, Departament de Medi Ambient, 106 pp.

Worksheet code: NTL – 1 (EN)

NATURAL HERITAGE

1. NAME OF THE SITE OR ELEMENT

Name of the site or element	
Other names	

2. INSPECTION DATA

Compiler Name		Date and place of data gathering	
Compiler's e-mail address		Compiler's telephone number	

3. LOCATION OF THE ELEMENT

Coordinates[1]	GEOGRAPHICAL ° ′ ″ ° ′ ″	UTM (10x10)	
Surface area			
Address			
Town/City		Post Code	
County/Region		Country	
Local accessibility (means of public transport at destination)			
Location map			

[1] If it is an areal element, state the geographical or UTM coordinates of the main access point.

4. ACCESSES AND CONNECTIONS

Tourism demand source market/s	Distance to the site	Range of distances[2]	Type of road (motorway, national road, secondary road, etc.)	Transport connections[3] (roads' condition, frequency of public transport services, amount of connections, etc.)

Access description for each tourism demand source market	

[2] Range of distances in kilometres to towns or tourism demand source market/s: **1** - >200 km; **2** - 200-100 km; **3** - 100-50 km; **4** - <50 km; **5** - At the destination itself

[3] Transport connections: **1** - No connections by road or by public transport; **2** - Poorly connected (roads in bad condition, no public transport services, etc.); **3** - Minimum connection (secondary roads, etc.); **4** - Well-connected (roads in good condition, extensive public transport service, etc.); **5** - Excellent transport services (motorways, high-speed trains, etc.)

5. TYPE OF ELEMENT AND DESCRIPTION OF ITS ATTRIBUTES

Typology[4]		**a** - Singular geological formation; **b** - Fossiliferous deposits; **c** - Mineralogical site; **d** - Mountain landforms; **e** - Fluvial forms; **f** - Wind forms; **g** - Littoral forms; **h** - Karstic forms; **i** - Glacial forms; **j** - Volcanic forms; **k** -Sea, ocean; **l** - River, stream, creek; **m** - Lake, lagoon; **n** - Waterfall, spring, source; **o** - Wildlife group; **p** -Vegetation and Flora; **q** - Astronomical phenomenon; **r** - Others (specify in comments field)
Characteristics of the element		
Period in which the geological, geomorphological and/or palaeontological structures were formed		
Stage of evolution of the vegetation and/or wildlife group		
Surrounding setting description		
Sketched plans of the site (specify areas for public use)		
Comments		

[4] Classification (see table NTL1 in the Introductory text)

6. CONSERVATION ASSESSMENT AND ELEMENT CONDITION

6.1. Current resource condition

Resource condition		**1** - Extinct; **2** - Almost disappeared; **3** - Severely deteriorated; **4** - Slightly deteriorated; **5** - No apparent deterioration (pristine condition)
Restoration measures undertaken (description and date of main interventions)		
Conservation Standards (specify existent documents)		
Indicators System (specify existent documents)		
Comments (indicate causes of deterioration or damage)		

6.2. Risks and threats

Risks and threats		**a** - Intensive agriculture; **b** - Intensive grazing; **c** - Intensive fishing; **d** - Forestry development; **e** - Mining; **f** - Lack of Territorial Planning; **g** - Land-use changes; **h** - Inadequate infrastructures; **i** - Mass tourism; **j** - Industry; **k** - Vandalism; **l** - Lack of legal protection; **m** - Traditional activities and customs no longer in use; **n** - Poaching; **o** - Lack of administrations awareness; **p** - Lack of local communities appreciation; **q** - Fires; **r** - Climate change; **s** - Political and war conflicts; **t** - Others (specify in comment field)
Comments		

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7. SOCIAL, SCIENTIFIC AND LEGAL RECOGNITION

7.1. Social and scientific recognition

Social recognition (society's perception of the element value)		**1** - Insignificant for the vast majority of individuals; **2** - Not very significant for most individuals; **3** - Significant for an important number of individuals; **4** - Significant for the vast majority of individuals; **5** - Essential for most individuals (it represents a solid identity social value)
Scientific recognition (the scientific community's perception of the element value)		**1** - Unknown; **2** - Known locally; **3** - Known within the region; **4** - Documented; **5** - Studied scientifically and made known publicly

7.2. Ownership of the element

Ownership regime		**a** - Private; **b** - Public; **c** - Mixed
Owner of the element and their contact details		

7.3. Legal status

Legal status		**1** - Uncatalogued (no protection); **2** - Catalogued (minimum legal protection or local protection); **3** - Medium legal protection (regional protection); **4** - High legal protection (national protection); **5** - Maximum legal protection (international protection)
Applicable rules		
Comments		

8. INTRINSIC HERITAGE VALUE OF THE ELEMENT FROM THE GEOLOGICAL, GEOMORPHOLOGICAL, GEOGRAPHICAL, HYDROLOGICAL, PALAEONTOLOGICAL, BIOLOGICAL, ECOLOGICAL, ASTRONOMICAL, ETC. POINTS OF VIEW

Establish a rating of the element itself (intrinsic scientific value) according to the following criteria by using a rising scale from 1 to 5 in each section:

Significance		This refers to the scientific and functional values of the ecosystem, biodiversity, geodiversity and natural elements in general which define the importance of a site or element over and beyond its mere functional use. The scientific value deals with the interest it has and the inherent characteristics that it presents according to the type in which it has been included (Geology, Geomorphology, Geography, Hydrology, Palaeontology, Biology, Ecology, Astronomy, etc.). The functional values are related to the functions and eco-services of the ecosystems and elements of nature. The social or spiritual significance refers to the current attachment between the element and the community.
Representativeness		The extent to which the element presents the characteristics or attributes inherent in the group or ecosystem it belongs to. It can have two meanings: 'typical representativeness', when an element is frequent or common (when referring to a group, the typical characteristics will be those that predominate in most of its individuals). In the opposite sense, it would refer to the exceptional features that are only represented in a minority.
Singularity		This is established according to the rarity, scarcity or uniqueness presented by the element in relation to the characteristics inherent in the type it belongs to, taking into account the spatial scale, scope of the distribution of the resource (local, regional, national, international), and also demographic values of the group (number of individuals).
Naturalness/Integrity		Naturalness and integrity are usually taken together when evaluating natural heritage. Naturalness or Wilderness refers to the absence of human modification (pristine element or space, unaltered, undisturbed, etc.). Integrity is a measure of the completeness or entirety of the element, attributes and processes (functional integrity) that make up the element. This attribute becomes devalued depending on the changes and alterations the element has undergone. It is necessary to evaluate the extent to which the resource includes all the elements needed to express its value and whether it is of an adequate group size (area and/or population) to ensure the full representation of the features and processes that convey its significance.
Contextualisation		This refers to the harmony that exists between the heritage natural element and other elements and its immediate surrounding setting, as well as the landscape in which it is located. If the landscape is a relevant element of the site as a whole, it will be necessary to full in a specific worksheet on this matter.
Comments		

9. TOURISM VALUE OF THE ELEMENT

Establish a rating of the element based on its tourism potential according to the following criteria by using a rising scale from 1 to 5 in each section:

Attractiveness		This refers to parameters of an aesthetic, spiritual, emotional and perceptual character based on physical sensory perceptions such as the visual, audible, olfactory, gustatory and tactile richness, together with other perceptions such as beauty, magnificence, originality, symbolism, identity, etc. that arouse positive emotions and feelings of appreciation in people and, even, therapeutic benefits.
Resistance (*vs.* Fragility/ Vulnerability)		This is defined as the capacity of an element or ecosystem to withstand an aggression; at the other extreme, there is fragility, which is defined as the susceptibility to perturbation (impact) of an anthropic origin. The importance of using the criterion of resistance lies in the fact that it takes into account the probability of destruction, disturbances and/or degradation of the element and its capacity for regeneration after undergoing a perturbation (resilience). Fragility is greater when the element under evaluation is rare or when it has a low capacity for adaptation and recovery.
Availability		This is related to the possibility and frequency of observation and/or seasonality of the resource, as well as the special periods during which it cannot be disrupted (nesting, reforestation, etc.). Climate is also a limiting factor if the activities are performed outdoors. This criterion is one of the most important in the evaluation of the wildlife and atmospheric phenomena, depending on whether the observation is guaranteed, usual, highly seasonal or exceptional. In the case of resources of an areal character, the recreational carrying capacity will also determine the spatial availability to receive visitors.
On-site Accessibility		This refers to the ease with which the element or site can be visited, in terms of physical adaptations and recreational facilities for the visit.
Feasibility		This is used to rate the extent to which the tourism enhancement of the resource is achievable. It deals with the good condition of the resources, economic viability (evaluation of costs and profits, acquisition costs, restoration costs, management and maintenance costs, specific adaptation costs, etc.). It also is related to the spatial and temporary availability of the resource, existence of rights, traditional uses, religious practices, management capacity of the competent authority (to guarantee its protection and/or its tourism enhancement), the social benefits, and also the attitude of the stakeholders and the community (acceptance by the local population is usually one of the most decisive criteria for rating feasibility).
Educational values		This takes into account the potential of the site and/or element to provide scientific knowledge within the field of the Natural and Earth Sciences (Ecology, Biology, Geology, Geomorphology, Geography, Hydrology, Astronomy, etc.), and to facilitate its comprehension (Interpretation potential). Aspects that help to increase public awareness on the heritage conservation are also valued (Environmental Education).
Comments		

10. USES AND MANAGEMENT OF THE ELEMENT

10.1. Current use of the element

Existing uses (conservation, forestry exploitation, livestock farming, fishing, agriculture, mining, water usage, tourism, etc.)		
Socio-economic importance of the current uses		**1** - Irrelevant; **2** - Residual socio-economic importance; **3** - Relative socio-economic importance; **4** - Important for the socio-economics of community; **5** - Essential for the socio-economics of community
Comments		

10.2. Management issues

Authorities/Institutions with competences over the element (public and/or private)		
Authority/Institution responsible for managing the element		
Management model		**a** - Direct management; **b** - Indirect management (concession, lease, agreement); **c** - Others (specify in comments field)
Existing management instruments		**a** - Master Plan; **b** - Public Use Management Plan; **c** - Management Plan for the Conservation of Natural Resources ; **d** - Strategic and Operational Plan; **e** - Plan for the Tourism Enhancement of the Natural Heritage; **f** - Interpretation Programme; **g** - Sustainable Tourism Development Strategic Plan; **h** - Tourism Revitalization Plan; **i** - Specific Plans (restoration, eradication of exotic species, appraisal of visitors' satisfaction, etc.); **j** - Awareness Plan; **k** - Others (specify in comments field)

Drafting date, period of validity and level of implementation achieved	
Maintenance programmes and tasks	
Local stakeholders and society Involvement	
Types of visits (if it is open for this use)	**a** - Guided/scheduled visit; **b** - Self-guided visit; **c** - Special events; **d** - Non-existent
Dissemination materials (travel books, maps, leaflets, interpretive signage, web, apps, etc.)	
Comments (management model description, staff, visitors, management problems, best-rated features of the site, etc.)	

11. ADDITIONAL COMMENTS

12. BIBLIOGRAPHICAL AND DOCUMENTARY REFERENCES

13. GRAPHICAL DOCUMENTS (photographs, maps, leaflets, etc.)

2 Comments and instructions for filling in the worksheet 'BUILT HERITAGE'

INTRODUCTION

Elements of built heritage are important cultural references in tourism destinations and are key attractions for visitors. It is therefore necessary to carry out an inventory and an assessment of their intrinsic and tourism value.

This inventory worksheet is conceived as an integral instrument that includes a great variety of useful information for the study of immovable heritage and modern built elements (engineering works and modern architecture). The first sections of the worksheet are descriptive and are aimed at collecting data about the resource under analysis; the second part is more prescriptive, as it includes an assessment of the resource based on a set of certain parameters. The completed inventory worksheet provides preliminary information that can be of use to guide decision-making.

The information required to complete the worksheet may come from both direct data collection and documentary sources, which must be stated in the reference section.

This inventory sheet includes 13 sections, which are described below.

STRUCTURE OF THE WORKSHEET

1. Name of the site or element

Section 1 refers to the name of the site or element. It is necessary to record the different names by which it is known to avoid any possible mistakes regarding its denomination.

2. Inspection data

It is necessary to state the place and the date on which the data were collected in order to know how up-to-date they are. Moreover, for practical purposes, the compiler's contact details must be included to allow any further consultations that may be necessary.

3. Location of the element

This section shall be used to identify the geographical coordinates (in degrees, minutes and seconds) and/or the UTM in order to allow the resource to be located.

The name of the town/s where it is situated must be included, together with the county or region and the country.

Details must also be given regarding the means of public transport available at the destination in which the site or element is located to be able to analyse local accessibility.

A sketched location map must be included in order to define and visually locate the area in which the site or element is situated. For this purpose, images from open access digital cartographic and/or photographic platforms can be used (Google Earth or Maps, Bing, etc.), with a reference to the source so that their original interactive version can be viewed.

4. Accesses and connections

Accessibility is a variable that covers two aspects: on the one hand, the possibility of accessing the attractions easily and, on the other, the opportunity the area offers for accessing tourism demand source markets.

The data collected in this section are used to provide information about the proximity and connectivity existing between the resource under analysis and the main towns/cities and/or potential tourism demand source markets. To this end, it is therefore suggested that the distance in kilometres and the existing transport system connectivity should be stated to be able to evaluate the opportunities to carry out visits as one-day trips and/or overnight stays. The aim is to know not only the conditions of the road network but also to state any other possible means of transportation.

5. Type of element and description of its attributes

The purpose of setting heritage elements within a typology is to make it easier to order the wide range of diverse information that it may be necessary to handle in an analytical process like this one. This facilitates subsequent decision-making in the phases of tourism enhancement and the design of recreational activities and tourist products, as the attractions are classified from a thematic point of view.

A number of typological cultural classifications have been proposed and all of them are valid because, as we have seen, their main purpose is to organise information. The important thing from the procedural point of view is that they classify and order the information that has been recorded in such a way that it can be managed efficiently. This work proposes a classification of elements of built heritage based on their architectural, archaeological, urban, historical, artistic, ethnographic, socio-cultural, etc. value. Accordingly, the different elements can be grouped in the following domains: a) Monuments, buildings and heritage sites; b) Archaeological heritage elements; c) Urban elements; and d) Technological centers, engineering works and modern architecture.

One issue that must also be taken into account is that the boundaries between some groups or domains (architecture/archaeological, historical/archaeological, natural/ethnographic, etc.) are very subtle and whether an element is included in one group rather than another will depend on specific local factors.

a) Monuments[1], buildings and heritage sites. This section includes (table BLT1) man-made constructions that form a remarkable unit or set of elements with an acknowledged

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[1] The concept of 'monument' was initially of a commemorative nature, but today it is extended to other constructions of architectural, artistic, archaeological, historical or similar value.

architectural, historical, socio-cultural, artistic or ethnographic value. Such a concept includes not only the great architectural creations of a civil, religious, defence or productive nature, but also more modest works (traditional rural constructions associated to particular civilisations or cultures) that, over the years, have acquired cultural significance (ethnographic heritage). Moreover, this group also includes historical places that are the scenes (geographic space) where significant historical events took place (e.g. battles, etc.), or which are linked to popular traditions (e.g. ceremonial or sacred places, etc.), cultural or inspirational creations, etc.

Industrial or similar buildings, of historical, architectural and/or social value, are also included in this domain.

Table BLT1
Monuments, Buildings and Heritage sites

DOMAIN	ELEMENTS
Public civil buildings	Town hall, customs, court, post office, bank, parliament, school, museum, casino, opera house, theatre, auditorium, library, market, train station, thermal baths, etc.
Residential buildings	Palace, country house, high-rise buildings, traditional dwellings (cabin, palafitte, etc.) labourers' dwellings, etc.
Religious constructions	Church (hermitage, basilica, cathedral, chapel, etc.), convent, collegiate church, monastery, sanctuary, mosque, stations of the cross, bel towers, synagogue, abbey, temple, etc.
Defence constructions	Castle, walled city, fortified walls (remains of walls, tower, portal, etc.), telegraph tower, fortified building, fort, barracks, bunker, shelter, trench, underground gallery, arsenal, casemate, etc.
Traditional rural constructions of ethnographic value	Country house, farmhouse, hunting lodge, farm, ranch, estate, warehouse (silo, tool booth, barn, etc.), farmyard, natural icebox, dryer, public launtry place, mill, cellars, distillery, water deposit (cistern, water tank, etc.), irrigation system (canal, weir, irrigation channel, waterwheel, etc.), stables, etc.
Funerary constructions	Cemetery, necropolis, mausoleum, pantheon, catacombs, tomb, etc.
Historic sites or places and commemorative elements	Historic site, triumphal arch, memorial, obelisk, etc.
Mining and industrial heritage elements	Mine, miners' dwellings, hydraulic and transportation facilities (mills, refineries, etc.), remarkable industrial structures (factories, industrial units, hangars, garages, blast furnace, chimney, wharf, pier, warehouse, silo, dockyard, shed, old shipyard, etc.), etc.

b) Archaeological heritage elements. Archaeological heritage is difficult to delimit due to the aspects it shares with other kinds of heritage such as architectural and monumental. What distinguishes it from other types is that the main method of research and information of

these heritage elements consists in analysing the material remains in the absence of any written documents.

It is a type of heritage of great interest to tourists related to settlements dating back to prehistoric times and to great ancient civilisations upon which the history of humanity is based.

Three domains have been included in this section (table BLT2): archaeological sites, understood as referring to settlements or places with remains and/or constructions, structures, monuments, etc. related to human activities from earlier periods; cave paintings on walls; and archaeological areas. While cave paintings are found in natural environments such as caves and or rocky shelters, archaeological sites and areas can be found in any setting, both natural and/or rural and urban, and even within underwater settings. The difference between archaeological site and area has been established essentially on the basis of the surface dimensions and on its being considered an individual element rather than a set of heritage assets.

Table BLT2
Archaeological heritage elements

DOMAIN	ELEMENTS
Archaeological site	Human settlement (habitats, burial sites, etc.) in an urban or rural area, site inside caves, underwater site, musealised site, etc.
Cave paintings	Rock art or parietal art: drawings, pictographs (which are painted onto the surface of caves and rocky shelters), engravings, petroglyphs (carved into the rock surface), earth figures (formed on the ground), etc.
Archaeological area	Set of archaeological elements (architectural and/or urban), archaeological park, archaeological route, etc.

c) Urban elements. This domain includes valuable heritage spatial elements related to urban development and town structure. Three domains have been included: the urban layout (road system), urban landmarks, and districts (table BLT3).

Table BLT3
Urban elements

DOMAIN	ELEMENTS
Urban layout (road network)	Orthogonal (reticular, gridiron or checkerboard), irregular, radiocentric, etc.
Urban landmark	Square, street, green areas (botanical gardens, historical gardens, green corridors and belts, etc.), emblematic buildings, public spaces, etc.
District	Historical center, fisherman's quarter, financial district, monumental areas, working-class neighbourhood, university district, etc.

In most cases, the urban layout is determined by the characteristics of the land on which the site is situated and by the historical evolution of the urban space, and therefore has a heritage value.

As regards the urban landmarks, it must be noted that they have iconic value as reference elements, not only for visitors but also for local residents. Hence, in addition to the monumental elements already discussed in another section, this domain also includes squares and streets, public spaces and green areas. Apart from botanical and historical gardens, which undoubtedly have a heritage value, public spaces and green areas also include green corridors and belts, which are one of the most important features of modern urban planning and are transforming the appearance of many cities. They therefore have a great social value.

Finally, the typology referring to districts is dealt with. These are considered urban spaces that may be clearly delimited thanks to their common features. Districts can be rated due to their historical, architectural, ethnographic, anthropological, etc. significance. 'Historical centres' are especially relevant as they are a first-rate tourism attraction in most cities. They must be addressed as an urban element as well as the necessary treatment granted to their heritage assets (monuments, constructions, etc.).

d) Technological centres, Engineering works and Modern architecture. This last section includes a whole series of recent undertakings of great social value that, as noted earlier, despite not being designed to attract visitors have become iconic referents of the territory and cities, and are therefore considered important tourism attractions. They have been grouped in two domains (table BLT4): Technological centers, and Engineering works and Modern architecture.

Table BLT4
Technological centers, Engineering works and Modern Architecture

DOMAIN	ELEMENT
Technological centers	Rocket launch centers Astronomical observatory Volcano observatory Others
Engineering works and Modern Architecture	Dams Reservoirs Bridges Dykes Aqueducts Canals Artificial islands Viaducts Telecommunication towers High-tech skyscrapers Overhanging viewpoints Lifts/Elevators Others

A physical description should be included on the inventory worksheet with details of the main features of the built element, both inside and outside. Details should include its volume, specifying the materials used in its construction, the most important parts of the element, the

construction system, ornamental elements, colours, etc. A brief description of the immediate surrounding setting or landscape in which the element is situated should also be added, together with a sketched plan.

This section should also include a timeline of the immovable asset that includes the year of construction and subsequent important interventions and the artistic-architectural style it belongs to.

6. Conservation assessment and element condition

As regards the current condition of the element, the first step is to assess its state of conservation, and this is achieved by means of a rating scale, the results of which have a considerable influence on the overall appraisal of the element and the different options available as regards its use.

It is possible that the element has undergone restoration works, which will have to be described briefly, stating the date on which they were carried out and mentioning the causes that brought about the deterioration. In addition, it is also necessary to make reference to the alterations and/or loss of functionality that has undergone the element.

It is essential to state the standards of conservation defined for the element, as they will be the base on which to establish the monitoring indicators, the reference for possible restoration and rehabilitation works and the limits of the options for use. The standards are a reference for preserving the significance and the values of the site, as well as its structural integrity and its aesthetic quality.

The system of indicators will be used to carry out a follow-up of the condition of the element. The indicators show the changing tendencies of standards and are a useful aid when it comes to comparing the situation prior to the implementation of tourism activities and afterwards. For example, in order to detect conditions affecting the integrity of the building, indicators such as the following are useful: 'number of damaged or disappeared structures', 'number of fractures, fissures and/or cracks', 'number of collapses and fallen blocks', 'number of detachments of facing elements', etc. With regard to the aesthetic quality, the following are some examples of indicators that can be used: 'number of *graffiti* and paintings', 'presence of garbage', 'presence of spontaneous vegetation', 'presence of non-local materials', etc.

As a complementary and far from negligible element, an analysis of the surrounding setting condition is proposed, as this is the foreground field in which the resource itself is set. This landscape setting must be of the same quality as the actual element, otherwise it would make it somewhat less attractive. This analysis is performed on the Landscape worksheet.

As well as the condition, it is necessary to identify the possible risks and threats that can affect the conservation of the element. First, it is suggested to perform an impact analysis in relation to the productive activities carried out in the area. A detailed description must be provided in order to address this aspect with full awareness of the situation.

7. Social, scientific and legal recognition

This section refers to the recognition that society and the scientific community attribute to the element. Thus, from the social point of view, the element can be perceived as something of little importance in their lives but can also be important for certain individuals and/or social groups. Alternatively, it can become an essential identity item in their lives, and they therefore show attachment and appreciation for it.

Moreover, value is also given to the recognition granted by the scientific community in terms of the dissemination of knowledge on different scales.

An important aspect for the enhancement of the element lies in the ownership regime, as private ownership limits to a considerable extent the options available regarding public usage. It is therefore very important to state these data to be able to conduct a proper evaluation of the viability of its use as a tourist attraction.

Finally, in this section it is also necessary to identify the level of legal protection granted to the element, since this is not only a recognition of its values and attributes but sets out the legal terms on which its management must be based. It must be taken into account that the element may not only be under the protection of cultural rules and regulations, but other such as those related to urban planning, environment, etc., must also be applied.

8. Intrinsic heritage value of the element from the architectural, archaeological, urban, ethnographic, artistic, historical, socio-cultural, technological, etc. points of view

Section 8 marks the beginning of the evaluative part of the inventory worksheet. Establishing a measure of the value of the elements or sites is useful to back up decision-making.

The evaluation that is proposed using different criteria will result in a preliminary appraisal that must be completed with a subsequent expert analysis.

The first assessment to be performed is inherent in the values and attributes of the resource itself (intrinsic scientific value). Thus, a site or element is evaluated according to the following criteria: significance, representativeness, singularity, integrity, authenticity, and contextualisation, by applying a rising scale from 1 to 5. There is no standardised formula for applying this scale due to the wide range of different types of elements that exist. Hence, each case must be dealt with specifically. In this section of the inventory worksheet, there is an explanatory text about the definition of the criterion and the relevance of its application in each case.

It must be noted that a high intrinsic value of the element does not necessarily have to coincide with a high tourism value. Thus, for instance, an element with high social or historical significance may not be at all attractive to visitors.

9. Tourism value of the element

Once the intrinsic value of a site or element is known, the analysis focuses on the tourism assessment that is performed by applying other criteria such as: attractiveness, resistance (*vs*. fragility/vulnerability), availability, on-site accessibility, feasibility and educational values.

The inventory worksheet includes an explanatory note to help in the application of the criteria. The rating will also be based on a rising scale of 1 to 5. As with the intrinsic assessment, in this case in-depth studies are also needed to establish the value of each criterion on the basis of fieldwork and specialized bibliography.

It should be noted that attractiveness is particularly complicated to evaluate because it is a criterion of a somewhat subjective nature and can vary depending on the personality traits of the different audiences. In general, elements with marked sensory attributes and clearly visible are the most attractive.

The application of these criteria allows knowing the potential of a resource to its tourism enhancement. This depends not only on the attributes of the element itself, but also on economic considerations (investments in restoration works, physical adaptations, public facilities, etc.) linked to the authorities responsible for its management, as well as others of a social nature related to the local communities.

10. Uses and management of the element

This section includes a description of the current uses of the element under analysis, stating the importance that it has for the local community from the economic and social points of view.

The second part of information in this section is aimed at knowing which institutions and authorities have competences over the management of the element, as there is often more than one institution involved. It is important to know whether there are any inter-institutional coordination mechanisms that ensure coherent management. It is also necessary to identify the authority responsible for the management of the element and the model implemented (direct management, concession, etc.), and whether the local communities are somehow involved in it.

In addition, the management tools that exist for this element must also be identified, stating the date they were drafted and the period of validity together with the existence of maintenance programmes and the staff dedicated to such duties.

It is important to include comments regarding materials available for disseminating information about the element or set of elements, and human resources that work directly with the element (staff dedicated to conservation, dissemination, maintenance, etc.), current problems, etc. Moreover, it must also be stated information about the volume of the visitor flows, their personality traits, degree of satisfaction with the visit, best-rated aspects of the visit, etc.

11. Additional comments

This section is to be used to provide any relevant information that, for whatever reason, has not been included in the previous sections.

12. Bibliographical and documentary references

A list of bibliographical, documentary references and web addresses should be provided in order to show the basic sources of knowledge used to complete the worksheet.

13. Graphical documents

The inventory worksheet must include any graphical documents needed to complete the knowledge about the site or element. For this purpose, photographs, maps, leaflets, etc. shall be included together with their origin and authorship.

FURTHER READINGS

Ballart, J. (2002). *El patrimonio histórico y arqueológico: valor y uso.* Ed. Ariel, 268 pp.

Ballart, J. and Tresserras, J.J. (2001). *Gestión del patrimonio cultural.* Ed. Ariel, 224 pp.

English Heritage (2013). *Practical Building Conservation: Conservation Basics.* Ed. Ashgate, 384 pp.

Querol, M.A. (2010). *Manual de Gestión del Patrimonio cultural.* Ed. Akal, 541 pp.

Troitiño, M.A. (2008). *Ciudades Patrimonio de la Humanidad: Patrimonio, Turismo y Recuperación Urbana.* Universidad Internacional de Andalucía: Junta de Andalucía, Consejería de Cultura, 276 pp.

UNESCO (1972). *Convention Concerning the Protection of the World Cultural and Natural Heritage.* General Conference of the United Nations Educational, Scientific and Cultural Organization, 17th session.

World Tourism Organization (2004). *Tourism at World Heritage sites*. Ed. UNTWO, 123 pp.

BUILT HERITAGE

1. NAME OF THE SITE OR ELEMENT

Name of the site or element	
Other names	

2. INSPECTION DATA

Compiler name		Date and place of data gathering	
Compiler's e-mail address		Compiler's telephone number	

3. LOCATION OF THE ELEMENT

Coordinates[1]	GEOGRAPHICAL ° ' " ° ' " UTM (10x10)
Area surface	
Address	
Town/City	Post Code
County/Region	Country
Local accessibility (means of public transport at destination)	
Location map	

[1] Please state the geographical or UTM coordinates of the main access point.

4. ACCESSES AND CONNECTIONS

Tourism demand source market/s	Distance to the site or element	Range of distances[2]	Type of road (motorway, trunk road, country road, etc.)	Quality of transportation connections[3] (roads' condition, frequency of public transport services, amount of connections, etc.)

Access description for each tourism demand source market	

[2] Range of distances in kilometres to towns or tourism demand source market/s: 1 - >200 km; 2 - 200-100 km; 3 - 100-50 km; 4 - <50 km; 5 - At the destination itself

[3] Transport connections: 1 - No connections by road or by public transport; 2 - Poorly connected (roads in bad condition, no public transport services, etc.); 3 - Minimum connection (secondary roads, etc.); 4 - Well connected (roads in good condition, extensive public transport services, etc.); 5 - Excellent transport services (motorways, high-speed trains, etc.)

5. TYPE OF THE ELEMENT AND DESCRIPTION OF ITS ATTRIBUTES

Typology[4]		**a** - Monuments, buildings and heritage sites (public civil buildings, residential buildings, religious constructions, defence constructions, traditional rural constructions of ethnographic value, funerary constructions, historic sites or places and commemorative elements, mining and industrial heritage elements); **b** - Archaeological heritage elements (archaeological site, Rocky or parietal paintings, archaeological area); **c** - Urban elements (urban layout, urban landmark, districts); **d** - Technological centres, Engineering works and Modern architecture; **e** - Others (specify in comments field)
Characteristics of the element (construction and functional features, volumetry, building materials, physical adaptations, etc.)		
Building Date (method, technique, references or historical records used to date the element)		
Artistic/architectural Style		**a** - Classical; **b** - Mediaeval; **c** - Islamic ; **d** - Romanesque; **e** - Gothic; **f** - Renaissance; **g** - Baroque; **h** - Rococo; **i** - Neoclassical; **j** - Eclecticism; **k** - Modernist; **l** - Modern Architecture; **m** - Others (specify in comments field)
Surrounding setting description		
Sketched plans of the element (specify areas for public use)		
Comments		

[4] Classification (see tables BLD1, BLD2, BLD3 and BLD4 in the Introductory text)

6. CONSERVATION ASSESSMENT AND ELEMENT CONDITION

6.1. Current element condition

Element condition		**1** - Disappeared; **2** - Almost disappeared; **3** - Severely damaged; **4** - Slightly damaged; **5** - No apparent damage
Comments (indicate causes of damage)		
Interventions and restoration works undertaken (description and date of main interventions)		
Conservation standards (specify existent documents)		
Indicators System (specify existent documents)		

6.2. Risks and threats

Risks and threats		**a** - Land-use changes (urban sprawl, etc.); **b** - Alteration of the surrounding area; **c** - Traditional activities and customs no longer in use; **d** - Political conflicts and wars; **e** - Weathering; **f** - Lack of maintenance; **g** - Lack of legal protection; **h** - Lack of physical barriers or protective elements; **i** - Mass tourism; **j** - Vandalism; **k** - Abandonment; **l** - Lack of local communities appreciation; **m** - Lack of administrations awareness; **n** - Vulnerable construction techniques; **o** - Inadequate interventions; **p** - Plundering; **q** - Unlawful appropriations; **r** - Lack of heritage and territorial planning; **s** - Others (specify in comments field)
Comments		

7. SOCIAL, SCIENTIFIC AND LEGAL RECOGNITION

7.1. Social and scientific recognition

Social recognition (society's perception of the element value)		**1** - Insignificant for the vast majority of individuals; **2** - Not very significant for most individuals; **3** - Significant for an important number of individuals; **4** - Significant for the vast majority of individuals; **5** - Essential for most individuals (it represents a solid identity social value)
Scientific recognition (the scientific community's perception of the value of the element)		**1** - Unknown; **2** - Known locally; **3** - Known within the region; **4** - Documented; **5** - Studied scientifically and made known publicly

7.2. Ownership of the element

Ownership regime		**a** - Private; **b** - Public; **c** - Mixed (specify in comments field)
Owner of the element and contact details		

7.3. Legal status

Legal status		**1** - Uncatalogued (no protection); **2** - Catalogued (minimum legal protection or local protection); **3** - Medium legal protection (regional protection); **4** - High legal protection (national protection); **5** - Maximum legal protection (international protection)
Applicable rules		
Comments		

8. INTRINSIC HERITAGE VALUE OF THE ELEMENT FROM THE ARCHITECTURAL, ARCHAEOLOGICAL, URBAN, ETHNOGRAPHIC, ARTISTIC, HISTORICAL, SOCIO-CULTURAL, TECHNOLOGICAL, ETC. POINTS OF VIEW

Establish a rating of the element itself (intrinsic scientific value) according the following criteria by using a rising scale from 1 to 5 in each section:

Significance		This refers the set of scientific, historical, socio-cultural and artistic values that define the importance of a site or element over and beyond its mere functional use. The scientific value deals with the interest it has and the inherent characteristics that it presents according to the type in which it has been included (Architecture, Archaeology, Urbanism, Technology, etc.). It is established because of the design, materiality, form, style, and construction procedure. The historical value is related to the associations between the heritage asset and the recording of events over time, or to a certain fact, idea or historical person relevant to society. The artistic value is because it is considered a masterpiece resulting from the creativity and the expression of the man. The social or spiritual significance refers to the current attachment between the element and the community.
Representativeness		The extent to which the element presents the characteristics or attributes inherent in the type it belongs to. It can have two meanings: 'typical representativeness', when an element is frequent or common, and in the opposite sense, it would refer to the exceptional features that are only represented in a minority.
Singularity		This is established according to the rarity, originality or uniqueness presented by the element in relation to the characteristics inherent in the type it belongs to, taking into account the spatial scale, scope of the distribution of the element (local, regional, national, international), and also the number of similar elements that exist (scarcity, paucity).
Integrity		It is a measure of the completeness or entirety of the element and their attributes that make up the immovable element, to ensure that it maintains its significance. This attribute becomes devalued depending on the changes and/or alterations the element has undergone.
Authenticity		Authenticity (or genuineness) is based on the veracity of the design, materials, structure, surroundings, etc. of the element in relation to its original creation. This attribute becomes devalued depending on the changes and/or alterations the element has undergone.
Contextualisation		This refers to the harmony that exists between the cultural element and other elements and its immediate surroundings setting (other buildings, original urban layout, etc.), as well as the landscape in which it is located. If the landscape is a relevant element of the site as a whole, it will be necessary to fill in a specific worksheet on this matter.
Comments		

9. TOURISM VALUE OF THE ELEMENT

Establish a rating of the element based on its tourism potential according the following criteria by using a rising scale from 1 to 5 in each section:

Attractiveness		This refers to parameters of an aesthetic, spiritual, emotional and perceptual character based on physical sensory perceptions such as the visual, audible, olfactory, tactile richness, together with other perceptions such as beauty, magnificence, originality, symbolism, identity, etc. that arouse positive emotions and feelings of appreciation in people.
Resistance (*vs.* Fragility/ Vulnerability)		This is defined as the capacity of an element to withstand an aggression; at the other extreme, there is fragility, which is defined as the susceptibility to perturbation (impact) of an anthropic or environmental origin. The importance of using the criterion of resistance lies in the fact that it takes into account the probability of destruction and/or damage of the element. Fragility is greater when the element under evaluation is rare.
Availability		This is related to the possibility and/or frequency of observation or the operating time of an element in a particular area. In the case of immovable heritage, the most influential factors are the accesses, aspects related to schedule management, and external factors such as the climate. The recreational carrying capacity will also determine the spatial availability to receive visitors.
On-site Accessibility		This refers to the ease with which the element or place can be visited, in terms of physical adaptations and recreational facilities for the visit.
Feasibility		This is used to rate the extent to which the tourism enhancement of the element is achievable. It deals with the good condition of the element and the economic viability (evaluation of costs and profits, acquisition costs, restoration costs, management and maintenance costs, specific adaptations costs, etc.), with the spatial and temporary availability of the element, the existence of rights, traditional uses, religious practices, management capacity of the competent authority (to guarantee its protection and/or its tourism enhancement), the social benefits and also the attitude of the stakeholders and the community (acceptance of the local population is usually one of the most decisive criteria for rating the feasibility).
Educational values		This takes into account the potential of the site or element to provide scientific knowledge within the field of History, Architecture, Urban planning, Archaeology, Fine Arts, etc., and to facilitate its understanding (Interpretation potential). Aspects that help to increase public awareness on the heritage conservation are also valued.
Functionality		This refers to the fact that the buildings and the urban space are operational, and keep the original uses for which they were designed. Additionally, it will be considered if they also continue to be places of reference for the local community that interacts with heritage assets in a regular and day-to-day manner. This fact adds social value to this heritage.
Comments		

10. USES AND MANAGEMENT OF THE ELEMENT

10.1. Original use of the element

Original uses (defence, religious, healthcare, financial, administrative, agricultural, etc.)	

10.2. Current use of the element

Existing uses (religious, tourism, administrative, academic, residential, cultural, etc.)		
Socio-economic importance of the current uses		**1** - Irrelevant; **2** - Residual socio-economic importance; **3** - Relative socio-economic importance; **4** - Important for the socio-economics of local communities; **5** - Essential for the socio-economics of local communities
Comments		

10.3. Management issues	
Authorities/Institutions with competences over the element (public and/or private)	43
Authority/Institution responsible for managing the element	
Management model	**a** - Direct management; **b** - Indirect management (concession, lease, agreement); **c** - Others (specify in comments field)
Existing management instruments	**a** - Building Heritage Conservation Plan; **b** - Public Use Management Plan; **c** - Historic Centre Conservation Plan; **d** - Master Plan; **e** - Cultural Heritage Management Plan; **f** - National Plan for the Implementation of the UNESCO Convention; **g** - Plan for the Tourist Enhancement of Heritage; **h** - Interpretation Programme; **i** - Tourism Development Strategic Plan; **j** - Tourism Communication Plan; **k** - Awareness Plan; **l** - Specific Plans (restoration, appraisal of visitors' satisfaction, etc.); **m** - Others (specify in comments field)
Drafting date, period of validity and level of implementation achieved	
Maintenance programmes and tasks	
Local stakeholders and society Involvement in management issues	
Types of visits (if it is open for this use)	**a** - Guided/scheduled visit; **b** - Self-guided visit; **c** - Special events; **d** - Non-existent
Dissemination materials (travel books, maps, leaflets, interpretive signage, web, apps, etc.)	
Comments (management model description, staff, visitors, management problems, best-rated features of the site, etc.)	

11. ADDITIONAL COMMENTS

12. BIBLIOGRAPHICAL AND DOCUMENTARY REFERENCES

13. GRAPHICAL DOCUMENTS (photographs, maps, leaflets, etc.)

3 Comments and instructions for filling in the worksheet 'MOVABLE HERITAGE'

INTRODUCTION

Movable heritage assets are elements that can be moved and are the result of human creation or the evolution of nature. They have an archaeological, ethnographic, natural, artistic, historical, socio-cultural, scientific, technological and architectural value.

They may constitute a tourist attraction considered individually or in grouping. A grouping is a collection of thematic elements that are usually presented in museums.

The movable heritage constitutes an important part of the offer of the tourist destinations, as it is the case of archaeological museums or art galleries.

This inventory worksheet is specifically designed for the analysis of movable elements. If the building that houses a collection or a movable element has its own heritage value, then the worksheet for built elements must also be completed. The information required to complete the worksheet may come from both direct data collection and documentary sources, which must be stated in the reference section.

This inventory sheet includes 13 sections, which are described below.

STRUCTURE OF THE WORKSHEET

1. Name of the element or set of elements

Section 1 refers to the name of the element, set of elements, or collection. It is necessary to record the different names by which it is known to avoid any possible mistakes regarding its denomination.

2. Inspection data

It is necessary to state the place and the date on which the data were collected in order to know how up-to-date they are. Moreover, for practical purposes, the compiler's contact details must be included to allow any further consultations that may be necessary.

3. Location of the element or set of elements

This section shall be used to collect data allowing the element to be located both in its place of origin and in its current location.

The geographical coordinates (in degrees, minutes and seconds) and/or the UTM of the main point of access must be identified.

The name of the town where it is situated must be included together with the county or region and the country. Details must also be given regarding the means of public transport available at the destination in which the element or set of elements is located to be able to analyse local accessibility.

A sketched location map must be included in order to define and visually locate the area in which the element or set of elements is situated. For this purpose, images from open access digital cartographic and/or photographic platforms can be used (Google Earth or Maps, Bing, etc.), with a reference to the source so that their original interactive version can be viewed.

4. Accesses and connections

Accessibility is a variable that covers two aspects: on the one hand, the possibility of accessing the attractions easily and, on the other, the possibility the area offers for accessing tourism demand source markets.

The data collected in this section are used to provide information about the proximity and connectivity existing between the resource under analysis and the main towns/cities and/or potential tourism demand source markets. To this end, it is therefore suggested that the distance in kilometres and the existing transport system connectivity should be stated to be able to evaluate the opportunities to carry out visits as one-day trips and/or overnight stays. The aim is to know not only the conditions of the road network but also to state any other possible means of transportation.

5. Type of element or set of elements and description of its attributes

The purpose of setting heritage elements within a typology is to make it easier to order the wide range of diverse information that it can necessary to handle in an analytical process like this one. This facilitates subsequent decision-making in the phases of tourism enhancement and the design of activities and tourist products, as the attractions are classified from a thematic point of view.

A number of typological cultural classifications have been proposed and all of them are valid because, as we have seen, their main purpose is to organise information. The important thing from the procedural point of view is that they classify and order the information that has been recorded in such a way that it can be managed efficiently.

This work proposes a classification of elements of movable heritage based on their archaeological, ethnographic, natural, artistic, historical, socio-cultural, scientific, technological, architectural, etc. value.

Hence, the diverse range of movable elements can be grouped into the following domains (table MVL1): archaeological elements, objects of anthropological or ethnological interest, natural elements, works of art, antiques with a historical and/or social significance, elements related to technology and the sciences, documentary elements, dismembered elements from artistic or historical monuments or archaeological sites.

Table MVL1
Classification of movable elements

DOMAIN	ELEMENTS
Archaeological elements	Artefacts, objects and statues made of stone, wood, bone, metal, ceramics, etc. Textile elements Decorated platelets Human or animal bones Mummies Shipwrecks and/or architectural structures that are found underwater Others
Objects of anthropological or ethnological interest	Objects related to the ethnic groups, indigenous population or local traditional culture (ritual objects, tools and domestic implements, craftwork, etc.) Others
Natural elements	Palaeontological remains Meteorites Minerals and gemstones Others
Works of art	Paintings, drawings, and engravings Sculptures Graphical serial works (posters, prints, illustrations, etc.) Decorative arts (goldsmithing, pottery, stained glass, etc.) Art installations Others
Antiques with a historical and/or social significance	Elements related to worship (liturgical ornaments, religious clothing, etc.) Funerary elements (urns, tombs, etc.) Everyday life elements (furniture, decorative objects, clothing, jewellery, etc.) Military objects (weapons, armour, medals, military clothing, flags, etc.) Musical instruments Numismatic and philatelic elements (coins, postage stamps, etc.) Commemorative works (sculptures, busts, columns, fountains, commemorative plaques, obelisks, inscriptions, etc.) Others
Elements related to technology and the sciences	Utensils, instruments, work tools, technological equipment and machines Vehicles (planes, balloons, ships, canoes, carts, tractors, carriages, bicycles, motorcycles, locomotives, trains, cars, etc.) Others
Documentary elements	Books (manuscripts, codices, incunabula, papyruses, etc.) Serial publications (newspapers, yearbooks, magazines and memoirs, etc.) Administrative archives (decrees, records, resolutions, proceedings, files, parish records, accounts books, notary protocols, inventories, official gazettes, etc.) Musical scores Maps and other cartographic materials Photographs and negatives Sound material and musical recordings (records, tapes, etc.) Audio-visual productions (cinematographic works, video or TV productions, etc.) Electronic resources (computer disks, CD-ROMs, etc.) Digital objects and multimedia creations Others
Dismembered elements from artistic or historical monuments or archaeological sites	Remains of structures (capitals, columns, etc.) Ornamental elements (wood panelling, skirting, plasterwork, etc.) Functional elements (bells, bell tower clocks, doors, etc.) Others

It must be remembered that many of these objects have a close relationship with their intangible values and that it is sometimes difficult to establish the boundaries between some groups or domains (e.g. natural/ethnographic, etc.). Another important issue that should be highlighted is that the collections and objects exhibited in museums may not have originally come from that place and are the work of foreign cultures or artists. With regard to tourism, this fact is not important, since what is being assessed is essentially the power of attraction that the element has as a tourist resource, although it is obvious that unique objects, contextualised within their place of origin, have a higher intrinsic value due to their significance.

The worksheet should include a physical description with details of the main characteristics of the element or set of elements. Information should be given about its dimensions, weight, materials, whether it is a single piece or belongs to a collection, finishing, iconography and inscriptions, colours, etc. A brief description should also be added regarding the setting in which the element or set of elements is located.

Furthermore, this section should also provide the timeline of the element or set of elements.

6. Conservation assessment and element condition

As regards the current condition of the element or set of elements, the first step is to assess its state of conservation, and this is achieved by means of a rating scale, the results of which have a considerable influence on the overall appraisal of the element or set of elements and the different options available as regards its use.

It is possible that the element has undergone restoration works, which will have to be described briefly, stating the date on which they were carried out and mentioning the causes that brought about the deterioration. Mention must also be made of the alterations and/or loss of functionality undergone by the element or set of elements.

As well as the condition, it is also wise to identify the possible risks and threats that can affect the conservation of the element or set of elements. Elements and collections are exposed to the risk of deterioration as a result of deficient storage, exhibition, transportation and environmental conditions (lighting, unfavourable temperature and humidity, atmospheric pollution, etc.) It must also be remembered that one of the main threats is falsification and the illegal trafficking of antiques.

7. Social, scientific and legal recognition

This section refers to the recognition that society and the scientific community attribute to the element or set of elements. Thus, from the social point of view, the element can be perceived as something of little importance in their lives but can also be important for certain individuals and/or social groups. Alternatively, it may even become an essential identity item in their lives, and they therefore show attachment and appreciation for it.

Moreover, value is also given to the recognition granted by the scientific community in terms of the dissemination of knowledge on different scales.

An important aspect for the enhancement of the element or set of elements lies in the ownership regime, as private ownership limits to a considerable extent the options available regarding public usage. It is therefore very important to state these data to be able to conduct a proper evaluation of the viability of its use as a tourist attraction.

Finally, in this section it is also necessary to identify the level of legal protection granted to the element or set of elements, since this is not only a recognition of its values and attributes but

also sets out the legal terms on which its management must be based, and specifies the regulations to be applied to the element.

8. Intrinsic heritage value of the element or set of elements from the archaeological, ethnographic, natural, artistic, historical, socio-cultural, scientific, technological, architectural, etc. points of view

Section 8 marks the beginning of the evaluative part of the inventory worksheet. Establishing a measure of the value of the elements or sets of elements is useful to back up decision-making.

The evaluation that is proposed using different criteria will result in a preliminary appraisal that must be completed with a subsequent expert analysis.

The first assessment to be performed is inherent in the values and attributes of the resource itself (intrinsic value). Thus, an element or set of movable elements is evaluated according to the following criteria: significance, representativeness, singularity, integrity, authenticity and contextualisation by applying a rising scale from 1 to 5. There is no standardised formula for applying this scale due to the wide range of different types of elements that exist. Hence, each case must be dealt with specifically. In this section of the worksheet, there is an explanatory text about the definition of the criterion and the relevance of its application in each case.

It must be noted that a high intrinsic value of the element or set of elements does not necessarily have to coincide with a high tourism value.

9. Tourism value of the element or set of elements

Once the intrinsic value of an element or set of elements is known, the analysis focuses on the tourism assessment that is performed by applying other criteria such as: attractiveness, resistance (*vs.* fragility/vulnerability) availability, on-site accessibility, feasibility and educational values.

The worksheet includes an explanatory note to help in the application of the criteria. The rating will also be based on a rising scale of 1 to 5. As with the intrinsic assessment, in this case in-depth studies are also needed to establish the value of each criterion on the basis of fieldwork and specialized bibliography.

It should be noted that attractiveness is particularly complicated to evaluate because it is a criterion of a somewhat subjective nature and can vary depending on the personality traits of the different audiences. In general, an element or set of elements with marked sensory attributes and which is clearly visible is the most attractive.

The application of these criteria allows knowing the potential of an element to its tourism enhancement. This depends not only on the attributes of the element itself, but also on economic considerations (investments in restoration works, expanding collections, acquisition of funding, etc.) linked to the authorities responsible for its management, as well as others of a social nature related to the local communities.

10. Uses and management of the element or set of elements

This section includes a description of the current uses of the element or set of elements under analysis, stating the importance that the element or set of elements has for the local community from the economic and social points of view.

The second block of information in this section is aimed at knowing which institutions and authorities have competences over the management of the element or set of elements, as there is often more than one institution involved. It is important to know whether there are any inter-institutional coordination mechanisms that ensure coherent management. It is also necessary to identify the authority responsible for the management, the model implemented (direct management, concession, etc.), and whether the local communities are somehow involved in it.

In addition, the management tools that exist for this element or collection must also be identified, stating the date they were drafted and the period of validity together with the existence of maintenance programmes and the staff dedicated to such duties.

At the same time, mention should be made of the dissemination materials available about the element or set of elements.

It is important to include comments regarding the human resources that work directly with the element (staff dedicated to conservation, maintenance issues, etc.), current problems, etc. It is also necessary to state whether the element or set of elements is exhibited to the public in its current location and what type of visits can be carried out. It is also interesting to get information about the volume of the visitor flows, their personality traits, degree of satisfaction with the visit, best rated aspects of the visit, etc.

11. Additional comments

This section is to be used to provide any relevant information that, for whatever reason, has not been included in the previous sections.

12. Bibliographical and documentary references

A list of bibliographical, documentary references and web addresses should be provided in order to show the basic sources of knowledge used to complete the worksheet.

13. Graphical documents

The worksheet must include any graphical documents needed to complete the knowledge about the element or set of elements. For this purpose, photographs, maps, leaflets, art catalogues, etc. must be included together with their origin and authorship.

FURTHER READINGS

López Sorzano, M.C.; García Schiller, C. and Serpa Isaza, E. (2005). *Manual para inventarios de bienes culturales muebles*. Ed. Ministerio de Cultura de Colombia, 81 pp.

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Office of Environment and Heritage (1999). *An introduction to movable heritage. Objects in their place*. NSW Heritage Office (Australia), 8 pp.

Querol, M.A. (2010). *Manual de Gestión del Patrimonio cultural*. Ed. Akal, 541 pp.

Ramos, M. (2007). *El turismo cultural, los museos y su planificación*. Ediciones Trea, S.L. 468 pp.

UNESCO (1978). *Recomendación sobre la protección de los Bienes Culturales Muebles.* Conferencia General de la Organización de las Naciones Unidas para la Educación, la Ciencia y la Cultura, en su 20ª reunión. Paris, 1978.

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EDITORIAL

MOVABLE HERITAGE

1. NAME OF THE ELEMENT OR SET OF ELEMENTS

Name of the element or set of elements	
Other names	

2. INSPECTION DATA

Compiler name		Date and place of data gathering	
Compiler's e-mail address		Compiler's telephone number	

3. CURRENT LOCATION OF THE ELEMENT OR SET OF ELEMENTS

Coordinates[1]	GEOGRAPHICAL　°　′　″　°　′　″　　UTM (10x10)
Address	
Town/City	Post Code
County/Region	Country
Local accessibility (means of public transport at destination)	
Location map	

[1] State the geographical or UTM coordinates of the main access point.

4. ACCESSES AND CONNECTIONS

Tourism demand source market/s	Distance to the destination	Range of distances[2]	Type of road (motorway, trunk road, country road, etc.)	Transport connections[3] (roads' condition, frequency of public transport services, connections, etc.)

Access description for each tourism demand source market	

[2] **Range of distances** in kilometres to towns or tourism demand source market/s: **1** - >200 km; **2** - 200-100 km; **3** - 100-50 km; **4** - <50 km; **5** - At the destination itself

[3] **Transport connections**: **1** - No connections by road or by public transport; **2** - Poorly connected (roads in bad condition, no public transport services, etc.); **3** - Minimum connection (secondary roads, etc.); **4** - Well connected (roads in good condition, extensive public transport services, etc.); **5** - Excellent transport services (motorways, high-speed trains, etc.)

5. TYPE OF THE ELEMENT OR SET OF ELEMENTS AND DESCRIPTION OF ITS ATTRIBUTES

Typology[4]		**a** - Archaeological elements (artefacts, objects and statues made of stone, wood, bone, metal, ceramics, etc., textile elements, decorated platelets, human or animal bones, mummies, shipwrecks, etc.); **b** - Natural elements (palaeontological remains, meteorites, minerals and gemstones, etc.); **c** - Objects of anthropological or ethnological interest (ritual objects, tools and domestic implements, craftwork, etc.); **d** - Works of art (paintings, drawings, and engravings, sculptures, graphical serial works, decorative arts, art installations, etc.); **e** - Antiques with a historical and/or social significance (elements related to worship, funerary elements, everyday life elements, military objects, musical instruments, numismatic and philatelic elements, commemorative works, etc.); **f** - Elements related to technology and the sciences (utensils, instruments, work tools, technological equipment and machines, vehicles, etc.); **g** - Documentary elements (books, serial publications, administrative archives, musical scores, maps and other cartographic materials, photographs and negatives, sound material and musical recordings, audio-visual productions, electronic resources, digital objects and multimedia creations; **h** - Dismembered elements from artistic or historical monuments or archaeological sites (remains of structures, ornamental elements, functional elements, etc.); **i** - Others (specify in comments field)
Description and characteristics of the element or set of elements (place of discovery or where the element was manufactured; dimensions; weight for coins and objects made of precious metal; materials; belonging to a hoard or assembly; association with persons or events, for historical elements; inscriptions; labels and other marks; etc.)		
Creation date (method, technique, references or historical records used to date the element or set of elements)		
Exhibition context (description and sketched plan of the exhibition place)		
Comments		

[4] Classification (see table MVL1 in the Introductory text)

6. CONSERVATION ASSESSMENT AND ELEMENT CONDITION

6.1. Current element or set of elements condition

Element or set of elements condition		**1** - Disappeared; **2** - Severely damaged; **3** - Damaged; **4** - Slightly damaged; **5** - No apparent damage
Comments (indicate causes of damage)		
Restoration works undertaken (description and date of main restorations)		

6.2. Risks and threats

Risks and threats		**a** - Speculation; **b** - Plundering; **c** - Theft; **d** - Lack of maintenance; **e** - Lack of legal protection; **f** - Lack of local community appreciation; **g** - Lack of administrations awareness; **h** - Inadequate interventions; **i** - Vulnerability of processing techniques and/or materials; **j** - Others (specify in comments field)
Comments		

7. SOCIAL, SCIENTIFIC AND LEGAL RECOGNITION

7.1. Social and scientific recognition

Social recognition (society's perception of the value of the element)		**1** - Insignificant for the vast majority of individuals; **2** - Not very significant for most individuals; **3** - Significant for an important number of individuals; **4** - Significant for the vast majority of individuals; **5** - Essential for most individuals (it represents a solid identity social value)
Scientific recognition (the scientific community's perception of the value of the element)		**1** - Unknown; **2** - Known locally; **3** - Known within the region; **4** - Documented; **5** - Studied scientifically and made known publicly

7.2. Ownership of the element or set of elements

Ownership regime		**a** - Private; **b** - Public; **c** - Others (specify in the following field whether they are donations, cessions, etc.)
Owner of the element and contact details		

7.3. Legal status

Legal status		**1** - Uncatalogued (no protection); **2** - Catalogued (minimum legal protection or local protection); **3** - Medium legal protection (regional protection); **4** - High legal protection (national protection); **5** - Maximum legal protection (international protection)
Applicable rules		
Comments		

8. INTRINSIC HERITAGE VALUE OF THE ELEMENT OR SET OF ELEMENTS FROM THE ARCHAEOLOGICAL, ETHNOGRAPHIC, NATURAL, ARTISTIC, HISTORICAL, SOCIO-CULTURAL, CIENTIFIC, TECHNOLOGICAL, ARCHITECTURAL, ETC. POINTS OF VIEW

Establish a rating of the element itself (intrinsic scientific value) according to the following criteria by using a rising scale from 1 to 5 in each section:

Significance		The set of scientific, technical, historical, archaeological, ethnological, artistic and socio-cultural values that define the importance of an element over and beyond its mere functional use. The scientific value deals with its interest and the inherent characteristics that it presents according to the type in which it has been included (Crafts, Technology, Archaeology, Ethnology, Architecture, etc.). The historical value is related to the associations between the heritage element and the recording of events over time, or to a certain fact, idea or historical person relevant to society. The artistic value is because it is considered a masterpiece resulting from the creativity and the expression of the man. The social or spiritual significance deals with the contemporary attachment between object and community.
Representativeness		The extent to which the element presents the characteristics or attributes inherent in the type it belongs to. It can have two meanings: 'typical representativeness', when an element is frequent or common. In the opposite sense, it would refer to the exceptional features that are only represented in a minority.
Singularity		This is established according to the rarity, originality or uniqueness presented by the element in relation to the characteristics inherent in the type it belongs to, based on the number of similar elements that exist (scarcity, paucity).
Integrity		Integrity is a measure of the completeness or entirety of element and attributes that make up the movable element in order to guarantee its significance. This attribute becomes devalued depending on the changes and alterations the element has undergone.
Authenticity		Authenticity (or genuineness) is based on the veracity of the element. In the field of Art and Antiques, authenticity is very important as it determines the real value of objects. This attribute becomes devalued depending on the changes and/or damages the element has undergone.
Contextualisation		This refers to the harmony that exists between the movable element and other elements and its exhibition context. It is especially important in this case because movable heritage is an integral part of the significance of a place and/or of the cultural element, group or community with which it is associated.
Comments		

9. TOURISM VALUE OF THE ELEMENT OR SET OF ELEMENTS

Establish a rating of the element based on its tourism potential according to the following criteria (use a rising scale from 1 to 5 in each section):

Attractiveness		This refers to parameters of an aesthetic, emotional, spiritual and perceptual character based on physical sensory perceptions such as visual, audible, olfactory, gustatory and tactile richness, together with other perceptions such as beauty, magnificence, originality, symbolism, identity, etc. that arouse positive emotions and feelings of appreciation in people.
Resistance (*vs.*Fragility/ Vulnerability)		This is defined as the capacity of the element to withstand an aggression; at the other extreme, there is fragility, which is defined as the susceptibility to perturbation, of an anthropic (impacts) or environmental origin. The importance of using the criterion of resistance lies in the fact that it takes into account the probability of destruction or alteration and/or damaged of the element. Fragility is greater when the element under evaluation is rare or unique.
Availability		This is related to the possibility and/or frequency of observation. In the case of movable heritage, availability will depend on the existence of museum equipment and facilities that present these elements in an appropriate way (museums, site museums, eco-museums, interpretation centres, museum-house, etc.).
On-site Accessibility		This refers to the ease with which the element can be reached. Accessibility to movable heritage will depend on the original place or heritage facility or installations where it is located.
Feasibility		This is used to rate the extent to which the tourism enhancement of the element is achievable. It deals with the good condition of the element, with the economic viability (evaluation of costs and profits, acquisition of funds and expansion of collections costs, restoration costs, management and maintenance costs, etc.). It is also related to the management capacity of the competent authority (to guarantee its protection and/or its tourism enhancement), the social benefits and the attitude of the stakeholders and the owners of the element.
Educational values		This basically takes into account the potential of the element to provide scientific and technical knowledge within the fields of Art, Science and Technology, Archaeology, Ethnology, Architecture, etc. and to facilitate its understanding (Interpretation potential). Aspects that help to increase public awareness on the heritage conservation are also valued. Several factors are involved in this appreciation, such as the fact that the presentation of the objects must be as contextualised as possible and offer possibilities for scientific research (archival research, libraries, laboratories, etc.).
Comments		

10. USES AND MANAGEMENT OF THE ELEMENT OR SET OF ELEMENTS

10.1. Current use of the element or set of elements

Socio-economic importance of the current uses		1 - Irrelevant; 2 - Residual socio-economic importance; 3 - Relative socio-economic importance; 4 - Important for the socio-economics of community; 5 - Essential for the socio-economics of community
Comments		

10.2. Management issues

Authorities/Institutions with competences over the element or set of elements (public and/or private)	
Authority/Institution responsible for managing the element or set of elements	
Management model	a - Direct management; b - Indirect management (concession, lease, agreement); c - Others (specify in comments field)
Existing management instruments	a - Plan for the Conservation and Management of Art Collections; b - Interpretation Programme; c - Specific Plans (restoration, etc.); d - Museum Management Plan; e - National Plan for the Implementation of the World Heritage Site UNESCO Convention; f - Others (specify in comments field)
Drafting date, period of validity and level of implementation achieved	
Maintenance programmes and tasks	
Local stakeholders and society involvement	

Types of visits (if it is open for this use)		a - Guided/arranged visit; b - Self-guided visit; c - Special events; d - Non-existent
Dissemination materials (catalogues, guidebooks, leaflets, web, apps, etc.)		57
Comments (management model description, staff, visitors, management problems, best-rated features of the element or set of elements, etc.)		

11. ADDITIONAL COMMENTS

12. BIBLIOGRAPHICAL AND DOCUMENTARY REFERENCES

13. GRAPHICAL DOCUMENTS (photographs, maps, leaflets, catalogues, etc.)

4 Comments and instructions for filling in the worksheet 'INTANGIBLE OR IMMATERIAL HERITAGE'

INTRODUCTION

Cultural heritage is not limited to material creations, but also includes a series of immaterial expressions (with no physical substance) of an intellectual nature, resulting from human thought and creation, or of an emotional nature (emotions, feelings, sensibilities, evocations, etc.) that represent the underlying value of other tangible heritage elements (ethnographic, artistic, etc.) or places (historical, etc.) and which are the essence and the spiritual character of the heritage element. These expressions or manifestations arise from a cultural group, which the group recognises and identifies itself with them. They therefore have an identity value, and are known as Intangible or Immaterial Heritage.

It is a 'live' heritage, linked to a legacy and memories. It is the result of continual processes of social interaction and intercultural exchange, and is capable of being transformed. It is inherited from previous generations, is constantly recreated and is passed on to descendants, as well as being characterised by its validity, continuity over time and by its identity value. It takes shape in historically relevant and/or socially significant expressions and manifestations, knowledge and know-how, celebrations, patterns of behaviour, etc. that UNESCO has included in the Convention for the Safeguarding of the Intangible Cultural Heritage.

This intangible cultural wealth has become an important tourism attraction for many destinations, as an increasing number of tourists seek encounters with different cultures, and thus enjoy unique and personal experiences resulting from interaction and understanding with communities and groups that have highly significant heritage values. This type of activity is considered to foster dialogue and appreciation of other cultures and, as a result, to promote tolerance. It is, however, necessary to remember the rights that protect the bearers of this heritage, especially the indigenous peoples, as recognised by the United Nations Organisation.

The information required to complete this worksheet may come from both direct data collection (in-depth interviews, surveys, workshops, etc.) and documentary sources, which must be stated in the reference section.

This inventory worksheet includes 13 sections, which are described below.

STRUCTURE OF THE WORKSHEET

1. Name of the element

Section 1 refers to the name of the element. It is necessary to record the different names by which it is known to avoid any possible mistakes regarding its denomination. It is also necessary to state the name used to refer to the human group or community concerned with which the intangible heritage element under analysis is linked and the person/s who provided the information.

2. Inspection data

It is necessary to state the place and the date on which the data were collected in order to know how up-to-date they are. Moreover, for practical purposes, the compiler's contact details must be included to allow any further consultations that may be necessary.

3. Location of the element

This section shall be used to identify the geographical coordinates (in degrees, minutes and seconds) and/or the UTM of the geographical area in which the communities or social groups that are in possession of the expressions of intangible heritage are located.

The name of the town/s where it is performed must be included, together with the county or region and the country.

Details must also be given regarding the means of public transport available at the destination in which the element is located to be able to analyse local accessibility.

A sketched location map must be included in order to define and visually locate the area in which the immaterial expression is performed. For this purpose, images from open access digital cartographic and/or photographic platforms can be used (Google Earth or Maps, Bing, etc.), with a reference to the source so that their original interactive version can be viewed.

4. Accesses and connections

Accessibility is a variable that covers two aspects: on the one hand, the possibility of easily accessing the geographical area or place where the intangible manifestation takes place and, on the other, the proximity to tourism demand source markets is taken into account.

The data collected in this section are used to provide information about the proximity and connectivity existing between the element under analysis and the main towns/cities and/or potential tourism demand source markets. To this end, it is therefore suggested that the distance in kilometres and the existing transport system connectivity should be stated to be able to evaluate the opportunities to carry out visits as one-day trips and/or overnight stays. The aim is to know not only the conditions of the road network but also to state any other possible means of transportation.

5. Type of element and description of its attributes

The purpose of setting the heritage elements within a typology is to make it easier to order the wide range of diverse information that it can necessary to handle in an analytical process like this one. This facilitates subsequent decision-making in the phases of tourism enhancement and the design of recreational activities and tourist products, as the attractions are classified from a thematic point of view.

A number of typological classifications have been proposed and all of them are valid because, as we have seen, their main purpose is to organise information. The important thing from the procedural point of view is that they classify and order the information that has been recorded in such a way that it can be managed efficiently. This work proposes a classification of intangible elements (table INT1) based on their anthropological, sociological, ethnographic, cultural, artistic, historical, etc. value.

Accordingly, the different elements can be grouped in the following domains: artistic and dramatic manifestations and expressions, festive expressions and celebrations, oral expressions and traditions, social practices and uses, knowledge and uses related to nature and the universe, know-how and techniques about traditional productive activities and methods, traditional systems of governance.

Table INT1
Classification of intangible elements

DOMAIN	ELEMENTS
Artistic and dramatic manifestations and expressions	Literature Music Dance Theatre Others
Festive expressions and celebrations	Celebrations (popular festivals, rituals, religious festivities, seasonal celebrations, social ceremonies, etc.) Sports (popular sports, traditional competitions, etc.) Children's games Others
Oral expressions and traditions	Languages and dialects Toponyms or place names Oral expressions (legends, proverbs, sayings, riddles, stories, poems, spells, prayers, etc.) Local memories linked to historic events and places (narratives, stories, etc.) Pieces of music and anonymous popular songs (lullabies, love songs, carols, nursery rhymes, etc.) Others
Social practices and uses	Ritual and religious practices and beliefs Traditional community practices Patterns of behaviour (uses, customs, ways of life, etc.) Popular traditions Special food Culinary techniques Others
Knowledge and uses related to nature and the universe	Traditional scientific and humanistic knowledge Traditional ecological knowledge Uses and know-how of indigenous peoples Traditional medical practices and knowledge Others
Know-how and techniques about traditional productive activities and methods	Traditional craft techniques Patterns of settlement and traditional construction techniques Traditional trades Traditional productive techniques and know-how Others
Traditional systems of governance	Traditional institutions Traditional rules or norms Customary law systems Social value systems Traditional forms of social organisation Others

Once the element has been classified, the characteristics of the element should be described, stating the origin of the manifestation or expression, how it is transmitted, who is the bearer of this intangible heritage, who is it transmitted between, etc. It is also necessary to include comments on the historical context in order to know the associations the element has with people or tangible objects (e.g. the costumes worn in a festivity along with the music and dances, gastronomy, etc. or the construction techniques used for the traditional dwellings, etc.). Additionally, it shall be also stated whether the intangible element takes place on a daily basis or if it is based on a calendar. It is important to add the historical records that exist on the traditional element.

6. Conservation assessment and element condition

As regards the current condition of the intangible element, it is important to know the degree of authenticity with which it is conserved, and to do so a rating scale is offered. The application of this scale has a notable influence on the overall consideration of the element.

The section also refers to any modifications and transformations the element may have undergone, as well as any actions carried out to recover it. The date they were carried out and a brief description should be provided if possible.

As well as the condition, it is necessary to identify the possible risks and threats that can affect the conservation of the element. For example, oral traditions and expressions run the risk of being trivialised due to globalisation and standardised social uses; rituals and festive events can be affected by the modernisation of the communities, the emigration of the younger members, as well as the uncontrolled participation of tourists in traditional events; traditional craft techniques can be affected by mass production or lack of interest on the part of the younger generations.

7. Social, scientific and legal recognition

The section refers to the recognition that society and the scientific community attributes to the element. Thus, from the social point of view, the element can be perceived as something of little importance in their lives but can also be something important individuals and/or social groups. Alternatively, it can become an essential identity item in their lives, and they therefore show attachment and appreciation for it.

Moreover, value is also given to the recognition granted by the scientific community in terms of the dissemination of knowledge on different scales.

With regard to intellectual property and legal recognition, the intangible cultural heritage is a particular case and there are legal instruments, even on an international level, that cover these rights. In the case of traditional knowledge, traditional cultural expressions and manifestations of the sciences, technologies and cultures of indigenous peoples, the bearers of this heritage have the right to maintain, control, protect and develop their cultural heritage and intellectual property.

Finally, in this section it is also necessary to identify the level of legal protection granted to the element, since this is not only a recognition of its values and attributes but also sets out the legal terms on which its management must be based, and specifies the regulations to be applied to the element.

8. Intrinsic heritage value of the element from the anthropological, sociological, ethnographical, historical, artistic, cultural, etc. points of view

Section 8 marks the beginning of the evaluative part of the worksheet. Establishing a measure of the value of the elements is useful to back up decision-making. The evaluation that is proposed using different criteria will result in a preliminary appraisal that must be completed with a subsequent expert analysis.

The first assessment to be performed is inherent in the values and attributes of the resource itself (intrinsic value). Thus, an intangible heritage element is evaluated according to the following criteria: significance, representativeness, authenticity and contextualisation, by applying a rising scale from 1 to 5. There is no standardised formula for applying this scale due to the wide range of different types of elements that exist. Hence, each case must be dealt with specifically. In this section of the worksheet, there is an explanatory text about the definition of the criterion and the relevance of its application in each case.

It must be noted that a high intrinsic value of an element does not necessarily have to coincide with a high tourism rating. Thus, for instance, an element that has a high significance for the community, such as a ritual, does not necessarily have to be attractive to the public.

9. Tourism value of the element

Once the intrinsic value of the intangible element is known, the analysis focuses on the tourism evaluation that is performed by applying other criteria such as: attractiveness, resistance, availability, on-site accessibility, feasibility and educational values.

The worksheet includes an explanatory note to help in the application of the criteria. The rating will also be based on a rising scale of 1 to 5. As with the intrinsic assessment, in this case in-depth studies are also needed to establish the value of each criterion on the basis of fieldwork and specialized bibliography.

It should be noted that attractiveness is a particularly complicated to evaluate because it is a criterion of a somewhat subjective nature and can vary depending on the personality traits of the different audiences. In general, elements with marked sensory attributes and clearly visible are the most attractive.

On the other hand, it must also be highlighted that intangible cultural heritage is fragile by nature, since it depends on the knowledge or practices of communities and could therefore become threatened with extinction if they do not take on the responsible of transmitting or maintaining it.

In the case of intangible heritage, applying the criterion of feasibility is clearly linked with the attitude and consent of the communities as regards their willingness to share their traditional practices and expressions with people from outside their social group.

10. Uses and management of the element

This section includes a description of the current uses of the element under analysis, stating the importance that it has for the local community from the economic and social points of view.

The second block of information in this section is aimed at knowing which institutions and authorities, in addition to the community owning the intangible heritage, have competences

over the management of the element, as there is often more than one institution involved. It is important to know whether there are any inter-institutional coordination mechanisms that ensure coherent management. It is also necessary to identify the authority or group responsible for the management of the element and the model implemented, and whether the local communities are somehow involved in it.

In addition, the management tools that exist for this element must also be identified, stating the date they were drafted and the period of validity together with the existence of maintenance programmes and the staff dedicated to managing the site.

It is important to include comments regarding the staff dedicated to safeguarding and managing immaterial heritage, management problems, etc.

11. Additional comments

This section is to be used to provide any relevant information that, for whatever reason, has not been included in the previous sections. In this case, it is necessary to take note of the consent given by the community to collect the data and whether there were any kinds of restrictions in this respect.

12. Bibliographical and documentary references

A list of bibliographical, documentary references and web addresses should be provided in order to show the basic sources of knowledge used to complete the worksheet.

13. Graphical documents

The inventory worksheet must include any graphical documents needed to complete the knowledge about the element. For this purpose, photographs, leaflets, etc. must be included together with their origin and authorship.

FURTHER READINGS

Hernández, B. and Salge, M. (2007). *Manual para la implementación del Proceso de identificación y recomendaciones de salvaguardia de las manifestaciones del patrimonio cultural inmaterial*. Ed. Ministerio de Cultura de Colombia/Instituto Colombiano de Antropología e Historia/Comité de Patrimonio Inmaterial de Colombia, 43 pp.

Naciones Unidas (2007). *Declaración de los Derechos de los Pueblos Indígenas*. 107ª Sesión plenaria de la Asamblea General de Naciones Unidas, 13 de septiembre de 2007.

Noboa, E. (coord.) (2013). *Guía metodológica para la salvaguardia del patrimonio cultural inmaterial.* Ed. Instituto Nacional de Patrimonio Cultural de Ecuador, 89 pp. https://issuu.com/inpc/docs/salvaguardiainmaterial.

Organización de las Naciones Unidas (2007). *Declaración de las Naciones Unidas sobre los derechos de los pueblos indígenas* (Nueva York, septiembre 2007)

Smith, L. and Akagawa, N. (eds.) (2009). *Intangible Heritage*. Ed. Routledge, Francis and Taylor Group, 311 pp.

UNESCO (2003). *International Convention for the Safeguarding of the Intangible Cultural Heritage* (Paris, October 17, 2003)

UNESCO (2011). *Identifying and Inventorying Intangible Cultural Heritage*, Ed. UNESCO/Norwegian Ministry of Foreign Affairs, 16 pp.

UNTWO (2012). *Tourism and Intangible Cultural Heritage*. Ed. World Tourism Organization, 130 pp.

Worksheet code: INT – 4 (EN)

INTANGIBLE HERITAGE

1. NAME OF THE ELEMENT

Name of the element	
Other names	
Community or social group concerned	
Resource person and contact details	

2. INSPECTION DATA

Compiler name		Date and place of data gathering	
Compiler's e-mail address		Compiler's telephone number	

3. LOCATION OF THE ELEMENT

Coordinates[1]	GEOGRAPHICAL ° ′ ″ ° ′ ″ UTM (10x10)
Address	
Town/City	Post Code
County/Region	Country
Geographical area	
Local accessibility (means of public transport at destination)	
Location map	

[1] If it is a sporadic event, state the geographical or UTM coordinates of the site, and if it is a technique, knowledge, tradition, etc. state the geographical or UTM coordinates of the main access point of the area.

4. ACCESSES AND CONNECTIONS

Tourism demand source market/s	Distance to the site where manifestation takes place	Range of distances[2]	Type of road (motorway, trunk road, country road, etc.)	Transport connections[3] (roads' condition, frequency of public transport services, amount of connections, etc.)

Access description for each tourism demand source market	

[2] Range of distances in kilometres to towns or tourism demand source market/s: **1** - >200 km; **2** - 200-100 km; **3** - 100-50 km; **4** - <50 km; **5** - At the destination itself

[3] **Transport connections**: **1** - No connections by road or by public transport; **2** - Poorly connected (roads in bad condition, no public transport services, etc.); **3** - Minimum connection (secondary roads, etc.); **4** - Well connected (roads in good condition, extensive public transport services, etc.); **5** - Excellent transport services (motorways, high-speed trains, etc.)

5. TYPE OF THE ELEMENT AND DESCRIPTION OF ITS ATTRIBUTES

Typology[4] (domains)		**a** - Artistic and performing manifestations and expressions (literature, music, dance, theatre, etc.); **b** - Ludic expressions and celebrations (celebrations, sports, children's games, etc.); **c** - Oral traditions and expressions (languages, dialects, toponyms, oral expressions, local memories associated to historic events and places, musical pieces, popular anonym songs, etc.); **d** - Social uses and practices (beliefs, rituals and religious practices, traditional and communal practices, people's behavioural patterns, popular traditions, dietary habits, cooking methods, etc.); **e** - Knowledge and practices concerning nature and the universe (traditional scientific and humanistic knowledge, traditional ecological knowledge, uses and knowledge of indigenous people, traditional health and medicine practices and knowledge, etc.); **f** - Knowledge on traditional productive methods and techniques (traditional craftsmanship techniques, settlement patterns and traditional construction techniques, traditional occupations, traditional productive techniques and knowledge, etc.); **g** - Customary governance systems (traditional institutions, traditional norms and rules, customary legal systems, social value systems, etc.); **h** - Others (specify in comments field)
Description and characteristics of the element (dating period or origin, modes of transmission, people playing a key role in the creation, carrying and transmitting forward of intangible cultural heritage, etc.)		
Historical context (associations to persons, events, attachment to objects or places, etc.)		
Timeline (daily practice, periodic event, exceptional occurrence, historical records, etc.)		
Comments		

[4] Classification (see table INT1 in the Introductory text).

6. CONSERVATION ASSESSMENT AND ELEMENT CONDITION

6.1. Current element condition

Element condition		**1** - Intangible practices no longer in use; **2** - Intangible practices partially lost; **3** - Intangible practices trivialized; **4** - Intangible practices partially trivialized; **5** - Intangible practices fully and appropriately enacted
Comments (transformations over time, causes of trivialization, etc.)		
Recovery measures undertaken		

6.2. Risks and threats

Risks and threats		**a** - Mass tourism; **b** - Traditional activities and customs no longer in use; **c** - Trivialization of the celebrations; **d** - Lack of legal protection; **e** - Lack of local communities appreciation; **f** - Lack of administrations awareness; **g** - Large-scale migration; **h** - Land-use changes; **i** - Climate change; **j** - Globalization; **k** - Stereotypification; **l** - Commodification; **m** - Decontextualization; **n** - Lack of inventorying; **o** - Threats to the transmission; **p** - Lack of safeguarding measures in place; **q** - Threats to the enactment; **r** - Disneyfication; **s** - Gentrification; **t** - Others (specify in comments field)
Comments		

7. SOCIAL, SCIENTIFIC AND LEGAL RECOGNITION

7.1. Social and scientific recognition

Social recognition (society's perception of the manifestation value)		**1** - Insignificant for the vast majority of individuals; **2** - Not very significant for most individuals; **3** - Significant for an important number of individuals; **4** - Significant for the vast majority of individuals; **5** - Essential for most individuals (it represents a solid identity social value)
Scientific recognition (the scientific community's perception of the value of the element)		**1** - Unknown; **2** - Known locally; **3** - Known within the region; **4** - Documented; **5** - Studied scientifically and made known publicly

7.2. Legal status

Legal status		**1** - Uncatalogued (no protection); **2** - Catalogued (minimum legal protection or local protection); **3** - Medium legal protection (regional protection); **4** - High legal protection (national protection or national community intellectual property rights); **5** - Maximum legal protection (international protection or international community intellectual property rights)
Applicable rules		
Comments		

8. INTRINSIC HERITAGE VALUE OF THE ELEMENT FROM THE ANTHROPOLOGICAL, SOCIOLOGICAL, ETHONOGRAPHICAL, HISTORICAL, ARTISTIC, CULTURAL, ETC. POINTS OF VIEW

Establish a rating of the element itself (intrinsic scientific value) according to the following criteria by using a rising scale from 1 to 5 in each section:

Significance		Importance of the intangible element for the community insomuch as it contributes to forge a sense of belonging to a place (sense of place) and/or a sense of identity. This fact refers to the emotion and feeling of collective attachment derived from the interaction with a place or element. The collective cultural identity results from certain elements, customs, territories, species, know-hows, etc., that are shared by all the members of a group and which identify them, since they are accept as part of themselves, their surroundings, their way of life, education, etc.
Singularity		This is established according to the distinctive character (distinctiveness) that the element presents in relation to the inherent characteristics in the type it belongs to, taking into account the spatial scale distribution of the element (local, regional, national, international), and also the number of people that possess this intangible heritage (scarcity, paucity). Ethnicity is a trait of singularity whose main manifestations are chiefly concerned with its cultural features (religion, myths, customs, language, memories of a collective past, etc.) rather than with phenotypic ones.
Authenticity		This refers the existent links between the element to its primitive traits and to its spatial and social context. In the other extreme is a staged o simulated experience, which does not correspond to an authentic expression. It is difficult to establish because intangible heritage evolves over time along with the communities who hold it.
Contextualisation		This refers to the harmony, attachment and interactions and associations that keep alive the relationships between the intangible element and the material heritage, places or/and communities, the ways of life and the elements that have given it its identity.
Comments		

9. TOURISM VALUE OF THE ELEMENT

Establish a rating of the element based on its tourism potential, according to the following criteria by using a rising scale from 1 to 5 in each section:

Attractiveness		This refers to parameters of an aesthetic, spiritual, emotional and perceptual character based on physical sensory perceptions such as the visual, audible, olfactory, gustatory and tactile richness, as well as others of a spiritual nature such as vitality, optimism, symbolism, interactivity, festive and celebratory ways, etc. that give rise to positive emotions and feelings of appreciation in people.
Resistance (*vs.* Fragility/ Vulnerability)		This is defined as the capacity of an element to transmit the identity values from generation to the next; the other extreme is fragility, which is defined as a susceptibility to distortion, trivialization and/or commodification. The importance of using the criterion of resistance lies in the fact that it takes into account the probability of the element disappearing and/or being trivialized.
Availability		This is related to the possibility and/or frequency of observation and the size of the cultural group with which the intangible element is associated. It is necessary to consider whether this traditional practice or knowledge is continually being recreated in day-to-day life under a dynamic perspective or whether, instead, it is a periodic event or it is of an exceptional occurrence.
On-site Accessibility		This refers to how easy it is to contact and share experiences with the communities and to learn about local culture, history and traditions.
Feasibility		This is used to rate the extent to which the tourism enhancement of the element is achievable. It deals with the spatial and temporary availability of the element; with the existence of rights, traditional uses, and religious practices; with management capacity of the competent authority, communities or concerned organizations (to ensure its protection and/or tourism enhancement under conditions of respect and agreement on the part of the local population). It also deals with the attitude of concerned stakeholders and communities (community consent) because the acceptance by the local population is usually one of the most decisive criteria when evaluating feasibility, particularly in the case of the intangible heritage.
Educational values		This takes into account the potential of the element to provide scientific knowledge within the fields of Anthropology, Sociology, Ethnology, History, etc., and to facilitate its comprehension (Interpretation potential). Aspects that help to increase public awareness on the heritage conservation are also valued.
Comments		

10. USES AND MANAGEMENT OF THE ELEMENT

10.1. Current use of the element

Socio-economic importance of the current uses		1 - Irrelevant; 2 - Residual socio-economic importance; 3 - Relative socio-economic importance; 4 - Important for the socio-economics of community; 5 - Essential for the socio-economics of community
Comments		

10.2. Management issues

Authorities/ Communities/ organizations with competences over the intangible element	
Authority/ community/ organization responsible for performing the element	
Management model	
Existing management instruments	**a** - Action Plan for Safeguarding Intangible Heritage; **b** - Cultural Heritage Management Plan; **c** - National Plan for the Implementation of the World Heritage Site UNESCO Convention; **d** - Safeguarding and Reactivating Living Heritage Programme; **e** - Plan for the Tourism Enhancement of Heritage; **f** - Interpretation Programme; **g** - Sustainable Tourism Development Strategic Plan; **h** - Sustainable Tourism Revitalization Plan; **i** - Specific Plans (recovery, etc.); **j** - Heritage Awareness Programme; **k** - Others (specify in comments field)
Drafting date, period of validity and level of implementation achieved	

Local stakeholders and society (practitioners, performers, bearers, custodians, etc.)	
Attendance open to the public (number of attendees, etc.)	**a** - Guided/arranged attendance; **b** - Self-guided attendance; **c** - Participatory attendance; **d** - Others (specify in comments field)
Dissemination materials (travel books, leaflets, web, apps, etc.)	
Comments (staff, management problems, etc.)	

11. ADDITIONAL COMMENTS (specify that the consent of the community/group has been obtained for the collection and inventory of data and possible restrictions on their use)

12. BIBLIOGRAPHICAL AND DOCUMENTARY REFERENCES

13. GRAPHICAL DOCUMENTS (photographs, leaflets, audio-visual records, etc.)

5 Comments and instructions for filling in the worksheet 'LANDSCAPE'

INTRODUCTION

Landscape is a scenic resource with heritage character and it can be analysed and evaluated from different points of view, including the tourism one. It is an element of attraction by itself and, in addition, it is the contextual scenic frame in which other tourist attractions are located, providing them an added value.

The concept of landscape is included in the European Landscape Convention (2000) of the Council of Europe, in Article 1 (a), which defines it as "an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors". As it can be seen, it is a concept that goes beyond the definitions of 'territory', 'ecosystem', 'geomorphological unit', etc. This definition goes beyond to their physical dimension, adding the component of 'perception of space by people', thus incorporating a subjective and cultural vision based on the sensory experience. It also includes a causal dimension as it reflects the interaction of numerous factors.

This worksheet addresses the analysis of landscape from an integral perspective of all physical and intangible components that are part of it. In addition, it proposes a series of evaluation criteria based mainly on its visual attributes (aesthetic and plastic) and on its associations with relevant phenomena (historical, social, cultural, spiritual, symbolic, etc.) that can be applied in an objective manner, with rigor and scientific validity beyond subjective preferences of observers.

It should be remembered that this worksheet only addresses landscaping components that are useful for a tourism analysis, and that other components related to landscape and environmental impact assessments, spatial planning or other sociological or anthropological studies have been excluded.

The first sections of the worksheet are descriptive and are aimed at collecting data related to landscape components. The second part is more prescriptive since it includes an assessment of the landscape based on a set of certain parameters. The completed worksheet provides preliminary information that can be of use to guide decision-making.

The information required to complete the worksheet may come from both direct data collection and documentary sources, which must be stated in the reference section.

This sheet includes 14 sections which are described below.

Structure of the worksheet

1. Name of the landscape

Section 1 refers to the name of the site. It is necessary to record the different names by which it is known so as to avoid any possible mistakes regarding its denomination.

2. Inspection data

It is necessary to state the place and the date on which the data were collected in order to know how up-to-date they are. Moreover, for practical purposes, the compiler's contact details must be included to allow any further consultations that may be necessary.

3. Landscape location

This section shall be used to identify the name of the town/s where the landscape is situated together with the county or region and the country. In the case of multi-regional or cross-border landscapes, it must be properly stated.

Details must also be given regarding the means of public transport available at the destination in which the landscape is located so as to analyse the local accessibility.

A sketched location map must be included in order to define and visually locate the area in which the landscape is situated. For this purpose, images from open access digital cartographic and/or photographic platforms can be used (Google Earth or Maps, Bing, etc.) with reference to the source so that their original interactive version can be viewed.

4. Accesses and connections

Accessibility is a variable that covers two aspects: on the one hand, the possibility of accessing the attractions easily and, on the other, the opportunity the area offers for accessing tourism demand source markets.

The data collected in this section are used to provide information about the proximity and connectivity existing between the landscape under analysis and the main towns/cities and/or potential tourism demand source markets. To this end, it is therefore suggested that the distance in kilometres and the existing transport system connectivity should be stated so as to be able to evaluate the opportunities to carry out visits as one-day trips and/or overnight stays. The aim is to know not only the conditions of the road network but also to state any other possible means of transportation.

5. Delimitation and characterisation of viewsheds

Given that landscape is defined, as we have seen, from a human perspective perception, its delimitation is carried out from visual parameters that define its approximate perimeter. Therefore, the unit of study is the viewshed (VS) that is projected from a viewpoint (VP).

In this way, we start by identifying the different viewpoints (VP) from where the landscape can be observed, and recording the geographical and/or UTM coordinates of these points. Information on the accessibility to each viewpoint and possible limiting factors for its observation (relative height of vision with respect to the plane of observation, whether it is a still or in motion point, etc.) should also be noted, since this information allows establishing a hierarchy in the degree of viewing adequacy of each location. The total number of existing observation points will give an idea of the intervisibility (or reciprocal visibility) of the landscape, which in turn relates to its visual fragility.

A viewshed (VS) is the visible area from a viewpoint. The human eye allows a binocular vision of 120°-130°. In this way, if the visible area from a viewpoint has a smaller angle because there are visual barriers at the lateral edges of the viewshed (slopes of a valley, buildings on both sides of a street, etc.) it is a 'Vista viewshed', whereas if it exceeds this angle it will be a 'Panorama viewshed'.

Another interesting parameter to analyse is the length or range of view between the viewpoint and the limit of the viewshed. It must be remembered that the distance to which the human eye is able to focus is infinity. However, in the case of a viewshed at ground level (considering that the height from which it is observed is that of the eyes at 1.70 m), without barriers that impede the vision (for example, towards the sea), the Earth curvature limits the distance, establishing it in about 5 km. If, instead of towards the horizon, the view is directed towards objects of a certain height (mountains, for example) the vision presents a greater scope.

The viewing potential of the viewshed is the result of combining the number of viewpoints, their length, type and shape of the viewshed (a panoramic basin has the greatest potential) and the visibility conditions, since some elements permanently obstruct the view (visual barriers such as reliefs, buildings, etc.), others constitute an occasional intrusion such as atmospheric conditions, people, moving objects, etc.

Thus, consider the viewing potential can, at any given time, as a risk since greater potential for visibility also increases visual fragility or sensitivity.

In this section, a cartographic scheme of the area to be studied from the landscape point of view should be included. It will indicate the location of viewpoints and viewsheds, taking also into account that an attraction could be itself a viewpoint.

The last part corresponds to the characterisation of viewsheds and their composition. Thus, components or elements that integrate the landscape (natural, environmental, artificial and human), framed into each of the three depths of field (foreground, middle ground and background) depending on the sharpness with which they are observed. Finally, the compositional structure will be described in terms of the most outstanding landmarks and/or structural patterns that are detected.

6. Type and character of the landscape

This section defines the type of landscape and the components that characterise it. There is a wide variety of landscape types ranging from pristine natural landscapes to evolved urban ones. For this, the closest type will be identified and its features will be detailed.

It is important to point out the main period in which the landscape acquired the characteristics that make it significant and whether they are still determinant in its characterisation (landscape vestige), or if it is a dynamic or active landscape that constantly evolves.

In the second part, landscape sensory attributes and existing associations to historical, cultural, artistic, scientific, social, or spiritual events that confer significance are analysed. Sensory attributes include both visual attributes, which are more representative (e.g. harmony, colour, shape, line, texture, movement, etc.); sound attributes (e.g. soundscape or sounds accompanying a certain landscape), which have their own identity and are inseparable from a circumstance, place and moment; olfactory and tactile attributes (e.g. thermal sensations, wind, rain, etc.), all considered as fundamental added value of perception.

7. Conservation assessment and landscape condition

As regards to the current condition of the landscape, the first step is to assess its state of conservation and this is associated to landscape quality. Criteria to be used for this evaluation are: global integrity from a visual perspective, functional integrity and significance. This global assessment is obtained from an individual assessment of the state of the various components that make up the landscape.

Reasons that have caused the degradation or alteration of the landscape and restoration works carried out must be described in order to identify preventive and corrective measures.

As well as the condition, it is also necessary to identify the possible risks and threats that can affect the landscape quality in the future.

8. Social, scientific and legal recognition

This section refers to the recognition that society and scientific community attribute to the landscape. Thus, from the social point of view, the landscape can be perceived as something of little importance in their lives or as significant for certain individuals and/or social groups. Alternatively, it can become an essential item in their lives that grants them identity and they therefore show attachment and appreciation for it.

Moreover, value is also given to scientific recognition in terms of the dissemination of knowledge on different scales.

Finally, in this section it is also necessary to identify the level of legal protection granted to the landscape, since this is not only a recognition of its values and attributes, but also sets out the legal terms on which its management must be based. It must be taken into account that not only environmental laws protect the landscape, but other such as urban, agricultural norms must also be applied.

9. Intrinsic heritage value of the landscape

This section marks the beginning of the evaluative part of the inventory worksheet. Establishing a measure of the landscape value is useful to back up decision-making. The evaluation that is proposed using different criteria will result in a preliminary appraisal that must be completed with a subsequent expert analysis.

The first assessment to be performed is inherent in the values and attributes of the landscape itself (intrinsic scientific value). Thus, a landscape is evaluated according to the following criteria: significance, representativeness, singularity and integrity/authenticity, by applying a rising scale from 1 to 5. There is no standardised formula for applying this scale due to the wide

range of different types of landscapes that exist. On the other hand, it is clear that this assessment is complex and it has a certain subjectivity because it does deeply analyse each criterion, but the purpose of this manual is to be able to make a first diagnosis of the heritage element to enable further subsequent from an expert analysis. Hence, each case must be dealt with specifically. In this section of the inventory worksheet, there is an explanatory text about the definition of the criterion and the relevance of its application in each case.

It must be noted that a high intrinsic value of the landscape does not necessarily have to coincide with a high tourism value. Thus, for instance, a landscape with high social or historical significance may not be at all attractive to visitors.

10. Tourism value of the landscape

Tourism landscape value is assessed by applying tourism-related criteria such as: attractiveness, visual absorption capacity, availability, on-site accessibility, feasibility and educational values. The inventory worksheet includes an explanatory note that defines each criterion and the relevance for its application in each case. Rating will be using a rising scale from 1 to 5.

It is necessary to mention that the attractiveness is complicated to evaluate because it is a criterion with certain subjective character and that can vary depending on the personality traits and the preferences of different audiences. However, landscapes that count with marked sensory attributes and clear visibility tend to be more attractive. Its potential for observation is another factor that determines its value as it depends on the fragility of the landscape; thus, to greater inter-visibility and accessibility, greater fragility.

The application of these criteria makes it possible to know the potential of a landscape to its tourism enhancement and to improve the value of other attractions associated with it.

11. Uses and management of the landscape

This section includes a description of the current uses of the landscape under analysis, stating the importance that it has for the local community from the economic and social points of view.

The second block of information in this section is aimed at knowing which institutions and authorities have competences over the management of the landscape, as there is often more than one institution involved. It is important to know whether there are any inter-institutional coordination mechanisms that ensure coherent management. It is also necessary to identify the authority responsible for the management of the implemented model (direct management, concession, etc.) and whether local communities are somehow involved in it.

In addition, the management tools that exist for this landscape must also be identified, stating the date they were drafted and the period of validity together with the existence of maintenance programmes and the staff dedicated to such duties.

Likewise, mention should be made of open visitations and other type of public use activities and dissemination materials available about the landscape.

12. Additional comments

This section is to be used to provide any relevant information that, for whatever reason, has not been included in the previous sections.

13. Bibliographical and documentary references

List of bibliographical references, documents to consult and web addresses should be provided in order to show the basic sources of knowledge used to complete the worksheet.

14. Graphical documents

The worksheet must include any graphical documents needed to complete landscape knowledge. For this purpose, photographs, maps, leaflets, etc. shall be included together with their origin and authorship.

FURTHER READINGS

Bandarin, F. and Van Oers, R. (2012). *The historic urban landscape: managing heritage in an urban century.* Ed. John Wiley & Sons, Ltd., 224 pp.

Busquets, J. and Cortina, A. (eds.) (2009). *Gestión del paisaje: Manual de protección, gestión y ordenación del paisaje*. Ed. Ariel, 703 pp.

Council of Europe (2016). *Landscape dimensions. Reflections and proposals for the implementation of the European Landscape Convention*. Ed. Consejo de Europa, 279 pp.

Mata, R. and Tarroja, A. (eds.) (2006). *El paisaje y la gestión del territorio. Criterios paisajísticos en la ordenación del territorio y el urbanismo.* Ed. Consorci Universitat Internacional Menéndez Pelayo de Barcelona, Centre Ernest Lluch y Diputació de Barcelona, 712 pp.

Mitchell, N.; Rössler, M. and Tricaud, P.M. (eds.) (2009). *World Heritage Cultural Landscapes. A Handbook for Conservation and Management*. Word Heritage Papers (26). Ed. UNESCO World Heritage Centre, 135 pp.

Swanwick, C. (2002). *Landscape Character Assessment. Guidance for England and Scotland*. Ed. The Countryside Agency/Scottish Natural Heritage, 93 pp.

Tudor, Ch. (2014). *An Approach to Landscape Character Assessment*. Ed. Natural England, 56 pp.

Worksheet code: LDS – 5 (EN)

LANDSCAPE

1. NAME OF THE LANDSCAPE

Name of the site	
Other names	

2. INSPECTION DATA

Compiler name		Date and place of data gathering	
Compiler's e-mail address		Compiler's telephone number	

3. LANDSCAPE LOCATION

Town/City		Post Code	
County/Region		Country	
Local accessibility (means of public transport at destination)			
Location map			

4. ACCESSES AND CONNECTIONS

Tourism demand source market/s	Distance to the destination	Range of distances[1]	Type of road (motorway, trunk road, country road, etc.)	Transport connections[2] (roads' condition, frequency of public transport services, amount of connections, etc.)

Access description for each tourism demand source market	

[1] **Range of distances in kilometres to towns or tourism demand source market/s: 1** - >200 km; **2** - 200-100 km; **3** - 100-50 km; **4** - <50 km; **5** - At the destination itself

[2] **Transport connections: 1** - No connections by road or by public transport; **2** - Poorly connected (roads in bad condition, no public transport services, etc.); **3** - Minimum connection (secondary roads, etc.); **4** - Well connected (roads in good condition, extensive public transport services, etc.); **5** - Excellent transport services (motorways, high-speed trains, etc.)

5. DELIMITATION AND CHARACTERISATION OF VIEWSHEDS

5.1. Number of viewpoints and location (VP)

Location of the Viewpoints			
Viewpoints (reference name and description of the observation points)	Coordinates	Limiting factors[3]	Viewpoint adequacy[4]
VP01	GEOGRAPHICAL ° ′ ″ ° ′ ″ UTM (10x10)		
VP02	GEOGRAPHICAL ° ′ ″ ° ′ ″ UTM (10x10)		
VP03	GEOGRAPHICAL ° ′ ″ ° ′ ″ UTM (10x10)		
VP04	GEOGRAPHICAL ° ′ ″ ° ′ ″ UTM (10x10)		
Others			
	Total number of viewpoints:		

Comments (limiting factors, adequacy of the viewpoint, etc.)	

[3] **Limiting factors:** accessibility to the point, position of the observer with respect to the plane of observation (lower, on the same level or higher than the viewing plane), movement of the observer (still or in motion), etc.

[4] **Viewpoint adequacy:** establish a rating according to the suitability of the location, extension and limiting factors by using a rising scale from 1 to 5: **1** - Very bad location and/or very difficult to access; **2** - Bad location and/or difficult to access; **3** - Adequate and accessible location; **4** - Good location for viewing and/or with good access; **5** - Optimal location for viewing and easily accessible

5.2. Viewsheds[5] (VS) and Viewing Potential

Viewshed	Viewpoint/s	Type of viewshed[6] (panorama or vista)	Length or scope[7] (estimation in km)	Visibility[8]	Viewing potential of the viewshed[9]
VS01					
VS02					
VS03					
VS04					
Others					

Sketched map with viewpoints and viewsheds	

[5] **Viewshed:** area visible from a viewpoint.

[6] **Type of viewshed according to the viewing angle** (based on the binocular angle of vision of the human eye: 120º-130º): **a** - Panorama Viewshed (>120º-130º). An unobstructed view or prospect over a wide area, often in many directions. It looks out over an observable landscape from an area (area-to-area view) or from a point (point-to-area view), which may be from the attraction itself towards its surroundings; **b** - Vista Viewshed (≤ 130º). A view or prospect, especially one seen through a long, narrow avenue or passage, from one point to another (point-to-point view) or from an area to a point (area-to-point view). It is limited by lateral edges (slopes of a valley, street lined with buildings on both sides etc.). They usually channel the observer's attention towards a point.

[7] **Length or range of the line of sight:** length between the viewpoint and the limit of the viewshed (visual barriers, curvature of the earth, etc.)

[8] **Visibility:** It refers the limiting factors such as atmospheric conditions (fog, cloudy conditions, rain, etc.), existence of occasional visual intrusions (vegetation, people, etc.), lighting conditions (frontal, lateral or background light), duration of the view, etc.

[9] **Visibility potential of the viewshed:** establish a rating of the suitability of the viewshed within which the attraction or landmark could potentially be seen considering its limiting factors: **1** - No viewing potential; **2** - Low viewing potential (occasional); **3** - Moderate viewing potential; **4** - Good viewing potential (usual); **5** - Maximum viewing potential (observation guaranteed)

5.3. Viewshed composition

		Landscape components			
		Natural physic components[10]	Artificial components[11]	Environmental components[12]	Human components[13]
Depth of field	Foreground[14]				
	Middle ground[15]				
	Background[16]				
Compositional structure (describe following the indications)[17]					
Comments					

[10] **Natural physic components:** geological structures, landforms, water bodies, vegetation, wildlife, etc.

[11] **Artificial components:** infrastructures, constructions, cultural assets, etc.

[12] **Environmental components:** climatic factors (fog, clouds, humidity, rain, wind, sunshine, etc.), sounds, smells, astronomical phenomena (aurora borealis or australis, sunset, etc.), among others.

[13] **Human components:** Individuals and their associated activities (land uses, etc.).

[14] **Foreground:** The closest part of the view or area immediately in front of the viewing point (from 0 to 1 km), where all the details are clearly perceived.

[15] **Middle ground:** Visual field of the scene situated at a distance of between 1 and 3 km.

[16] **Background:** The furthest part of the view from the viewing point, which often forms the backdrop or termination of the view. It is situated at a distance of between 3 and 10 km. Colours fade and textures become almost unrecognisable.

[17] **Compositional structure: a -** Landmarks, salient features, reference elements or properties that attract the observer's attention because they have a clearly defined shape and a certain solid mass, and are visible on all the fields of observation; **b** - Structural patterns or landscape geometry (lines, shapes, edges, corner, junctions, etc.) that lead the observer' vision in a certain direction due to its spatial orientation (sheets of water, roads, hedges, tree lines, etc.) or create structures following certain patterns (geometric, irregular, etc.)

6. TYPE AND CHARACTER OF THE LANDSCAPE

6.1. Type of landscape

Typology		**a** - Pristine Natural Landscape; **b** - Traditional Agro-ecosystem; **c** - Rural Landscape; **d** - Historic Urban Cultural Landscape; **e** - Modern Urban Landscape; **f** - Others (specify in comments field)
Landscape features description		
Main period in the formation of the landscape		
Stage of evolution in which landscape currently is		**a** - Relict landscape (fossil landscape): where the evolutionary process stopped at some time in the past but its distinguishing features are can still be recognised, thus making it an important cultural and historical legacy; **b** - Active landscape: this type has evolved over time, changing its appearance more or less rapidly and intensely
Comments		

6.2. Landscape sensory attributes and Associations

Visual attributes (harmony, colour, form, line, texture, movement, etc.)	
Soundscape	
Olfactory attributes	
Tactile attributes (apparent temperature, wind, rain, etc.)	
Cultural, historical, artistic, scientific, spiritual Associations	
Comments	

7. CONSERVATION ASSESSMENT AND CONDITION

7.1. Current landscape condition

Landscape condition		1 - Severely deteriorated; 2 - Very deteriorated; 3 - Deteriorated; 4 - Slightly deteriorated; 5 - No apparent deterioration
Comments (indicate causes of deterioration)		
Restoration measures undertaken (description and date of intervention)		

7.2. Risks and threats

Risks and threats		a - Natural hazards; b - Climate change; c - Atmospheric pollution; d - Olfactory pollution; e - Noise pollution; f - Light pollution; g - Presence of elements that obstruct the viewsheds; h - Intrusion by unwanted elements; i - Presence of garbage; j - Traffic congestion; k - Lack of territorial planning; l - Lack of legal protection; m - Inadequate infrastructures; n - Lack of administrations awareness; o - Lack of local community appreciation; p - Traditional activities and customs no longer in use; q - Mass tourism; r - Vandalism; s - Others (specify in comments field)
Comments		

8. SOCIAL, SCIENTIFIC AND LEGAL RECOGNITION

8.1. Social and scientific recognition

Social recognition (society's perception of the value of the landscape)		1 - Insignificant for the vast majority of individuals; 2 - Not very significant for most individuals; 3 - Significant for an important number of individuals; 4 - Significant for the vast majority of individuals; 5 - Essential for most individuals (it represents a solid identity social value)
Scientific recognition (the scientific community's perception of the landscape value)		1 - Unknown; 2 - Known locally; 3 - Known within the region; 4 - Documented; 5 - Studied scientifically and made known publicly

8.2. Legal status of the landscape

Legal status		1 - Uncatalogued (no protection); 2 - Catalogued (minimum legal protection or local protection); 3 - Medium legal protection (regional protection); 4 - High legal protection (national protection); 5 - Maximum legal protection (international protection)
Applicable rules		
Comments		

9. INTRINSIC HERITAGE VALUE OF THE LANDSCAPE

Establish a rating of the landscape (intrinsic scientific value) according to the following criteria by using a rising scale from 1 to 5 in each section:

Significance		The set of natural, cultural, artistic, historical, spiritual, aesthetic, scenic, environmental, etc. values and services that define, in a broadest sense, the importance of a landscape.
Representativeness		The extent to which the landscape presents the features or attributes inherent in the type it belongs to. It can have two meanings: 'typical representativeness', when a landscape is frequent or common. In the opposite sense, it would refer to the exceptional features that are only represented in a minority of landscapes.
Singularity		This is established according to the rarity, originality or uniqueness presented by the landscape in relation to the features inherent in the type that it belongs to, taking into account the spatial scale of distribution of the landscape (local, regional, national, international).
Integrity/Authenticity		The extent to which the landscape includes all the components needed to express its value. In the case of cultural landscapes, authenticity must be considered in the assessment in order to verify that they are truthful and that the site is a genuine and authentic representation of what it claims to be.
Comments		

10. TOURISM VALUE OF THE LANDSCAPE

Establish a rating of the landscape based on its tourism potential according to the following criteria by using a rising scale from 1 to 5 in each section:

Attractiveness		This refers to parameters of an aesthetic, spiritual, emotional and perceptual character based on physical sensory perceptions such as the visual, audible, olfactory, gustatory, tactile richness together with other perceptions such as beauty, scenic quality, magnificence, originality, symbolism, tranquillity, etc. that arouse positive emotions and feelings of appreciation in people and, even, therapeutic benefits.
Resistance or Visual absorption capacity (vs. Fragility or Landscape Sensitivity)		This refers to the ability of the landscape to hide visual intrusions without negatively affecting its visual quality. The opposite term is Landscape Sensitivity, which is its inherent susceptibility to alterations, normally of an anthropic origin (impacts), affecting its visual quality and its significance.
Availability		This has to do with the viewing potential. Some landscapes have ephemeral or seasonal elements as their main component and therefore viewing them will be conditioned by the period in which they can be enjoyed.
On-site Accessibility		This refers to the ease with which the landscape can be observed, in terms of physical adaptations and recreational facilities (overlooks, viewpoints, high observation points, etc.).
Feasibility		This is used to rate the extent to which the tourism enhancement of the landscape is achievable. It deals with the good condition of the landscape, with the economic viability (evaluation of costs and profits, acquisition costs, restoration costs, management and maintenance costs, specific adaptations costs, etc.), with the spatial and temporary availability of the landscape elements, the existence of rights, traditional uses, religious practices, and management capacity of the competent authority (to guarantee its protection and/or its tourism enhancement). It also deals with the social benefits and the attitude of the stakeholders and the community (acceptance by the local population is usually one of the most decisive criteria for rating the feasibility).
Educational values		This takes into account the potential of the landscape (readability) to provide scientific knowledge within the fields of Geography, Urbanism, Agrology, Historical Evolution and Territorial Planning, etc. and to facilitate its understanding (Interpretation potential) and to promote the development of aesthetic, scenic and artistic values. Aspects that help to increase public awareness on the heritage conservation are also valued.
Comments		

11. USES AND MANAGEMENT OF THE LANDSCAPE

11.1. Current use of the landscape

Existing uses (conservation, forestry exploitation, livestock farming, fishing, agriculture, mining, water usage, urban, industry, tourism, etc.)		
Socio-economic importance of the current uses		**1** - Irrelevant; **2** - Residual socio-economic importance; **3** - Relative socio-economic importance; **4** - Important for the socio-economics of community **5** - Essential for the socio-economics of community
Comments		

11.2. Management issues

Authorities/Institutions with competences over the landscape (public and/or private)		
Authority/Institution responsible for managing the landscape		
Management model		**a** - Direct management; **b** - Indirect management (concession, lease, agreement); **c** - Others (specify in comments field)
Existing management instruments		**a** - Master Plan; **b** - Public Use Management Plan; **c** - Management Plan for the Conservation of Natural Resources; **d** - Uses Master Plan; **e** - Plan for the Tourism Enhancement of the Landscape; **f** - Interpretation Programme; **g** - Sustainable Tourism Development Strategic Plan; **h** - Sustainable Tourism Revitalization Plan; **i** - Specific Plans (restoration, etc.); **j** - Awareness Plan; **k** - Others (specify in comments field)
Drafting date, period of validity and level of implementation achieved		

Maintenance programmes and tasks	
Local stakeholders and society involvement	
Type of visits	[ ] **a** - Guided/scheduled visit; **b** - Self-guided visit; **c** - Special events; **d** - Non-existent
Dissemination materials (travel books, maps, leaflets, interpretive signage, web, apps, etc.)	
Comments (management model description, staff, visitors, management problems, best-rated features of the landscape, etc.)	

12. ADDITIONAL COMMENTS

13. BIBLIOGRAPHICAL AND DOCUMENTARY REFERENCES

14. GRAPHICAL DOCUMENTS (photographs taken from view points, maps, leaflets, etc.)

6 Comments and instructions for filling in the worksheet 'CLIMATE'

INTRODUCTION

Climate is one of the components with the greatest importance weight in the tourism assessment of a destination as it creates the environmental conditions that allow, favour, hamper or prevent the practice of recreational activities, especially those carried out outdoors. Furthermore, certain modalities of tourism are closely tied to a particular type of climate (e.g. 'sun and beach tourism', 'snow tourism', 'nautical tourism', etc.).

The first half of this worksheet is of a descriptive and analytical nature, and is used to collect fundamental data about the key climatic elements that condition the tourism assessment of the climate of a site. The second part is devoted to the evaluation of the climate from the tourism perspective, based on three criteria: safety (*vs*. climate risks), enjoyable weather conditions for tourists, and bioclimatic comfort. In addition, a monthly analysis is proposed for defining the climatic seasonality and to draw up recommendations and to address certain climatic situations and/or adverse weather conditions.

This worksheet includes 10 sections, which are described below.

STRUCTURE OF THE WORKSHEET

1. Name of the site or element it is linked with

Section 1 refers to the name of the site where the climate is going to be analysed, since it is considered a resource associated to a destination.

2. Inspection data

It is necessary to state the place and date on which the data were collected in order to know how up-to-date they are. Moreover, for practical purposes, the compiler's contact details must be included to allow any further consultations that may be necessary.

3. Location of the area to be characterised climatically

This section is used to identify the area that is going to be characterised from a climatic point of view. Accordingly, the town, county, region and country must be stated. It is also necessary to specify the particular geographical situation in terms of the geomorphological point of view

(valleys, coastal plains, mountainous zones, island, etc.), since the different landforms are factors that condition the climate elements, as does the distance from the sea.

The location and name of the weather stations from which the data were obtained must also be included, together with their height above sea level and their location, using geographic coordinates (in degrees, minutes and seconds). In this regard, it is recommendable to use weather stations that have been recording for a sufficient number of years to allow them to be representative of the climate of the zone (± 40 years).

The section will be completed with a sketch location map of the area under study on which the positions of the weather stations are highlighted. For this purpose, images from open access digital cartographic and/or photographic platforms can be used (Google Earth or Maps, Bing, etc.), with a reference to the source so that their original interactive version can be viewed.

4. Elements of the climate

The elements of the climate with the greatest incidence on tourism are: Temperature (T), Insolation (I), Precipitation (P), Relative humidity (% RH), and Apparent temperature (Heat Index and Windchill). The data related to these elements are usually available from the national meteorological agencies of each country.

As regards the temperature, the data proposed for collection are the average monthly temperatures and the number of days with temperatures between 20°C and 26°C. The average monthly temperatures are basic data to be able to evaluate seasonal differences, apparent temperature and enjoyable weather conditions for tourists. Identifying the number of days with temperatures between 20°C and 26°C is useful to know the general bioclimatic comfort of the destination. This range was chosen because it is the one in which the human body feels in equilibrium with its internal temperature of 37°C. Similar ranges appear in the literature but vary a little by a degree or two up or down, since it seems logical to think that there are differences according to the seasons throughout the year, the climate zone in which one lives or even intrinsic factors of each individual that are determined by age, gender, etc. The range proposed in this handbook is the one that seems to enjoy the greatest degree of consensus among authors.

Sunshine or solar Insolation, is estimated in hours of daylight and is calculated for each month depending on the position of the Earth with respect to the Sun. Thus, taking into account the latitude of the analysed site is possible to determine the number of hours of light that are produced each month of the year (table CLI1).

Once this data has been recorded, it is necessary to consider the limiting factors, such as the presence of areas of shade, reliefs, clouds, etc., and verify their existence.

From the point of view of tourism, it is interesting to know the distribution of rainfall or precipitation throughout the year, as it is a limiting factor for the practice of outdoor activities. Therefore, both the total rainfall for each month and the number of days on which it rained must be recorded.

Relative humidity is an element that can limit the performance of outdoor activities if its values are, according to the majority of authors, above 60% or below 20% because it would affect human well-being and health. Moreover, it also increases the effects of temperature on the human body, as will be seen below. This section is for recording the monthly relative humidity and the number of days in each month on which the relative humidity is within the comfort range (20%-60%).

Table CLI1

Maximum number of hours of daylight (h/day) for the northern hemisphere (calculated for the 15th day of each month)

Lat.°N	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
0	12.1	12.1	12.1	12.1	12.1	12.1	12.1	12.1	12.1	12.1	12.1.	12.1
2	12.0	12.1	12.1	12.2	12.2	12.2	12.2	12.2	12.1	12.1	12.0	12.0
4	11.9	12.0	12.1	12.2	12.3	12.4	12.3	12.3	12.1	12.0	11.9	11.8
6	11.8	11.9	12.1	12.2	12.4	12.5	12.4	12.3	12.2	12.0	11.9	11.8
8	11.7	11.9	12.1	12.3	12.5	12.6	12.5	12.4	12.2	12.0	11.8	11.7
10	11.6	11.8	12.1	12.3	12.6	12.7	12.7	12.5	12.2	11.9	11.7	11.5
12	11.5	11.7	12.0	12.4	12.7	12.8	12.8	12.5	12.2	11.9	11.6	11.4
14	11.4	11.7	12.0	12.4	12.8	12.9	12.9	12.6	12.2	11.8	11.5	11.3
16	11.3	11.6	12.0	12.5	12.9	13.1	13.0	12.7	12.2	11.8	11.4	11.2
18	11.2	11.5	12.0	12.5	13.0	13.2	13.1	12.8	12.3	11.8	11.3	11.1
19	11.1	11.5	12.0	12.6	13.0	13.3	13.2	12.8	12.3	11.7	11.3	11.0
20	11.0	11.5.	12.0	12.6	13.1	13.3	13.2	12.8	12.3	11.7	11.2	10.9
21	11.0	11.4	12.0	12.6	13.1	13.4	13.3	12.9	12.3	11.7	11.2	10.9
22	10.9	11.4	12.0	12.6	13.2	13.5	13.4	12.9	12.3	11.7	11.1	10.8
23	10.9	11.4	12.0	12.7	13.2	13.5	13.4	13.0	12.3	11.7	11.1	10.7
24	10.8	11.3	12.0	12.7	13.3	13.6	13.5	13.0	12.3	11.6	11.0	10.7
25	10.7	11.3	12.0	12.7	13.3	13.7	13.6	13.0	12.3	11.6	10.9	10.6
26	10.7	11.3	12.0	12.7	13.4	13.8	13.6	13.1	12.3	11.6	10.9	10.5
27	10.6	11.2	12.0	12.8	13.5	13.8	13.7	13.1	12.4	11.6	10.8	10.5
28	10.5	11.2	12.0	12.8	13.5	13.9	13.8	13.2	12.4	11.5	10.8	10.4
29	10.5	11.2	11.9	12.8	13.6	14.0	13.8	13.2	12.4	11.5	10.7	10.3
30	10.4	11.1	11.9	12.9	13.6	14.1	13.9	13.3	12.4	11.5	10.7	10.2
31	10.3	11.1	11.9	12.9	13.7	14.1	14.0	13.3	12.4	11.4	10.6	10.2
32	10.3	11.0	11.9	12.9	13.8	14.2	14.1	13.4	12.4	11.4	10.6	10.1
33	10.2	11.0	11.9	13.0	13.8	14.3	14.1	13.4	12.4	11.4	10.5	10.0
34	10.1	10.9	11.9	13.0	13.9	14.4	14.2	13.5	12.4	11.4	10.4	9.9
35	10.0	10.9	11.9	13.0	13.9	14.4	14.2	13.5	12.4	11.4	10.4	9.9
36	10.0	10.9	11.9	13.1	14.0	14.6	14.4	13.6	12.5	11.3	10.3	9.7
37	9.9	10.8	11.9	13.1	14.1	14.7	14.5	13.6	12.5	11.3	10.2	9.6
38	9.8	10.8	11.9	13.1	14.2	14.8	14.6	13.7	12.5	11.3	10.2	9.6
39	9.7	10.7	11.9	13.2	14.3	14.9	14.7	13.7	12.5	11.3	10.1	9.5
40	9.6	10.7	11.9	13.2	14.4	15.0	14.8	13.8	12.5	11.2	10.0	9.4
41	9.5	10.6	11.9	13.3	14.4	15.1	14.9	13.9	12.5	11.2	9.9	9.3
42	9.4	10.6	11.9	13.3	14.5	15.2	15.0	13.9	12.5	11.2	9,9	9.1
43	9.3	10.5	11.8	13.3	14.6	15.3	15.1	14.0	12.6	11.1	9.8	9.0
45	9.1	10.4	11.8	13.4	14.8	15.6	15.3	14.1	12.6	11.1	9.6	8.8
46	9.0	10.3	11.8	13.5	14.9	15.7	15.4	14.2	12.6	11.0	9.5	8.7
47	8.9	10.3	11.8	13.5	15.0	15.9	15.6	14.3	12.6	11.0	9.4	8.5
48	8.8	10.2	11.8	13.6	15.1	16.0	15.7	14.4	12.7	10.9	9.3	8.4
49	8.7	10.1	11.8	13.6	15.2	16.2	15.8	14.5	12.7	10.9	9.2	8.3
50	8.5	10.1	11.8	13.7	15.4	16.3	16.0	14.6	12.7	10.9	9.1	8.1
51	8.4	10.0	11.8	13.8	15.5	16.5	16.1	14.6	12.7	10.8	9.0	8.0
52	8.2	9.9	11.8	13.8	15.6	16.7	16.3	14.7	12.7	10.8	8.9	7.8
53	8.1	9.8	11.7	13.9	15.8	16.9	16.5	14.8	12.8	10.7	8.7	7.6
54	7.9	9.7	11.7	14.0	15.9	17.1	16.7	15.0	12.8	10.7	8.6	7.4
55	7.7	9.7	11.7	14.0	16.1	17.3	16.9	15.1	12.8	10.6	8.5	7.2
56	7.6	9.6	11.7	14.1	16.3	17.6	17.1	15.2	12.9	10.6	8.3	7.0
57	7.4	9.5	11.7	14.2	16.4	17.8	17.3	15.3	12.9	10.5	8.2	6.8
58	7.1	9.4	11.7	14.3	16.6	18.1	17.6	15.5	12.9	10.4	8.0	6.5
59	6.9	9.2	11.7	14.4	16.8	18.4	17.8	15.6	13.0	10.4	7.8	6.3
60	6.7	9.1	11.7	14.5	17.1	18.8	18.1	15.8	13.0	10.3	7.6	6.0

Source: http://ocw.upm.es/ingenieria-agroforestal/climatologia-aplicada-a-la-ingenieria-y-medioambiente/contenidos/tema-3/TABLA-NUMERO-DE-HORAS-DE-SOL-MAXIMAS.pdf
(Accessed: December 2016)

Wind is also a climate element that affects outdoor activities. On the one hand, it can be an important limiting factor if the wind is strong and, like relative humidity, modifies the effect of temperature on the human body. For this reason, data should be recorded concerning the number of days per month with winds of different forces (according to the Beaufort scale), as can be observed in the boxes of this worksheet. Comments should be related to the seasonality

and the relevance of this climate element for the destination under analysis. If possible, the direction of the main winds must also be analysed, since locally this factor can be important for the site. On the other hand, wind can also be the driver of certain types of active tourism, especially those linked with nautical and aerial activities, which also reflects the importance of this climate element.

Finally, it is also necessary to analyse the apparent temperature, which is a term used to describe the temperature perceived by a person due to a combination of air temperature, relative humidity and wind speed. This perception is based on the relationship that exists between the heat produced by the internal metabolism of the body (37°C) and that which the body gives off into the atmosphere as a result of activity. This concept has to do with human health and comfort, and it is essential to consider it in proposals for outdoor tourism activities.

Hence, the combination of high temperatures with high percentages of relative humidity causes the apparent temperature to be higher than the real temperature of the drier air, and can lead to an increase in the internal body heat.

With high temperatures and low relative humidity, the apparent temperature is lower than the temperature of the air due to a greater cooling of the skin because of a greater evaporation of sweat. Conversely, with temperatures above 35°C and winds > 21.5 km/h, the temperature can rise between 1°C and 3°C depending on the force of the wind.

This phenomenon can be evaluated with the Heat Index, which, although considered useful for practical purposes, is an incomplete index, since it does not take the effects of the wind into account. Table CLI2 shows the values calculated for this index.

Table CLI2
Table of Heat index values

		AIR TEMPERATURE (°C)																
		27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44
RELATIVE HUMIDITY (%)	45	27	28	29	30	32	33	35	37	39	41	43	46	49	51	54	57	61	64
	50	27	28	30	31	33	34	36	38	41	43	46	49	52	55	58	62		
	55	28	29	30	32	34	36	38	40	43	46	48	52	55	59	62			
	60	28	29	31	33	35	37	40	42	45	48	51	55	59	63				
	65	28	30	32	34	36	39	41	44	48	51	55	59	63					
	70	29	31	33	35	38	40	43	47	50	54	58	63						
	75	29	31	34	36	39	42	46	49	53	58	62							
	80	30	32	35	38	41	44	48	52	57	61								
	85	30	33	36	39	43	47	51	55	60	65								
	90	31	34	37	41	45	49	54	58	64									
	95	31	35	38	42	47	51	57	62										
	100	32	36	40	44	49	54	60											

Caution	27 a 32	Possible fatigue for long exposure or physical activity.
Extreme caution	33 a 40	Sunstroke, heat stroke, cramps. Possible for long exposure or physical activity.
Danger	41 a 53	Sunstroke, heat stroke, cramps. Highly possible for long exposure or physical activity.
Extremely danger	54 or more	Imminent heat stroke, sunstroke.

Source: http://www.aemet.es/documentos/es/conocermas/montana/SensacionTermicaPorFrio-Calor-AEMET.pdf
(Accessed: February 2017)

In the case of low temperatures, the main factor that conditions how they are perceived is wind. Thus, strong winds produce an apparent temperature that is colder than the temperature of the surrounding atmosphere. This is because when the air around us is at a temperature that is lower than that of our body metabolic heat is lost by convection.

This phenomenon is evaluated by means of the Windchill Index, which, as before, is only partial because it does not take into account the influx of radiation, which can be notable when outdoors on a sunny day. Table CLI3 shows the values calculated for this index. It is also possible to calculate the apparent temperature indexes using interactive applications that can be found on a good number of meteorology websites.

Table CLI3
Table of Windchill values

WIND AT 10m (km/h)	AIR TEMPERATURE (°C)										
	0	-5	-10	-15	-20	-25	-30	-35	-40	-45	-50
5	-2	-7	-13	-19	-24	-30	-36	-41	-47	-53	-58
10	-3	-9	-15	-21	-27	-33	-39	-45	-51	-57	-63
15	-4	-11	-17	-23	-29	-35	-41	-47	-54	-60	-66
20	-5	-11	-18	-24	-30	-37	-43	-49	-56	-62	-68
25	-6	-12	-19	-25	-32	-38	-44	-51	-57	-64	-70
30	-6	-13	-19	-26	-32	-39	-46	-52	-59	-65	-72
35	-7	-13	-20	-27	-33	-40	-47	-53	-60	-66	-73
40	-7	-14	-21	-27	-34	-41	-47	-54	-61	-67	-74
45	-8	-14	-21	-28	-35	-41	-48	-55	-62	-68	-75
50	-8	-15	-22	-29	-35	-42	-49	-56	-63	-69	-76
55	-8	-15	-22	-29	-36	-43	-50	-56	-63	-70	-77
60	-9	-16	-23	-29	-36	-43	-50	-57	-64	-71	-78
65	-9	-16	-23	-30	-37	-44	-51	-58	-65	-72	-79
70	-9	-16	-23	-30	-37	-44	-51	-58	-65	-72	-79
75	-9	-17	-24	-31	-38	-45	-52	-59	-66	-73	-80
80	-10	-17	-24	-31	-38	-45	-52	-59	-67	-74	-81

Approximate thresholds:

Low risk:	-10 a -27	Risk of hypothermia if long time is spent outdoor
Moderate risk:	-28 a -39	Risk of freezing for prolonged exposure
High risk:	-40 a -54	Risk of freezing in 10 min long exposure
Extremely high risk:	55 or less	Risk of freezing in less than 2 min long exposure

With the skin exposed to the air outdoors, being initially warm. If the skin is initially cold, the thresholds are shorter.

Source: http://www.aemet.es/documentos/es/conocermas/montana/SensacionTermicaPorFrio-Calor-AEMET.pdf
(Accessed: February 2017)

5. Climate risks

This section is used to record the different climatic phenomena that may represent a significant risk for performing tourism activities.

In the comments concerning the frequency or recurrence interval of these risks, it is very important to state their magnitude and the period of year in which they usually take place and the number of days they normally last. In addition, if possible, the areas where they occur with the greatest frequency must also be stated.

6. Assessing Climate for tourism

This section is of an evaluative nature and is completed based on the application of the following criteria: climatic safety, good weather conditions, and bioclimatic human comfort. The rating will be based on a rising scale of 1 to 5.

The climatic safety criterion is related to the risks. Tourism is incompatible with a high risk of climatic hazards, which can compromise the safety of the tourists or the assets. Therefore, the

detection of climate risk conditions that present a high recurrence interval and a high degree of intensity will contribute to a very important reduction in the attraction of the site.

The good weather is a synonym of 'best time to visit' and is an essential factor to be able to practise outdoor activities. Sun, blue skies and the absence of rain (especially during the day) are highly valued elements in tourism. It is a well-known fact that the euphoric effects of sunshine induces optimism, but it must not be forgotten that this criterion can be applied even for activities in the snow, as 'good weather' is also needed to be able to practise them.

As regards the absence of rainfall during the day, the parameters of interest are the form, frequency, duration and time of day in which it occurs, rather than just the amount. A small amount of rain that quickly evaporates does not represent an important hindrance for the activity. Prolonged spells of bad weather have the most negative effect. Rain during the night, especially when heavy, is accompanied by a considerable drop in temperatures, but does not have a very important effect on whether or not the activities can be carried out.

As regards bioclimatic comfort, in terms of human well-being, some aspects have already been commented when dealing with the apparent temperature. This criterion assesses human comfort, understood as referring to environmental situations in which the human body is in equilibrium and does not need to make an effort to maintain the stability of its internal metabolism. It is an essential condition for most recreational activities, especially those of a more general nature.

7. Assessing seasonal and monthly climate for tourism

Performing a monthly assessment of the climate in terms of the effects it has on tourism is considered very useful, as it provides information about the best times to enjoy the destination as well as offering guidance on the best way to organise certain activities, especially those performed outdoors.

It is also suggested that efforts be made to identify possible measures that can be taken to alleviate situations of hydric and thermal discomfort, such as the most suitable times for carrying out activities according to the different seasons of the year, etc.

8. Additional comments

This section is to be used to provide any relevant information that, for whatever reason, has not been included in the previous sections.

9. Bibliographical, meteorological and documentary references

A list of bibliographical references, documents to consult, web addresses and, above all, the sources of the meteorological information used as the basis for the realization of this worksheet should be provided.

10. Graphical documents

The worksheet must include any graphical documents needed to complete the knowledge about climate conditions. Thus, photographs, maps, climate diagrams and graphics, wind charts, etc. must be included together with their origin and authorship.

Further readings

Besancenot, J.P. (2015). *Climat et santé*. Ed. Press universitaires de France, 128 pp.

Matzarakis, A.; de Freitas, C. R. and Scott, D. (eds) (2007). *Developments in Tourism Climatology*. Ed. Commission Climate, Tourism and Recreation, International Society of Biometeorology, 289 pp.

Olgyay, V. (1998). *Arquitectura y clima. Manual de diseño bioclimático para arquitectos y urbanistas*. Ed. Gustavo Gili, Barcelona, 203 pp.

Scott, D. and Lemieux, Ch. (2009). *Weather and Climate Information for Tourism*. Report of the World Meteorological Organization and United Nations World Tourism Organization, 64 pp. http://sdt.unwto.org/sites/all/files/docpdf/wcc3tourismwhitepaper.pdf

CLIMATE

1. NAME OF THE SITE OR ELEMENT IT IS LINKED WITH

Name of the site or element	
Other names	

2. INSPECTION DATA

Compiler name		Date and place of data gathering	
Compiler's e-mail address		Compiler's telephone number	

3. LOCATION OF THE AREA TO BE CHARACTERISED CLIMATICALLY

3.1. Geographical area

Town/City		Post Code	
County/Region		Country	
Geographical characteristics (valley, island, coastal zone, etc.)			

3.2. Weather stations

Station 1	Name:	Years of recording:
	Geographical coordinates:	Height above sea level:
Station 2	Name:	Years of recording:
	Geographical coordinates:	Height above sea level:
Station 3	Name:	Years of recording:
	Geographical coordinates:	Height above sea level:
Location map of the study area, including meteorological stations		

4. ELEMENTS OF THE CLIMATE

4.1. Temperature (°C)

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Total
Average monthly Temperatures (T) and No. days with Temperatures between 20°C and 26°C													
T °C													–
No. days													

Comments (seasonality, extreme temperatures, inter-annual variability, etc.)	

4.2. Sunshine (hours)

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Annual total
Daily[1], monthly[2] and annual solar Insolation													
Hours per day													
Hours per month													

Comments (limiting factors such as the local effects of the reliefs, cloud frequency, etc.)	

[1] Apply values from table CLI1 in the Introductory text.
[2] Multiply daily sunshine by the number of days per month.

4.3. Precipitation (mm)

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Total
Average of monthly Precipitation (P) and No. days of rain per month													
mm P													
No. days													

Comments (total annual P, seasonality, maximum 24-hour precipitation, precipitation forms -rain, hail, sleet, and snow-, variability, number of days without rainfall, etc.)	

4.4. Relative humidity (%)

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Total
Average of monthly Relative Humidity and No. days with Relative Humidity between 20% and 60%													
%													–
No. days													

Comments (seasonality, number of days within humidity comfort ranges, etc.)	

4.5. Wind

	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Total
Days with wind ≤ Force 3 (Beaufort scale)[3]													
No. days													
Days with wind Force 3-4 (Beaufort scale)[4]													
No. days													
Days with wind ≥ Force 5 (Beaufort scale)[5]													
No. days													
Days with wind ≥ Force 6 (Beaufort scale)[6]													
No. days													
Days with wind > Force 7-12 (Beaufort scale)[7]													
No. days													

Comments (main wind circulation patterns, wind direction, seasonality, etc.)	

[3] Beaufort 1-3: 12-19 km/h, gentle breeze.
[4] Beaufort 3-4: 20-29 km/h, moderate breeze.
[5] Beaufort 5: 30-39 km/h, fresh breeze.
[6] Beaufort 6: 40-50 km/h, strong breeze.
[7] Beaufort 7-12: > 50 km/ h, strong winds, gales.

4.6. Apparent temperature[8]

Estimated Apparent Temperatures[9] (Heat Index) and No. days with Apparent Temperatures between 20°C and 26°C													
	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Total
T °C / % Humidity													–
Evaluation[10]													
No. days													

Estimated Apparent Temperatures[9] (Windchill Index) and No. days with Apparent Temperatures between 20°C and 26°C													
	Jan.	Feb.	March	April	May	June	July	August	Sept.	Oct.	Nov.	Dec.	Total
T °C / Winds													–
Evaluation[11]													
No. days													

Comments	

[8] The Apparent temperature is the temperature equivalent perceived by humans, caused by the combined effects of air temperature, relative humidity and wind speed.
[9] Apply values from the data in table CLI2 'Apparent Temperature due to heat (Heat Index)' and table CLI3 'Apparent Temperature due to cold (Windchill Index)' in the Introductory text.
[10] **Evaluation of the Apparent Temperature due to heat (heat strokes/heat exhaustion): 1** - Extreme danger (> 54°C); **2** - Danger (41°C – 53°C); **3** - Extreme caution (33°C – 40°C); **4** - Caution (27°C – 32°C); **5** - Seemingly without risk
[11] **Evaluation of the Apparent temperature due to wind (hypothermia/frostbite): 1** - Very high risk (< -55°C); **2** - High risk (-40°C– -54°C); **3** - Moderate risk (-28°C– -39°C); **4** - Low risk (-10°C– -27°C); **5** - Seemingly without risk

5. CLIMATE RISKS

Climate risks		a - Torrential rainstorm events; **b** - Thunderstorms; **c** - Heat waves; **d** - Cold waves; **e** - Hailstones; **f** - Droughts; **g** - Hurricanes; **h** - Snowstorms; **i** - Sandstorms; **j** - Tornadoes; **k** - Avalanches; **l** - Waterspouts; **m** - Others (specify in comments field)
Comments (frequency or recurrence interval of the climate risk, degree of intensity, area usually affected and damage caused, time of year in which they arise, duration of the event, etc.)		

6. ASSESSING CLIMATE FOR TOURISM

Establish a rating of the climate based on its tourism potential according to the following criteria by using a rising scale from 1 to 5 in each section:

Climate risks		These will be evaluated according to the frequency or recurrence interval, the degree of intensity and the area usually affected. **Range of risk: 1** - Very high climatic risk (> 3 months); **2** - High climatic risk (3 months); **3** - Moderate climate risk (2 months); **4 -** Low climatic risk (1 month); **5** - No apparent risks
Good weather conditions		They are defined as the pleasant and enjoyable weather conditions that are essential to practise outdoor activities. **Ranges of Sunshine (hours of sun/year): 1 -** ≤ 1,000; **2** - 1,000-1,500; **3** - 1,500-2,000; **4 -** 2,000-2,500; **5** - ≥ 2,500
		Ranges of Precipitation (average number of days of rain/year): 1 - ≥ 150; **2 -** 150-120; **3** - 120-80; **4 -** 80-50; **5** - ≤ 50
Bioclimatic comfort		This refers to an ideal state of well-being, health and physical and mental comfort in a person due to favourable environmental conditions in which the organism finds itself in harmony with the surrounding atmosphere. It is established on the basis of apparent temperature (Heat Index and Windchill Index). **Ranges of General Bioclimatic Comfort: 1 -** < 60 days; **2** - 60-150 days; **3 -** 150-240 days; **4 -** 240-300 days; **5 -** > 300 days
Comments		

7. ASSESSING SEASONAL AND MONTHLY CLIMATE FOR TOURISM

Specify the monthly conditions in which the climate can be enjoyable and comfortable taking into account jointly the Temperatures, Relative Humidity, Precipitations and Winds, as well as the existence of any climate risk. Identify measures to alleviate situations of discomfort.

January	
February	
March	
April	
May	
June	
July	
August	
September	
October	
November	
December	

8. ADDITIONAL COMMENTS

9. BIBLIOGRAPHICAL, METEOROLOGICAL AND DOCUMENTARY REFERENCES

10. GRAPHICAL DOCUMENTS (photographs, maps, wind charts, climatic diagrams, etc.)

7 Comments and instructions for filling in the Worksheet 'RECREATIONAL FACILITIES'

INTRODUCTION

The development of recreational activities requires the existence of certain basic and recreational facilities. In the same way, for a place to become a tourism destination, it needs basic minimum infrastructure to guarantee comfort and safety not only of tourists but also of residents (sanitary infrastructures, electrical installations, drinking water supply, sewage, telecommunications, etc.).

In this worksheet, recreational facilities are analysed. They could be defined as those simple facilities or installations that allow the development of recreational activities of all kinds. There is a great variety of facilities responding to the needs of the three basic types of recreational activities: ludic and entertaining activities, sports and adventure, and educational and interpretive activities. Their planning and development depend on many factors ranging from the spatial availability, the needs of the demand, to economic reasons. The existence of more or less facilities is not synonymous with comfort, but there are two premises that must be taken into account: basic facilities are necessary (welcome and information desk, toilets, signage, car park, trails, etc.), and facilities must be in perfect maintenance conditions.

This worksheet is conceived as an instrument to inventory existing recreational facilities as they constitute a very important logistic support for the development of activities. The first sections of the document are descriptive and consist of the inventory of data related to facilities. The second part is more prescriptive since it implies a rating of the facilities based on certain parameters. The completed inventory worksheet provides preliminary information that can be of use to guide decision-making.

This sheet includes 10 sections, which are described below.

STRUCTURE OF THE WORKSHEET

1. Name of the facility

Section 1 refers to the name of the facility. It is necessary to record the different names by which it is known to avoid any possible mistakes regarding its denomination.

When a facility is linked to an attraction, whether natural, cultural or landscape, its name will be included and, if this element has been inventoried, a reference will be made to the corresponding worksheet in which it is described and assessed.

2. Inspection data

It is necessary to state the place and the date on which the data were collected in order to know how up-to-date they are. Moreover, for practical purposes, the compiler's contact details must be included to allow any further consultations that may be necessary.

3. Location of the facility

This section shall be used to identify geographical coordinates (in degrees, minutes and seconds) or UTM in order to allow the facility access point to be located.

The name of the town where it is situated must be included together with the county or region and the country. In the case of supra-municipal or cross-border facilities (e.g. GR long-distance trails), this condition must be stated clearly.

It is also necessary to describe the means of public transport existing in the destination in which the facility is located to analyse the local accessibility.

A location map must be included in order to define and visually locate the area where the facility is situated. For this purpose, images from open access digital cartography and/or photography platforms can be used (Google Earth or Maps, Bing, etc.), with a reference to the source so that their original interactive version can be viewed.

4. Accesses and connections

Accessibility is a variable that covers two aspects: on the one hand, the possibility of accessing the attractions easily and, on the other, the opportunity the area offers for accessing tourism demand source markets.

The data collected in this section are used to provide information about the proximity and connectivity existing between the facility under analysis and the main towns/cities and/or potential tourism demand source markets. To this end, it is suggested that the distance in kilometres and the existing transport system connectivity should be stated to be able to evaluate the opportunities to carry out visits as one-day trips and/or with overnight stays. The aim is to know not only the conditions of the road network but also to state any other possible means of transportation.

5. Type of facility and characteristics

Section 5 goes into the analysis of the facility. The first step is to set the facility within the typological group that it belongs to (table FCL1).

Additionally, design, construction and functional features, educational components, etc. should be described.

It is very important to specify if the facility has heritage value (historic building, Roman road, historic cattle trail, etc.), since, if this is the case, it is also necessary to fill in the built heritage worksheet.

The date of construction must also be recorded and a sketched plan of the facility must be attached. In the case of linear facilities, it can be segmented by sections to better explain its physical features.

Table FCL1
Type of facility and its characteristics

Information centre	It is a welcome point to the visitor. It provides information on the attractions of the place, existing facilities, activities and tourism service providers.
Interpretation centre	Its function is to inform and make the visitors aware of the natural and/or cultural values of the place. These are new buildings or heritage buildings reused for this purpose, which normally include audio-visual media, exhibition rooms, models, interpretation services in different languages, merchandising and promotional materials.
Information and control point	It is a simple facility serving as a welcome and information point for visitors accessing an attraction.
Nature classroom	It is a centre where educational programmes on heritage interpretation and environmental training are developed.
Documentation centre	A scientific-training facility holds information and documents about the heritage site.
Workshop-classroom	It is a space specifically designed for the training and development of traditional activities on the different aspects related to heritage.
Multimedia room	It is a space used for the projection of audio-visuals and multimedia applications.
Trail	They are a basic and indispensable facility as they channel visitor flows. There are many types depending on their origin and characteristics (path, trail, forestry track, ancient cattle trail, country lane, bridle path, historic way, greenway, accessible path, waterway, etc.)
Picnic Area	It is an open space in natural and/or rural areas equipped with recreational furniture (tables, benches, water fountains, etc.) for the use of visitors.
Car park	It is a space to park vehicles. They are located next to information centres, main accesses, lookouts, picnic areas, etc.
Recreational furniture	They are smaller, basic facilities (benches, tables, fountains, shaded places, trashcans, lampposts, etc.) to enable the visit.
Lookout or Scenic viewing point	It is an attraction or landscape viewpoint that are adapted to accommodate people and vehicles.
Bridge and walkway	These are facilities to cross watercourses and difficult-to-transit lands or to save heritage-valued floors (marshes, fragile soils, historic mosaic pavements, etc.).
Wildlife observatory	It is a tower or another hidden installation for wildlife watching.
Botanical garden	It is a space where there are collections of plants to carry out botanical studies and to be shown to the public.
Arboretum	It contains the main species of endemic or threatened flora of the place, allowing visitors to observe and learn about them. They are usually linked to interpretation centres and scientific programmes.
Museum	It is a space that houses collections of elements. They can be of many types (historic museum, eco-museum, ethnological museum, site museum, art museum, house museum, etc.). If the museum space has heritage value, it must be treated as an attraction in itself and fill in the built heritage worksheet.
Ticket sale office	These are simple installations to deliver tickets for shows, artistic performances, etc.
Campground	They are natural and/or rural equipped spaces, where it is allowed to put up a tent and stay overnight.
Refuge	It is a simple installation used to overnight for visitors who are in transit, generally in mountainous areas.
Signage system	Set of informative, directional and interpretative signposts destined to the orientation, guidance and information of the visitors in the site.
Active tourism facilities	These are specific facilities necessary for the development of active tourism activities (Tibetan bridge, zip lines, via ferrata, piers, drinking troughs and lashing points for horses, etc.)
Adapted facilities	It includes all facilities specially designed for people with special needs.
Administration offices	These spaces are intended for management and administration of the site.

Additionally, design, construction and functional features, educational components, etc. should be described.

It is very important to specify if the facility has heritage value (historic building, Roman road, historic cattle trail, etc.), since, if this is the case, it is also necessary to fill in the built heritage worksheet.

The date of construction must also be recorded and a sketched plan of the facility must be attached. In the case of linear facilities, it can be segmented by sections to better explain its physical features.

6. Conservation assessment and facility condition

As regards to the current condition of the facility, the first step is to assess its state of conservation and this is achieved by means of a rating scale. The results of which have a considerable influence on the overall appraisal and the different options available as regards its use.

As well as the condition, it is also advisable to identify the possible risks and threats that can affect the conservation of the facility in the future.

7. Facility ownership and management

This section is structured in four parts. The first refers to the ownership of the facility. This will indicate the person or entities that own the facility, as well as their contact information. These data are very relevant, since a minimum set of facilities is necessary to manage a tourist site, and both their design and conservation condition or exploitation requires ownership compliance.

In relation to management, it will indicate whether a direct, indirect or mixed management model is followed, providing the necessary details on aspects of funding, environmental, economic and social sustainability, quality certifications, etc. In addition, it is important to outline existing maintenance tasks or programmes, as well as information on the level of involvement of stakeholders and local communities in the facility management.

It will also indicate the socio-economic importance of the facility, providing comments that contribute to clarify this importance, such as management model description, staff devoted to the maintenance and management of facility, visitors, management problems, etc.

Moreover, it is necessary to note if there are applicable rules for the use of the facility, in relation to matters of safety, carrying capacity, code of ethics and etiquette, etc. and if these are disseminated to visitors.

The last part is dedicated to analyse the temporal availability if the facility is equipped with access control. Thus, opening and closing hours for each season, and visitors' peak hours will be noted.

8. Additional comments

This section is to be used to provide any relevant information that, for whatever reason, has not been included in the previous sections.

9. Bibliographical and documentary references

A list of bibliographical references (for example, if the facility is in a heritage building), documents to consult (signage manual, etc.) and web addresses should be provided in order to show the basic sources of knowledge used to complete this worksheet.

10. Graphical documents

The worksheet must include any graphical documents needed to complete facility knowledge. For this purpose, photographs, maps, leaflets, plans, etc. will be included together with their origin and authorship.

FURTHER READINGS

Bell, S. (2008). *Design for outdoor recreation.* Ed. Taylor & Francis, 232 pp.

Europarc-España (2006). *Evaluación del papel que cumplen los equipamientos de uso público en los espacios naturales protegidos.* Ed. Fundación Fernando González Bernáldez, 96 pp.

Europarc-España (2007). *Catálogo de buenas prácticas en materia de accesibilidad en espacios naturales protegidos.* Ed. Fundación Fernando González Bernáldez, 343 pp.

Moscardo, G.; Ballantyne, R. and Hughes, K. (2007). *Designing Interpretive Signs. Principles in Practice.* Ed. Fulcrum Publishing, 139 pp.

Caputo, P.; Lewis, S. and Brochu, L. (2008). *Interpretation by Design. Graphic Design Basics for Heritage Interpreters*. Ed. InterpPress, 118 pp.

Gross, M.; Zimmerman, R. and Buchholz, J. (2006). *Signs, Trails and Wayside Exhibits*. Ed. Stevens Point, Wisconsin: UW-SP Foundation Press, Inc, 161 pp.

Organización Mundial del Turismo (2015). *Manual sobre Turismo Accesible para Todos: Principios, herramientas y buenas prácticas – Módulo II: Cadena de accesibilidad y recomendaciones*. Ed. UNTWO, 149 pp.

UNESCO (n.d.). *Sustainable Tourism Online Toolkit. Guide 6. Managing the Development of Tourism Infrastructure*. Ed. UNESCO/World Heritage Convention, 10 pp.

Worksheet code: FCL – 7 (EN)

RECREATIONAL FACILITY

1. NAME OF THE FACILITY

Name of the facility	
Other names	
Attraction/s with which it is related	

2. INSPECTION DATA

Name of the compiler		Date and place of data gathering	
Compiler's e-mail address		Compiler's telephone number	

3. LOCATION OF THE FACILITY

Coordinates[1]	GEOGRAPHICAL ° ′ ″ ° ′ ″ UTM (10x10)
Address	
Town/City	Post Code
County/Region	Country
Local accessibility (means of public transport at the destination)	
Location map	

[1] Specify the geographical or UTM coordinates of the main access point.

4. ACCESSES AND CONNECTIONS

Tourism demand source market/s	Distance to the facility	Range of distances[2]	Type of road (motorway, trunk road, country road, etc.)	Quality of transportation connections[3] (roads' condition, frequency of public transport services, amount of connections, etc.)

Access description for each tourism demand source market	

[2] Range of distances in kilometres to towns or Sourism demand source market/s: **1** - >200 km; **2** - 200-100 km; **3** - 100-50 km; **4** - <50 km; **5** - At the destination itself

[3] Transport connections: **1 -** No connections by road or by public transport; **2** - Poorly connected (roads in bad condition, no public transport services, etc.); **3** - Minimum connection (secondary roads, etc.); **4** - Well connected (roads in good condition, extensive public transport services, etc.); **5** - Excellent transport services (motorways, high-speed trains, etc.)

5. TYPE OF FACILITY AND CHARACTERISTICS

Typology[4]		**a** - Information Centre; **b** - Interpretation Centre; **c** - Information and Control Point; **d** - Nature Classroom; **e** - Documentation Centre; **f** - Workshop-classroom; **g** - Multimedia room; **h** - Way; **i** - Picnic area; **j** - Car park; **k** - Recreational furniture; **l** - Lookout or Scenic viewing point; **m** - Bridge and walkway; **n** - Wildlife observatory; **o** - Botanical Garden; **p** - Arboretum; **q** - Museum; **r** - Ticket sale office; **s** - Campground; **t** -Refuge; **u** - Signage System; **v** - Active tourism facilities; **w** - Adapted facilities; **x** - Administration offices; **y** - Others (specify in comments field)
Facility features (design, construction and functional features, building materials, construction type, educational components, furniture, etc.)		
State whether it is a heritage element (describe its characteristics and physical adaptations)		
Date of construction		
Surrounding setting description		
Sketched plan of the facility		
Comments		

[4] Classification (see table FCL1 in the introductory text)

6. CONSERVATION ASSESSMENT AND FACILITY CONDITION

6.1. Current facility condition

Facility Condition		1 - Severely deteriorated; 2 - Deteriorated; 3 - A little deteriorated; 4 - Good condition; 5 - Excellent condition
Comments (indicate causes of deterioration)		

6.2. Risks and threats

Types of risks and threats		**a** - Inadequate management; **b** - Weathering; **c** - Lack of maintenance; **d** - Congestion and crowding by tourists; **e** - Vandalism; **f** - Abandonment; **g** - Others (specify in comments field)
Comments		

7. FACILITY OWNERSHIP AND MANAGEMENT

7.1. Ownership of the facility

Ownership regime		**a** - Private; **b** - Public; **c** - Mixed (specify in comments field)
Owner of the facility and contact details		

7.2. Management issues		
Management model		**a** - Direct management; **b** - Indirect management (concession, rent, agreement); **c** - Others (specify in comments field)
Authority/Institution/ organization responsible for managing the element		
Maintenance programmes and tasks		
Local stakeholders and society involvement in management issues		
Type of visits		**a** - Guided/scheduled visit; **b** - Self-guided visit; **c** - Special events
Socio-economic importance of the facility		**1** - Irrelevant; **2** - Residual socio-economic importance; **3** - Relative socio-economic importance; **4** - Important for the socio-economics of the local communities; **5** - Essential for the socio-economics of the local communities
Comments (management model description, funding, sustainability, quality certifications, staff, visitors, management problems, best-rated features of the facility, etc.)		

7.3. Applicable rules	
Applicable rules (safety rules, carrying capacity standards, limitations or prohibitions of some kind, code of ethics and etiquette, etc.)	
Comments	

7.4. Temporal Availability[5]		
Seasons		**a** - High; **b** - Mid; **c** - Low; **d** - All year round
Specify dates		
Closure for holidays		
Opening hours		
Weekly closure day/s		**a** - Yes; **b** - No
Specify day/s		
Visitors' peak hours		

[5] Whether the facility is equipped with access control (open/closed to the public)

8. ADDITIONAL COMMENTS

9. BIBLIOGRAPHICAL AND DOCUMENTARY REFERENCES

10. GRAPHICAL DOCUMENTS (photographs, maps, leaflets, plans, etc.)

8 Comments and instructions for filling in the worksheet 'TOURISM SERVICE PROVIDER'

INTRODUCTION

Service providers are a fundamental part in the assessment of a tourist destination since they are the ones in charge of offering and developing tourism products and services. Without its presence, tourist activity would not exist, even though there were important heritage attractions.

There are some international tourism service providers outside of the destination, but those who give dynamism to the site are located within the destination itself. Thus, it is important to know its location and proximity to the main attractions as this is a factor that determines business success.

There is a large variety of tourism service providers that operate by distributing tourism products either directly and/or indirectly (fig. SRV1). Among them, there are different sectors, including ones dedicated to accommodation, restaurants, transport, intermediaries, or complementary tourism companies covering all type of needs of tourists and excursionists (adventure and leisure, attractions management, entertainment companies, event organisation enterprises, etc.).

Direct distribution

| Tourism service provider | | Customer (Tourist/Excursionist) |

Indirect distribution

| Tourism service provider | Travel agency | Customer |

| Tourism service provider | Tour operator or Wholesaler | Travel agency | Customer |
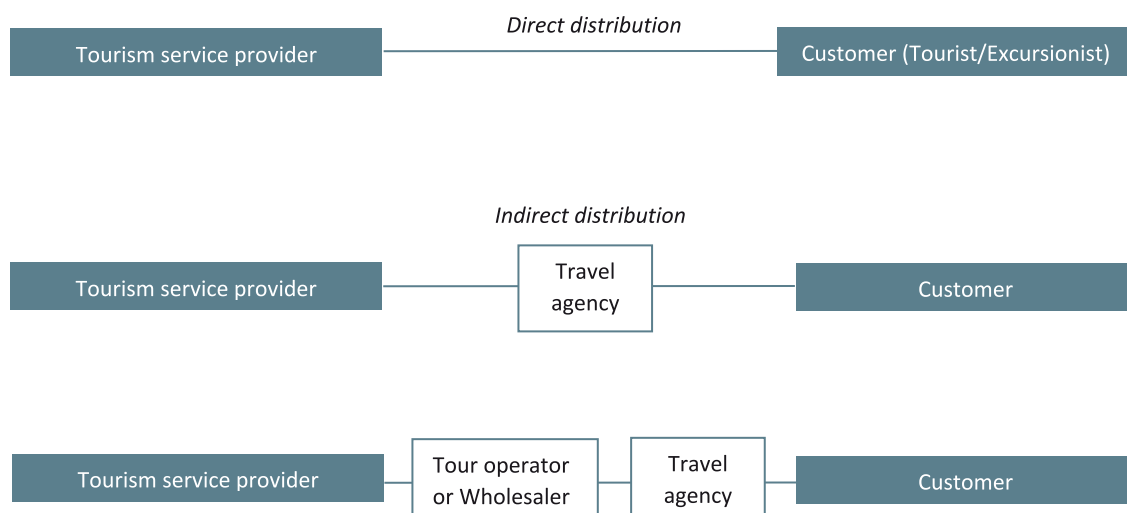
Figure SRV1. Direct and indirect distribution of tourism products and services

Much of the information to complete this worksheet has to be obtained from the tourism service providers. For this reason, and in order to proceed in an efficient way in data collection, the format of this worksheet is slightly different from the others. It is intended to be completed as an interview with the head of the company. Therefore, it is more like a test and there are plenty of optional answers to be marked in boxes in order to be able to collect data quickly.

Moreover, it should be mentioned that this worksheet is closely linked to the one on design of recreational activities and tourist products, so it will be convenient to manage them at the same time.

The variety of existing types of companies has led to the fact that this worksheet is deployed in blocks. In this way, a block of information common to all types of companies is presented consisting of 8 sections, and then 4 thematic blocks to choose according to the type of company: A) Accommodation; B) Food and Beverage Services; C) Tourism Services Companies; And D) Travel and Tourism Intermediaries.

STRUCTURE OF THE WORKSHEET

1. Name of the site/s or element/s with which it is related

Section 1 refers to the name of the site/s or element/s where the tourism service provider operates, since it is considered an associated service to the destination. The distance to the destination will also be indicated.

2. Name of the service provider

In this section, the commercial name of the service provider must be indicated, specifying whether it is a local tourism provider, an international chain, a franchise, etc. Moreover, it is necessary to verify the name of the person in charge of the establishment, indicating if it is a local person, as well as the name of the interviewee, likewise indicating if it is a local person and his position within the company.

3. Inspection data

It is necessary to state the place and date on which the data were collected in order to know how up-to-date they are. Moreover, for practical purposes, the compiler's contact details must be included to allow any further consultations that may be necessary.

4. Location of the service provider

In this section, geographical coordinates (in degrees, minutes and seconds) or UTMs of the access point for the location of the service provider will be identified. It should also be indicated if it is located in an urban, rural or natural setting.

The address, name of the location/s, region, zip code and country must also be included.

For practical purposes, contact details of the service provider (e-mail, telephone and web site) as well as its social networks accounts such as Facebook, Twitter, Instagram, etc. should be noted. It is especially relevant to verify the website address in the case of virtual companies.

Existing public means of transportation in the destination where the service provider is located is also useful to analyse local accessibility.

A location map must be included in order to define and visually locate the area where the service provider is situated. An image from open source digital cartography or photography platforms (Google Earth or Maps, Bing, etc.) may be used for this purpose, with a reference to the source so that its original interactive version can be viewed.

5. Type of business activity

This section specifies and describes the business activity developed by the service provider: A) Accommodation, B) Food and Beverage Services, C) Tourism Services Companies; and D) Travel and Tourism Intermediaries. According to the activity choice, the corresponding worksheet blocks need to be completed.

6. Entrepreneurial features

This section analyses the legal status of the company including comments about the necessary permits and licenses to carry out its business activity. It is also requested information about the professional career of the company (years in the activity, languages in which the service is provided, latest remodelling, payment methods accepted, etc.), as well as aspects related to the workforce (number of staff and/or temporary employees, specifying those who are local, their functions, qualifications, etc.).

Finally, the service provider is asked to identify areas for improvement or needs.

7. Customer profile

Concerning the customer profile, this section will identify if customers are local, national and/or international and their loyalty to the company. The tourism demand worksheet widely discusses aspects related to their motivations, socio-demographic profile and personality traits of tourists and excursionists.

8. Company entrepreneurial dynamism

Company dynamism is valued based on its participation in associations of entrepreneurs or collective events, its collaboration in local initiatives, its participation in product clubs or similar, etc. This information shows businesses predisposition to face new challenges and their skills to work in teams and in a cross-cutting way.

A) ACCOMMODATION

Apart from writing it in the general information section, for practical purposes, the name of the accommodation provider should be re-written again in this block. It will then be classified according to the type of accommodation (table SRV1).

Table SRV1
Accommodation typologies

Hotel	Establishment whose main purpose is to house temporarily people who are travelling and offer them certain amenities. There are several categories of hotels depending on the quality and services provided.
Resort	Place designed to carry out a series of tourism activities oriented to the hospitality (catering, accommodation, etc.) and to leisure and recreation (entertainment activities, sports, etc.). Many of them are designed in a way that guests do not have the need to leave the complex, having all needs covered.
Bed & breakfast (B&B)	This accommodation offers rooms in a private house.
Singular accommodation (cabin, palafitte, ranch, farm, agricultural site, monastery, etc.)	It is a different type of accommodation, unique and/or original. In many cases in the form of a traditional construction or integrated into nature or historical assets.
Shared house/ Apartment	It is a lodging where one or several private rooms are offered and in some cases, including a bathroom. However, certain spaces are shared with other guests, being usually the kitchen, the living room, the dining room, etc.
Guesthouse	It is similar to a hotel, but of inferior category and more economic.
Roadside motel	In its origin, this type establishment was created to provide lodging to travellers on the road in order to rest during the trip, reason why they were located mainly in the roads. At present, they are also located in urban areas offering cheaper prices than hotels.
Campsite	It is an open-air place whose main activity is camping. Its essence is to install temporary portable housing (tent, caravan, camper, van, etc.) for days, weeks and even months. These commercial campsites are classified just like hotels in different categories, depending on the facilities and services they offer to tourists.
Tourist apartment	It is a house integrated in a building in a tourist area that is rented to tourists for certain periods.
Rural house	It is a dwelling (using in many cases old installations such as country houses, farmhouses, wineries, etc.) located in a rural environment.
Hostel/Youth hostel	It is a tourist establishment similar to a hotel, but with less services and comfort aimed primarily at a young audience. Shared rooms by a variable number of people are offered.
Collaborative accommodation	Form of free accommodation designed to facilitate stays and exchanges of experiences in private houses in different forms (exchange of nights in private homes, accommodation in exchange for looking after the house and pets, etc.)

It is interesting to know if the establishment works throughout the year or, if on the contrary, it focuses its activity during the tourist season.

In order to know the company business scope and size, the number of rooms (or camping plots, tourist apartments, etc.) will be noted. Complementary services will also be identified as this information will give us an idea of the quality of the establishment, while prices will give us an idea of the economic category in which it fits.

In relation to reservation systems and marketing channels that accommodation providers use, there has been a distinction between offline and online actions. Thus, in addition to contemplating marketing through traditional ways such as direct contact through counter sales, telephone, call centres, instant messaging or email, it will be recorded if reservations are made directly from their website. Regarding online channels, it will be indicated if the company commercialises through Global Distribution Systems (GDS), which are technological companies that are responsible for collecting available supply linked to other global distribution systems (e.g. Amadeus or Galileo). It will also be verified if the accommodation provider sells through Internet Distribution Systems that group several providers' supply and show in a sorted and valued way by using a ranking based on customers' opinions (e.g. Booking or Expedia, among others). Other forms of marketing include Online Travel Agencies (OTA) which are intermediaries in selling individual services or tour packages. It will be indicated in this section if the accommodation provider is present in Rumbo, Atrápalo, Destinia, among others. In the case of shared hosting, the marketing system used shall be specified by distinguishing between Airbnb, Alterkeys or similar.

Additionally, quality labels or certifications, either local, national or international level, and/or recognitions that the establishment has, will be indicated. It will also be specified if it is recommended in other tourist information search engines such as Trivago, Minube or TripAdvisor or in travel guides.

In addition, information about the harmonization of the establishment within the surrounding setting will be recorded (integration and balance especially in places of scenic or historic value), as well as the aesthetics and interior design of the property. The interviewer will also collect information on cleanliness and maintenance, customer service, opinions in forums, best environmental practices (water use, waste treatment, etc.) and corporate social responsibility.

In the section of documentary references, it is necessary to record relevant information referring to the establishment, the official website and other websites where it is referred to.

In addition, graphic material such as photographs, leaflets, etc. will be collected from the establishment to better illustrate collected information.

B) FOOD AND BEVERAGE SERVICES

Food and beverage block starts by identifying the business name and then goes on to classify the establishment according to the business type it belongs to (table SRV2).

Table SRV2
Restaurant typologies

Traditional restaurant	Establishment that offers meals (lunch and dinner) to be eaten in the place.
Bar (pub, alehouse, wine bar, brasserie, etc.)	Establishment that has a bar to serve drinks, and cold and hot snacks but these are only prepared by using an electric griddle; elaborated meals cannot be prepared.
Canteen	Establishments dedicated solely to serving meals (menu) and beverages to particular groups (university refectories, school canteens, soup kitchens, etc.)
Catering service	It includes the necessary services to prepare and distribute meals outside the place where they are made.
Take away (ready-cooked food)	Establishment serving food to be taken and eaten outside of it.
Buffet	Establishment offering meals in which guests are self-served what they want to eat.
Refreshments stand	Establishment usually installed in public spaces, which supplies food and is equipped with outdoor tables and chairs where people sit for eating the food.
Gourmet restaurant	Establishment that is characterised by the specialty and sophistication of its dishes.
Cafeteria	Establishment that besides drinks, sandwiches and snacks, offers hot drinks like coffees and teas, ice cream and smoothies.
Food truck	It is a food stall in a van where often food at affordable prices is sold.
Fast food	Establishments characterised by serving food that is prepared and arrives at tables quickly and simply, sometimes even prepared to be eaten without cutlery. Food can also be taken outside the establishment for consumption.

As with accommodations, it is important to know if the establishment works throughout the year or, if on the contrary, it focuses its activity during the tourist season.

Additionally, the type of cuisine that is prepared and other information about the seating capacity of the establishment and the size of the different rooms (dining room, kitchen, terrace, etc.), as well as complementary services will be indicated. These data inform about the scope of the business and the level of quality that it offers to the clients.

The approximate average prices must also be outlined as it will give us an idea of the establishment economic category. Regarding service quality, quality labels and recommendations in gastronomic guides or their presence in internet search engines such as Eltenedor, Reservarestaruantes.com, among others; will be noted.

As for reservation systems and marketing channels, it should be noted that restaurant establishments usually use a direct booking system generally through telephone and through the presentation of their products in information panels at the door of the establishment.

However, there are other forms of sale such as their own website. In this case, the degree of sophistication of this marketing tool will be noted indicating if it is used as a reservation system exclusively or if the website is also prepared for sales and payment of products offered in the establishment.

Likewise, this worksheet includes information about harmonization with the surrounding setting (integration and balance especially in places of scenic or historical value), as well as the aesthetics and interior design of the property. The interviewer will also collect information on cleanliness and maintenance, customer service, opinions in forums, best environmental practices (water use, waste treatment, etc.) and corporate social responsibility.

In the section of documentary references, it is necessary to record relevant information referring to the establishment, the official website and other websites where it is referred to.

In addition, graphic material such as photographs, leaflets, etc. will be collected from the establishment to better illustrate collected information.

C) TOURISM SERVICES COMPANIES

Tourism services companies operating at the destination are the third type of service providers being analysed. They are characterised because they have a vast knowledge of the local context, of the attractions, and they also have experience in the design of recreational activities, tours, guiding, and tourism logistics in the destination. Most of them fall into the category of small and medium-sized enterprises (SMEs), except those of transport sector.

This block starts by collecting the name of the company again. Next, the company will be classified in the corresponding tourism sector according to its type (table SVR3).

Table SRV3
Tourism services companies

Adventure and outdoor recreation enterprises (active tourism, ecotourism, tourism guiding, etc.)	They are in charge of organising activities in natural areas. They provide sports monitors, equipment rental, use of facilities, insurance, tourist guides, etc.
Attractions management companies	They are responsible for the management of attractions and their installations (through concessions, agreements, etc.), as well as other services such as tour guiding, sale of maps and travel guides, interpretive activities, educational workshops, etc.
Entertainment companies (visual and performing arts)	They organise artistic shows, performing arts, sports events or competitions, etc.
Various tourism services companies	Companies offering various services such as equipment rental, vehicles rental, audio-visual material rental, tourism products sales, souvenirs, tourist animation, etc.
Passengers transport companies	Companies in charge of air, land and/or maritime transport.
Event organisation companies	They are specialised in the design and planning of events, including the management of facilities, translators, specialised staff, equipment rental, etc.

It is interesting to know if the establishment works throughout the year or, if on the contrary, it focuses its activity during the tourist season. Additionally, the scope of action of the company (local, national, international), tourism products and services offered and approximate prices will be indicated.

As in other cases, information on reservation systems and marketing channels (offline and online) will be documented.

It will also be indicated if the company has a quality label or recognitions and if it is recommended in leisure or specific guides (active tourism, sports, cultural, ecotourism magazines and travel guides, etc.).

The interviewer will also collect information on customer service, opinions in forums, best environmental practices (water use, waste treatment, etc.) and corporate social responsibility.

In the section of documentary references, it is necessary to record relevant information referring to the company, particularly its official website if it is a virtual company and other websites where it is referred to.

In addition, graphic material such as photographs, leaflets, etc. will be collected from the company to better illustrate their tourism products and services.

D) TRAVEL AND TOURISM INTERMEDIARIES

The last block of the service providers worksheet is dedicated to travel and tourism intermediaries. Travel and tourism intermediaries (or brokers) are distributors (indirect distribution) whose main task is to combine the interests of travellers (purchasers) and suppliers (travel industry) to reduce the costs of tourism transactions. There may be several levels of intermediation depending on whether there is a single intermediary (travel agency) or more than one (tour operator and travel agency).

The travel agencies are companies that act as intermediaries between the service provider and the end customer in the provision of tourism products or services (ticket sales, hotel reservations, car rentals, destination excursions, sale of tourism packages, tours, etc.) as well as in the organisation and/or commercialisation of package tours. Depending on their functions, they can be classified into different types (table SRV4).

Table SRV4
Intermediaries companies

Outbound travel agencies (they send customers from a given place to other geographical areas or tourist destinations. They can be either physical or virtual.	Travel Wholesalers	They are large companies that are dedicated to designing, elaborating and organising all kinds of tourism services, products and packages to offer them to the retail agencies (they do not directly sold to the customer).
	Retail Travel Agency	They are aimed at serving the public and directly selling to customers, services and products organised by other wholesale agencies, tour operators or by themselves.
	Wholesale and Retail Travel Agency	They do both functions.
	Tour operator	A company very similar to a wholesale agency that operates its own products and travel programmes since it usually owns all or part of the companies that provide the services. They can sell directly to the customer.
Inbound Travel Agency		They take care of receiving and attending incoming tourists from other geographical areas and help them in the destination.
Outbound and Inbound Travel Agency		Companies in charge of tourists in both ways.
Reservations Center		Companies or entities that are mainly dedicated to reservations of tourism services in an individual manner, without directly receiving, in any case, economic remuneration from tourists.

Just as with the previous cases, it is important to know if the company works throughout the year or if on the contrary it focuses its activity during the tourist season.

Additionally, the scope of action of the company (local, national, international), and specifications about the specialisation of the company according to products, destinations or market segments must be recorded.

It be also stated the main products and related services offered and approximate prices, and if possible, the profit margin will be noted.

As in other cases, information on reservation systems and marketing channels (offline and online) will be noted. In the case of online travel agencies will be indicated if they have their own reservations system or if they work with external tourism providers.

The interviewer will also collect information on customer service, opinions in forums, best environmental practices (water use, waste treatment, etc.) and corporate social responsibility.

In the section of documentary references, it is necessary to record relevant information referring to the company, particularly its official website if it is a virtual company and other websites where it is referred to.

In addition, graphic material such as photographs, leaflets, travel catalogues, etc. will be collected from the company to better illustrate their tourist products and services.

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TOURISM SERVICE PROVIDER

1. NAME OF THE SITE/S OR ELEMENT/S WITH WHICH IT IS RELATED

Name of the site/s or element/s	

Distance to the site/s or element/s	☐ At the destination itself	☐ < 1 km	☐ 1-5 km	☐ 5-10 km	☐ > 10 km

2. NAME OF THE SERVICE PROVIDER

Brand name (specify whether it is local, an international chain, a franchise, etc.)	
Person in charge (specify whether he/she is local)	
Person interviewed (specify whether he/she is local)	
Position of the person interviewed	

3. INSPECTION DATA

Compiler Name		Date and place of data gathering	
Compiler's e-mail address		Compiler's telephone number	

4. LOCATION OF THE SERVICE PROVIDER

Coordinates[1]	GEOGRAPHICAL ° ' "	° ' "	UTM (10x10)
Location	☐ Urban setting	☐ Rural setting	☐ Natural setting
Address			
Town/City		Post Code	
County/Region		Country	
E-mail		Telephone	
Website			
Social networks (Facebook, Twitter, YouTube, Instagram, etc.)			
Local accessibility (means of public transport at destination)			
Location map			

[1] State the geographical or UTM coordinates of the main access point.

5. TYPE OF BUSINESS ACTIVITY

Type of Business activity[2]	☐ A) Accommodation	☐ B) Food and beverage services	☐ C) Tourism services	☐ D) Intermediation company
Comments				

[2] For each activity, complete the corresponding information block.

6. ENTREPRENEURIAL FEATURES

Legal status	☐ Self-employed entrepreneur	☐ Limited liability Company	☐ Public limited Company	☐ Cooperative	☐ Others (specify in comments field)
Permits and licences					
Year when the services began			Latest remodelling (state date)		
Number of local employees	Regular:	Temporary:	Number of non-local employees	Regular:	Temporary:
Duties and qualifications of the employees					
Languages in which the service is provided	☐ English		☐ Spanish		☐ Others (specify in comments field)
Payment methods accepted	☐ Cash	☐ Credit card	☐ Voucher, gourmet check or similar	☐ Mobile Phone payment	☐ Online payment (PayPal, Google Wallet, etc.)
Comments (areas for improvement or needs identified by the company, etc.)					

7. CUSTOMER PROFILE

Type of customer	% Local:	% National:	% International:
Customer repeats	☐ Yes		☐ No
Comments			

8. COMPANY ENTREPRENEURIAL DYNAMISM

Company Entrepreneurial dynamism	☐ Entrepreneurs' association	☐ Participation in collective events	☐ Collaboration in local initiatives
	☐ Belonging to a product club or similar		☐ Others (specify in comments field)
Comments			

A) ACCOMMODATION

Name	

Type of accommodation[1]	☐ Hotel	☐ Guesthouse	☐ Tourist Apartment
	☐ Resort	☐ Roadside Motel	☐ Rural House
	☐ Bed & breakfast	☐ Campsite	☐ Hostel/Youth Hostel
	☐ Singular accommodation (cabin, palafitte, houseboat, ranch, farm, smallholding, monastery, etc.)		☐ Collaborative accommodation
	☐ Shared House/Apartment		☐ Others (specify in comments field)

Establishment category rating (***** or others)	
Comments	

Seasons	☐ High	☐ Mid	☐ Low	☐ All year round
Specify dates				
Closure for holidays				

Accommodation capacity	Total number of hotel beds:		
	Individual:	Double:	Triple:
	Suites:	Others:	
Number of cabins and/or apartments and total capacity		Number of plots for camping	

Complementary services	☐ Restaurant	☐ Bar-cafeteria	☐ Supermarket	☐ Car park
	☐ Room service	☐ Concierge desk	☐ Meeting rooms	☐ Lounges
	☐ Sports facilities	☐ Mobile phone signal coverage	☐ Wi-Fi	☐ Garden
	☐ Children's area	☐ Swimming pool	☐ Spa	☐ Laundry
	☐ Air conditioning/heating	☐ Complementary facilities (bike park, horse stalls, etc.)	☐ Provides for hiring of external tourism services (guides, recreational activities, etc.)	☐ Transportation (airport-hotel shuttle, attractions-hotel shuttle, etc.)
	☐ Admission of pets	☐ Entertainment	☐ Casino	☐ Others (specify in comments field)
Accessibility	☐ Access ramps and lifts	☐ Accessible rooms	☐ Easy-access toilets	☐ Others (specify in comments field)
Approximate price (RRP)	High season:	Mid season:	Low season:	
	Commissionable %:	Groups (minimum and maximum group size):		

Comments	

Offline and online booking system and marketing channels	**Direct Sale** (counter sales, telephone, email, call center, instant messaging - WhatsApp, Line, etc.-)		
	Own website (reservation system, payment platform, etc.)		
	Peer-to-Peer (P2P) (Airbnb, Alterkeys, HomeAway, Windu, Onlyapartments, etc.)		
	Reservation center, traditional and Online Travel Agencies (Logitravel, Rumbo, Destinia, Travelocity, eDreams, Hostelworld, etc.)		
	Internet distribution systems (Booking, Agoda, Expedia, Hotelrooms, Laterooms, etc.)		
	Global Distribution Systems (Amadeus, Sabre, Galileo, Worldspan, etc.)		
Quality certifications and labels			
Recommendations in travel guides and other media	☐ Hotel search engines (Trivago, Minube, TripAdvisor, Rastreator, etc.) ☐ Travel guides (Lonely Planet, Logis, *Guía Azul*, etc.)		☐ Others (specify in comments field)
Comments			
Compiler's observations	Harmonization with the surrounding setting: Aesthetics and interior design: Cleanliness and maintenance: Customer service: Comments in forums: Best environmental practices: Corporate social responsibility: Other observations:		
Survey constraints			
Additional comments			
Documentary references			
Graphic documents (photographs, leaflets, etc.)			

B) FOOD AND BEVERAGE SERVICES

Name	

Type of establishment[1]	☐ Traditional restaurant (inn, tavern, etc.)		☐ Gourmet restaurant
	☐ Bar (pub, alehouse, wine bar, brasserie, cocktail bar, etc.)		☐ Cafeteria
	☐ Canteen	☐ Buffet	☐ Food truck
	☐ Catering service	☐ Refreshments stand	☐ Fast food
	☐ Take away (ready-cooked food)	☐ Others (specify in comments field)	

Comments	

[1] Classification (see table SRV2 in the introductory text)

Seasons	☐ High	☐ Mid	☐ Low	☐ All year round
Specify dates				
Closure for holidays				
Opening hours				
Closing day/s	☐ Yes	☐ No	Specify day/s	

Seating capacity	Number of tables:		PAX (Persons At Table):	
Size (approx. in m²)	Indoors:	Dining room:		Terrace:
	Kitchen:	Others:		

Complementary services	☐ Menu in different languages	☐ Terrace	☐ Live Shows	☐ Special menus (allergen menu, coeliac menu, etc.)
	☐ Winery	☐ Car park	☐ High chairs for children	☐ Easy-access toilets
	☐ Access ramps and lifts	☐ Others (specify in comments field)		

Comments	

Type of cuisine	☐ Thematic (grill, vegetarian, seafood, pizza, hamburgers, etc.)		
	☐ Traditional	☐ Fast food	☐ Avant-garde
	☐ International	☐ Market cuisine	☐ Others (specify in comments field)

Approximate price (RRP)	Lunch:	Dinner:
	Groups (minimum and maximum group size):	

Comments	

Offline and online booking system and marketing channels	**Direct Sales** (counter sales, telephone, email, call center, instant messaging –WhatsApp, Line, etc.–)	
	Own website (reservation system, payment platform, etc.)	
	Online Platform (Just-Eat, Foodtoyou, Deliveroo, etc.)	

Quality certifications and labels		
Recommendations in food guides and other media	☐ Restaurant search engine (Eltenedor, TripAdvisor, Atrápalo, Restaurantes.com, etc.)	
	☐ Food Guides (The Michelin Guide, *Guía Repsol*, *Gastronómica*, The Good Food Guide, etc.)	☐ Others (specify in comments field)
Comments		

Compiler's observations	Harmonization with the surrounding setting:
	Aesthetics and interior design:
	Cleanliness and maintenance:
	Customer service:
	Comments in forums:
	Best environmental practices:
	Corporate social responsibility:
	Other observations:

Survey constraints	
Additional comments	
Documentary references	
Graphic documents (photogaphs, menu chart, leaflets, etc.)	

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C) TOURISM SERVICES COMPANIES

Name	

Type of tourism company[1] (linked to the activity worksheet/s)	☐ Adventure & Outdoor Recreation Sector (active tourism enterprises, eco-tourism enterprises, guiding groups companies, etc.)	☐ Attractions sector (museums, monuments, natural parks, theatres, etc.)
	☐ Entertainment sector (entertainment companies, etc.)	☐ Complementary Tourism Service Sector (rental of materials and equipment, sale of typical products, artisan workshops, etc.)
	☐ Travellers' Transportation sector	☐ Events sector
	☐ Others (specify in comments field)	
Comments		

[1] Classification (see table SRV3 in the introductory text)

Seasons	☐ High	☐ Mid	☐ Low	☐ All year round
Specify dates				
Closure for holidays				
Opening hours				
Closing day/s	☐ Yes	☐ No	State day/s	

Scope of the company actions	☐ International	☐ National	☐ Local
Tourism products and related services (best seller product, included services, approximate price, etc.)			
Comments			

Offline and online booking system and marketing channels	**Direct Sale** (counter sales, telephone, email, call center, instant messaging –WhatsApp, Line, etc.–)	
	Own website (with reservation system, payment platform, etc.)	
	Traditional and online travel agencies	
	Reservations Center	
Quality certifications and labels (member of association and/or national or international tourist organization)		
Recommendations in tourism guides and other media		
Comments		

Compiler's observations	Customer service:
	Comments in forums:
	Best environmental practices:
	Corporate social responsibility:
	Other observations:
Survey constraints	
Additional comments	
Documentary references	
Graphic documents (photographs, leaflets, catalogues, etc.)	

D) TRAVEL AND TOURISM INTERMEDIARIES

Name	

Type of enterprise[1]	☐ Travel wholesaler	☐ Retail Travel Agency	☐ Wholesale and Retail Travel Agency
	☐ Tour operator	☐ Inbound Travel Agency	☐ Outbound and Inbound Travel Agency
	☐ Reservations Center	☐ Others (specify in comments field)	

Comments	

[1] Classification (see table SRV4 in the introductory text)

Seasons	☐ High	☐ Mid	☐ Low	☐ All year round
Specify dates				
Closure for holidays				
Opening hours				

Closing day/s	☐ Yes	☐ No	Specify day/s	

Scope of the company actions	☐ International	☐ National	☐ Local

Company specialization (by products, destinations or market segments)	
Tourism products and related services (best seller products, approximate price, etc.)	

Offline and online booking and marketing channels	**Direct Sale** (counter sales, telephone, email, call center, instant messaging –WhatsApp, Line, etc.–)	
	Own website (with reservation system, payment platform, etc.)	
	Online Travel Agency (OTA)	

Quality certifications and labels (member of association and/or national or international tourist organization)	
Recommendations in tourism guides and other media	
Comments	

Compiler's observations	Customer service:
	Comments in forums:
	Best environmental practices:
	Corporate social responsibility:
	Other observations:

Survey constraints	
Additional comments	
Documentary references	
Graphic documents (photographs, leaflets, etc.)	

9 Comments and instructions for filling in the worksheet 'RECREATIONAL ACTIVITY AND/OR TOURIST PRODUCT'

INTRODUCTION

This worksheet groups two components of the tourism destination that are: the recreational activity and the tourist product. Both components have close links with natural and cultural attractions and tourism companies. It could be said that they are consecutive steps in the sequence of tourism enhancement and tourism revitalization of an attraction, being the limits between one step and the following one and competencies between public administrations and private sector difficult to establish.

Academic terminology is also not clear when defining concepts such as 'recreational activity', 'recreational experience', 'tourist product', 'tourism experience', 'tour package', etc., therefore for the purpose of this work, the concept is defined as follows.

A 'recreational activity' seeks the amusement and the entertainment of people and is carried out voluntarily during leisure time. For many people, it represents an expression of their own identity and is essential for their quality of life. It is created from an attraction, and supported by a series of facilities (trails, parking area, information panels, toilets, etc.) to facilitate the visit or its enjoyment.

Recreational activities can be classified into three wide groups: ludic or entertainment, sports & adventure, and educational & interpretative. They take place both in natural as in rural and/or urban environments. Public administration (or also private sector) is usually responsible for creating and maintaining the necessary facilities so that society can access public properties and thus, enjoy them in a respectful and orderly manner.

A tourist product is constituted when to a recreational activity is added a tourist service provided by a company, and a market price is associated to it. We call this a 'recreational experience'. This service can include a wide range of tangible elements (necessary equipment, facilities, insurance, etc.) and also intangible (customer service, emotion, brand image, interaction with other tourists, etc.). For this reason, the combination of attractions of very diverse nature with very varied tourist services can create an extensive and heterogeneous portfolio that respond to the needs and expectations of the different markets and segments. In any case, it should be noted that the concept of tourist product includes not only the commercialisation of recreational experiences but also the elements such as the sale of transportation tickets, hotel beds, meals, etc.

The concept of tour package refers to products that combine more than one service. When one of them is a recreational experience we have called it 'tourism experience'.

In figure ACT1, a scheme of these elements is presented to be able to distinguish them conceptually. In addition, marketing information has been added for the case of tourist products.

In this worksheet, attention has been focused on the design of products related to a recreational experience, considering that this is the most creative component of the offer and

the real motivation for tourists and excursionists to visit a destination and, in addition, it provides tourist identity to a place.

It should also be remembered that a recreational activity has strong links with public administration because it is based on attractions and natural and/or cultural resources that are, in many cases, publicly owned. When a recreational activity is part of a tourist product and the private sector gets involved, the public administration has to ensure compliance with the rules established for the wise use and conservation of public properties.

In order to obtain the information included in this worksheet, it will be necessary, among other methods, to make in-depth interviews with experts and entities.

With the intention of differentiating, the processes involved in the creation and development of a recreational activity and a tourist product, this worksheet has been structured following a block of common information with 5 sections and 2 additional blocks: A) Recreational activity and B) Tourist product. When a product includes a recreational experience, both section will have to be completed.
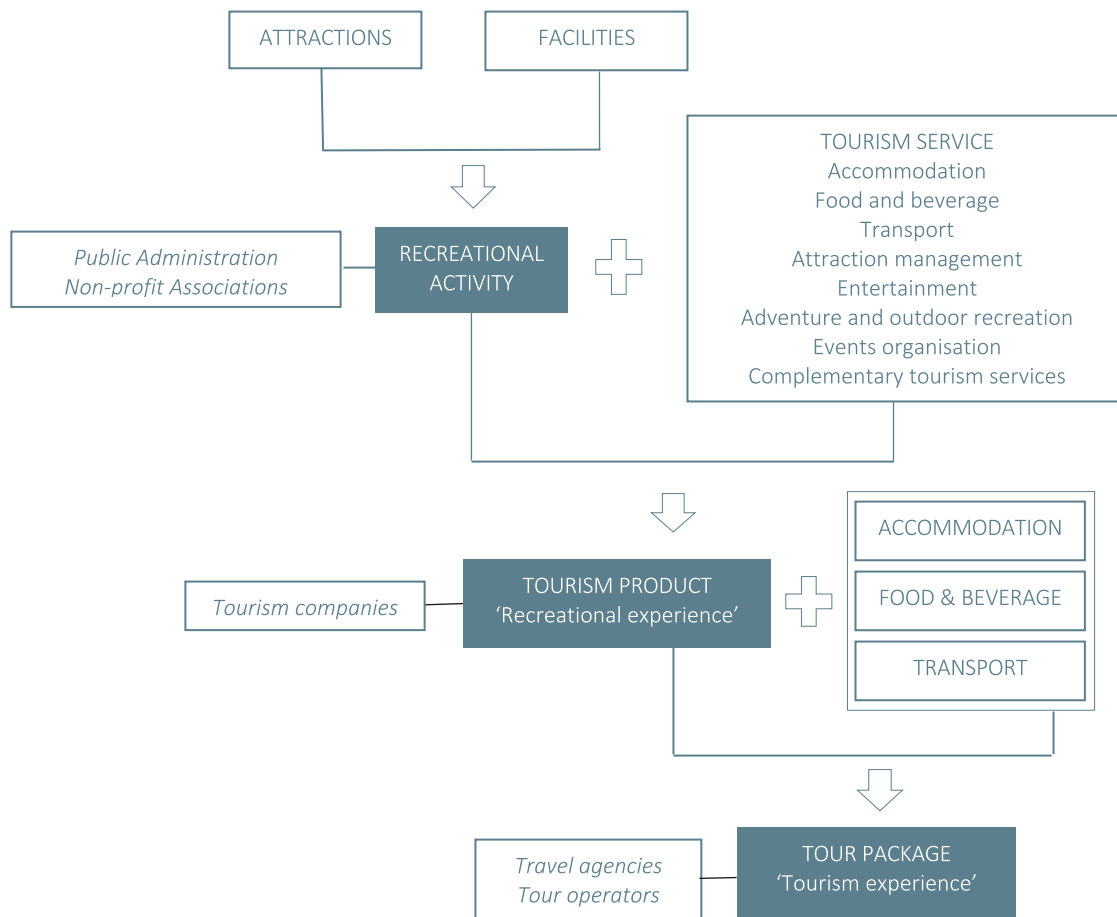
Figure ACT1. Conceptual scheme of recreational activities and tourism products

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1. Name of the Recreational Activity and/or Tourist Product

Section 1 refers to the name of the recreational activity and/or tourist product. It is necessary to record the different names by which it is known so as to avoid any possible mistakes regarding its denomination.

2. Inspection data

It is necessary to state the place and the date on which the data were collected in order to know how up-to-date they are. Moreover, for practical purposes, the compiler's contact details must be included to allow any further consultations that may be necessary.

3. Name of the site/s or destination where the activity or product is performed

Regarding this section, the name of the site/s or destination where the activity or product is offered must be indicated. It is necessary to register the various names by which the place or destination is known.

A tourism destination is defined as a geographical area that is currently or potentially attractive to visitors or tourists and has infrastructure and tourist facilities as well as a stable tourism offer.

4. Location where the activity or tourist product is performed

This section shall be used to identify geographical coordinates (in degrees, minutes and seconds) or the UTM in order to allow the places where the activity is carried out be located. If it is an area, the coordinates stated must be those of the furthest points or the access area. The name of the town/s where it is situated must be included together with the county or region and the country. In the case supra-municipal or cross-border activities, this condition must be stated clearly.

It also describes the means of public transport existing in the destination in which the activity is carried out to analyse the local accessibility. A sketched location map must be included in order to define and visually locate the area where the activity takes place and its accesses. For this purpose, images from open source digital cartographic and/or photographic platforms can be used (Google Earth or Maps, Bing, etc.), with a reference to the source so that its original interactive version can be viewed.

5. Customer profile

This section will provide data on the type of regular user or customer, noting first whether they are local, national or international customers or the approximate proportion of the three categories. It is interesting to note whether among local users, 'proximity visitors' (frequent users of a natural and/or rural area such as peri-urban green corridors and rings, wetlands, urban forests, etc.) because they reside near the place or have very good access to them. In the demand worksheet, aspects related to their motivations and socio-demographic profile and personality traits of tourists and excursionists are widely discussed.

A) RECREATIONAL ACTIVITY

For practical purposes, the name of the recreational activity will be re-writing in the corresponding box of this block. Then, it will be classified according to the activity from the motivational point of view and from the level of expertise.

As discussed at the beginning, there is a wide range of recreational activities that people freely develop in their leisure time according to their needs and motivations and its development is pleasant since they usually provoke feelings, emotions and positive feelings. All of them can fall into three categories (table ACT1).

Table ACT1
Recreational Activities typologies

Ludic and Entertainment activities	These can be physical recreation (walks, sunbathing and sea activities, etc.), aesthetic (contemplation of landscapes and natural beauties, etc.), creative (self-expression through handicrafts, painting, writing, etc.), hedonists (gastronomic tastings, etc.), social (family gatherings, groups of friends, etc.), intellectual (attending art shows and performances, etc.) or that imply an experience in environments other than the usual urban ones. This is a broadest general category, since visitors do not need to have any special ability to practice them.
Sports and Adventure activities	These include a whole series of physically demanding activities and non-competitive sports characterised by the level of fitness or skills, experimentation, and even some risk. When practicing them, several degrees of difficulty can be distinguished. There is a wide range of recreational-sports activities that is constantly increasing. Some of the most traditional are: hiking, trekking, cycling, climbing, diving, rowing, rafting, horseback riding, etc. Adventure is associated with the unusual and the unknown, so these activities are very attractive. In each destination, specific sports and adventure activities according to the attractions and existing resources can be found.
Educational and interpretative activities	They are characterised by going beyond the provision of mere information to the visitor, they seek to encourage or stimulate knowledge of the resource or attraction, learning new things and cultures, personal development, etc. Among the most recognised educational and interpretative activities are: interpretive routes, cultural visits, craft workshops, wildlife watching, etc.

Once classified, it is necessary to identify resources and attractions the activity is associated with, as well as specific territorial and climatic requirements necessary for its development. This fact is especially relevant in the case of outdoor recreational activities.

In addition to its duration, concrete actions that are carried out during the development of the activity will be described. This information is very useful to be able to subsequently evaluate possible impacts to the resources and attractions and their magnitude.

It is important to identify the minimum necessary practitioner' physical requirements for the development of the activity (especially for the sports and adventure ones), particularly in relation to health condition and physical skills. In addition, specific physical and/or psychological risks (exhaustion, overcrowding, claustrophobia, agoraphobia, vertigo, etc.) and safety measures should be specified in order to prevent problems and facilitate a satisfactory experience.

It should also be noted that a large part of sports activities use specific equipment. Therefore, it is necessary to record those that are necessary for the activity (climbing equipment, horse and riding equipment, bicycle, diving equipment, canoe, kayak, skies, surfboard, etc.).

In addition, recreational facilities are analysed. Compiler must consult the specific facilities worksheet to discuss this issue in depth. It is necessary to indicate that both, attractions and facilities, make up a recreational activity. Facilities development is usually a responsibility of public administrations in order to facilitate public use and enjoyment of the attractions. However, private facilities may also be found or carried out by associations and organisations. There are some basic common facilities in all the attractions such as signage, parking areas, toilets, etc. In natural areas are usually found: trails, fountains, picnic areas, camping areas, wildlife observatories, etc. It is very important that they are kept in good condition; therefore, this information must be recorded.

An important part of the worksheet is the identification of impacts that a recreational activity can cause so these can be prevented or, if necessary corrected. This information is relevant because it will be included in the Recreational Carrying Capacity worksheet.

To compile this information, it is proposed to record the following data: impacted element (including visitors who may be impacted by other visitors with different recreation styles), type of impact, and causes of impact, effects on the site or element, and estimated magnitude. In addition, it is necessary to mention if there are preventive and/or corrective measures contemplated in management and conservation plans or programmes, or also codes of ethics and etiquette in relation to the attitude and expected behaviour of users.

In addition, it will be necessary to identify compatibility with other existing activities in the same territory (agriculture, livestock, fishing, commercial activities, etc.). It should be borne in mind that two recreational activities may themselves be incompatible with each other in the same place; for example, swimming, snorkelling and diving are incompatible with water activities on motor boats.

It is also necessary to indicate the authorities or institutions who have competences over the territory where the activities are carried out and if there is a regulation for the activity.

In relation to the activity operating regime, it is usually collected in legal documents and refers, above all, to permits, activity licenses, insurances and professional certification of the staff devoted to the activity.

It is also important to identify the institution or institutions in charge of communicating the activity and the means they use.

The additional comments box is to be used to provide any relevant information that, for whatever reason, has not been included in the previous sections. It is important to comment if the recreational activity contributes in some way to stimulating the appreciation and conservation of resources and heritage elements by their users.

In the section of bibliographical and documentary references, it is necessary to record data on reports, plans, programmes related to design and development of recreational activities (consultant studies, municipal reports, regulations, etc.).

In addition, graphic material such as pictures, leaflets or plans of the activity will be collected.

B) TOURIST PRODUCT

For practical purposes, the name of the tourist product will be re-write in the first box.

Next, it will then be specified whether it is a tourist product or a tour package. In this section, we distinguish between: products that include a single component and packages that can present a great variety of combinations. Among the products, and as it has been previously explained, special importance is given in this document to recreational experiences since they include both tangible and intangible constituents of great experiential value. It should be noted that on a same recreational activity several products can be designed and given a different name. Sometimes these denominations are linked to the target audience (e.g. 'Family trekking'), or describe a topic (e.g. 'Historical Sundays at the museum').

In relation to product structure, it will be distinguished between one-day programmes that are developed during a full day or half-day (even only a few hours such as the case of guided tours) or tour packages that include overnight stay. The latter can be of will short duration (3-5 days), designed for weekends and short breaks (e.g. weekend breaks in cities) and of medium and long term (one week or more).

It should also be mentioned if the product is offered throughout the year, if it is restricted to certain periods (by weather conditions in the case of outdoor activities, availability of resources such as fauna, conditioned by dates of celebration of a cultural event, etc.), or if it is done on demand. This information is linked to the operability of the offer that has to do with a viable minimum number of clients required to carry out the activity. It should also be specified the time of year tourism products are developed.

In the comments field, complementary services that convert the activity into a product or tour package will be identified, such as food and beverage services (that can be divided into tastings, breakfast, lunch or dinner); services that facilitate access to an activity (such as tickets to shows or museums), and transport and connection services (air, land or sea).

In addition, there are tourist products that include elements that increase their value and differentiation (product extensions), such as the participation of relevant people or celebrities (gastronomic workshop with awarded cooks, famous sportsmen, etc.), or that the activity is carried out in a moment of maximum attendance, for instance, annual sporting event, parties or special celebrations.

In addition, the company or companies that commercialise the product will be identified, recording their differences in relation to the same product. In the case of institutions, it is convenient to explain the administrative hierarchy, that is, if it is a department of an agency, to explain which municipal or supra-municipal organisation it belongs to; and in the case of consortium, also specify its composition.

In the worksheet of travel and tourism service providers, all necessary information about the company will be detailed.

The section on product value has a prescriptive character since its purpose is to identify those attributes and tangible and intangible values that make the product special on the basis of its singularity. This value can be defined according to scales at the local, regional, national and international levels. It is clear that in this assessment, the attraction plays an important role, but as already mentioned, an attraction alone cannot welcome the public but is accompanied by necessary facilities and services. Therefore, in this case, a key element of the evaluation is the quality and adequacy of the facilities and services that are linked to the attraction. Thus, a singular or charming hotel, facilities in total harmony with the surrounding setting, unique and

emotional recreational experiences, highly specialised professionals, etc., are all components that usually guarantee a successful experience.

It is desirable to identify the existence and characteristics of other similar products that are being offered in nearby areas.

Another important element to analyse is the importance that the product has for the destination, since, besides being economically relevant for the tourism sector, a product can also be socially acknowledged as an identity value element of the destination.

Finally, it is of great importance to be able to verify information in relation to customer satisfaction with respect to the tourist product. This information can be gathered from satisfaction surveys' results (conducted by the company, the tourism destination, etc.) and also from opinion on internet forums. It must be considered that for the information to be rigorous it must come from quantitative studies; and not verified qualitative information should be treated with all necessary caution.

The additional comments box is to be used to provide any relevant information that, for whatever reason, has not been included in the previous sections. It is important to comment if the tourist product contributes in some way to stimulating the appreciation and conservation of resources and heritage elements by its users and to social development.

In the section of documentary references, it is necessary to record data on plans, products sheets, catalogues, website addresses, etc., and all graphic material related to the tourism product.

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DE VALÈNCIA
EDITORIAL

Worksheet code: ACT – 9 (EN)

RECREATIONAL ACTIVITY AND/OR TOURIST PRODUCT

1. NAME OF THE RECREATIONAL ACTIVITY AND/OR TOURIST PRODUCT

Name of the activity or product	
Other names	

2. INSPECTION DATA

Name of the compiler		Date and place of data gathering	
Compiler's e-mail address		Compiler's telephone number	

3. NAME OF THE SITE/S OR DESTINATION[1] WHERE THE ACTIVITY OR PRODUCT IS PERFORMED

Name of the site/s or destination	
Other names	

[1] **Destination:** geographical area currently or potentially attractive to visitors/tourists, which has tourism infrastructures and facilities, as well as a steady tourism offer.

4. LOCATION WHERE THE ACTIVITY OR TOURIST PRODUCT IS PERFORMED

Coordinates[2]	GEOGRAPHICAL ° ′ ″ ° ′ ″ UTM (10x10)
Address	
Town/City		Post Code	
County/Region		Country	
Local accessibility (means of public transport at destination)	
Location map	

[2] State the geographical or UTM coordinates of the activity main access point.

5. CUSTOMER PROFILE

User/Customer type	% Local:	% National:	% International:
Comments (socio-demographic characteristics, personality traits, motivations, etc.)			
User/Customer repeats activity (loyalty)		**a** - Yes; **b** - No	
Comments (existence of proximity users/visitors, etc.)			

A) RECREATIONAL ACTIVITY

Name of the recreational activity	

Type of activity[1]		
From a motivational point of view		**a** - Ludic and Entertainment (walks, sunbathing and sea activities, attending art shows and performances, gastronomic tasting, etc.); **b** - Sports and Adventure (hiking, trekking, cycling, climbing, diving, rowing, rafting, horseback riding, etc.); **c** - Educational and interpretative (interpretive routes, cultural visits, craft workshops, wildlife watching, etc.)
Level of expertise		**a** - Generalist; **b** - Specialized; **c** - Highly specialized; **d** - Adapted Activity; **e** - Tailor-made activity; **f** - Others (specify in comments field)
Comments		

[1] Classification (see table ACT1 in the introductory text)

Description and characteristics	
Attractions with which it is related	
Specific conditions needed for setting the activity (climate conditions, resources, spatial needs, etc.)	
Activity description (specify the actions carried out)	
Length of the activity	
Practitioner physical requirements (fitness and health condition, minimum or maximum age, height, etc.)	
Required equipment (binoculars, helmet, track shoes, sun cream, climbing equipment, horse and horse-riding equipment, bicycle, kayak, oxygen tanks, etc.)	
Risks and security measures (describe the potential activity risks and required security measures)	
Required facilities (trails, interpretation center, signage, picnic area, restrooms, parking area, bird observatory, etc.)	
Comments (specify whether the facilities are public or private, their conservation condition, maintenance tasks, etc.)	

Potential impacts

Impacted elements	Impact[2]	Causes[3]	Effects on the site/element	Magnitude[4]	Preventive and corrective measures[5]
Geology					
Water					
Vegetation					
Fauna					
Soil					
Landscape					
Cultural Heritage					
Local Communities					
Facilities					
Visitors performing other activities					
Others (specify in comments field)					

Comments	
[2] **Impacts: a -** Wastes; **b -** Noise; **c -** Pollution (garbage, CO2, etc.); **d -** Forest cover loss; **e -** Heritage damage; **f -** Loss of faunal species; **g -** Introduction of invasive exotic species; **h -** Loss of system functions; **i -** Habitats destruction; **j -** Deterioration and dismantling of monuments; **k -** Loss of traditional customs and life style; **l -** Deterioration of the landscape quality; **m -** Others (specify in comments field) [3] **Causes** (they will be linked to the specific actions they carry out during the development of the activity)**: a -** Trampling; **b -** Rubbing of walls; **c -** Excessive number of visitors; **d -** Opening of shortcuts; **e -** Disturbance to wildlife; **f -** Wildlife hit by vehicles; **g -** Alteration of natural processes; **h -** Vandalism; **i -** Plunder; **j -** Erosion and corrosion; **k -** Intrusions and visual obstructions in the landscape; **l -** Others (specify in comments field) [4] **Magnitude: 1 -** Severe impact; **2 -** High impact; **3 -** Moderate impact; **4 -** Low impact; **5 -** No impact [5] **Preventive and corrective measures**: specify whether among other measures, there is a Code of Ethic and Etiquette.	

Compatibility with other activities (specify spatial or temporary incompatibility among the current activities: agriculture; fishing, grazing, other tourist activities, etc.)	
Authorities/Institutions with competences over the site or element where activity is performed (publics and/or private)	
Applicable rules (permits, licences, assurances, human resources qualification, etc.)	
Institution/s communicating activity (communication channels, etc.)	
Additional comments	
Bibliographical and documentary references	
Graphical Documents (photographs, maps, leaflets, etc.)	

B) TOURIST PRODUCT

Name of the tourist product	

Type of product	

According to the components		**Tourist product** (1 component): **a** - Recreational experience; **b** - Travel; **c** - Accommodation; **d** - Board/Meals; **e** - Transport; **f** - Others (specify in comments field)
		Tour package (≥ 2 components): **a** - Recreational experience + transport; **b** - Recreational experience + accommodation; **c** - Recreational experience + meals; **d** - Transport + accommodation; **e** - Full-Board (accommodation and meals); **f** - Transport + accommodation + meals; **g** - All inclusive; **h** - Others (specify in comments field)
Extent of the program		**a** - Short-time program ; **b** - Half-time program; **c** - Full-time program; **d** - Full-time program and accommodation; **e** - Short trip program (weekend or bank holidays); **f** - One week program; **g** - Long trip program (15 days, Grand Tour, etc.); **h** - Others (specify in comments field)
Product Implementation		**a** - On-demand product; **b** - Occasional product; **c** - Seasonal product (for attractiveness reasons, space or climate); **d** - Scheduled product; **e** - Regularly offered product; **f** - Others (specify in comments field)
Seasonality (dates of the year the product is offered)	
Comments (describe the components and/or services of the product and the minimum number of customers needed, extensions of the product, etc.)	

Tourism enterprises or institutions marketing the product[1] (include contact details)			
Approximate price (RRP)	Low season:	Mid season:	High season:
	Commissionable %:	Groups (minimum and maximum group size):	
Comments (identify companies marketing the product by pointing out the differences between them)			

[1] Link to the provider service worksheet, blocks 'Tourism Services Companies (C)' and/or 'Travel and Tourism Intermediaries (D)', to describe the promotion and marketing aspects of the product.

Product assessment	

Attributes and values of the product		**1** - Conventional product; **2** - Unique product at local level; **3** - Unique product at regional level; **4** - Unique product at national level; **5** - Unique product on an international scale
Comments (specify the attributes that make the product unique such as charming hotels, special recreational activity, highly specialized staff, etc.)		
Competitors analysis (describe what, where and how this product is offered in nearby destinations)		
Socio-economic importance of the product		**1** - Irrelevant ; **2** -Irrelevant but increasingly growing; **3** - Stable product according to the business regular offer; **4** - Relevant (the product is on the top three for ranking business); **5** - Highly relevant (the product is consolidated and represent destination's identity)

Satisfaction assessment		1 - Unfulfilled expectations 2 - Underfulfilled expectations; 3 - Fulfilled expectations; 4 - Overfulfilled expectations; 5 - Highly fulfilled expectations
Additional comments		
Bibliographical and documentary references		
Graphical Documents (photographs, maps, leaflets, etc.)		

10 Comments and instructions for filling in the worksheet 'HERITAGE INTERPRETATION'

INTRODUCTION

Heritage interpretation is a tool that allows visitors to get up close intellectual and personally with the heritage; therefore, it falls within the scope of strategic communication. Many institutions and public administrations have identified heritage interpretation as a key instrument for making heritage known to the public, and international organisations such as UNESCO, ICOMOS, IUCN, etc. promote its use in heritage enhancement processes.

One of the main important objective of the heritage interpretation consists in establishing meaningful relationships between the public and the heritage elements. For this, it uses numerous techniques, means and activities, but always on the basis of providing an authentic and memorable experience based on emotions and feelings that pursue the development of attitudes and behaviours of heritage respect and appreciation.

Heritage interpretation must be planned and conveniently embodied in programmes that usually fall within public use and tourism planning, as well as in communication programmes.

This worksheet aims, firstly, to make a diagnosis of the site or element in order to know the initial situation in the development of interpretive activities, as well as the results obtained in their implementation. In the second part, it is detailed the necessary information to be collected in order to prepare an interpretation programme. It is clear that this worksheet should be completed alongside those related to heritage elements.

This worksheet includes 7 sections which are described below.

STRUCTURE OF THE WORKSHEET

1. Name of the site or element/s to be interpreted

Section 1 refers to the name of the site or element/s. It is necessary to record the different names by which it is known so as to avoid any possible mistakes regarding its denomination.

2. Inspection data

It is necessary to state the place and the date on which the data were collected in order to know how up-to-date they are. Moreover, for practical purposes, the recorder's contact details must be included to allow any further consultations that may be necessary.

3. Interpretation diagnosis

This section aims to explore all interpretative activities carried out in the site or element/s. Thus, it is proposed to identify documents that have included aspects related to heritage interpretation and define the extent to which they were implemented and their results.

Visitor data are always very useful as they guide future decision-making as to which demand segments should be addressed in future actions. Knowing their socio-demographic profile and personality traits is fundamental for writing future interpretation programmes.

Comments will include data on number of visitors, survey results, material and personal means, as well as existing on-site facilities (trails, interpretation canters, signage system, wildlife observatories, lookouts, etc.).

Results of the implementation of the interpretation programmes can be considered if there are surveys on visitor satisfaction or through participants' interviews, comments on the web or in social networks, etc.

4. Interpretation planning

Interpretative planning aims to create activities that, in addition to knowledge, transmit emotions and generate positive feelings in visitors so that they can develop attitudes and behaviours of appreciation for and enjoyment of heritage.

In this section, firstly, interpretative planning objectives must be established. In this sense, it is proposed to take into account four types of objectives: cognitive, emotional, attitudinal and promotional. In an interpretation programme, it is not necessary to include objectives of all types, these are simply presented for illustrative purposes.

Next question to be addressed is the definition of main messages, themes or ideas. For this, we start by identifying topics for heritage interpretation. A topic refers to the subject matter of an interpretative presentation (forests, water management, traditions, monuments, nature, fishing, agriculture, traditional uses, ancient civilizations, marine fauna, historical infrastructures, etc.).

A theme or message is the main idea we want to transmit about the site or element. It is based on concepts or thoughts of transcendental significance (capable of recalling other concepts or facts) and relevance (the theme represents something personal for the visitor; it is a reality seen through one's own experiences). It is based on the profound beliefs or universal values shared by all people (life, love, well-being, family, health, friendship, peace, knowledge, change, history, work, happiness, beauty, pain, fear, death, etc.).

For these reasons, and for practical purposes, it is proposed to record all necessary information for writing the theme or message following a table, where each message or theme is related to its corresponding objective, with a topic, a universal concept, as well as the heritage element that best express the theme or message or that endow it with visibility. The choice will be based on its tourism assessment (what makes it unique, rare, special, worthy of the visit, etc.), its physical features (size, fragility, visibility, recreational carrying capacity, etc.), its placement in the sequence (route, itinerary, etc.), its potential to include it within a larger story or context, the intangible attributes that are associated with it, the public's perception of the resource, etc.

Themes must be understandable, easy to process mentally and allow the visitor to connect emotionally with the heritage resource. These should be expressed in a simple sentence that develops the idea and must contain: subject, verb and predicate. It is also necessary to comment that there can be diverse themes linked to the same topic and *vice versa*, a message or theme linked to diverse topics.

In order to be transmitted, messages or themes need to be selected (maximum 3) by planners and managers of the site and/or element/s. To support this task, consultations with expert archaeologists, historians, naturalists, geographers, etc. should be carried out.

Moreover, the most appropriate interpretative activities for the transmission of the messages need to be selected. These could be: interpretative tours, interpretative talks, drama activities, historical re-enactment, workshops, etc. In the comments field, their implementation opportunities and rationale should be included. In any case, regardless of the selected activity, it must not be forgotten that, beyond thematic and relevant, the interpretation must be pleasant and organised.

An important part of the theme or message development is the narrative or storyline, whose purpose is to provide the context and argument for the message. A storyline should be structured in three parts: an introduction, a body or plot and a conclusion. In the introduction, key elements of the story are presented. The body develops arguments that deepen the message, using as physical support, for example, interpretative stations of a route or theatrical acts of a performance. The conclusions recapitulate on the themes or ideas developed and emphasise the main message as a final idea or reflection that allows the visitor to assimilate the results on the presented themes.

When writing the storyline, interpretative copywriters (who are competent professionals that write interpretative texts for dissemination materials such as posters, leaflets, books, panels for self-guided routes, exhibitions, etc.) may use examples, metaphors, similes, personifications, and imaginary situations to facilitate the audience understanding. It is important to find the best way to articulate story elements to present them to visitors. The message or theme must be included, above all at the beginning and the end.

It is recommended not to include more than three messages, as said before, in an interpretative activity so as not to saturate the assimilation capacity of a non-captive visitor who is voluntarily performing recreational activities during his leisure time and for no longer than one hour. In addition, the storyline must transmit the ideas in a personal way, so that they are remembered by the audience and perceived as a reality seen through their own experiences.

When designing the storyline, the target audience must be taken into account because, although themes will be the same, the story will have to be adapted to the intellectual capacities of each audience (schoolchildren, specialists, etc.) to make sure that visitors connect with the transmitted message. Thus, in addition to the socio-demographic profile it is necessary to know their motivations, preferences, social group, travel organisation, personality traits and previous experiences and knowledge about the site or heritage element, etc., and the usual communication channels for each audience.

Another important factor to consider is whether the storyline will be used in oral presentations by guides-interpreters, or whether it will be a written text for interpretive panels, leaflets or maps. In each case, it would be interesting to select the means that best transmits the theme to a particular audience, whenever possible. In either case, it is important to keep in mind that a clear and organised interpretative sequence is required for developing a story. Information must be transmitted in an organised way, following a more or less explicit scheme so that the public can establish links between the different information units, ranging from the simplest to the most complex, etc. For instance, in the case of interpretive routes, sequencing relies heavily on the design of the touring pattern in order to consistently organise the contents of the interpretation programme (interpretative stations, sequencing, visiting dynamics, etc.). A good touring pattern also avoids congestion problems, distributes better visitors' volumes spatially, and avoids impacts on heritage. Within the touring pattern, interpretative stations (stops) that are part of the visit must be determined and assigned a clear message or main idea around which to organise the narrative discourse or story with other complementary ideas.

A very important aspect of interpretation is its relation to emotions. It is intended not only that visitors learn during the development of the interpretative activity, but also that they feel emotions. For this, the programme must be based on personal experiences. In this way, any interpretative activity that is designed must necessarily include an emotional component that personally connects the site and/or element with the visitor. A series of experiential props that can be generally applied is proposed.

Interpretation means has to be chosen, distinguishing between personal and material means, as well as the required facilities for the implementation of the programme. This selection will depend on certain factors such as budget, themes or messages to be transmitted, audience, setting where interpretation will take place, etc.

Regarding personal means, it is important to foresee a good training plan for guide-interpreters who will develop the interpretation programme, as this is the key of a successful implementation and of a quality tourism experience.

5. Additional comments

This section is to be used to provide any relevant information that, for whatever reason, has not been included in the previous sections.

6. Bibliographical and documentary references

List of bibliographical references, documents to consult and web addresses should be provided in order to show the basic sources of knowledge used to complete the worksheet.

7. Graphical documents

The worksheet must include any graphical documents needed to complete the heritage interpretation programme. Thus, photographs, maps, leaflets, interpretative guides, infographics, etc. will be included.

Further Readings

Carter, J. (ed.) (2001). *A Sense of Place. An interpretive planning handbook*. Ed. Scottish Natural Heritage/Scottish Enterprise/Highlands and Islands Enterprise/Scottish Tourist Board/European Life Programme, 50 pp.

Ham, S. (2013). *Interpretation: Making a Difference on Purpose*. Ed. Fulcrum Publishing, 291 pp.

ICOMOS (2007). *The ICOMOS Charter for the Interpretation and Presentation of Cultural Heritage Sites.* Ed. International Council on Monuments and sites (ICOMOS).

Lancaster County Planning Commission (2007). *Telling Our Stories. An Interpretation Manual for Heritage Partners*. Ed. Lancaster County Planning Commission, 90 pp.

Morales, J. (2001). *Guía práctica para la interpretación del patrimonio: el arte de acercar el legado natural y cultural al público visitante*. Colección Difusión. Consejería de Cultura (Andalucía), 315 pp.

Tilden, F. (1957). *Interpreting our Heritage*. Ed. University of North Carolina Press, North Carolina, 119 pp.

HERITAGE INTERPRETATION

1. NAME OF THE SITE OR ELEMENT/S TO BE INTERPRETED

Name of the site or element/s	
Other names	
Institution responsible	

2. INSPECTION DATA

Compiler name		Date and place of data gathering	
Compiler's e-mail address		Compiler's telephone number	

3. DIAGNOSIS ABOUT ONSITE INTERPRETATION

Current Interpretation tools		**1** - There are no Interpretation documents; **2** - Certain aspects of interpretation are included within some management documents; **3** - There is an Interpretation Programme that has not been implemented; **4** - There is a partially implemented Interpretation Programme; **5** - There is a fully implemented Interpretation Programme
Name of the document and description		
Drafting date, period of validity and level of implementation achieved		
Site or element/s with which the interpretation is linked		
Data about the actual audience		
Comments (number of visitors, surveys results, dissemination materials, personal and material means, interpretation facilities, etc.)		

4. INTERPRETATION PLANNING

4.1. Interpretation Planning Objectives

Cognitive (they seek to satisfy personal development through knowledge)	
Emotional (they aim to provide memorable visitor experiences)	
Attitudinal (they intend to develop visitor heritage appreciation attitudes and behaviours appreciation)	
Promotional (they are oriented towards the strengthen of the institutional image and reputation, and to facilitate the management of the site)	

4.2. Themes, Messages or main Ideas

Objective	Topic[1]	Theme or Message[2]	Universal concept[3]	Heritage element/s conveying the message[4]

Comments

[1] The topic refers to the subject matter we are going to deal with (forests, water management, traditions, monuments, nature, fishing, agriculture, traditional trades, ancient civilisations, marine wildlife, historic infrastructures, etc.).
[2] This is the main idea we want transmit about the site or element. For each interpretative activity, it will identify a maximum of three themes.
[3] They are people's deep-rooted beliefs or values that are shared by all people (life, love, well-being, family, health, friendship, peace, knowledge, change, history, work, happiness, beauty, pain, fear, death, etc.).
[4] The aim is to identify the elements that best express the theme or message or that endow it with visibility.

4.3. Interpretation Performances

Interpretation performances		a - Interpretive route; b - Interpretive talk (museum, interpretation center, etc.); c - Drama activities; d -Historical re-enactment; e - Craft demonstrations or workshops; f - Performances; g - Others (specify in comments field)
Comments		

4.4. Storyline

Summary of the interpretive storyline (introduction, body or plot, and conclusion)	
Related themes	
Target audience (specialised tourists, school groups, broadest public, etc.)	
Description of the interpretive sequence[7] (specify sequence of the interpretive stations of a route, itinerary, touring pattern, theatrical acts, etc.)	
Comments	

4.5. Experiential props

Experiential props		a - Foster the use of all the senses in the on-site perception; b - Focus the action towards positive emotions; c - Facilitate an emotional connection with the site and/or element through positive thoughts or memories about the past (personal or family memoires, experiences, mental images, etc.); d - Associate intangible heritage to the attraction or site; e - Generate intellectual connections so that the new knowledge is integrated within previous cognitive elements (memories, ideas, beliefs, feelings, models, past experiences, etc.); f - Use preferably personal media (guide-interpreters); g - Ensure the physical and psychological comfort of the visitors during the activity; h - Identify interpretive icons that are familiar, friendly and easy to understand; i - Personalise the theme in the first person (I, we, we ourselves, our families, our health, etc.); j - Others (specify in comments field)
Comments		

4.6. Interpretation means		
Material means		**a** - Printed media (leaflets, guides, books, maps, newsletters, teacher guides, etc.); **b** - Panels and banners; **c** - Multi-media items (audio-visual, computer-based, audio-guides, etc.); **d** - Interactive applications; **e** - Others (specify in comments field)
Personal means		**a** - Guide-interpreters; **b** - Environmental monitors; **c** - Local hosts; **d** - Tourist guides; **e** - Craftsmen; **f** - Actors; **g** - Others (specify in comments field)
Facilities		**a** - Interpretive signage; **b** - Interpretation Centre; **c** - Trails and itineraries; **d** - Interpretive stations; **e** - Scenographies; **f** - Musealisations; **g** - Others (specify in comments field)
Comments		

4.7. Guide-Interpreters Training Plan		
Training needs		**a** -Training of professional tourism guides (Life-Long Learning) ; **b** - Guide-interpreters Vocational Training; **c** - Training for trainers; **d** - Others (specify in comments field)
Comments		

5. ADDITIONAL COMMENTS

6. BIBLIOGRAPHICAL AND DOCUMENTARY REFERENCES

7. GRAPHICAL DOCUMENTS (photographs, maps, leaflets, panels, etc.)

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Comments and instructions for filling in the worksheet 'TOURISM DEMAND'

INTRODUCTION

An important starting point for evaluating projects referred to the heritage enhancement is the identification of the tourism demand. According to the World Tourism Organization, tourism demand is defined as: "the group of people who, individually or collectively, are motivated by a series of tourism products or services with the aim of meeting their needs".

Tourism demand should also be considered and analysed from the perspective of the tourism economy since the expenditure made by tourists is determinant for the sector during their stay in the destination. However, this tourism demand worksheet focuses on the motivational aspects that are closely linked with the attractions of the site and with tourism enhancement purposes. Other elements affecting demand, such as tourist infrastructure or the prices of products and services are included in other worksheets.

In this worksheet, both same-day visitors or excursionists and overnight visitors or tourists have been as part of the demand. Tourists stay at least 24 hours at the destination and use accommodation services.

Tourism demand studies differentiate between: effective or actual demand and potential demand. Effective or actual demand is the current number of people who travel to the destination to participate in tourist activities at any given time. Meanwhile, potential demand refers to those who might visit the place in the future to carry out tourist activities.

Common methods to obtain information on demand are: surveys, counts, database queries, etc. These have to be conducted regularly and periodically so that they can be useful and possible to measure its evolution over a period of time and its consequences on the destination.

It is evident that in this type of worksheets it is not possible to deal in depth with all aspects of tourism demand analysis or to draw detailed conclusions; it is simply proposed as a basic predictive tool to identify future specific actions related to tourism demand.

This worksheet includes 7 sections which are described below.

STRUCTURE OF THE WORKSHEET

1. Name of the destination or element/s concerned

This first section identifies the element or destination for which the demand study is carried out, as well as the institution that promotes the study.

2. Inspection data

It is necessary to state the place and the date on which the data were collected in order to know how up-to-date they are. Moreover, for practical purposes, the recorder's contact details must be included to allow any further consultations that may be necessary.

3. Effective or actual demand

This section addresses the analysis of effective or actual demand based on the study of certain quantitative and qualitative data. These data are important to know the feasibility of tourism activities.

For this, it is proposed to start by gathering previous information on effective or actual demand and, especially, on tourist's behaviour in order to know their motivations and needs. This information will serve to get an idea of the conditions in which the activity has been developed and to identify the main tourism market segments interested in the tourism offer of the destination, because it will even guide future actions.

Firstly, the date of completion and methods that have been used in data collection should be noted, in order to know how up-to-date information is, since demand is a changing and flexible element that evolves with time and with new trends.

It is important to provide an approximate figure of actual demand tourism volume to be able to know the scope of the tourist phenomenon in the site. Data related to periods of maximum and minimum flows allow understanding destination's seasonality.

Having an analysis over the last few years is very informative to know the recent evolution of the destination. If possible, it is interesting to identify the internal and external factors of change.

It should be noted that it is very difficult to estimate the number of excursionists or same-day visitors because they are not usually registered in the destination so their volume will always be underrepresented.

In addition, it is proposed to characterise visitors based on their tourists or excursionists' status, their geographical origin and socio-demographic profile (age, gender, level of education, etc.), travel organisation, commonly used information channels, and, particularly, their motivations to visit the destination or site. This information is extremely important when it comes to enhance and to revitalise tourism attractions and the destination itself.

There are multiple reasons that inspire people to visit a destination. In this document, it is proposed to group them by motivations. In addition, it is requested to add information on the organisation of the trip in relation to group composition, whether it is organised or independent travel, means of transport used, type of accommodation, average length of stay, season, etc.

It will also identify which opinion leaders have influenced the decision-making of a person to embark on a trip. In addition, the information channels the person is familiar with must be mentioned.

To conclude this section, information is requested about visitor satisfaction. For this purpose, it is proposed to simply provide data regarding the fulfilment of the expectations of the visitor, establishing the degree to which they have been satisfied. Satisfaction is also a determining factor of the loyalty to the site and its recommendation to other visitors, so both aspects should be rated.

4. Potential demand

Potential demand refers to tourists and/or excursionists who have not yet visited the destination or site but may become actual demand if the destination's offer meets their expectations. This would be the case of emerging tourist destinations or others in the process of renewal after having incorporated into their offer new recreational activities and tourist products.

In order to know a future customer's profile, benchmarking tools can be used to identify other successful destinations with a similar tourism offer (identifying the most important attributes of the tourism experience). It is also necessary to analyse the direct competitors, focusing on the products they offer, their promotional strategies, as well as their strengths and weaknesses. Finally, trends related to geographical markets and/or tourism segments will be identified based on research carried out by tourism sector experts and specialists in order to adapt the supply as much as possible to the preferences of the future demand.

It should be mentioned that national and international tourism organisations usually carry out this type of analyses, so this can be used to document this section.

5. Additional comments

This section is to be used to provide any relevant information that, for whatever reason, has not been included in the previous sections.

6. Bibliographical and documentary references

A list of bibliographical references, documents to consult and web addresses should be provided in order to show the basic sources of knowledge used (e.g. surveys, etc.) in tourism demand analysis.

7. Graphical documents

The worksheet must include any graphical documents needed to complete the knowledge about the destination demand analysis. For this purpose, photographs, graphs, etc. shall be included together with their origin and authorship.

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Callejo, J., Gutiérrez, J. and Viedma, A. (2003). *Análisis empírico de la demanda turística*. Ed. Universitaria Ramón Areces, 368 pp.

Frechtling, D. (2001). *Forecasting tourism demand: methods and strategies*. Ed. Butterworth-Heinemann, Oxford, 278 pp.

Ryan, C. (2003). *Recretional tourism: demand and impacts. Aspects of tourism* 11. Ed. Channel View Publications, 359 pp.

Spendolini, M.J. (2005). *Benchmarking*. Ed. Norma, 312 pp.

TOURISM DEMAND

1. NAME OF THE DESTINATION[1] OR ELEMENT/S CONCERNED

Name of the destination or element/s to be analysed	
Institution promoting the demand study	
Plan or project associated to the demand study	

[1] **Destination:** Geographical area currently or potentially, attractive to visitors/tourists which has tourism infrastructures and facilities, as well as a steady tourism offer.

2. INSPECTION DATA

Compiler name		Date and place of data gathering	
Compiler's e-mail address		Compiler's telephone number	

3. EFFECTIVE OR ACTUAL DEMAND

3.1. Previous analyses

Existing demand studies		**1** - No previous studies; **2** - Some information about effective or actual demand is included within some management documents; **3** - A methodology has been drawn up to conduct studies of the effective or actual demand but it has not been implemented; **4** - A study of the effective or actual demand has been conducted; **5** - Studies of effective or actual demand are conducted on a regular basis
Comments		

3.2. Information about the effective or actual demand

Description (period of data collection, method, scope, etc.)	
Number of tourists (latest data, indicating whether it is an estimation or an exact figure and specify the periods established for each season)	Annual: High season[2]: Low season[2]: Mid season[2]: Maximum number of same-day visitors:
Demand evolution over the years (recent trends)	

Tourists' socio-demographic profile (express results in percentages and/or absolute figures)				
% Tourists:			% Same-day Visitors:	
% Local:	% Regional:	% National:	% International:	
Geographic Origin:				
% Women:		% Men:		
% <14 years of age:	% 14-18 years of age:	% 19-34 years of age:	% 35-64 years of age:	% > 65 years of age:
% Primary education:	% Secondary education:	% Vocational training:	% University education:	% Others (specify in comments field):
% Students:	% Labour force:	% Unemployed:	% Retired:	

Motivations		**a** - Recreational (emphasis is placed on restoring well-being, profiting from leisure and entertainment such as holidays, having fun, gastronomy, time to relax, etc.); **b** - Business, congresses and conventions; **c** - Personal development and existential motives (to find one's roots, inspiration, self-knowledge, accomplishing personal goals, etc.); **d** - Escape (the tourist seeks to get away from everyday life, to make new friends, etc.); **e** - Experiential (the behaviour of the tourist is largely aimed towards experiencing the guest culture); **f** - Experimental knowledge (visiting new places, learning new things, etc.); **g** - Adventure (to experience nature, adventure seeking, doing extreme sports, etc.); **h** - To pursue one's own interests (study trip, visiting relatives and/or friends, religious visits, health, sports, etc.); **i** - Favourable prices; **j** - Political stability and security; **k** - Others (specify in comments field)
Comments		
Travel-related characteristics		Group composition: **a** - Alone; **b** - With partner; **c** - With family; **d** - With children; **e** - Group of friends; **f** - School group; **g** - Elderly group; **h** - Others (specify in comments field)
		Planning of the trip: **a** - Independent; **b** - Organised
		Means of transport used: **a** - Car; **b** - Train; **c** - Plane; **d** - Ship; **e** - Bus; **f** - Others (specify in comments field)
		Type of accommodation used: **a** - Hotel; **b** - Hostel; **c** - Guesthouse; **d** - Campsite; **e** - Tourist apartment; **f** - Rural house; **g** - Roadside motel; **h** - Apartment; **i** - Resort; **j** - Bed & Breakfast; **K** - Collaborative accommodation; **l** - Singular accommodation, **m** - Shared house, **n** - Others (specify in comments field)
		Length of stay: **a** - No overnight stay; **b** - 1 night; **c** - 1-3 nights; **d** - 3-7 nights; **e** - 7-15 nights; **f** - >15 nights
		Season: **a** - High; **b** - Mid; **c** - Low; **d** - All year round
Comments		
Influencers and Information channels		Influencers: **a** - Friends and relatives (word-of-mouth); **b** - Influencers (opinion leaders, travel opinion websites such as TripAdvisor, HolidayCheck, etc.); **c** - Travel agencies, tour operators; **d** - Others (specify in comments field)
		Information Channels: **a** - Media (TV, radio, press, specialised magazine, etc.); **b** - Internet (official destination websites, tour operators and service providers websites, Online Travel Agency websites, etc.); **c** - Social networks (blogs, forums, Facebook, Google+, Twitter, Pinterest, Instagram, etc.); **d** - Leaflets and travel guides; **e** - Others (specify in comments field)
Assessing tourist experience		Tourist Expectations[2]: **1** - Performance was consistently below expectations; **2** - Performance did not consistently meet expectations; **3** - Performance consistently met expectations; **4** - Performance consistently exceed expectations; **5** - Performance far exceeded expectations
		Loyalty[3]: **1** - Once; **2** - twice; **3** - 3 times; **4** - 4 times; **5** - ≥ 5 times
Comments		

[3] Specify the percentage of tourists whose expectations regarding the destination were met (based on existing surveys)
[3] Specify the percentage of tourists who have visited the destination on more than one occasion (based on existing surveys)

4. POTENTIAL DEMAND

Identify tourism market segments and niches		**a** - Adventure; **b** - Accessible tourism; **c** - Agri-tourism; **d** - Ancestry; **e** - Archaeological; **f** - Architectural; **g** - Arts; **h** - Astronomical; **i** - Birdwatching; **j** - Backpacking; **k** - Cultural events; **l** - Gastronomy; **m** - Heritage; **n** - Pilgrim and religious; **o** - Rural tourism; **p** - Urban tourism; **q** - Wildlife; **r** - School tourism; **s** - Senior tourism; **t** - Meetings, Incentives, Conventions and Exhibitions tourism (MICE); **u** - Others (specify in comments field)
Tourism destination benchmarking[4]		
Marketing competitors analysis[5]		
Trend Analyses[6]		
Comments		

[4] Comparative analysis of destinations offering similar tourist attractions, but in a more advanced tourism life cycle and with successful results.
[5] Identify the competing destinations (tourism products, promotional strategies, prices, etc.) and their radius of action, and detect the differentiating elements and opportunities, pinpoint market niches that are not covered by competing destinations, etc.
[6] The aim is to determine forecasts about tourists' behaviour in the short, medium and long term as regards certain tourism segments, their dynamics, etc.

5. ADDITIONAL COMMENTS

6. BIBLIOGRAPHICAL AND DOCUMENTARY REFERENCES

7. GRAPHICAL DOCUMENTS (photographs, graphs, etc.)

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Comments and instructions for filling in the worksheet 'PARTICIPATORY PROCESSES'

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Participatory processes are a set of tools and instruments that facilitate the active involvement of society in public affairs. This is aimed at increasing the presence and influence of the civil society in decision-making in plans, strategies, actions and/or projects in which they are particularly concerned.

This type of processes is part of a new conception about governance of the territory and its resources, inspired by democratic principles that are characterised by the search for consensus. This instils greater legitimacy to the actions, as it is based on a more open and decentralised structure.

In the field of tourism, participatory processes have long been considered in planning and management. They have been especially promoted in rural areas, where local communities are especially vulnerable to environmental and social changes that tourism can bring. It can be said that participatory processes are now fundamental for ensuring the sustainability of the plans.

This worksheet proposes a basic methodology to facilitate the development of participatory processes for planning and implementing tourism actions and interventions based on heritage elements. In this way, it addresses issues on how to plan the participatory process, to identify key stakeholders, to establish participatory levels for each case, to integrate the community in the decision-making process, and to choose the right participatory tools for each process.

This inventory sheet includes 6 sections that are described below.

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1. Name of the destination or element/s associated to the participatory process

In the first section, the destination or geographical area in which the participatory process and the project or action will take place must be indicated. It is important to identify the institution promoting the process. This could be a public administration (they have territorial competencies and assume, in most cases, heritage management and policies development), an organisation (entities considered of public benefit that represent the interests of certain groups and are characterised by developing social initiatives), society (group with common interests), professional groups and/or non-governmental organisation (NGO).

2. Inspection data

It is necessary to state the place and the date on which the data were collected in order to know how up-to-date they are. Moreover, for practical purposes, the recorder's contact details must be included to allow any further consultations that may be necessary.

3. Participatory process

This section is divided into four parts. The first is related to the identification of previous experiences in participatory processes. Its objective is to know the participatory culture of the community. In addition, the level of participation achieved in previous processes and the obtained results will be outlined. In the second one, the key points for participatory process implementation are given; the third one is focused on identifying the person in charge of the management, the coordination and management of the process and participatory tools to carry out the process. The last section analyses the key points for its evaluation and monitoring.

In general, it is considered that participatory processes including only information and communication elements are not participatory processes. High participation over a period of time or a full active participation need to be achieved in order to confirm that successful experiences of community engagement and empowerment of results have taken place. Concerning the implementation of the participatory process, it should be noted that its execution would depend on the characteristics of the destination where it will take place, as well as on the socio-economic, cultural and/or political conditions of those who will participate in the process. For this, a planning process that follows the logical steps included in the worksheet is required. This includes: knowing the type and objectives of the plan or programme associated to the participatory process, designing the participative work plan, establishing the scope of the participatory process in terms of duration and number of stakeholders involved in it. In addition, a fundamental part of the implementation of the participatory process is the identification of stakeholders, specifying the role they play in their organisation, the scope of their representation, the motivation that leads them to get involved in the process, and their contact details.

In the part dedicated to the management of the participatory process, reference is made to the identification and description of coordination and facilitation tasks. A relevant aspect is that the coordination team needs to have the necessary organisational and technical competences to carry out the work, and the sufficient public credibility and ability to convene among the stakeholders. Facilitation or mediation refers to the specific technical tasks used during the participatory process. In addition, the worksheet refers to the communication channels used to reach all participants, current and potential. Among them, several channels can be used: oral (telephone conversations, conferences, social events, etc.), written (letters, reports, press, posters, bulletin board, campaigns, etc.), audio-visuals (videos, videoconferences, etc.), digital (internet, emails, etc.), social networks (blogs, Twitter, SMS, WhatsApp, etc.).

Finally, it addresses the identification of the participatory tools to be used depending on the type of plan or programme to be implemented (table PRT1). Additionally, this section closes with the identification of aspects related to the evaluation and monitoring of the participatory experience. It is therefore proposed to analyse the results and risks, threats, strengths and opportunities for the implementation of the participatory process. In this sense, it should be pointed out as an example: if there is inter-institutional coordination between the different entities involved in the process, if stakeholders are organised (in associations, with representative leaders, etc.), if there is entrepreneurial culture, etc.

Table PRT1
Participatory tools

PARTICIPATORY TOOL	DESCRIPTION
Formal and informal interviews	Set of questions, open or closed, addressed to one or more people. They capture a lot of information in depth and in detail from people's words and approaches who share the same social framework, as well as making it possible to describe and interpret aspects that are not directly observable (feelings, impressions, incidents, etc.) An informal interview could be developed as an open conversation. It consists of a dialogue between an interviewee and the researcher who orientates the discourse with a predefined purpose.
Surveys	Set of questions systematically ordered and with a certain intention. They are applied in writing or verbally through questionnaires to a sample that is considered representative according to the related project or plan. Open surveys: these allow the free expression of the respondent, issue opinions and judgments. Closed surveys: answers are more limited and concrete responses need to be chosen. Semi-structured surveys: the interviewer uses a mixed strategy alternating closed questions with spontaneous questions.
Prospective workshops	A methodological tool facilitates and systematises collective reflection on the territory and the construction of scenarios and images of the future.
Delphi Method	A prospective method is carried out with a group of experts who address complex problems.
Citizens' participation workshops	Events that allow a consensus through the exchange of knowledge, perceptions and opinions until conclusions and agreements within the group are reached.
Consultative councils	Permanent groups of representatives of entities from all sectors involved, who meet periodically to identify and evaluate problems, develop and evaluate proposals and follow-up on actions taken.
Focus groups	Meetings with groups of people or specific experts directly involved in a relevant subject.
Discussion groups	Group technique that proposes situations of conflict that arise interest, so that solutions can be provided.
Social tree	Tool used to represent the reality and to characterize the social community from its surroundings.
Public debate	Direct communication between specialists on a previously agreed topic, in which they are able to interact colloquially and following a predicted script. The audience must ask questions to the protagonists. This group of tools includes Phillips 66, Round Tables, Video-forum, etc.
Brainstorming	It consists of the interventions of all participants, avoiding that their opinions are conditioned by the presence of other participants, since all contributions can be useful to achieve the group's objective.
Case studies or practical examples	It involves the systematic and in-depth analysis of similar cases to the plan and/or programme to which the participatory process is associated with (benchmarking).
Role-playing	Group dynamic that helps to develop social perspective and empathy by representing different roles within conflictive situations in which different positions intervene and they need to be combined. It is used to work on interpersonal relationships, behaviour, values and attitudes.
Online social petition platforms	Online platforms for requesting support for citizen initiatives (Change.org, Avvanz.org, etc.). These platforms promote large-scale social changes given the number of internet users they reach.
Virtual citizens' participation platforms	These are tools of collective intelligence that allow putting in contact different stakeholders and reaching consensus, thanks to the widespread use of the internet (blogs, forums, etc.), social networks, mobile devices and the rise of 3G networks and Wi-Fi.

Finally, certain mechanisms for monitoring and evaluating the process and proposals will be established, identifying who will carry out the monitoring and the indicators to be used. Each participatory process should design its own indicators for monitoring and evaluation of the objectives, but some examples are: degree of awareness of the community regarding its role in the process, degree of participation and involvement in action design and planning, number of people interested in the continuity of the process, number of people who started the process and who finished it, etc.

4. Additional comments

This section is to be used to provide any relevant information that, for whatever reason, has not been included in the previous sections.

5. Bibliographical and documentary references

A list of bibliographical, documentary references and web addresses should be provided in order to show the basic sources of knowledge used to complete the worksheet

6. Graphical documents

The worksheet must include any graphical documents needed to complete the knowledge about the site participatory processes. For this purpose, photographs, minutes shall be included together with their origin and authorship.

FURTHER READINGS

CIMAS (2009). *Metodologías Participativas. Manual. Observatorio Internacional de Ciudadanía y Medio Ambiente Sostenible*. Ed. CIMAS, Madrid, 91 pp.

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UNESCO (n.d.). *Sustainable Tourism Online Toolkit. Guide 4. Engaging Local Communities and Businesses*. Ed. UNESCO/World Heritage Convention, 14 pp.

Ramsar Convention Secretariat (2010). *Participatory skills: Establishing and strengthening local communities' and indigenous people's participation in the management of wetlands. Ramsar handbooks for the wise use of wetlands*, 4th edition, vol.7. Ed. Ramsar Convention Secretariat, Gland, Switzerland, 112 pp.

Worksheet code: PRT - 12 (EN)

PARTICIPATORY PROCESSES

1. NAME OF THE DESTINATION[1] OR ELEMENT/S ASSOCIATED TO THE PARTICIPATORY PROCESS

Name of the destination or element/s related	
Institution promoting the participatory process	

[1] **Destination:** geographical area currently or potentially attractive to visitors/tourists, which has tourism infrastructures and facilities, as well as a steady tourism offer.

2. INSPECTION DATA

Compiler name		Date and place of data gathering	
Compiler's e-mail address		Compiler's telephone number	

3. PARTICIPATORY PROCESS

3.1. Previous experience/s in participatory processes

Participatory culture		**1** - No previous participatory processes have been implemented; **2** - Participation in information/communication processes; **3** - Participation in consultation/deliberation processes; **4** - Participation in decision-making processes; **5** - Participation in project management and Partnership structures (Destination Management Organization –DMO–, etc.)
Existing documents about the previous experiences (specify participation plans developed, minutes from meetings, interviews, surveys, etc.)		
Level of participation		**1** - Very low participation; **2** - Low participation; **3** - Regular and continued participation; **4** - High participation on a periodic basis; **5** - Full participation
Comments (successful experiences of empowerment and appropriation of results)		

3.2. Implementation of the Participatory process

Plan or programme associated to the participatory process		**a** - Sustainable Tourism Development Strategic Plan; **b** - Sustainable Tourism Revitalisation Plan; **c** - Master Plan; **d** - Management Plan for the Conservation of Natural Resources; **e** - Public Use Management Plan; **f** - Regional Management Plan; **g** - Uses Master Plan; **h** - Plan for the Tourism Enhancement of the Heritage; **i** - Interpretation Programme; **j** - Specific Plans (restoration, etc.); **k** - Historical Centre Conservation Plan; **l** - Others (specify in comments field)
Comments		
Participatory Work Plan (specify the phases, objectives and planning of the activities to be included in the plan)		
Scope of the participatory process (duration and number of stakeholders involved)		
Local stakeholders and society involvement		**a** - Public administration (international, national, provincial and/or local); **b** - Organisations (local development agencies, stakeholder groups, foundations, corporations, syndicates, cooperatives, etc.); **c** - Educational and research centres (schools, centres of higher education, universities, etc.); **d** - NGOs; **e** - Owners (of land, of elements, of dwellings, of tourism companies, etc.); **f** - Local users (farmers, cattle farmers, irrigators, fishermen, hunters, craftsmen, tourism providers, carriers, etc.); **g** - Non-local users (visitors, tourists, interest groups,, etc.); **h** - General population; **i** - Others (specify in comments field)
Comments		

Stakeholder	Profile and role played in its organization	Scope of his/her representation[2]	Motivation and involvement[3]	Contact details

[2] This parameter depends on the importance and hierarchy in the organization which represents: **1** - Stakeholder with very low mandate; **2** - Stakeholder with low mandate; **3** - Stakeholder with mandate; **4** - Stakeholder with high mandate; **5** - Stakeholder with maximum mandate

[3] The motivation and involvement of a social group or collective is related with the type of plan or programme that the process is associated to, and with the objectives being pursued. It should be: **1** - Very low; **2** - Low; **3** - Mid; **4** - High; **5** - Very High

3.3. Management issues

Description of the coordination and mediation/facilitation tasks[4]	
Communication channel (internal and external)	
Participatory tools[5]	**a** - Formal and informal interviews; **b** - Surveys; **c** - Prospective workshops; **d** - *Delphi* Method; **e** - Citizens' participation workshops; **f** - Consultative councils; **g** - Focus groups; **h** - Discussion groups; **i** - Social tree; **j** - Public debate; **k** - Brainstorming; **l** - Case studies or practical exercises; **m** - Role-playing; **n** - Online social petition platforms; **o** - Virtual citizens' participation platforms; **p** - Others (specify in comments field)
Comments	

[4] A facilitator is an expert with proven skills in communication, group dynamics and effectiveness, and decision-making to help a group of people understand their common objectives and assists them to plan how to achieve them.
[5] See table PRT1 in the Introductory text.

3.4. Evaluation and monitoring of the participatory process

Main Results	
Risks and threats for the implementation of the participatory process	
Opportunities and Strengths associated to the participatory process	
Mechanisms to monitor and evaluate citizens' **proposals** (stakeholder monitoring committee, participation indicators system, drafting evaluation reports, etc.)	

4. ADDITIONAL COMMENTS

5. BIBLIOGRAPHICAL AND DOCUMENTARY REFERENCES

6. GRAPHICAL DOCUMENTS (photographs, minutes, etc.)

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Comments and instructions for filling the worksheet 'RECREATIONAL CARRYING CAPACITY'

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INTRODUCTION

The Recreational Carrying Capacity (RCC) is one of the most recognised tools for natural and cultural heritage management, to guarantee the sustainability of the tourist activity. The recreational carrying capacity addresses the question of determining the maximum number of visitors that can simultaneously take part in a quality recreational experience without having the risk of degrading the heritage or its surroundings, and under comfort and satisfaction conditions for the visitor. It is a concept different from the one of 'tourism carrying capacity' that refers to the maximum number of tourists and visitors that a destination can accommodate according to the availability of infrastructures and tourist services (number of lodging and restaurants, availability of drinking water, etc.).

The determination of the recreational carrying capacity is complex and there is no one method that perfectly fits all situations since the diversity of settings where the recreational activities take place is very large (natural spaces, monuments, museums, archaeological sites, visitor centres, trails, picnic areas, etc.).

In this worksheet, an effort has been made to synthesize those elements and parameters of the analysis to be taken into consideration when addressing the question of the recreational carrying capacity of a site. In this way, a logical sequence of the different analyses that must be developed to arrive at a coherent final result is presented.

The first part of the worksheet is devoted to the spatial aspects of the site or element, the temporal availability, the spatial needs of the visitor and the activity to be developed. The second part begins from the results obtained in the first part, but in a combined manner. Throughout the whole process, great importance has been endowed to the limiting factors. In this way, the evaluator is given a wide margin of discretion when applying them. This is due to the great variety of possible impacts and factors of physical and psychological comfort that can occur in a certain place and at a given time.

Finally, it is necessary to remember the importance of the management of the recreational carrying capacity in a site. Everything is conditioned by the management capacity that the institution and/or entity responsible has in terms of personnel dedicated to these tasks, budget, etc. In general terms, precarious management is often considered a very important limiting factor in many cases, but it is surmountable when circumstances change.

This inventory sheet includes 10 sections which are described below.

STRUCTURE OF THE WORKSHEET

1. Name of the site or element/s

Section 1 refers to the name of the site. It is necessary to record the different names by which it is known so as to avoid any possible mistakes regarding its denomination.

2. Inspection data

It is necessary to state the place and date on which the data were collected in order to know how up-to-date they are. Moreover, for practical purposes, the compiler's contact details must be included to allow any further consultations that may be necessary.

3. Spatial analysis

The study of the recreational carrying capacity begins with a spatial analysis of the place where it is going to be applied. The sites, as a general rule, are usually not of homogeneous characteristics or are too large or fulfil different functions, so a zoning in smaller spatial units should be established. For this reason, this section begins with the identification of the different space units to which a name will be assigned. The delimitation of the units will be based on criteria such as the homogeneity of each unit (museum halls, reception areas, terraces, corridors, trails, lagoon, beach, picnic areas, lookouts, etc.), the existence of clear perimeters that delimit the areas, etc.

It is necessary to include a map that shows the established zoning to know the distribution of the units and also to indicate the areal surface of each one, either in m^2 or in km^2, as well as the distance between axes. In the case of enclosed or confined spaces (caves, tombs, war shelters, museum halls, etc.), it is very important to know the height in order to calculate the volume of air that fits, since the renewal of oxygen of these spaces has to be foreseen in recreational carrying capacity studies.

The characteristics of each unit should be described and the internal elements that integrate the unit (trees, reliefs, watercourses, walkways, columns, etc.) should be specified.

The next step is to determine for each unit the useful space for recreational activities. Limitations are given by conservationist uses (e.g. integral reserve areas in a natural park), by the intrinsic fragility of some of the elements (e.g. a Roman mosaic to be preserved), for reasons of safety for visitors (e.g. heritage buildings with low balconies where visitors should not be allowed to approach), incompatibility of uses (e.g. sacred or worship sites, etc.), the spatial arrangement of the internal components themselves (e.g. the presence of many columns in a unit presents a significant reduction of space available for the development of some activities). All these limitations shall be expressed in m^2 or km^2 and subtracted from the initial surface calculated for each unit. These final surface will represent the Useful Surface for Recreation (USR).

After this, the recreational vocation of each unit should be unveiled; that is, to identify the characteristics that make it suitable for the development of an activity. Thus, the Suitable Surface for Recreation (SSR) represents the best place to carry out the activity, with the least impact. It is suggested to identify in a hierarchical way the three best recreational activities that better fit in the unit and to indicate if there are incompatibilities between them. It is necessary to think that the units with less suitability are equally useful for the development of activities, since it is necessary to have transit areas, rest areas, facility areas, etc.

4. Temporal availability of the site or element

In this section, the temporality of the resources is analysed, since it is obviously a factor that can restrict the use of a site or element. Three types of temporality have been established.

Intrinsic Temporality refers to that one of sites or its natural elements (fauna migrations, astronomical phenomena, etc.), cultural elements (temporary exhibitions in museums, etc.) and/or landscape (flowering periods, autumnal season, etc.).

Environmental Temporality is related, above all, to outdoor activities. Therefore, climatic conditions greatly influence the period and time of attractions enjoyment and the development of activities (climatic comfort, lighting hours, etc.).

The Scheduled Temporality refers to that expressly imposed by managing organisms or owners of the spaces or elements.

5. Spatial needs of visitors

An important issue in recreational carrying capacity studies is to identify the personal spatial needs of a visitor for the development of an activity in proper quality conditions. It should be noted that they will vary depending on the psychological profile of the visitor and the specific activity to be performed. Therefore, in order to collect this information, it is proposed, first of all, to identify the activity to be developed, specifying whether it is a static activity in which there are not many movements or displacements through the areas, or if is a dynamic activity that requires more recreational space and more personal space per visitor. It is obvious that activities requiring the use of equipment (bicycle, horse, boat, etc.) or adapted activities also require more personal space.

In order to assign personal space, proxemic standards have been used, which are those measurable distances between people as they interact with one another (interpersonal interaction space). When applied, the number of people that can simultaneously be held in the space statically (e.g. sports show, art exhibition, sunbathing, etc.) is established.

Recreational comfort standards refer to the development of dynamic activities; therefore, it implies greater personal spatial needs than those established with proxemic standards. These standards establish the space that a person needs to develop a recreational activity, considering that it may require the use of equipment (e.g. in equestrian activities, cycling activities, nautical activities, etc.), a facility (e.g. quay, trail, etc.) or it may be an adapted activity, as said before. It is also necessary to consider at this point the level of expertise of the visitor (e.g. birdwatchers, climbers, etc.), since, the more specialized they are, the more personal space they need to develop the activity in conditions of psychological comfort, and they have lower tolerance to encounters with other groups.

These standards aim to avoid situations that lead to negative and low quality experiences, such as periods of saturation and areas with congestion during the visit or activity.

In the table RCC1, some standards of proxemics and recreational comfort are proposed as an example.

Table CCR1
Examples of Proxemics and Recreational Comfort Standards

Minimum reading distance to the panels	1,00 m
Rows of people in front of the interpretative-educational panels	2 rows
Minimum Personal Space per visitor in enclosed spaces in group activities	$1.20\ m^2$
Minimum Personal Space per visitor in open spaces in group activities	$1{,}50\ m^2$
Minimum Personal Space per visitor in dynamic recreational activities	$4\ m^2$
Minimum length visual distance between people in linear trails (independent visits)	50 m
% of footpath occupancy by users	10%
Safety distance to the edges of steep slopes	1 m

6. Determination of Recreational Carrying Capacity

The first step in this process is to calculate the number of People who can be hosted by a spatial unit At One Time (PAOT), considering the space needs of each visitor, whether performing a static activity (proxemic standards) or a dynamic one (recreational comfort standards). The result gives us an image of a random distribution of visitors spread throughout the territory or site, a fact that does not coincide with reality since the visits and/or activities follow a visit pattern.

Consequently, the next step is to organise the visitors in groups and identify areas for the development of the activity so that they can carry out the planned activity simultaneously and in physical and psychological comfort conditions. The maximum size of the group will be set according to the type of activity and the profile of the visitor. The calculation of the number of groups is very easy once the maximum size of the group is established. It consists of dividing the number of people at the same time (PAOT) between the group size.

Once the number of groups has been established and the touring pattern is known, it will be necessary to determine the number of encounters that may occur between them or the possibility of an intrusion of visitors in the viewshed of another group (see landscape worksheet). On the other hand, it should be remembered that empirical studies recommend, for example, that for interpretative activities it is not advisable to have more than 3 encounters as it generates dissatisfaction among the visitors. This would be a reason to reduce the number of groups in circulation on a given itinerary. In addition, the user profile also influences the decision to reduce the size of the group or the number of groups to guarantee the quality of the experience.

With the information regarding the number of people developing an activity simultaneously, the conditions of physical and psychological comfort of the visitor are known, but the conservation of the site or element is not guaranteed. To do this, the rotation coefficient (daily, monthly, annual) needs to be applied, which consists of determining the global number of people developing recreational activities, under conditions of minimum impact, considering a given period of time. It is observed that this parameter has clearly protectionist connotations because it is established to safeguard the conservation of the site or element. With the application of

this coefficient it will be possible to evaluate the cumulative impacts that the site or element suffers in the short, medium and long term due to recreational causes. Impact assessment is a complex task that will require the development of empirical studies. It is therefore recommended to start the activities with caution, applying strict limiting factors and, in parallel, to monitor the site or element to control their evolution after having been the activity implemented.

Therefore, the real recreational carrying capacity can be considered as the final result of the space-time analysis process, of the visitors, and also of the concerned recreational activity. It is established on the basis of the number of groups that simultaneously could develop the activity in a space multiplied by the rotation coefficient and reducing this figure by applying the corresponding physical comfort, psychological and cumulative impact factors.

7. Managing the recreational carrying capacity

This section is dedicated to analyse a series of limiting factors related to the management of the site or element and that can drastically reduce the number of daily visitors established in previous phases.

In this way, a number of technical, budgetary, service, administrative, constructive, legal, safety, etc. limiting factors must be identified and weighed, so that the necessary management measures can then be implemented. It is necessary to emphasise that to weigh precisely these limiting factors is complex. Nevertheless, it is possible to obtain an approximation that allow decision-making; for example, to close spaces to the public if they cannot be guarded, to diminish the number of groups if there is no control over them, to decrease the number of visits if there is not enough staff, etc.

Finally, given the global situation, it is suggested that recommendations are proposed to implement this management tool in the best way possible, as its application will be very useful both for heritage elements and for visitors.

8. Additional comments

This section is to be used to provide any relevant information that, for whatever reason, has not been included in the previous sections.

9. Bibliographical and documentary references

A list of bibliographical, documentary references and web addresses should be provided in order to show the basic sources of knowledge used in the analysis of the recreational carrying capacity.

10. Graphical documents

The worksheet must include any graphical documents needed to analyse the spaces where recreational activity takes place. For this purpose, photographs, maps, plans, etc. shall be included together with their origin and authorship.

Further readings

Agnew, N. and Deams, M. (2014). *Visitor Management and Carrying Capacity at World Heritage Sites in China.* Ed. The Getty Conservation Institute, 174 pp.

Cifuentes, M. (1992). *Determinación de la Capacidad de Carga Turística en áreas protegidas.* Ed. Turrialbe (Costa Rica), WWF-Catie, 34 pp.

Coccossis, H. and Mexa, A. (eds.) (2004). *The challenge of Tourism Carrying Capacity Assessment. Therory and Practice*. Ed. Routledge, 310 pp.

Gómez-Limón, J. and García Ventura, D. (s.d.). *Capacidad de acogida de uso público en los espacios naturales protegidos.* Cuadernos de la red de Parques Nacionales, 3. Organismo Autónomo Parques Nacionales de España, 89 pp.

Organización Mundial del Turismo (2004). *Tourism Congestion Management at Natural and Cultural Sites.* World Tourism Organization, 125 pp.

UNESCO (n.d.). *Sustainable Tourism Online Toolkit. Guide 8. Managing Visitor Behaviour*. Ed. UNESCO/World Heritage Convention, 10 pp.

RECREATIONAL CARRYING CAPACITY

1. NAME OF THE SITE OR ELEMENT/S

Name of the site or element/s	
Other names	

2. INSPECTION DATA

Compiler Name		Date and place of data gathering	
Compiler's e-mail address		Compiler's telephone number	

3. SPATIAL ANALYSIS

3.1. Zoning and features of the spatial units

Location of the units			
Spatial Unit (SU)	Coordinates	Type of space[1]	Dimensions
SU01	GEOGRAPHICAL ° ' " ° ' " UTM (10x10)		m²/km²: X: Y: Z: Internal elements:
SU02	GEOGRAPHICAL ° ' " ° ' " UTM (10x10)		m²/km²: X: Y: Z: Internal elements:
SU03	GEOGRAPHICAL ° ' " ° ' " UTM (10x10)		m²/km²: X: Y: Z: Internal elements:
SU04	GEOGRAPHICAL ° ' " ° ' " UTM (10x10)		m²/km²: X: Y: Z: Internal elements:
Others			

Comments (describe the features of the unit and of their internal elements)	
Zoning map of the units	

[1] **Type of space: a -** Open; **b -** Architectural barriers; **c -** Enclosed; **d -** Confined; **e -** Areal; **f -** Linear; **g -** Others (specify in comments field)

3.2. Surface for Recreational Uses

3.2.1. Useful Surface for the Recreation (USR)[2]

Spatial Unit (m^2/km^2)	Limitations due to conservationist reasons (m^2/km^2)[3]	Limitations due to intrinsic fragility of the element (m^2/km^2)[4]	Limitation due to security reasons (m^2/km^2)[5]	Limitations due to not compatible uses (m^2/km^2)[6]	Limitations due to the internal disposition of the elements (m^2/km^2)[7]	Final USR (m^2/km^2)
SU01						
SU02						
SU03						
SU04						
Others						

Comments	

[2] **Useful Surface for the Recreation (USR):** it is the available surface for recreational activities after excluding those spaces for conservation, security, fragility, not compatible uses or due to internal spatial disposition of the elements.
[3] **Limitations due to conservationist reasons:** estimate the surface that cannot be used for recreational purposes because conservational measures, even whether these measures were or not included in legal frames.
[4] **Limitations due to intrinsic fragility of the territory:** estimate the surface which cannot be used for recreational purposes because its intrinsic fragility (fragility is defined at the attractive file)
[5] **Limitations due to security reasons:** estimate the surface that is subject to certain risk and uncertainties for visitors.
[6] **Limitations due to not compatible uses:** estimate the surface of other productive or social uses which are not compatible with the recreation, also others not compatible recreational uses.
[7] **Limitations due to the internal disposition of the elements:** estimate the surface occupied by the internal elements of the unit (trees, columns, etc.) that reduce available space for recreation purposes.

3.2.2. Suitable Surface for the Recreation (SSR)[8]

Spatial Unit	Suitable Surface for the Recreation (m^2/km^2)
SU01	Recreational activity, facility, etc. 1: Recreational activity, facility, etc. 2: Recreational activity, facility, etc. 3:
SU02	Recreational activity, facility, etc. 1: Recreational activity, facility, etc. 2: Recreational activity, facility, etc. 3:
SU03	Recreational activity, facility, etc. 1: Recreational activity, facility, etc. 2: Recreational activity, facility, etc. 3:
SU04	Recreational activity, facility, etc. 1: Recreational activity, facility, etc. 2: Recreational activity, facility, etc. 3:
Others	Recreational activity, facility, etc. 1: Recreational activity, facility, etc. 2: Recreational activity, facility, etc. 3:

Comments (specify possible incompatibilities among the activities to perform at the same unit)	

[8] **Suitable Surface for the Recreation (SSR):** it is the surface, which its intrinsic attributes are ideal to perform some recreational activities, to locate facilities and/or to install transit zones. Prioritize the three most suitable activities for each unit. It will be necessary to consult worksheets on natural and cultural heritage elements, landscape, climate, recreational activities and facilities in order to complete the information.

4. TEMPORAL AVAILABILITY OF THE SITE OR ELEMENT

Intrinsic Timing[9]	Seasonality:
	Availability:
	Duration period:
Environmental Timing[10]	Hours of enjoyment (according the season):
	Pick hours:
	Long term closures:
Scheduled Timing[11]	Opening and closing hours:
	Holidays timing:

[9] **Intrinsic Timing:** it refers to frequency, seasons, months and dates of the year in which the resources or elements are available, indicating the length of the period (migratory species, flowering, Northern lights, temporary exhibitions, events, etc.)

[10] **Environmental Timing:** it refers to outdoor sites or elements conditioned by climatic and environmental factors (daylight hours, foggy, rain, etc.). It will be necessary to consult the climate worksheet to complete the information.

[11] **Scheduled Timing:** it refers to the management of the site or element does (museums, monuments, etc.) so that, it must indicate the opening and closing times of the site and/or element.

5. SPATIAL NEEDS OF VISITORS

Spatial Standards			
Name of the Recreational Activity	Type of activity[12]	Proxemic standards[13] (m^2/user)	Recreational comfort standards[14] (m^2/user)

Comments	

[12] **Type of recreational activity:** define the recreational activity according to: **a -** Static recreational activity, in which no movements occur; **b** - Dynamic activity in which there are movements or displacements; **c** - Activities that, in their practices, equipment is required (bicycle, horse, recreational boats, etc.) or they are adapted to special needs.

[13] **Proxemic standards:** it refers to the measurable distance among people who are sharing the same space (interpersonal space of interaction). In applying, them, it is established the number of people which the spatial unit can support at one time doing static activities. See table RCC1 in the introductory text.

[14] **Recreational comfort standards:** it stablishes the space one person need to develop a recreational activity, considering the need of equipment (e.g. in equestrian activities, cycling, nautical activities, etc.), facilities (e.g. pier, trail, etc.), or an adapted activity.

6. DETERMINATION OF RECREATIONAL CARRYING CAPACITY

Number of People at One Time (PAOT) in a spatial unit		$$PAOT = \frac{SSR}{\text{Proxemic standard or Recreational Comfort standard}}$$
Number of people developing an activity at the same time		Group size (established according to the type of activity and visitor profile)
		$$\text{Number of groups at one time} = \frac{PAOT}{\text{Group size}}$$ Reduction of the number of groups by the application of the limiting factors of visitor physical and psychological comfort
Number of people developing an activity along the day		$$\text{Rotation Coefficient} = \frac{\text{Available time}}{\text{Average duration of activity}}$$ Reduction of the number of visitors by the application of the limiting factors of cumulative impact
Daily Recreational Carrying Capacity (daily acceptable number of people)		(Number of groups at one time) x (Rotation coefficient) Reduction of the number of visitors by the application of the limiting factors of visitor physical and psychological comfort and of cumulative impact
Comments		

7. MANAGEMENT OF RECREATIONAL CARRYING CAPACITY

7.1. Management limiting factors

Technical		**a** - Irregularity of the spatial units; **b** - Lack of physical protection for some elements (fences, physical barriers, etc.); **c** - Lack of basic and recreational facilities (trails, signage, parking areas, etc.); **d** - Lack of impact studies; **e** - Lack of preventive and corrective measures; **f** - Inappropriate touring pattern; **g** - Other (specify in comments field)
Budgetary		**a** - Scarce financial resources for public use; **b** - Lack of resources for maintenance and restoration works; **c** - Other (specify in comments field)
Services		**a** - scarce surveillance staff; **b** - Scarce staff for guiding, interpreting and monitoring activities; **c** - Lack of personnel to control access (both on-site and for internet reservations); **d** - Other (specify in comments field)
Administrative		**a** - Lack of management plans; **b** - Lack of rigorous studies on the site's recreational carrying capacity; **c** - Lack of conservation standards and indicators; **d** - Lack of codes of ethics and etiquette; **e** - Other (specify in comments field)
Constructive		**a** - Existence of load limits for infrastructures, facilities and installations (structural safety); **b** - Other (specify in comments field)
Legal		**a** - Restrictions by fire regulations; **b** - Restrictions for accessibility issues; **c** - Restrictions due to incompatibility of uses (priority to conservationist use); **d** - Restrictions established in self-protection plans; **e** - Other (specify in comments field)
Security		**a** - Temporary restrictions due to environmental risk; **b** - Temporary restrictions due to structural risks in buildings and facilities; **c** - Temporary restrictions due to health and hygiene issues; **d** - Temporary restrictions for natural hazards; **e** - Temporary restrictions due to socio-political issues (political crises, institutional visits, scheduled events, etc.); **f** - Other (specify in comments field)
Others (specify in comments field)		
Comments		

7.2. Effective Recreational Carrying Capacity[15]

Maximum number of people that the responsible institution can manage daily (specify causes, applied restrictions and possibilities to overcome the limiting factors)	
Comments (identify suggestions to improve effective recreational carrying capacity management (access control, transport control, design of circular itineraries, etc.)	

[15] **Effective Recreational Carrying Capacity:** it is the result of applying the necessary restrictions derived from the limiting factors associated with the management to the real carrying capacity.

8. ADDITIONAL COMMENTS

9. BIBLIOGRAPHIC AND DOCUMENTARY REFERENCES

10. GRAPHICAL DOCUMENTS (photographs, maps, plans, etc.)

14

Comments and instructions for filling in the worksheet 'TOURISM COMMUNICATION'

INTRODUCTION

After tourism enhancement of the heritage, it is necessary to start up communication actions with a clear promotional purpose. The promotion of a destination is a crucial element in relation to its competitiveness. That is understood as the capacity of a destination to: optimise its attractions and use them in an efficient and sustainable way for tourism purposes; create and integrate products and services with added value and with an acceptable quality for the host society; and place them in a good position of the tourism market with respect to its competitors.

It is therefore a matter of making known the destination to potential visitors in order to the socio-economic revitalization of the destination that is expected with the arrival of tourists and same-day visitors. Attractions, recreational activities are the main core of the promotion, but existing tourist products can be also promoted. Usually, the communication of a destination is an institutional task, but the participation of the private sector is fundamental. In this regard, the public administration has an ethical responsibility to ensure the veracity of the information that is transmitted to the public from the official channels.

This worksheet is conceived as an integral instrument that includes a wide range of useful information for the study of communication and promotion actions carried out by a destination and for evaluating the communication level reached with regards to the use of means and developed initiatives.

The first sections of the worksheet are descriptive and are aimed at collecting data related to the communication management and the description of the main characteristics of the plans in progress. Moreover, it is very important to identify the institutions and agents responsible for the communication of a destination. Special attention has been given to the presence of Destination Management Organisations (DMO), estimating the need to have an entity of these characteristics in a destination.

In the second part of the worksheet, the communication means used, both offline and online, are listed and evaluated, with a special focus on the analysis of websites and social networks. Thus, it includes the integral assessment of the website in relation to its architecture, contents and its positioning, as well as its social networks. It should be noted that the use of these tools is growing very fast due to immediacy, universality and, above all, for budgetary reasons, since these are more economical means than other traditional ones.

In the last section, promotional actions are presented, distinguishing between those dedicated to catching new visitors and markets, loyalty actions, and positioning actions. Finally, a section is dedicated to enquire about the destination brand image used in its communication and promotion actions.

For completing this form, in addition to the review of documents, it will be necessary to have in-depth interviews with managers in charge of communication commitments.

This inventory sheet includes 11 sections that are described below.

STRUCTURE OF THE WORKSHEET

1. Name of the destination

Section 1 refers to the name of the site. It is necessary to record the different names by which it is known so as to avoid any possible mistakes regarding its denomination. It is also necessary to indicate the name of the entity responsible for the tourism management of the destination.

2. Inspection data

It is necessary to state the place and the date on which the data were collected in order to know how up-to-date they are. Moreover, for practical purposes, the compiler's contact details must be included to allow any further consultations that may be necessary.

3. Entity dealing with communication issues

This section will be used to identify the name and contact details of the Destination Management Organization (DMO) or tourism board that deals with communication issues. It is necessary to emphasise the important strategic role that these organisations play in the integral management of the destination since they group and coordinate the interests of many institutions and also of the private sector.

In addition, it is important to include the name of other institutions or promotion entities that also have assigned communication tasks at the destination, indicating which unit or department has the competence for these tasks, and the aptitudes and capacities of the staff developing these duties. If there are supra-municipal agents or entities, this must be properly stated.

It is necessary to include the name, position and contact details of the person interviewed to facilitate the information.

4. Communication instruments and plans

This section explores the communication management that is conducted at the destination; Firstly, it is requested to identify the existing normative or methodological instruments, indicating their period of validity and the level of implementation achieved. An element that shows the importance given to tourism communication is the annual elaboration of a report dedicated to collecting promotional actions and evaluating them over a year.

Next, it is requested that information about the communication operational plan or programme at the time of completion of the worksheet. Thus, it is necessary to indicate: objectives, strategies, audiences to which it is addressed, employed means, key messages, scheduling, budget, etc.

5. Facilities and current offline communication means

Section 5 includes information on communication facilities, printed media and offline means used by the tourism destination to address promotional actions.

Firstly, tourist information offices will be listed and georeferenced, specifying whether they are publicly owned offices (indicating which administration they are linked to) or whether, on the contrary, they are concession-holders for the provision of visitor information services or a service that is outsourced in a private enterprise. After of this, an assessment will be made of the length of the season, and opening hours. This fact is important since it comes to demonstrate the vocation of the destination for hospitality and visitor service.

Likewise, other informative facilities will be registered indicating the number, location and period of operation. They include: interactive consultation showcases, kiosks, information stands, cornershops and/or outdoor advertising structures such as hoardings, tourism signage, and displays, among others.

Secondly, this section will collect information regarding offline communication means. Thus, it will be recorded the information on advertising insertions in the different written and audio-visual media indicating the number, frequency, quality and scope of publications, as well as the languages used.

In relation to written media, a distinction will be made between advertisements in daily newspapers, articles in the press, mentions or comments in specialised magazines, newsletters, among others. As for the audio-visual media, it will distinguish between advertising forms in radio, such as slots, infomercials, direct advertising, sponsorship or *bartering*[1], among others. For television, the forms used for the promotion of a destination will be identified as: documentary, game shows, reality shows, advertising slots, being the filming set of movies and television series (film-induced tourism), etc. It will also indicate if the destination has promotional videos or if video mapping[2] is used for its promotion.

Finally, a count will be made of the different printed supports edited by the promoter agent such as leaflets, catalogues, maps, calendar of events, posters, etc., indicating their regularity, quality and scope of their publications, languages in which promotional material has been edited, etc.

6. Current online communication means

This section analyses and values online communication means, especially the website and social networks.

With regards to the website, it is necessary to emphasise the importance of the official websites of the destinations as they are their main means of presentation to the world.

It aims to identify the content and the natural positioning SEO (Search Engine Optimization) that occupies. For this, a check will be done through a search engine like Google to know if the website is well positioned in the first places of the search or, if on the contrary, it needs to improve its positioning strategy.

In relation to the web contents, this section will identify the information included and its presentation while highlighting if there is a description of the main attractions, a schedule of

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[1] Form of publicity where a famous person goes to a programme to promote his/her product in exchange for his participation in that program

[2] Video mapping is a technique of projecting images on real, generally inanimate surfaces (monuments, historical buildings, etc.), to achieve 3D or motion effects resulting in a visual spectacle.

tourist activities and products, links to service providers, accessibility to the destination, and whether it offers printed promotional means available for downloading and online consultation.

In this same section, a review of the social networks used for promotional purposes in the tourism destination will be carried out. The networks allow a direct and immediate interaction between the destination and potential and/or actual visitors. The most used for tourism communication at the moment are: Facebook, Twitter, YouTube and Instagram. However, it is contemplated the collection of information on other social networks.

In general, it is interesting to know the impact in terms of number of followers, interactions made, the frequency of publications and the main related-topics covered regarding to the destination. In the case of Facebook, it enquires about the name of the professional page or *Fan page*[3], since this is the mean of professional participation in the social network.

This section also includes the identification of other social networks divided according to their content. Thus, it distinguishes between social networks of photographic content such as Flickr or those containing videos such as Vimeo. In addition, there could be documents related to the destination that are shared through networks like Slidshare, Issuu or Scribd, among others.

Additionally, it has been contemplated the existence of one or more blogs, whether their ownership is the own destination or whether it is an individual dedicated to the publication of information and activities about the destination.

7. Other promotional actions

Likewise, this worksheet includes other promotional actions that have been organised based on whether these are actions to catch or enrol new customers, positioning, and loyalty. Concerning actions aimed at catch or enrol new customers, it is suggested to identify those related to the destination's participation at trade fairs of different geographical scope (FITUR in Madrid, WTM in London, ITB in Berlin, etc.).

Actions that help improve the positioning of the destination include those dedicated to the organisation of familiarisation trips or *famtrips* shows, exhibitions and workshops (cultural, gastronomic, sports events, etc.) aimed at social media and web influencers, journalists or travel agents, etc.

The promotional actions that seek the loyalty of the public would be those that focus on the promotion of the destination through discounts, gifts, calls for public participation in competitions or prizes, as well as other similar marketing actions.

8. Brand image

This section analyses the elements and attributes (tangible and intangible) that constitute the brand of the destination. Firstly, it will indicate if there is a single brand or if there are several brands. In this case, the analysis will be repeated for each of the brands used and it will be specified if the use is specific for each brand.

Next, the worksheet covers the analysis of the tangible attributes of the brand such as the name, logo, corporate colours, contents, design, etc. Moreover, the identity values that

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[3] The difference between a professional page (Fan Page) and personal profile is that the first one is generally used for professional purposes (entities and companies), the information is published openly; while the personal profile is dedicated to followers who are accepted as "friends".

characterise the brand must be identified. This analysis will be completed by identifying the supporting means where the brand is applied: signage, staff uniforms, written documents, other promotional supports such as rollers, website, printed materials, etc.

9. Additional comments

This section is to be used to provide any relevant information that, for whatever reason, has not been included in the previous sections.

10. Bibliographical and documentary references

A list of bibliographical, documentary references, website, social networks, documents, programmes, plans, etc. should be provided in order to show the basic sources of knowledge used to complete the worksheet.

11. Graphical documents

The worksheet must include any graphical documents needed to complete the knowledge about the communication materials of the destination. Thus, photographs, applications, logo guidelines, leaflets, links to tourism destination promotional videos, etc. shall be included together with their origin and authorship.

FURTHER READINGS

Bigné, E.; Font, X. and Andreu, L. (2000). *Marketing de destinos turísticos. Análisis y Estrategias de desarrollo.* Ed. ESIC, 545 pp.

Chahbra, D. (2010). *Sustainable Marketing of cultural and Heritage Tourism.* Ed. Routledge (Taylor & Francis Group), 237 pp.

Hamú, D.; Auchincloss, E. and Goldstein, W. (2004). *Communicating protected areas*. Ed. IUCN, 317 pp.

Huertas, A. (2014). *La comunicación de los territorios, los destinos y sus marcas.* Ed. UOC Ediciones, 199 pp.

Tourism Australia (2013). *Tourism Australia. Brand Guidelines*, Ed. Tourism Australia, 89 pp.

UNESCO (2014). *Communicating with visitors. Sustainable Tourism online tools. Guide 5*. Ed. UNESCO World Heritage, 12 pp.

World Tourism Organization (2007). *A practical guide to Tourism Destination Management.* Ed. UNTWO, 162 pp.

World Tourism Organization (2011). *Communicating Heritage. A Handbook for the Tourism Sector*. Ed. UNTWO, 150 pp.

TOURISM COMMUNICATION

1. NAME OF THE DESTINATION[1]

Name of the destination	
Other names	
Entity responsible for managing the destination	

[1] **Destination:** geographical area currently or potentially attractive to visitors/tourists, which has tourism infrastructures and facilities, as well as a steady tourism offer.

2. INSPECTION DATA

Name of the compiler		Date and place of data gathering	
Compiler's e-mail address		Compiler's telephone number	

3. ENTITY DEALING WITH COMMUNICATION ISSUES

Destination Management Organization (DMO)[2] or Tourist board dealing with communication issues (name, contact details and type of entity: public, private or public-private)	
DMO/Tourist board communication competences	
Other entities involved in communication issues	
Competences of each entity	
Communication Staff (number of involved people, professional qualification, language skills, etc.)	
Person interviewed and contact details	
Position of the person interviewed	
Comments	

[2] **Destination Management Organization (DMO):** public or public-private entity whose aim is to foster, plan and coordinate the tourism development of a destination as a whole, including communication issues. DMOs include national tourism boards, national and regional tourism offices, and convention visitor bureaus.

4. COMMUNICATION INTRUMENTS AND PLANS

Existent management instruments		**a** - Promotion and/or Communication Plan; **b** - Tourism Master Plan; **c** - Corporate Identity Manual; **d** - Social Networks Style Guide; **e** - Marketing Plan; **f** - Others (specify in comments field)
Drafting date, period of validity and level of implementation achieved		
Annual report		**a** - Yes; **b** - No
Current Communication Plan (objectives, strategies, means, audiences, key messages, timeline, budget, etc.)		
Comments		

5. FACILITIES AND CURRENT OFFLINE COMMUNICATION MEANS

5.1. Communication facilities

5.1.1. Tourist Information offices

Tourist Offices (TO) (name and description)	Coordinates[3]	Working season[4]	Opening hours	Institution to which it belongs[5]
TO1	GEOGRAPHICAL ° ′ ″ ° ′ ″ UTM (10x10)			
TO2	GEOGRAPHICAL ° ′ ″ ° ′ ″ UTM (10x10)			
TO3	GEOGRAPHICAL ° ′ ″ ° ′ ″ UTM (10x10)			
TO4	GEOGRAPHICAL ° ′ ″ ° ′ ″ UTM (10x10)			
Others				

Functions		**a** - Visitor service; **b** - Information on the site attractions, lodgings, maps, and other items relevant to tourism; **c** - Demand observatory (surveys); **d** - Promotion of the tourism offer; **e** - Merchandising items; **f** - Others (specify in comments field)
Comments		

[3] State the geographical or UTM coordinates of the main access point.
[4] **Working season: 1** - Sporadically (only midweek days); **2** - Weekends and/or special days; **3** - National holidays; **4** - High season; **5** - All year round
[5] **Responsible Institution: a** - Public Administration; **b** - Concession-holder; **c** - Private enterprise; **d** - Others (specify in comments field)

5.1.2. Interactive kiosk	
Comments (approximate number, preferred location, working period, etc.)	

5.1.3. Temporary facilities (information stands, cornershops, etc.) and outdoor advertising structures (hoardings, signage, displays, etc.)	
Comments (approximate number, preferred location, working period, etc.)	

5.2. Offline communication means

5.2.1. Written advertising media

Written media		**a** - Daily newspapers; **b** - Articles; **c** - Comments in specialised magazines; **d** - Newsletters; **e** - Own magazine; **f** - Press releases; **g** - Others (specify in comments field)
Comments (number of insertions per week, regularity, name, quality and scope of the publication, languages used, etc.)		

5.2.2. Audio-visual advertising media

Audio-visual media		**a** - Radio (radio slots, infomercials, direct advertising, sponsorship, bartering, etc.); **b** - Television (documentaries, game shows, reality shows, advertising slots, movies and series, etc.); **c** - Promotional videos; **d** - Video mapping; **e** - Others (specify in comments field)
Comments (number of insertions per week, regularity, name, quality and scope of the channel, languages used, etc.)		

5.2.3. Printed supports

Printed supports		**a** - Leaflets; **b** - Brochures; **c** - Collections; **d** - Maps; **e** - Calendars of events; **f** - Posters; **g** - Catalogues; **h** - Banners; **i** - Others (specify in comments field)
Comments (regularity, quality and scope, languages used, etc.)		

6. CURRENT ONLINE COMMUNICATION MEANS

6.1. Official Website

URL and date of latest update		
Web contents		**a** - Description of the attractions (What to visit?); **b** - Schedule of tourism activities and products (What to do?); **c** - Links to service providers (Where to eat and/or sleep?); **d** - Facilities; **e** - Accessibility to the destination (How to get here?); **f** - Useful information for visitors; **g** - Institutional information; **h** - Contact information; **i** - Online printed formats; **j** - Others (specify in comments field)
Web positioning (SEO)[6] (ranking in search engines)		**1** - After 10th place; **2** - From 10th to 7th place; **3** - From 6th to 4th place; **4** - 3rd or 2nd place; **5** - First place
Comments		

[6] **SEO: Search Engine Optimisation**. It is a set of strategies and techniques used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (Google, Bing, Yahoo, etc.)

6.2. Social Networks and blogs

Twitter	User name:
	No. Followers:
	No. Following:
	Frequency:
	Main-related topics covered:

Facebook	User name (*fan page*):
	No. Followers:
	No. Following:
	Frequency:
	Main related topics covered:

YouTube	YouTube Channel:
	No. of videos:
	No. Followers:
	Frequency:
	Main related-topics covered:

Instagram	User name:
	No. Followers:
	No. Following:
	Frequency:
	Main related-topics covered:

| Others | | **a** - Photos (Flickr, etc.); **b** - Videos (Vimeo, Vime, etc.); **c** - Documents (Slidshare, Issuu, Scribd, etc.); **d** - Social Bookmarkers (Delicious, etc.); **e -** Contact networks (Telegram, WhatsApp, Google+, Snapchat, etc.); **f** - Professional (Linkedin, Xing, etc.); **g** - Microblogging (Tumblr, etc.); **h -** Others (specify in comments field) |

| **Comments** (contents, regularity, quality, scope, languages used, etc.) | |

Blog	Name:
	No. Followers:
	Frequency:
	Main related-topics covered:

| **Comments** (contents, regularity, quality, scope, languages used, etc.) | |

7. OTHER PROMOTIONAL ACTIONS

| Catching, positioning and/or loyalty actions | | **a** - Trade Fairs; **b** - Shows and/or exhibitions (artistic, show cooking, fashion week, etc.); **c** - Artistic, cultural, sports events, etc. (film festival, shows, theatre festival, concerts, etc.); **d** - Familiarisation trips or *Famtrips* (press-trips, tour operators-trips, Blog-trips); **e** - Promotional visits and workshops; **f** - Samples and/or gastronomic tastings; **g** - Seminars, conferences and congresses (scientific, commercial, etc.); **h** - Competitions and/or prizes; **i** - Discounts (offers, gifts, coupons, etc.); **j** - Street marketing; **k** - Others (specify in comments field) |
| Comments | |

8. BRAND IMAGE

Naming (specify whether there is more than one brand name)	185
Tangible attributes (name, logo, corporate colours, contents, design, etc.) **and intangible attributes** (values)	
Supports	**a** - Signage; **b** - Uniforms; **c** - Facilities; **d** - Promotional supports; **e** - Corporate documents; **f** - Printed materials; **g** - Others (specify in comments field)
Brand logo	

9. ADDITIONAL COMMENTS

10. BIBLIOGRAPHICAL AND DOCUMENTARY REFERENCES

11. GRAPHICAL DOCUMENTS (photographs, maps, leaflets, brand, logos, etc.)

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