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Find out more at:

<https://www.corkcity.ie/en/council-services/services/arts-culture-heritage/heritage/cultural-heritage1.html>

The Rolli Lab; Genoa: Rolli Lab is a creative initiative in Genoa that calls for ideas. The call is aimed at aspiring designers and entrepreneurs, start-ups, small and medium-sized enterprises, associations, spin-offs and individuals who can apply individually or in teams. Rolli Lab is an initiative designed in partnership with the Santagata Foundation for the Economy of Culture to create a dynamic relationship between historical heritage and innovation, between the historic centre and the city.



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Find out more at: <https://www.rolliestradenuove.it/rollo/>

Gijonomía; Gijón: This new promotional campaign is focusing on an aspect of the city that is the most valued by tourists: the people. It aims to be a new framework for the image of the

city presented to visitors and potential tourists. The identity of the people and their culture are the subject of an anthropological study on the city, its hidden corners, its customs and above all, its inhabitants.



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Find out more at: www.gijonomia.es

4.4.4.3 Integrating all into Cultural Heritage: San Sebastián

Euskadi Tourism Code of Ethics; San Sebastián: Basquetour, the Basque Tourism Agency, launched in 2020 a pilot experience for the implementation of the Euskadi Tourism Code of Ethics in tourism companies. It contains different information for responsible tourism, following eight main axes, that are: the contribution to understanding and respect for tourists; equality, inclusion, and tolerance of diversity; sustainability; promotion of local tradition and culture; preservation of local cultural heritage; excellence and professionalism; respect for the rights of all people; and appropriate treatment of workers and companies in the sector.



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Find out more at: <https://basquetour.eus/codigo-etico-turismo-euskadi.htm>