

### 3.2 SUSTAINABILITY

What opportunities does a city have to preserve and enhance the natural environment and resources while maintaining economic and socio-cultural development in a balanced way? How are natural resources (including innovative environmentally friendly measures) managed in a tourism destination and are there resource-efficiency measures implemented, and actions aimed at combating or adapting to climate change? Being sustainable goes even further – are there measures aimed at reducing tourism seasonality and involving the local community? How can cities as tourism destinations contribute to local employment and a diversification of local economies?

Therefore, being sustainable does not only mean to manage and protect your natural resources as a city, but to reduce seasonality and include the local community.

### 3.3 DIGITALISATION

Is the city supporting tourism businesses in the development and use of digital skills and tools? How does the city support digitalisation of tourism services?

Digital tourism means offering innovative tourism and hospitality information, products, services, spaces and experiences adapted to the needs of the consumers through ICT-based solutions and digital tools. It is about providing digital information on destinations, attractions and tourism offers as well as information on public transport and making attractions and accommodation digitally accessible.

### 3.4 CULTURAL HERITAGE & CREATIVITY

Is the city making resourceful use of its cultural heritage and creative industries for an enriched tourism experience? What actions are implemented to render recognition and to incorporate the tangible and intangible heritage of art, history and culture in its centre and surroundings, in the enhanced tourism offer? How is cultural heritage and creativity used to attract tourists from countries outside the EU in particular and exploit synergies between tourism and cultural and creative industries?

The focus on cultural heritage and creativity means protecting and capitalising on the local heritage as well as cultural and creative assets for the benefit of the destination, the industry and tourists.