

Title:

“The promotion of local sustainable development through the planning of integrated tourist routes. The case study of Archanes village.”

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[2019]

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A Dissertation submitted to the School of Tourism and Maritime Technology of Polytechnic of Leiria in partial fulfilment of the requirements for the Master's Degree in Sustainable Tourism Management

Dissertation conducted under the supervision of Professor João Paulo da Conceição Silva Jorge

[2019]

Abstract

This thesis concerns a holistic assessment of sustainable cultural heritage routes and how and whether it could have a financial, social, environmental and cultural impact on the local development financially, socially, environmentally and culturally.

The thesis is divided into seven chapters. The first chapter deals with the introduction, acting as a general reference to the issue under study and examines the aim of the dissertation.

The second chapter analyzes the sustainability in the tourism field. Apart from the new challenges in sustainable tourism development and the definitions of the issues, the international and European policies have been also discussed.

The third chapter refers to cultural tourism definition, the combination of cultural tourism and local development, as for the implementation of cultural tourism into route tourism.

In the fourth chapter, the methodologies of the dissertation have been analyzed. The first one is the Cultural Route Evaluation Model (CREM) and the second one is the methodology for assessing the cultural tourism potential of cultural heritage sites.

The fifth chapter is a general commentary of the case study, Archanes village. Demographics, economy, employment and transport are the elements that have been discussed.

In the sixth chapter, the results of the three proposed sustainable cultural routes in Archanes village have been analyzed. The first one is the “Minos pathway”, the second one is “From the Byzantine Era to the sovereignty of Venetians in Archanes” and the third one is “The route of German General Kreipe’s Abduction”.

Finally, chapter 7 analyzes the findings of our study during this thesis and the future research.

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1. Introduction

This dissertation is part of the Master of Sustainable Tourism Management. The aim of it is the creation of a holistic assessment model for sustainable cultural routes, in order to promote the local tourism development.

Nowadays, travel and tourism are an integral part of cultural and economic activity all over the world. Tourism is an object of research in a lot of scientific fields. From which ever point you are looking into it, it presents consequences to economic, social and environmental fields. The size of the consequences is affected by the intensity and extent by which tourism is asserted (SAMARA, 2008).

Tourism is a field that consists of many individual interlocking elements, which operate in order to achieve common facts. Tourism is also influenced by external factors in a way that is considered as an “open system” (Morrison & Mill, 1998).

Nowadays, the natural and cultural assets are the main source of wealth for the tourism regions. In order to promote and exploit these sources, plenty of tourism routes have been created, in local, national and international level.

A well-spread definition of the cultural tourism is: *“Cultural tourism can be defined as that activity which enables people to experience the different ways of life of other people, thereby gaining at first hand an understanding of their customs, traditions, the physical environment, the intellectual ideas and those places of architectural, historic, archaeological or other cultural significance which remain from earlier times. Cultural tourism differs from recreational tourism in that it seeks to gain an understanding or appreciation of the nature of the place being visited. (ICOMOS, 1997)”*

It's obvious that there are a lot of alternative tourism types, such as eco-tourism, gastronomy tourism, wine tourism, etc., but in our research, we will analyze only the benefits of a sustainable cultural tourism model.

The European Union understands that the cultural routes could enhance deeply the European history and cultural heritage. Simultaneously, the creation of sustainable cultural routes promotes both the local tourism development and international cultural tourism activities.

Furthermore, according to the European Union, the promotion of sustainable cultural routes will help with the dissemination of local and regional values. Thematic cultural routes could connect a lot of rural tourism destinations that otherwise they would not have been so famous. Destination managers keep encouraging the rural tourism activity, as they claim that their heritage could be a “sustainable competitive advantage”.

Making a new destination well-known and distinctive helps the local culture and heritage to be preserved. Furthermore, the local – rural tourism development will make such places desirable and likeable also for the residents.

The purpose of the assignment is to analyze the sustainability as a key element for the creation, planning and development of Tourism Destinations Routes, into cultural heritage tourism, in Archanes village.

The networking of the proposed sustainable cultural routes and the cultural assets constitute eventually a good promoting example of the local cultural identity. The result will be the attraction of tourists and it will finally increase the local economy and the social cohesion of the region in an environmentally friendly way.

After the primary research of the state – of – art papers and books, a questionnaire research and interviews were used in order to examine the sustainable cultural route evaluation model and assess the experiential value of heritage assets in the three proposed sustainable cultural routes in Archanes. In this framework, the examination and evaluation of the current state of the POI’s of the proposed cultural routes was necessary.

The goal of the dissertation is to enrich the sustainable cultural tourism products of Archanes village, with the promotion of three historical thematic cultural routes. The results of the thesis were positive, as the sustainability, the cultural heritage and the local development of “healthy” tourism routes can be combined in Archanes village.

2. Sustainability as the answer to the tourism development

(?)

2.1. New challenges to tourism development

Since the ancient times, people have been experiencing travelling and touring, which are considered to be the predecessors of modern tourism practices. Over the last decades, there seems to be a multidimensional phenomenon with social, economic, cultural and environmental dimensions. Tourism development has led to the rise of tourism consumption. This fact has also resulted in the rise of living standards of the residents in the developing place while technology has aided a lot.

In 1970's the need for a new and more comprehensive perception of tourism was obvious, in response to Negative ecological, social and cultural effects of tourism. In the 21st century this need is imperative and is applied to sustainable tourism development.

Worldwide tourism development, in its majority has its foundation in the triptych:

- Sun
- Sea and
- Mountain

These areas are distinguished for the balance between society, environmental and natural environment, culture and economy. The results of mass tourism patterns are the economic monoculture, site abandonment, overexploitation of natural resources, uncontrolled housing development and change in land use.

It is widely perceived that tourism development is interdependent with environmental conditions in different respects. The elements of natural and built environment are an input into the tourist production process, which in turn, affects the environment either unfavorably or favorably. Under circumstances, the tourist development of a region can improve environment aspects or even create new environmental conditions.

In recent years, even more efforts have been done in a central axis of action in order to accomplish sustainable tourism development. Improving the quality of people's life and environment requires the need to adopt some necessary principles. Most of European Countries are active in this direction and they have incorporated these principles in their tourism strategy.

The current environmental crisis is solely due to the economic development model, which was never compatible with the nature's carrying capacity. This situation has been deteriorated more due to the economic globalization and the and highly aggressive and unplanned tourism development, resulting in the current hurdles of the greenhouse effect, the change of the global climate and the depletion of natural resources.

The pursuit of sustainable tourism development objective is committed to meet the needs of the present without restraining the ability of future generations to meet their own needs, something which is not just an option, but is considered to be a necessity in order to conform to the needs of our times.

2.2. The meaning of the term Sustainability

The term sustainability has become popular, in policy-oriented research as an expression of what public policies ought to achieve. The principal inspiration came from the Brundtland Report of 1987 (World Commission on Environment and Development (WCED), 1987).

The concept of sustainability was originally coined in forestry, where it means never harvesting, more than what the forest yields in new growth (Wiersum, 1995). The main concern was the preserve of the natural resources for the future and the next generations, as for the protection of the biodiversity of Earth.

In the first place there have always been two opposing views of the relation between humankind and nature: one which stresses adaptation and harmony, and another which sees nature as something to be conquered. Sustainability is a common topic of study for economists: after all, the scarcity of resources is of central concern to many sciences (Kuhlman & Farrington, 2010).

The importance of the attention of global public policy was captured in the report of the Club of Rome (Meadows, Rangers, & Behrens, 1972), which predicted that many natural resources crucial for people would be exhausted in a couple generations. Biodiversity and environment are providing various benefits to humankind. The number and variety of plants, animals and other organisms that exist is known as biodiversity. It is an essential component of nature and it ensures the survival of human species by providing food, fuel, medicines and other resources to mankind, that consist as we said before the natural resources. The

richness of biodiversity depends on the climatic conditions and area of the region. All species of plants are known as flora and about 70,000 species of plants are have been discovered till today. All species of animals are known as fauna.

The term of climate change indicates a systematic change of statistical atmospheric parameter's distribution (temperature, humidity, wind) for an extended period (decades or centuries or million years). In the current period we are experiencing the transition of climate system, maybe an unstable situation, to a new balance situation. Based on the Intergovernmental Panel for Climate Change – IPCC, the changes in the climate are derived from the disorders of the energy balance system of the atmosphere-hydrosphere-lithosphere and the primarily increase of carbon dioxide (CO₂) and methane (CH₄) into the atmosphere due to the greenhouse effect. The reasons of the planet's climate change are the natural resources, (solar activity, changes in the earth's orbit, volcanic action) from anthropogenic causes (atmosphere pollution, land use change) and internal climate volatility, meaning the climate changes without the presence of the above causes. More than 99 percent of all species, amounting to over five billion species, which ever lived on Earth have been extinct. Scientists estimate that the Earth's current species number range from 10 million to 14 million.

Therefore, the report of the UN World Commission on Environment and Development showed the way to the solution. That was the day when the first official term of sustainability was authorized, having become widely recognized.

In the following decade, the European Union and the World Summit for the Environment of the United Nations, in 2002 at Johannesburg, proposed the triple components of sustainable development (economic-social-environmental parameters), making clear that the rational management of natural resources should be a prerequisite for achieving sustainable development.

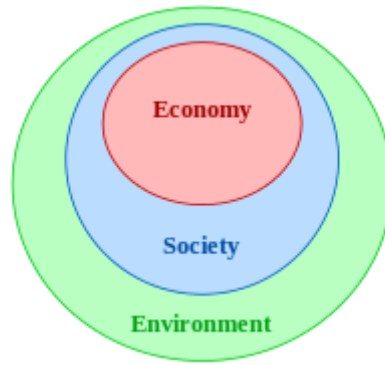


Figure 1. Three pillars of sustainability.

The identification of development only to economic growth cannot now offers modern solutions, but it led to economic and social inequalities, which are responsible for tensions that occur at local or regional level, but also imbalances, which cause particular international problems (Zouridaki M. , "Is sustainability the answer for the planning and development of Tourism destinations that are just beginning to explore Tourism or is it an approach to solve the negative impacts tourism has had in mature tourism destinations?", 2015).

So, the solution is sustainable development. The concept of sustainable development does imply limits imposed by the present state of technology and social organization on environmental resources but also by the ability of the biosphere to absorb the effects of human activities (Risteski, Kocovski, & Arnaudov, 2012).

2.3. Sustainable Tourism Development

Tourism is in a great interdependence with the environment, causing a lot of impacts on the environment, at local but also at international levels. Such impacts, both positive and negative regarding the natural and the social and cultural environment depend both on the volume of tourists and by the awareness of tourists.

The main positive impact of tourism is the economic growth, the tackling of unemployment and the creation of new jobs, in a way that tourism should be considered a key fact in order to fight poverty in many regions of the planet. The positive impact of tourism also includes the restoration and conservation of monuments, the classification of

some regions as protected areas, the use of special architectural buildings, the acquisition of global consciousness and so much other.

The negative impact is about the environmental degradation, due to excessive use or the overexploitation of tourism resources, which can lead to degradation, resulting of course to the decline of the tourism to the environmentally degraded region and eventually to its abandonment. So, it's obvious, that this overexploitation threatens the sustainability of the tourist resource. The negative impacts of that tourism activity in the natural environment are interlinked with social, economic and cultural impacts of tourism.

The main negative impacts in the environment seem to be:

- The climate change/ global warming/ greenhouse effect as a result of the increase of CO₂, which caused by the increased energy consumption due to:
 - ✓ The amount of tourism movements (according to scientific projections, this year, 2015 half of the annual loss of the ozone layer will be caused by the air transport, in which tourism holds the 60%);
 - ✓ The use of materials for tourism construction, the production of which is associated with increased emissions of greenhouse gases;
 - ✓ The increased energy consumption for the operation of tourism facilities and hospitality for the tourists (heating equipment/air conditioning, lighting, hot water, etc.);
- The degradation of the natural environment, caused by:
 - ✓ The marine pollution;
 - ✓ The soil contamination from uncontrolled waste disposal;
 - ✓ The deterioration of the landscape due to uncontrolled construction and infrastructure;
 - ✓ The quality of the water due to the waste disposal;
 - ✓ The disturbances that caused by human activities on natural ecosystems;
 - ✓ The loss of fertile farmlands
 - ✓ The water pollution and the reduction of the available quantity of the drinking water;

- ✓ The coastal corrosion;
- ✓ The deterioration of the landscape, due to the change of land use and the construction of various infrastructures (Zouridaki M. , "Is sustainability the answer for the planning and development of Tourism destinations that are just beginning to explore Tourism or is it an approach to solve the negative impacts tourism has had in mature tourism destinations?", 2015).

According to the UNEP-YNESCO, the 70% of the tourist exchange in Thailand leads to major Tour Operators outside of the country, to large foreign-owned hotels, and to the drinks and food imports. The percentage for developing countries ranges from 40%, the example of India, to 80% (Caribbean) (UNESCO, 1982).

Tourism contributes significantly to the climate change. Based on indications from 2005 data, the contribution of tourism to global CO₂ gas emission it's about 5%, which increases to 14%, if we take into consideration also the contribution to the greenhouse effect (UNESCO, 1982). Indeed, this calculation does not include the energy, which is required for construction of hotels, airports, roads and so it's obvious that the total percentage is much higher than the 14%. So, the reduction of global emissions will be combined with the pursuit of economic growth and poverty reduction in the developing countries, many of which base their economy on revenue from world tourism.

In order to limit the negative effects of tourism of the greenhouse effect, each tourism destination should be change the behavior of tourists, by improving the energy efficiency, increasing the use of Renewable Energy Sources, with strategies intended to reduce greenhouse gas emissions, with appropriate design and management that guarantees the sustainability of tourist destinations, with the options of alternative tourist destinations and tour packages from tour operators, and other changes in the tourism industry. Although technological development can contribute substantially to reducing the greenhouse gases, the contribution is meaningful due to the rapid growth of world tourism. It must be combined with a change in the behavior of tourists and to structural changes in the tourism industry. This could only happen by the implementation of Sustainable Tourism Development (Zouridaki M. , "Is sustainability the answer for the planning and development of Tourism destinations that are just beginning to explore Tourism or is it an approach to solve the negative impacts tourism has had in mature tourism destinations?", 2015).

To implement a sustainable tourism development model is imperative to draw up plans both in public and in private view. Both main concerns should be the promotion of tourism through the protection of the environment. In the effort to study the process and progress of sustainable development, it's necessary to involve some indicators that are contributing to the assessment and coordination of sustainable development. There are three types of indicators to study the sustainable tourism development, which are:

- Ecological
- Social and
- Economic

These indicators are guided by the requirements.

In international level, a large number of recommendations and actions have been taken to develop tourism and protect the environment. However, they aren't mandatory, and so far, there has been no international agreement linking tourism with the defense of environmental resources. Although, some initiatives have been put in place to achieve sustainable tourism development. So, promoting sustainable tourism has been recognized and articulated at international level through Agenda 21.

Agenda 21 is an Environmental protection Action for upgrading the living conditions signed by 178 country leaders, who took part in the Environmental and Development World Summit in 1992. It consists of collective efforts to act from governments, international organizations to achieve sustainable development.

The World Tourism Organization understands tourism's role as an activity of global economy and its impact on the wider environment and together with World Travel Tourism and Earth Council created Agenda 21 for the Travel and Tourism Industry. This agenda sets out in a documentary way the main axes on which state agencies and the tourism industry must act.

State agencies responsibilities should focus on:

- Assessing the existing economic framework for achieving sustainable tourism.
- Designing mild tourism development and sustainable tourism products.
- Continuing education and training.
- Assessing the success and implementation of the desired goal.

At the same time the action lines of tourism industry should be focus on:

- Saving energy.
- Systematic management of solid and liquid waste.
- Reduction of garbage production, water consumption and atmospheric pollution.

The above-mentioned axes are not mandatory but are based on the information that were provided by tourism companies and tourism community. Over the last few decades, powerful travel agents have adopted and included in the contracts with hotel's and tourist's terms that are environmental issues, while the same possibility is available to governments in cases where they commit tourism co-operation agreements.

Therefore, is utmost need to act based on the principles of sustainable tourism development and to restore the balance between the environment and tourism. It is advisable that each tourist area preserve its natural and social capital. Appropriate tourism development plans must precede any action to clearly and comprehensively define land-use processes. The state must reward investment in tourism that implements the sustainability pillar with financial support and substantial tax exemptions. Moreover, it is equally important to promote environmental education, especially in areas that are labeled ecologically and culturally "sensitive".

The reversible degradation of tourist destinations' cultural, environmental and social characteristics from an unplanned tourism development inevitably leads to the loss of the competitive advantages of a destination region and leads to the economic activity decline of tourist areas. The impact of such an activity is enormous and the consumption and misuse of natural resources is threatening.

The World Tourism Organization is confident that sustainable tourism can exist. There are already areas of sustainable tourism that works successful in this direction. A key prerequisite is the effective collaboration of all relevant actors and the main aim of this is creating and defining the development model of their region. The tourism development of each country-region is unique, and local community duty is to preserve the environment, the aesthetics of the nature, the culture and the history. The primary objective must be the existence of adequate systems for the preservation of natural resources, the necessary infrastructure to withstand the pressure from many visitors and the protection of the cultural heritage.

However, tourists are required to be informed about the impact of their behavior on the countries that they visit. A simple example is the adaptation of their consumer's habits to

natural resources protection of the area that they will go to. Water consumption per capita in Greece is estimated to be about 150 liters day per person. Although, water consumption per tourist is around 400 liters per day, so tourists should properly informed and. On the other hand, companies should also implement several technologies for water saving. It is a fact that several tourism businesses have managed to reduce water consumption by 40% by adopting low-cost technologies.

Sustainable tourism is often identified or mistakenly compared to "ecotourism". If many ecotourists with over-consuming habits invades anarchy in natural areas and small villages and cities lacking the appropriate infrastructure, then it is inevitable that this tourism will far outstrip the real potential of this area and will lead to a total ecosystem collapse.

The main challenge for tourism industry, businesses and destinations is to find out answers to the question of whether it is possible globally to manage tourist activity and the expected growth in the next two decades, in order to ensure the good use of natural resources, along with the commercial success of the sector. The tourism industry draws its strength from fragile sources such as the environment, history and culture, and is often characterized as a two-sided currency: on the one hand, it contributes to the economic flourishing of an area and on the other hand of environmental and social burdens. This sector is in danger of exacerbating or even consuming its own revenue-generating resource. Therefore, it is making it economically and socially unsustainable. Excessive use of infrastructure without provision for investment in conservation, uncontrolled growth with severe ecosystem effects, greed and personal gain attitudes are likely to cause immeasurable damage to a tourist destination by "mortgaging" its future.

The government's trend to develop more sustainable product range has started to increase tourism industries sustainability. In order to ensure high standards of economic fairness, environmental- friendliness and socio cultural improvements are endowed such tourism products with different sustainability attributes (Global Sustainable Tourism Council, 2016). Still there are limited developments of sustainability in tourism with regards to the practical application of theoretical and methodological progress obtained in recent years (Pulido-Fernandez & Espinosa-Pulido, 2019).

According to (Pulido-Fernandez, Andrades-Caldito, & Schanchez-Rivero, 2015) "all models that have been designed to identify and study the determinants of a destination's competitiveness consider sustainability to be a key factor". The negative impact that tourism

can have on the environment, on society and on people lead to public administrations to have become increasingly conscious about sustainability of tourism (Amado & Jasmin, 2017).

The structural equation that (Pulido-Fernandez & Espinosa-Pulido, 2019) created resulted that an increase in tourism has a direct influence on the environmental sustainability of tourist destinations.

Moreover, in order to accomplish tourism sustainability, UNWTO should be transitioned to a UN Office for Sustainable Mobilities. This agent will ensure a coordinated way of tourists to transit across borders that manages mobility within a balanced accounting for fairness, ecological and sustain future. Furthermore, it could oversee a Tourism Health Fund that enables tourism's capacity as a social force (Higgins-Desbiolles, 2018).

2.4. International and European Policies

Maastricht Treaty refers firstly tourism as a layout. Especially, it is referring in the article Z, B, 2 of article 2 mentioned that European Union is committed to promote a high level of employment and social protection, raise the living standards, and enhance the economic and social cohesion and solidarity between the Member States.

Article 3 states that Unions' activities are to achieve the objectives of Article 2 including the one of "taking action in the areas of energy, politics, defense and tourism". Union's competence in tourism field and sport is an innovation of the Lisbon Treaty, which was passed in 2007 and get into force on 1 December of 2009.

Article 6 states that "The Union has competence to take action to support, coordinate or complement the action of the Member States". These areas of action are:

- the protection and improvement of human health,
- industry
- culture
- tourism
- education, vocational training, youth and sport,

- civil protection and
- administrative cooperation

Article 195 of Functioning the EU Treaty states that “The Union shall complement the action of the Member States in tourism field, by promoting the competitiveness of its enterprises in this field. The European Union is aimed at:

- Encourage cooperation between Member States, through good practice’s exchange.
- Encourage the creation of a favorable environment for business development in the tourism sector.

The creation of European Union started from Treaty Maastricht, in 1992. There are two dates that determine the evolutionary course from its creation till the Maastricht Treaty and its renaming to European Union. These dates are:

- 17 March 1948, the Brussels Treaty that established the Western European Union.
- 25 March 1957, and the signatures of two treaties in Rome that created the European Economic Community.

Tourism as an economic field hadn’t determined with its real dimension neither in Rome Treaty (1957) either in Single European Act (1987). On the contrary a Union reasoning created in this field since 1982. In July 1982 the EU presented the “first guidelines for a Community tourism policy”, which served as a basis for both EU and the professional organizations. These orientations have proposed the adoption of six main objectives in order to increase the effectiveness of national tourism policies. These concerned the above (Ritchie, Brent, & Geoffrey, 2003):

- Restructuring vacation period.
- Protection of the cultural heritage
- The tourist activities development in the underdeveloped economic areas.
- Promoting social tourism.
- Promoting cultural tourism.
- Promoting agricultural tourism.

In February 1986, the committee sent a new notification to the Council, which included the main ideas already in its "first directions", but there was enriched with new views. The proposed measures concerned the six following objectives:

- Facilitating tourism in the countries of the Union.
- Better distribution of tourism in space and time.
- Better intervention's orientation in Union's funding organizations.
- Better information and protection for tourists.
- Improving the working environment of the tourist professions.
- Expanding the sector's concerns and organizing consultancy and cooperation.

In 1988, was the starting point of a new tourism development era for the EU (Leidner, 2007). EU tourism policy aims to promote a balanced tourist development in the member countries. For this reason, the EU outlines the priority areas where joint actions can contribute solving the problems and developing tourism in member countries. The objectives of EU tourism policy essentially four main areas:

1. Free movement and protection of tourists.
2. The tourism job's framework.
3. Transportation and tourism.
4. Regional development and tourism.

A conference for tourism and employment was organized in Luxembourg in November 1997 where the benefits of a balanced and sustainable development of European tourism were recognized and the results of the Luxembourg conference were decided.

In 1998, the Commission set up a High-Level Group on Tourism and Employment. The basis of its most-adopted recommendations, the Commission has presented a communication entitled "Increasing the potential of tourism for job creation." This Communication was strongly supported by the reactions of Parliament, the Economic and Social Committee and of the Committee of the Regions and led to the Council Conclusions of 21 June 1999 inviting the Commission and the Member States to work closely together to maximize the contribution of tourism on four themes, information, training, quality and sustainability (Papoutsi & Zaxaratos, 2010).

September 2001, the internal market strategy for services has been adopted to remove national barriers for the free movement of services in the EU in order to make cross-border services as easy as providing services within a Member State (EUR-Lex, 1999).

3. Cultural Tourism

3.1. The definition of culture

Trying to approach culture tourism concept, firstly we must identify the term of culture. According to Tylor the definition of culture is “that complex whole which includes knowledge, belief, art, morals, law, custom and any other capabilities and habits acquired by man as a member of society” (Tylor, 1871). Moreover, it seems that culture has a spatial as well, as culture and the city are interconnected. In fact, scientists considered that the city is the “creation” of civilization (Spyropoulou, 2016).

UNESCO defines culture as:

“Culture ...is who we are shapes our identity is a means of fostering respect and tolerance among people is a way to create jobs and improve people’s lives is a way to include others and understand them helps preserve our heritage and make sense of our future empowers people ... works for development” (UNESCO, 1982).

Generally, culture is related to society. Cultural objects, such as monuments, museums, etc. characterize the cultural heritage of a region. Furthermore, culture is also related with the history and region’s identity, which includes the intangible dimensions, customs, values and societies’ traditions. The most important fact is that culture can influence the city’s environment as well as being a regeneration and revitalization factor of the city’s environment. Considering the above and the development of sciences of cultural heritage the new tourist stream has taken advantage of the cultural tourism potential.

3.2. The concept of cultural heritage

The term Heritage means a “property”; a legacy of the previous generation to those who come after it. It is characterized as cultural when it relates to the culture, values and traditions of a country or region and not with money or assets. In addition, cultural heritage implies a social bond between the individuals who constitute the “community”, in which history, culture, identity and links to the past present and future are obvious (Franchi, 2015). This legacy, however, is not recognized because it either belongs exclusively to its place of origin, but at the same time transcends all boundaries and acquires "universal value from a

historical, aesthetic, ethnological or anthropological point of view", while retaining the respect of most people around the world who take responsibility for its protection and its preservation. Indeed, according to the Venice International Treaty (1964) of the conservation and restoration of monuments and archaeological sites, *"heritage is a concept infused with elements from the past such as historical monuments of earlier generations, preserved to this day as living witnesses of a long time"* (ICCROM Working Group, 2005).

In recent years, the concept and content of cultural heritage has expanded encompassing all the elements of human creativity and expression, which are met in tangible or intangible form. More specifically, materials are objects related to culture and are an expression of them, such as archaeological findings, paintings, drawings, engravings, mosaics, sculptures, historical monuments and buildings, as well as archaeological ground, underground and even underwater sites. On the other hand, intangible means "the various spiritual works of man and everything that is a testimony to traditional, popular and rational culture" (Ministry of Culture, 2002), such as a tradition of a place, forms of art (e.g. theatrical performances), rituals, music, cultural events or festivals, knowledge, myths and customs, the so-called "culture" of a culture that is passed down from generation to generation and differs most times from place to place. The above distinction is a product of the ICOMOS conference (1999), which recognizes the ability of the individual to grasp the aesthetic, historical, scientific and the social value of such an attraction while at the same time its need for recognition above testifies all that. In addition to its material existence, a good cultural heritage conceals further messages, not tangible but intangible (Vecco, 2010).

However, in order for the cultural heritage to remain intact and to be passed on to future generations, it is necessary to properly manage it with the ultimate aim of preserving and protecting it.

The main responsible at international level, for the cultural heritage protection is the United Nations Educational, Scientific and Cultural Organization, UNESCO, established in 1954. UNESCO adopted internationally conventions for the protection of cultural heritage and the promotion of its intercultural identity, while stressing the importance of international cooperation.

In any case, the above protection is not an easy process as problems often arise either from the human environment, due to private, mainly economic interests, or from the natural environment, due to the natural deterioration of the goods. Thus, the presence of specialized scientists or bodies involved in reducing any deterioration of the goods, the

smooth reintegration into the environment and in general their protection becomes essential. More specifically, after the end of World War II and because of the catastrophes that the natural and anthropogenic cultural environment had suffered, there was a need to establish and activate organizations designed to protect it through concerted actions based on international and national standards institutional frameworks. These organizations, as well as the practices followed had as their primary purpose the preservation of cultural heritage and the protection of it from any adverse impact on human, mass and non-human life of controlled use. Some organizations were mentioned above; UNESCO, ICCROM (International Center for the Study of Conservation and Restoration of Cultural Property), the Council of Europe, ICOMOS (International Council on Monuments and Sites), WMF (World Monument Fund), EUROPA NOSTRA (Pan-European Federation for Heritage), ICOM (International Council of Museums), ICAHM (International Commission for the Management of Archaeological Heritage), IUCN (World Heritage Organization for Maintenance), etc.

Apart from the above-mentioned organizations, most of the responsibility for protecting and preserving the cultural heritage should be borne primarily by those who come into contact with it, namely the locals and their visitors, the so-called "cultural tourists".

3.3. Defining “Cultural Tourism”

Cultural Tourism is a form of “Alternative Tourism”, which basically describes the observed change of tourism, due to tourist’s turn towards environment and culture. The new tourists flow, which have cultural interests, resulted in:

- Local economic benefits
- Creation of new jobs
- And a general revival of the whole city or special areas (Konsola, 2006).

In 1990’s ICOMOS (International Scientific Committee on Cultural Tourism) defined the term of cultural tourism as below.

“Cultural tourism can be defined as that activity which enables people to experience the different ways of life of other people, thereby gaining at first hand an understanding of their customs, traditions, the physical environment, the intellectual ideas and those places of architectural, historic, archaeological or other cultural significance which remain from earlier

times. Cultural tourism differs from recreational tourism in that it seeks to gain an understanding or appreciation of the nature of the place being visited. (ICOMOS, 1997)”

This seems to be a well approved definition, but there is also a technical definition for the cultural tourism, which was proposed by UNWTO (United Nations World Travel Organization):

“All movements of persons might be included in the definition because they satisfy the human need for diversify, tending to raise the cultural level of the individual and giving rise to new knowledge, experience and encounters.... Movements of persons for essentially cultural motivations such as study tours, performing arts and cultural tours, travel to festivals and other cultural events, visits to sites and movements. (UNWTO, 2008)”

There are a lot of types of cultural tourism according to the thematic perspective. In Table 1 seems the types of cultural tourism and its products and activities (Csapo & Matesz, 2007).

Types of cultural Tourism	Tourism Products and Activities			
Heritage Tourism	Natural and Cultural Heritage	Material (building heritage, sites, etc.)	Non-Material (Art, Tradition, etc.)	Cultural Heritage Sites (Museums, theaters, etc.)
Cultural Thematic Routes	Different themes and types, such as spiritual, artistic, gastronomic, etc.			
Cultural City tourism, cultural tours	Sightseeing	Cultural Capitals of Europe	The city being a creative space for cultural tourism	
Traditions, Ethnic Tourism	Traditions of local cultures		Ethnic Diversity	
Event and Festival Tourism	A wide range of festivals and events, such as music, fine art festivals and events			
Religious Tourism	Visit Religious Sites with religious motivation		Visit Religious Sites without religious motivation	Pilgrimage Routes
Creative Tourism	Traditional Cultural and		Cultural Industries (press, cinema,	

	Artistic Activities	etc.)
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Table 1. Types of Cultural Tourism.

3.4. Cultural tourism and Local Development

Based on the fact that cultural heritage accompanies influences and heralds the emergence of the called cultural tourism, we can infer the relationship between cultural tourism and local development to be expected. The cultural heritage is directly linked to the local development of the area in which it is integrated as it offers economic and social benefits.

Referring to international experience, the relationship between cultural heritage and local development has been a central research topic of Tuan and Navrud (2008), who in their article "Capturing the Benefits of Preserving Cultural Heritage", explored the level of willingness of tourists to pay a ticket when accessing cultural heritage sites, as the income from tourist visits contributes to the maintenance of the asset and to the maintenance of the benefits to the local community (Tuan & Navrud, 2008).

Hassan, Trafford and Youssef (2008), in their article "Cultural Heritage and Development in the Arab World", make clear that any development in the local community due to cultural heritage and cultural tourism should follow the following three principles:

- Recasting of the original objectives and adapting them to the data of the society in order to ensure their accessibility and sustainability.
- Introducing, informing and educating local communities and implementing management in cases of management and positive exploitation of cultural heritage.
- Encouraging the participation of citizens in development policy and cultural management with the ultimate goal of personal and broader economic and social benefit (Hassan , Trafford, & Mohsen, 2008).

A good example of a city of cultural interest whose tourism contributes positively to the local economy is the UNESCO-protected Roros in Norway. Bowitz and Ibenholt (2009), analyzed in their article the economic benefits of a city when its cultural heritage is properly managed resulting in cultural investments and attracting new tourists who in turn, they strengthen the local market. Starting with the assumption that every investment has financial implications to the society that is taking place, this example aims to illustrate the

ways in which the investment to the cultural elements and the simultaneous influx of visitors have an impact to the local economy. Specifically, the direct and indirect benefits of this practice are presented, including job creation, investments and local business partnerships, expanding the horizons and goals of local businesses to new markets, the attraction of new clients - investors -tourists, boosting of exporting goods, increasing supply and demand for local products and services (Bowitz & Ibenholt, 2009).

Min and Roh's study was the first that analyzed the Cultural heritage - cultural tourism and its potential for contributing to economic growth in a sustainable way. In their article "Contribution of Cultural Tourism to Economic Growth and Its Sustainability", theoretical approaches were studied and applied to 52 countries, with different social, economic and cultural profiles taking into account Gross Domestic Product (GDP). They concluded that tourism flowing into the region due to cultural heritage strengthens the local economy, especially in the case of degraded, underdeveloped areas and small urban centers rather than already developed areas and larger urban centers or capitals (Min & Roh, 2013).

3.5. Route Tourism and Cultural Routes

Recently, the scientists drew their attention to study the tourist's behavior and what happens during traveling. The most important part for them is to understand the behavior that should be followed during the whole trip, in order to create a holistic view of tourists' travel experience.

Routes existed many years before tourism. Specifically, the first travel routes were parts of the trading systems or they were parts of religious practices. Mostly, routes were named to explain their subject or their direction. For example, the Silk Route through Asia was a typical example of pilgrimage routes from Central Europe to Nidaros (Flognfeldt, 2005).

During the last century, the tour operated routes became known, being organized by Thomas Cook in 1841. Due to car invention, the travelling gained a new perspective having new possibilities and new possibilities, as road signs and maps were created in order to help the travelers to find out the travel route. But route tourism gets worldwide known by TV travel programs that contributed rapidly to emerging systems of themed routes.

During the last two decades, specialized routes were designed all over the world, such as Cultural Routes, Wine Routes, Historical Routes, Bier Routes, Franco – Swiss Clock Route, etc. This new tourists' trends have created an entire scientific research field about the way of operating and creating routes. It seems that routes aren't based on a single theory, but on a series of models that several scientists were created (Flognfeldt, 2005).

According to Greffe et. Al (1994) the definition of tourism routes is the following:

“Tourism Routes promise to bring together a variety of activities and attractions under a unified theme and thus stimulate entrepreneurial opportunity through the development of ancillary products and services. (Greffe, 1994)”

Routes seem to be a great opportunity for economic and sustainable development and especially for less tourist mature areas. Tourism distribution is effective in a given geographic area.

- It is not necessary that every route is suitable for all tourists. Each one is targeting to different type of tourist, but in any case, for a successful route, it should apply to all the following:
- The geographical distance between the generating region and the tourism destination, which is the actual travel distance. This factor is vital as it will determine if the tourist wants to buy the product.
- The needed travel time to cover the geographical distance, and it will determine if the route needs one- day trip or longer staying in the region.
- The amount of money that is necessary to keep be spent during covering the route distance.
- The cognitive distance between the generating region and the distance, where each tourist tends to associate it with a relative home environment (Laurens, 2007).

Unlike traditional tourism, the one that is based in routes benefits from the following:

- Disperse tourism income.
- Tourist's diffusion to a lot of different regions.
- Less-known attractions are getting famous into the tourism business.
- Destination's appeal increases.
- New and repeat visitors' attraction.
- And finally increases the tourism product sustainability (Meyer-Cech, Sharples, Mitchell, Macionis, & Camborne, 2003).

In the recent years, there is a great development of cultural goods due to the given importance to the heritage. Cultural heritage is directly linked to cultural tourism, as the second is the natural consequence of the first and the goal for its development. So, these two concepts are interconnected, because the existence of the one implies the existence of the other. The linkage between them is the economic dimension. Specifically, the investments in the cultural sector and its commercialization aimed to the financial support through tourism. As a result, the cultural routes are the recent form of cultural heritage with elements, such as historic neighborhoods, city centers, natural landscapes.

Especially, cultural route's definition by ICOMOS, is:

“Any route of communication, be in land, water or some other type, which is physically delimited and is also characterized by having its own specific dynamic and historic functionality to serve a specific and well-determined purpose, which must fulfill the following conditions:

- *It must arise from and reflect interactive movements of people as well as multi-dimensional, continuous and reciprocal exchanges of goods, ideas, knowledge and values between people, countries, regions or continents over significant periods of time;*
- *It must have thereby promoted a cross-fertilization of the affected cultures in space and time, as reflected both in their tangible and intangible heritage;*
- *It must have integrated into a dynamic system the historic relations and cultural properties associated with its experience. (ICOMOS, 2008)”*

The cultural route is capable to recognize the value of each individual element and all its elements as crucial parts of a whole. Moreover, the cultural routes define a specific path for the visitor that consists of elements which are part of the cultural heritage aiming to an inner and more direct contact of the public with the above goods and also acting as a tool for the development and attraction of new tourists in the region. With this prospect, they represent interactive and developing processes of human and nature interaction that link the huge diversity of the contributions of all people in the depths of time to cultural heritage (ICOMOS, 2008).

It's important to mention that cultural tourist routes are not confined to spatial, political, national and international borders, but on the contrary they promote the

communication between different regions, social groups and people, in order to cooperate the protection and conservation of cultural heritage. Essentially, they should be treated as an integrated tourist product, which is created based on a specific idea and theme. Furthermore, they are a tool for planning the networking of heritage as well as the development of cultural tourism, while contributing significantly to exploitation, promotion and interpretation of cultural heritage. According to ICOMOS cultural routes have a dynamic character that act as a channel through which the reciprocal cultural influences have flowed (ICOMOS, 2008).

One of the main objectives is the attraction of new tourists and the financial investments in the region. This will lead to further development of local businesses and it will secure the financial resources of the region and simultaneously preserve and protect the regional cultural goods. In simple terms, all the alternative forms of tourism routes, and especially cultural routes are created with the ultimate goal of contributing to the economic, social and environmental development, in order to be in harmony with each other, or in other words to contribute to the “sustainable development” of the region (Xatzinikolaou, Zirini, & Sofikitou, 2015).

One of the main assets of cultural routes is the diversity of the cultural goods such as monuments, archaeological sites, museums, historic cities, public cultural projects, architectural buildings, cultural events as well as the "open" and "close" regions (Apostolopoulos & Sdrali, 2009). The above, on the one hand, give to the visitor the opportunity to interact with different cultural elements and thus to compose more fully his cultural heritage image and encourage him/her to communicate with other people and cultures in order to gather more information, exchange ideas and come to a more direct contact with its region and culture.

ICOMOS introduces the types of the cultural routes, that are classified as follows:

- Routes with a scope, and classified as local, national, regional, continental or intercontinental.
- Cultural scope and being classified as a given cultural region either extended across different geographical areas that shared or continue to share influences of cultural values.
- Routes having as a goal the function of the route itself, classified as social, economic, political or cultural.

- Their duration in time: those that are no longer used versus and those that are still being developed under the influence of socio-economic, political and cultural exchanges.
- Routes dependent on the structural configuration and categorized as linear, circular, cruciform, radial or network cultural routes.
- Routes having as a main scope the natural environment being classified according to the land, aquatic, mixed or other physical setting of them (ICOMOS, 2008).

4. Methodology

The main purpose of the dissertation thesis is to propose and design three general geographical location cultural routes for Archanes village. In order to accomplish that the authors researched Miossec's tool for tourism development, who was the first one that defined tourism movements. According to Miossec, "movements will be the first attempts of leaving the house, but mostly to return the same day or to the same site" (Miossec, 1976).

Tourism routes form a dynamic sector, so Leiper was the first one that named the "tourism generation region" and showed the routes and destinations from the traveler's point of view. "Tourist generation regions defined as the permanent residential bases of tourists, the place where tours begin and end, and in particular those features of the region which incidentally cause or stimulate temporary outflow". In our case, Heraklion of Crete is the tourist generation region (Leiper, 1979).

Moreover, there is also the "tourist destination regions, which are locations that attract tourists to stay temporarily and those features which inherently contribute to that attraction. In this context the attraction can be regarded as the anticipation by tourist of some qualitative characteristic, lacking in the tourist generation region, which the tourist wishes to experience personally". Archanes is the proposed tourist destination region. We should note that Archanes could be also the tourist generation region, as there are many tourism support infrastructures (Leiper, 1979).

"Transit routes are paths that link tourist generating regions with tourist destination regions, along with tourists travel. They also include stop points either for convenience or attraction's existence" (Leiper, 1979).

The local destination's outer boundaries are important, as they distinguish it from its larger destination region. Patterns of movement are more applicable in small, compact destinations with few attractions and limited transportation network than in a complex urban destination. In this point of view Archanes seems to be a great example to implement tourist movements patterns (Lew & McKercher, 2005).

The movement geometry can be modeled in two dimensions, the dimension of territory and linearity. The territorial model reflects the impact and perception of distance and intervening opportunities, while linear model reflects the geography of a place. In our case we designed only linear tourist routes. In Picture 1 depicted the linear path models of tourist

behavior in local destinations (Lew & McKercher, 2005). Lots of authors had examined the linear itinerary tourism patterns and identified 26 itinerary styles that are grouped into 4 broad types:

- Single destination and return trip, with or without side-trips from some destinations,
- Circle tour with multiple stops, with or without side trips from some specific destinations,
- A transit to a destination area followed by a multiple stop circle tour and
- A complex combination of linear and circular trips from different hubs along a larger, multiple destination itinerary routes.

Practically, these linear path models reflect the tourist's geometry movement away from the accommodation point. We used Type P1c, Touring Point-to Point and Type P2b, Stem and Petal.

Type P1c or Touring Point-to-Point is the ideal for tourists that travel towards a destination and during the trip one or more attractions are visited when the tourists are in the destination or they are approaching the accommodation place. Moreover, type P1c is the most applicable for short, overnight stays at secondary or stopover destinations.

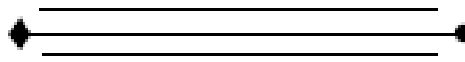
Type P2b or Stem and Petal starts at the accommodation point and include visits to two or more attraction stops in a circular pattern. This pattern is time- and distance-efficient movement pattern as it depends on the set of the visited attractions and the established transportation network. It is commonly used by local organized tours and even independent tourists. The use of this pattern is a response to the geographic distribution of the destination's transportation system, accommodations and attractions. Moreover, this is likely packed in a tour and prevalent among short stay or first-time tourists with limited time and budgets (Urry, 1990).

Type P1 Point-to-Point Patterns

P1a Single Point-to-Point



P1b Repetitive Point-to-Point

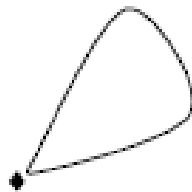


P1c Touring Point-to-Point



Type P2 Circular Patterns

P2a Circular Loop

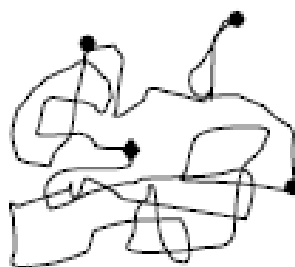


P2b Stem and Petal

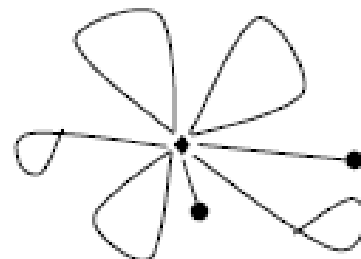


Type P3 Complex Patterns

P3a Random Exploratory



P3b Radiating Hub

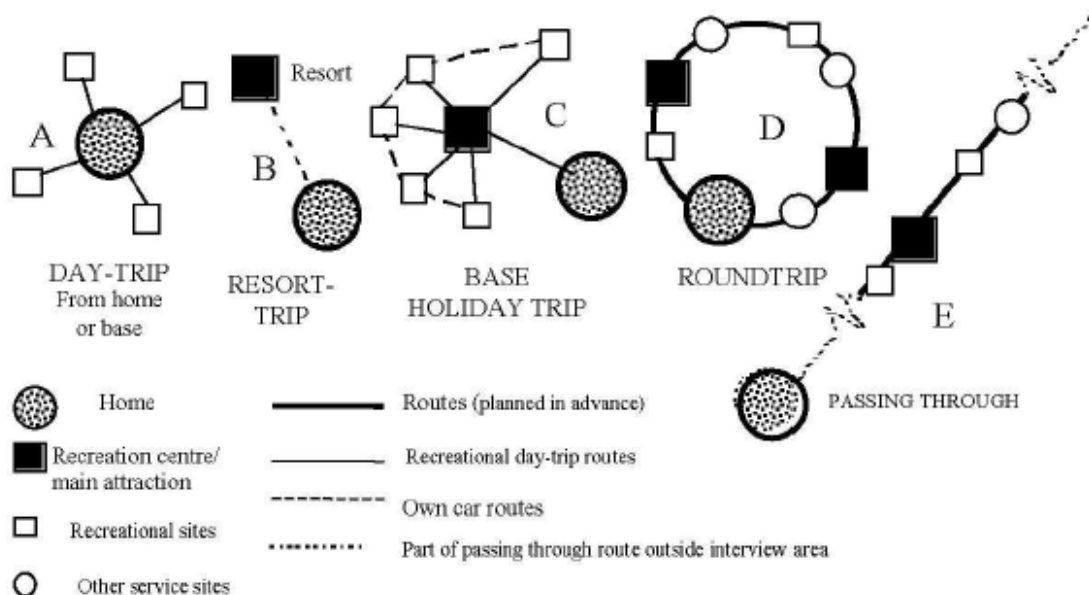


- ◆ = Accommodation
- = Attraction Site or Stop

Picture 1. Linear Path Models of Tourist Behavior in Local Destinations.

Furthermore, Oppermann also introduced some models of tourism flow patterns. The explanation is shown in Picture 2 and according to this there are the below descriptions of trips:

- A. Day trips or excursions, that they start and finish at home during the same day.
- B. Resort trips or else “destination areas”. They are trips to a place that the major part of their stay is at the accommodation location.
- C. Basic holiday trips. In this pattern the main trip is going from home to a single accommodation unit with a maximum of 3 days night stay. The visitors usually organize attraction visits, according to site attractions.
- D. Tours operated round trips are those that the tourists are visiting new places every day and night. Commonly, tourists’ groups are staying in a place for a short period of time or they are visiting one or more attractions per day and they get a sleep in a local hotel at night.
- E. Round trips with private cars or recreation vehicles. They are usually organized as tour operated ones. There is the choice for the tourist to stay at the same site for a couple of days (Oppermann, 1995).



Picture 2. Modes of travelling according to the modified Campell/Flognfeldt model of 1999.

Based on the Oppermann’s model, we used for the dissertation Type E model, and that is the round trips by private cars or recreation vehicles.

4.1. Cultural Route Evaluation Model Methodology

In order to create the Cultural Route Evaluation Model Methodology, we consulted the “Developing the Cultural Route Evaluation Model (CREM) and its application on the Trail of Roman Emperors, Serbia” paper. The model was created (CREM) from other mentioned models for the assessment of cultural and geoheritage tourism and, they used some subindicators have been taken from the growing body of literature in this field (Bozic & Tomic, 2016).

We introduced to the model some new subindicators related specifically both to the Main Values, and to the Tourism-Specific Values. In Table 8 the complete structure of the new proposed CREM model are presented.

More specifically, two groups of indicators consist of the CREM model and these are the following:

- a) The Main Values of the route consist of four groups of subindicators:
 - Scientific Values,
 - Route-Specific Values,
 - Economic Significance,
 - Protection and Conservation Values
- b) Tourism-Specific Values, that are divided into two groups of subindicators:
 - Functional Values and
 - Additional values of the tourism product.

In Table 2 we can see the first group of Main Values subindicators, which are the Scientific Values. This group encompasses the Cultural, the Historical, the Artistic, the Social, the Educational, the Research, the Esthetic and the Spiritual Value. The last one was an introduction by authors (us). Most of the subindicators were suggested by (Ahmetovic, 1994) and (du Cros, 2001), as they claimed that these subindicators are important in order to assess the cultural heritage. We should mention that the subindicators are also included in a lot of cultural heritage typologies and researches (English Heritage, 1997); (Feilden & Jokilehto, 1993); (Frey, 1997); (ICOMOS, 1997); (Lipe, 1984); (Mason, Assessing values in conservation planning: methodological issues and choices., 2002); (Throsby, 2006); (Worthing & Bond, 2007).

Main indicators/ subindicators	Explanation of the Values				
<i>The main Values of the Cultural Route – Scientific Values</i>					
Cultural Value (interconnection of the site or the route itself, country or wider territory with the culture of the region)	1- none	2-low	3-medium	4-high	5-utmost
Historical Value (significance for the history of the region, country, etc.)	1- none	2-low	3-medium	4-high	
Artistic Value (Uniqueness of the site or object)	1- none	2-low	3-medium	4-high	
Social Value (the ability of the place to create social connections and networks, to develop the sense of attachment with the place)	1- none	2-low	3-medium		
Education Value (potential to gain knowledge concerning the past in the long term)	1- none	2-low	3-medium	4-high	
Research Value (contribution to science and research work)	1- none	2-low	3-medium	4-high	
Esthetic Value (visual quality of the sites contributing to the route)	1- none	2-low	3-medium	4-high	
Spiritual Value (internal experience for the tourist)	1- none	2-low	3-medium		

Table 2. Scientific Values of the cultural route.

Route-specific Values consist of six subindicators that exist on the initial CREM model. We didn't introduce any subindicator in this group of Main Values of CREM. As we can see in Table 3, these are, the uniqueness and rarity of the route in the region, the geographic

character of the route, the number of attractive sites of the route, theme attractiveness of the promoted route, the existence of organization(s) which manage(s) the route and the existence of a cultural route management plan. According to (Bozic & Tomic, 2016) “route-specific subindicators” differentiate CREM model from other cultural and geo-heritage models, because it evaluates the cultural corridors as monadic tourism product.

Main indicators/ subindicators	Explanation of the Values			
The main Values of the Cultural Route – Route- Specific Values				
Uniqueness and rarity of the route in the region (existence of similar routes nearby)	1- common	2- regional	3- national	4- international
Geographic character of the route (size of the territory that the route extends)	1- local/regional	2- national	3- international	
Number of attractive sites of the route	1-none	2-low	3-medium	4-high
Theme attractiveness of the promoted route (popularity and appeal of the theme)	1-none	2-low	3-medium	4-high
Existence of organization(s) which manage(s) the route	1-none	2-on local/regional level	3-on national level	4-on international level
Existence of a cultural route management plan (existence of a master plan, etc.)	1-there is no plan	2-there is in preparation	3-there is a plan	

Table 3. Route Specific Values of the cultural route.

The economic contribution of the cultural route is depicted in Table 4. The authors judge that it’s a crucial group of subindicators, as many authors have pointed out before us

(English Heritage, 1997); (Feilden & Jokilehto, 1993); (Kim, Wong, & Cho, 2007); (Mason, Assessing values in conservation planning: methodological issues and choices., 2002); (Worthing & Bond, 2007); (Ruijgrok, 2006). (Bozic & Tomic, 2016) proposing the below economic subindicators:

- Contribution to the local community.
- Impact on the economic development of the region and the country as a whole.
- Potential for investments.
- Contribution to the brand creation.
- Contribution to the creation of a positive image of the country.
- Possibilities of cross-border cooperation.

The authors suggest the introduction of one more economic subindicator, which is the Quality/ Price Ratio of the Cultural Route, in order to judge if every proposed cultural route is value for money.

Main indicators/ subindicators	Explanation of the Values				
The main Values of the Cultural Route – Economic Significance					
Contribution to the local community (working potential and opportunities for local businesses)	1 -none	2 -low	3- medium	4 -high	
Impact on the economic development of the region and the country as whole (financial benefits from tourists' visits, development of infrastructure and substructure)	1 -none	2 -low	3- medium	4 -high	
Potential for investments (attractiveness to companies in order to invest in the development of the cultural route)	1 -none	2 -low	3- medium	4 -high	
Contribution to the brand creation (possibility for the cultural route to become a national or international brand)	1 -none	2 -low	3- medium	4 -high	
Contribution to the creation of a positive image of the country	1 -none	2 -low	3- medium	4 -high	5- utmost
Possibilities of cross-border cooperation (expansion of the route to other countries including new and already existing sites)	1 -none	2 -low	3- medium		
Quality/ Price Ratio of the Cultural Route	1	2	3-		

	-none	-low	medium		
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Table 4. Economic Significance of the cultural route.

The last groups on the Main Values are the Protection and Conservation subindicators. The last years the protection and conservation of the cultural sites has become a crucial issue and a lot of writers have dealt with it (du Cros, 2001); (Kiouisi, Karoglou, Labropoulos, Bakolas, & Moropoulou, 2007); (Mason, Be interested and beware: joining economic valuation and heritage conservation, 2008); (Teo & Huang, 1995); (Tuan & Navrud, 2008). (Bozic & Tomic, 2016) Suggest to CREM model the following subindicators: Current State of the sites on the route, Vulnerability level of the sites of the route, Level of protection of the cultural heritage sites and "Carrying capacity" of each site, which is the suitable number of tourists per visit per site (Table 5).

Main indicators/ subindicators	Explanation of the Values			
The main Values of the Cultural Route – Protection and conservation values				
Current State of the sites on the route	1- highly damaged (as a result of human activities)	2- medium (as a result of natural processes)	3- slightly damaged (with essential features preserved)	4- no damaged
Vulnerability level of the sites of the route	1- high	2- medium	3- low or none	
Level of protection (by local or regional groups, the government, international organizations)	1- local	2- regional	3- national	4- international
Carrying capacity of each site: Suitable number of tourists per visit per site (proposed number of visitors of the site at the same time, according to	1- 0-10	2- 11-20	3- 21-50	4- more than 50

surface area)				
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Table 5. Protection and conservation values.

The other group of indicators is the Tourism-Specific Values. They consist of the Functional Values and Additional Values of the tourism product. The Functional Values presented in Table 6 where the included subindicators are the following:

- Micro-location and accessibility of the sites, which initially was proposed by (Ahmetovic, 1994) and (du Cros, 2001).
- Evaluation of cultural assets and geo-site (Periera, Periera , & Caetano Alves, 2007); (Pralog, 2005); (Zouros, 2007).
- Vicinity of emissive centers (how close are the emissive centers) (du Cros, 2001); (Vujičić, et al., 2011).
- (Vujičić, et al., 2011) also proposed the additional cultural and natural values.
- (Bozic & Tomic, 2016) Introduced the tourist and geographic position of the route, tourist signalization and concentration of the attractions on the route.

The authors judge that should be introduced six more subindicators in the CREM model, as they are important for the tourist experience. These are:

- How clean are the sites of the route?
- Level of convenience at the sites of the route.
- Sufficient staff on the site of the route.
- Service level of staff / organizers of the route.
- Existence of First Aid Kit on the sites of the route.
- Sufficient access to disabled, pregnant and elderly people on the sites of the routes.

Main indicators/ subindicators	Explanation of the Values				
Tourism-Specific Values / Functional Values					
Microlocation and accessibility of the sites (approach of the site)	1-low (on foot with special equipment and expert guide tours)	2-medium (by bicycle and other means of man-powered transport)	3-high (by car, bus)		
Additional cultural and natural values (number of additional natural and anthropogenic values in the radius of 5 km)	0,50 – 1	1 - 2 to 3	1,50 - 4 to 6	2- more than 6	
Location of the route (tourist and geographical position and vicinity of important road networks)	1-not convenient	2-medium convenient	3-favorable		
Tourist Signalization (information boards showing the location and distance of the sites)	1-none	2-low	3-medium	4-high	
Concentration of the attractions on the route (number of attractions compared to the length of the route)	1-none	2-low	3-medium	4-high	
Vicinity of emissive centers (how close are the emissive centers)	0,50- more than 50 km	1- 50 to 25 km	1,50- 25 to 5 km	2- less than 5 km	
How clean are the sites of the route?	1-none	2-low	3-medium	4-high	
Level of convenience at the sites of the route (convenient and relaxation points)	1-none	2-low	3-medium	4-high	
Sufficient staff on the site of the route	1-none	2-sufficient	3-too much		
Service level of staff / organizers of the route	1-low	2-medium	3-high		
Existence of First Aid Kit on the sites of the route	1 -Yes	2- No			
Sufficient access to disabled, pregnant and elderly people on the sites of the routes	1-none	2-low	3-medium	4-high	

Table 6. Functional Values of the Cultural Route.

In CREM model Additional tourism values of the tourism products are very important. Based on some geo-heritage (Periera, Periera , & Caetano Alves, 2007); (Vujičić, et al., 2011) and cultural assessment models (du Cros, 2001), CREM model tries to involve subindicators related to the tourism product value, such as promotion, tourist services, etc. du Cros suggests two subindicators: possibilities for interpretation and possibilities for the organization of various events (du Cros, 2001). (Bozic & Tomic, 2016) including the possibilities for animation on the route, that helps tourists to experience better the living history and create an emotional bonding with the site (Puczko, 2006).

Moreover, the component of the experience is of great importance when assessing the value of cultural heritage sites (Laing, Wheeler, Reeves, & Frost, 2014); (McKercher & Ho, 2006). The provision of authentic experience and possibilities for providing interesting visits for tourists are two subindicators that are related to the tourist experience. CREM model includes five more relevant to the tourism product subindicators: the attractiveness of the sites on the route, existence of additional interpretive facilities, presence of travel arrangements related to the route, level of tourists visits and the existence of authentic souvenirs (Bozic & Tomic, 2016).

The authors proposed five more subindicators in Additional values of the tourism product and these are:

- Presence of sites / cultural route in social media.
- Quality of service provided in the sites of the route.
- Level of safety at the sites of the route.
- Possibility of correlating the route with alternative tourism routes.
- Innovation Level of the Services and of the Cultural Route.

All the Additional tourism subindicators are presented in Table 7.

Main indicators/ subindicators	Explanation of the Values				
Tourism-Specific Values / Additional Values					
Promotion (level and number of promotional resources)	1-local	2- regional	3- national	4- international	
Presence of sites / cultural route in social media	1- none	2- low	3- medium	4- high	
Hostelry Services (accommodation close to the route)	1- more than 25 km	2- 10-25 km	3- 5-10 km	4- less than 5 km	
Catering Services (restaurants and cafes close to the route)	1- more than 10 km	2- 5-10 km	3- 5-1 km	4- less than 1 km	
Existence of a tour guide service (If exists- expertise level, knowledge of foreign language(s), interpretive skills)	1- none	2- low	3- medium	4- high	5- utmost
Tourism Infrastructure (pedestrian pathways, resting places, garbage cans, toilets, etc and level of additional tourist infrastructure)	1- none	2- low	3- medium	4- high	
Possibilities for comprehension (an interesting story can be told about the route)	1- none	2- low	3- medium	4- high	5- utmost
Accessibility of the route for special needs (possibilities for organization of various events)	0,50- none	1- low	1,5- medium	2- high	
Provision of authentic experience	1- none	2- low	3- medium	4- high	5- utmost
Possibilities for providing interesting visits for tourists	1- low	2- low	3- medium	4- high	
Attractiveness of the sites on the route (tourist appeal of the sites on the route)	1- none	2- low	3- medium	4- high	

Level of tourist visits (annual number of tourists)	1- low (less than 25.000)	2- mediu m (25.001 - 50.000)	3-high (50.001- 100.000)	4- utmost (more than 100.000)	
Existence of additional interpretive facilities (interpretive panels, visitor and information centers, museums, exhibits, space for creative activities)	1-none	2-low	3- medium	4-high	5- utmost
Presence of travel arrangements related to the cultural route (presence of the itineraries related to the route in travel agencies)	1- low or none	2- mediu m	3-high		
Existence of authentic souvenirs (souvenirs related to the route theme)	1-none	2- low quality	3- medium quality	4- high quality	
Quality of service provided in the sites of the route	1- low	2- mediu m	3-high	4-utmost	
Level of safety at the sites of the route	1-none	2-low	3- medium	4-high	
Possibility of correlating the route with alternative tourism routes (wine routes, ecotourism routes, etc.)	1-none	2-low	3- medium	4-high	
Innovation Level of the Services and of the Cultural Route	1-none	2-low	3- medium	4-high	

Table 7. Additional Values of the tourist product.

It is noticeable that not each indicator in CREM model is equally important with the other, or has the same influence on the overall assessment score, as we can see in Table 2, Table 3, Table 4, Table 5, Table 6 and Table 7. Based on this, the authors conducted a survey of 3 questionnaires, in which tourism and cultural experts were asked to rate the importance (I_m) of all subindicators.

The sample included experts of the tourism field, management and marketing experts of the tourism field, University Professors from the field, archaeologists, museum employees and members of Cultural Clubs of Archanes village. The survey was conducted in the period of March 2019 to July 2019 and were included respondents the island of Crete. 200 experts were invited to participate in the study through interviews, e-mail and local excursions to the proposed cultural routes from the authors. Finally, only 125 agreed to participate in the survey and answered all the online questionnaires.

The Likert scale that has been used was five-pointed, in order to rate the importance of each one subindicator. 1- meaning is the least important and 5- meaning the most important subindicator. So, the importance factor I_m gives to the experts the opportunity to express their opinion about each one subindicator in the model and at least how important each of them is for the potential success of the route. Moreover, their responds depict the current state of the proposed cultural route.

The importance factor is the following:

$$I_m = \frac{\sum_{k=1}^K Iv_k}{K} \quad (1)$$

Where:

Iv_k : the assessment/ score of one expert for each subindicator

K: the total number of experts

I_m : the average importance for all respondents included in the survey.

After Importance factor calculation was determined, the maximum value or maximum number of points for each one subindicator in the CREM model, that was made according to the below:

- The subindicators with I_m 1 to 1,49 have maximum number of points 1.
- The subindicators with I_m 1,5 to 2,49 have maximum number of points 2.
- The subindicators with I_m 2,5 to 3,49 have maximum number of points 3.
- The subindicators with I_m 3,5 to 4,49 have maximum number of points 4.
- The subindicators with I_m 4,5 to 5 have maximum number of points 5.

It's obvious that the subindicators with more points are more important than the others with less point. The first ones have a greater influence on the overall assessment of CREM model. The next step is to get the maximum possible number of points for each subindicator

and then the authors calculated the maximum number of points for each one of the main groups of indicators – Main Values (MV) and Tourism – Specific Values (TSV).

$$CREM = MV + TSV \quad (2)$$

$$MV = SV + ES + RSV + PCV \quad (3)$$

$$TSV = AV + FV \quad (4)$$

The maximum number of points for the MV and TSV comes from the sum of the maximum number of points for each group of subindicators, that are included in those two major groups. So, the MV is calculated by adding up the maximum number of points for Scientific Values (SV), The route specific values (ES) and Protection and conservation values (PCV). The maximum number of points for Tourism – Specific values is the sum of maximum number of points for Additional Values of the tourism product (AV) and Functional Values (FV).

In this way, we calculate the Current State of each one proposed cultural route, by adding the MV and TSV subindicators of the respondents. Finally, we introduce also the potential position that the proposed cultural route may be reached, according to the authors' estimates.

Concerning the Route – Specific Values distribute the points, as following:

- 4 points each: Uniqueness and rarity of the route in the region, number of attractive sites on the route, attractiveness of the route theme and the existence of an organization managing the route.
- 3 points each: geographical character of the route and the existence of a management plan.

About the economic significance of the route, 5 points carry the contribution to the creation of a positive image of the country, while the contribution to the local community, impact on the economic development of the wider region, potential for investments and contribution to the brand creation carry 4 points each. The least important subindicators are the possibility for cross – border cooperation and Quality/ Price Ratio of the Cultural Route that carry 3 points each one.

Protection and conservation values are as following:

- Vulnerability weights 3 points.
- Current state of the sites, level of protection and suitable number of tourists carry 4 points.

When it comes to Additional Values of the tourism product, Tour guide service, Interpretation, authentic experience, attractiveness of the site and additional interpretation facilities have the greatest importance and carry 5 points. Moreover, the 4 points carry the promotion, presence of sites in social media, hostelry and catering services, animation, level of tourist visits, possibilities for providing interesting visits for tourists, existence of authentic souvenirs, quality of service provided in the sites of the route, safety, correlating the cultural route with the alternative tourism routes and innovation level of the services and of the cultural route. Convenience for special needs and presence of travel arrangements carry 2 and 3 points respectively.

About the Functional Values, the most important of all are: tourist signalization, concentration of the attractions, cleanness, level of convenience, sufficient access to disabled, pregnant and elderly people on the site of the route that carry 4 points. Microlocation of the sites and the location of the route, service level of the staff/ organizers and sufficient staff on the sites of the route carry 3 points, while additional cultural and natural values, vicinity of emissive centers and existence of First Aid Kit on the sites of the route weigh only 2 points and seems to be the least importance.

After that, the authors were determined the maximum values for each subindicator in the model, in order to calculate the current state of the cultural route and then the authors proceeded with the assessment according to the above methodology.

Finally, after that the authors determine the potential position of the proposed route. The results are presented in the CREM Matrix, that consists of the Main Values of the Route in X axe and Tourism – Specific Values of the Route in Y axe. The matrix is divided into 16 fields, that indicated by $F_{i,j}$ ($i,j = 1,2,3,4$) based on the 5- point grade. Major grid lines that create fields for the X axe valued 30 points (as the maximum number of points of the model in Main Values is 120) and for Y axe valued 23,5 points (as the maximum number of points of the model in Tourism – Specific Values is 94). Each one proposed cultural route for Archanes Village has its own Matrix Table.

4.2. Methodology for assessing the cultural tourism potential of cultural heritage sites

The assessment tool for the cultural tourism potential of cultural heritage sites was suggested by McKercher and Ho (2006) and it considers the cultural, physical, product and experiential value of the sites (McKercher & Ho, 2006). The cultural tourism assessment indicators are presented in Table 8.

Cultural Values	Do the stakeholders want tourists/tourism?
	Can the asset withstand visitation without damaging its cultural values (tangible/intangible)?
	Does the asset reflect a unique cultural tradition (living or disappeared)?
	Is the asset of local, regional or international cultural significance?
	Does a visit create an emotional connection with the individual?
	Is the asset worth conserving as a representative example of the community's heritage?
	Physical Values
Can all areas be accessed (if not, what can be done to rectify)?	
Does the site represent potential hazards for visitors (if so, what can be done to rectify)?	
What is the physical state of repair (any wear and tear) and will its authenticity be damaged after repairs are made?	
Can it be modified for use (legally, practically)?	
Are both the site (inside its physical	

	boundaries) and the setting (its surrounds) appealing to tourists?
Product Values	Is the site big enough to attract and retain tourists for a long time?
	Is the effort required by tourists to get to it too difficult to make a visit worthwhile (time, cost, effort)?
	Is it near other attractions (similar or different types)?
	Is there enough information about the site available (e.g. magazine, website)?
	Does the site have tourist market appeal?
Experiential Values	Does this asset have the potential to offer interesting experiences to tourists?
	In what ways is this asset capable of providing a participatory, engaging and/ or entertaining experience?
	Is this asset capable of meeting different tourists' expectations?
	How authentic would general tourists perceive the experiences offered by the asset to be?
	Is good quality interpretation currently available and if not, how can it be provided?

Table 8. Assessment Indicators of the cultural tourism (McKercher & Ho, 2006).

It is about a qualitative research that is implemented through a series of questions in order to create a holistic dimension. A lot of researchers claimed that may be a tool that enables the risk of “personal bias, creating a situation where the individuals own likes and dislikes, prejudices or ignorance can exert undue influence on the outcome” (McKercher & Ho, 2006). This disadvantage can be eliminated by having multiple researchers conducting an independent assessment (Laing, Wheeler, Reeves, & Frost, 2014).

This audit tool (McKercher & Ho, 2006) seems to be ideal for Archanes village, as it consists of a small-scale assets, as those of Bendigo (Laing, Wheeler, Reeves, & Frost, 2014). The authors focused on cultural, product and experiential values of the cultural assets of Archanes, given that from the physical values of the assets in some cases lose points. Moreover, some of the assets disadvantage, due to the available information to the tourists are located within a 3 km radius of the center of Archanes village and are accessible by foot or car/bus.

It seems that the experiential values are a benefit for our case study. The “authenticity” is one of the most important indicators that we examined as for its degree of the key stakeholders saw or perceived, or even as it is related to an authentic sense of self, with respect to themselves or those stakeholders who were interviewed in this study (Laing, Wheeler, Reeves, & Frost, 2014).

Another indicator is the “participatory, engaging and/or entertaining experience”. The authors tried to evoke tourist’s emotions or their interaction’s or immersion through interviews (Poria, Reichel, & Biran, 2006) (Moscardo, 1999).

Furthermore, the indicator of “good quality interpretation” guarantee a good thematic story for the tourists, that makes them to create a more memorable tourism experience.

About the cultural values, the “unique cultural tradition of the asset” is pretty important for our research, as there are plenty of assets that reflect to international cultural significance.

In order to assess the experiential and cultural potential of Archanes’ assets, the authors used the following:

- Enjoyable and memorable tourism experience.
- The link with asset’s authenticity.
- If the asset is adaptable to meet different tourists’ expectations.
- Visitor’s participation and engagement in order to create a personal connection with the site.
- Level of available interpretation’s quality.
- If assets reflect a unique cultural tradition, both living and disappeared.
- Local, regional or international cultural significance of the asset.
- The emotional connection of the visit to the individual.

According to (Quan & Wang, 2004) be incorporated into the research the following question, is the asset is likely to form the basis of a supporting or a peak touristic experience? In this way, we appreciate that we will help the tourism managers (public and private) to value and categorize the cultural heritage assets of the area there are doing business in a more objective and right way. It's obviously that not all assets could give a peak touristic experience, but some of them could be important as supporting assets.

According to the above methodology, the authors conducted independently interviews to some teachers, archaeologists and members of cultural clubs in Archanes village. The purpose of the interviews was the heritage assets and in general sites around Archanes village and we collected four "wrote independent reports, enabling divergent views to be expressed" (McKercher & Ho, 2006). Fact enabled us to collect rich and comprehensive data on each asset. Moreover, the research team visited each and one asset separately and gathered information.

The stakeholders who agreed to participate in the survey and interviews were finally 30 from 124 that were invited through e-mail and appointments. All of them have a deep knowledge of Archanes village, not only geomorphologically, but also culturally and traditionally. Their help was crucial to select the key tourist assets and finally create the three cultural tourism routes. The names of these cultural clubs, organizations and stakeholders were kept confidential, except two of them, Mr. Nikolaos Christinidis and the Cultural Club of Archanes "Xaraugi". The aim of these interviews was to conduct a supply - side assessment of the assets, for more accurate responses (McKercher & Ho, 2006).

The assets are based on five categories, which are:

- Low
- Low/ Moderate
- Moderate
- Moderate/ High
- High

Due to the qualitative character of this type of assessment, we chose the ordinal scale marking systems, instead of the number ranking, which was chosen in CREM model assessment (Laing, Wheeler, Reeves, & Frost, 2014). In chapter 6 we will name and described all the heritage assets of Archanes villages.

5. The case study: Archanes Village

For the purposes of this dissertation, the traditional settlement of Archanes was chosen as the study area. Archanes includes numerous cultural and natural heritage POI's in just 15 kilometers from Heraklion Crete. These POI's are ideally combined with the development of sustainable tourism routes. The completion of this study will hopefully be the beginning of a developing network of sustainable cultural tourism routes within and outside the settlement, so as to highlight and protect the cultural heritage of the traditional village of Archanes.

5.1. Archanes Village

Archanes is one of the most charming hamlets of Crete. This land was inhabited since 2500 – 1400 BC and is seated to the west foothills sacred Mt. Juktas (Picture 3).



Picture 3. Archanes Village (Kalpadakis, 2019).

Mt. Juktas (Mount Zeus), on the sea side, looks like a human head that is lying down, just like an anthropomorphic mountain. Because of this geomorphology, it is rumored that this is

the mountain on which the Greek god Zeus is buried (Picture 4). Mt. Juktas is surrounded by hills and numerous of rich water springs, that fed the Kairatos River, which irrigated the valley that connected Archanes with Knossos Palace and ended at the north coast of Heraklion.



Picture 4. Mt. Juktas (Perhigisi stin Kriti, 2017).

Archanes is separated today to Epano Archanes and to Kato Archanes, which is located one kilometer from the north. The ancient Greek name Archanes was initially presented during the 5th century BC. It was found in an ancient inscription and seems to be an alliance treaty between Knossos and Tylissos. So, one of the provisions mentioned, “Archos will have the sanctuary in Archana”. Archos was a local hero, that he was worshipped in Archanes that period of times (Xristinidis, 2005).

This village was a palace complex that was built in the beginning of the second millennium BC, along with the first palaces of Knossos, Phaistos and Malia. In 1912, S. Xanthoudakis was the first one that pointed out the cultural importance of Archanes, but A. Evans was discerned the palatial character of the ruins. Finally, 1922 Evans started excavations and brought to light a part of the palace. He claimed that these ruins were the summer palace of the royals of Knossos at Archanes.

It seems that the name of Archanes is lost till 1271 AC, where it appears in a Handaka’s contract, as CATO ARCHANO. In 1280 AC in another contract it is referred as APANO ARCHANO. In 1391 AC, the monk Ionas Pangalos, a resident of the APANO ARCHANES, was allowed to go to Peloponnese to be ordained as a priest, since during the Venetian

occupation there were no Orthodox High Priests in Crete, but only “Protopappas” (Xristinidis, 2005).

An Egyptian census of 1834 lists the Archanes with 160 Christian and 6 Turkish families (Pashley, 1991). Till 1881 Archanes is a separate Municipality from the other one of Heraklion and the seat was Epano Archanes. It was a great hamlet, with beautiful neoclassical mansions, Christian churches, Mosque, schools, gardens and a lot of vineyards (Generalis, 1894).

The Christian churches were decorated with murals coexisting with fountains and wonderful buildings from the Ottoman era. It is rumored that Mustafa Naili Pasha’s residence was gorgeous with its fountains and gardens. It was located in the north side of the valley in a quaint gorge that was named as Paradeisi (small Paradise). That location called Akarsular Dag by the Ottomans, because of the water springs. In that same place, Fransesco Morosini in 1628, channeled its waters to supply Heraklion (Archanes-Asterousia, 2019).

The traditional village of Archanes was an important revolutionary center of Eastern Crete during the 1897 Revolution. Indeed, in the celebration of 15th of March in 1897, was granded in Archanes, first and only, liberated part of Crete.

In World War II, Archanes played a major role in the active war events of the 20th century. In May 1941, the Command Centre of the Greek Forces was established in Archanes, where a rudimentary military hospital was also established. Archanes offered great services to the Resistance as the first task force on Crete organized since the first year of the Nazi Occupation (Archanes-Asterousia, 2019).

In this time period, Archanes consists of extensive vineyards producing excellent table grapes that are consumed in European Markets. Archanes also produces other important products, which are raisins, wine and olive oil. It remains a lively community, with pretty hotels, great taverns and cafes that serves traditional dishes. Palia Agora, which is a tradition market, consists of small shops, which have sell plenty of handcrafted items and local products (Archanes-Asterousia, 2019).

5.2. Demographics

According to the results of the census conducted in 2011, the Region of Crete had a population increase of 3.36% between 2001-2011. More specifically, the population of the island is estimated at 621.340 inhabitants (males 308.760 and females 312.580), with a population density of 74,54 per square kilometer. It represents 5,76% of the population of the territory and is ranked fifth among the Greek regions (Region of Crete, 2014).

Specifically, Heraklion Regional Unity is in comparison to the other three Unities, the most populous of the island with 304.270 thousand inhabitants in total, of which 173.450 thousand are residents of Heraklion.

It is noteworthy that according to the data from the study of the "Guidelines for Specially Regulated Planning Areas" for the Prefecture of Heraklion, presented in 2008 in the study of the Municipality of Heraklion and the Anonymous Company for Development Studies (ETAM SA) it was estimated that the population at Heraklion Rural Area as well as throughout Crete for the years 2011, 2015 and 2021 will increase significantly. More specifically, it estimated that by the year 2021 the population of Heraklion Prefecture is expected to exceed 340 thousand inhabitants.

More specifically, according to ELSTAT (Greek Statistical Service) the results of the population census for the year 2011, for the Municipality of Archanes – Asterousia are presented in Table 9 (ELSTAT, 2011).

Municipality of Archanes – Asterousia	
Permanent Population	16.692
Gender	
Male	8.293
Female	8.399
Group of Ages	
0-9	1.791
10-19	1.529
20-29	1.685
30-39	2.323
40-49	2.019
50-59	1.861
60-69	2.118
70+	3.366
Average Age	44,5
Marital Status	
Unmarried	5.652
Married	9.221
Widows	1.526
Divorced	293
Households – Nuclear Families	
Number of Households	6.367
Average Size of Households	2,6
Number of Nuclear Families	4.970
Citizenship	
Greek	15.421
Other	1.271

Table 9. Census of the Population of Archanes in 2011 – Municipality of Archanes - Asterousia (ELSTAT, 2011).

5.3. Employment - Economy

According to the census of 2011, ELSTAT published the below data for the employment of Municipality Archanes – Asterousia (Table 10).

Level of Education	
Primary Education	6.029
Second-Post-Secondary Education	5.110
Higher Education	1.327
Other	3.035
State of Employment	
Employees	5.361
Unemployed	886
Students	2.335
Pensioners	4.658
Other	1.388
Household	2.064
Employees in the field of Economic Activity	
Primary Sector	1.891
Secondary Sector	769
Tertiary Sector	2.701

Table 10. Employment Activity in the field of Employment of Municipality Archanes- Asterousia in Archanes (ELSTAT, 2011).

The production structure of the Municipality in terms of main employment is no longer based on primary production compared to the previous census of 2001 (Table 10), as it occupies an average of 35.27%. It should be taken into consideration, that the primary sector is a very high complementary activity, given that almost all the locals own a farm from which they produce products and have income. From the statistical data, it is clear that employment is clearly shifting to the tertiary sector, with it averaging of 57.41%. The secondary sector is still at a very low average of 7.31%, having fallen by 1.41% compared to the previous census of 2001 (Municipality of Archanes - Asterousia, 2015).

Regarding the primary sector, the majority of the area (36.70%) of the Municipality is covered by trees, while the percentage of areas consisting of permanent meadows and pastures is high (36.27%). Almost 12% of the area of the Municipality is covered by vines and raisins. Viticulture is more developed in the Municipalities of Archanes and N. Kazantzakis. Livestock is less developed and is a low-capacity industry. In terms of livestock, the highest populations consist of sheep, goats and poultry. The fishing sector is developing to a small extent on the coast of the Asterousia Unity. A key problem in the primary sector is the aging workforce as half of the farm workers are over 55 years of age (Municipality of Archanes - Asterousia, 2015).

The secondary sector is the least developed in the municipality and employs on average a small percentage of the population (7.31%). For the unity of N. Kazantzakis there seems to be a constant momentum in the secondary sector because it is precisely the higher concentration of processing activity associated with the vine (wine, raki, etc.) and the olive. Almost all of these units consist of olive mills, wineries and agricultural processing plants. Spatial processing units are concentrated in the Municipal Units of Archanes and N. Kazantzakis and in the latter 70% of Crete winemaking units are found. Manufacturing is intrinsic in nature, as the type of sectoral specialization presented by processing (food - beverage, metal finished products and machinery) is directly linked to the production of primary crops in the primary sector.

The tertiary sector has been strengthened over time and while in 2001 it employed 33.67% of the population of the municipality, in 2011 it was upgraded to 57.41%. Depending on the tertiary sector, Archanes shows the highest score 72.9%, while Asterousia score 35.06%.

It is considered that the dominant activity of the tertiary sector is commerce, as it serves locally the needs of the local population for consumer goods, clothing, building materials, animal feed, etc.

Tourism, as the municipality has cultural and natural wealth, is increasingly playing an additional role in other productive activities. Particularly, in the Archanes section, the significantly high tourist movement greatly enhances the local trade and other activities in the tertiary sector improving the local income. Due to its rural nature and its ecological value, the Municipality is suitable for the development of alternative tourism (rural tourism, ecotourism and mountain tourism) thereby upgrading the tourist services provided (Municipality of Archanes - Asterousia, 2015).

5.4. Transport

The road network developed within the geographical boundaries of the Municipality of Archanes-Asterousia is quite extensive and includes large roads, sections of the provincial road network of the prefecture of Heraklion and a municipal-rural network. In general, the municipality's road network adequately covers the transportation needs of its settlements, without however missing any problems, mainly due to lack of resources, which makes it difficult to maintain, and complete the planning.

The provincial road network connects the settlements of the municipality with each other and with the national road network. In general, despite the upgrades that have been made from time to time the old specifications remain because of the absence, in many places, of sufficient marking and safety barriers, and secondly, the tightness and poor quality of the roadway.

As far as sea and air travel, the municipality is served by the Heraklion Port and Heraklion National Airport "N. Kazantzakis", of the neighboring Municipality of Heraklion, to which there is direct access through the vertical road "Heraklion-Viannos".

The municipality also has an advantage over the planned new Heraklion International Airport at Kasteli Plain, as there is proximity and relatively easy access. Inland transport is mainly served by the Heraklion-Lassithi Bus Station, which operates daily and on a satisfactory frequency with all the settlements located on the provincial road network. The rest of the settlements are served by the use of private vehicles or taxi hire (Municipality of Archanes - Asterousia, 2015).

5.5. Social and Technical Amenities

The residents of Municipality have high quality of life that was secured with the construction of a lot of major infrastructure projects for social and technical amenities.

These are:

- Water supply projects.
- Irrigation infrastructures.
- Sewers infrastructures.
- Cleaning infrastructures.
- Biological treatment plants in most hamlets of the Municipality.
- New water supply networks.
- New sewer networks.
- Reservoirs.
- Sanitary landfills.
- Open Care Centers for the Elderly.
- Kindergartens.
- Centers for children's creative activity.
- Modern infrastructures for sports (football grounds, courts, indoor gyms) in order to support training needs of sport teams and athletes.
- Culture infrastructures (Archanes-Asterousia, 2019).

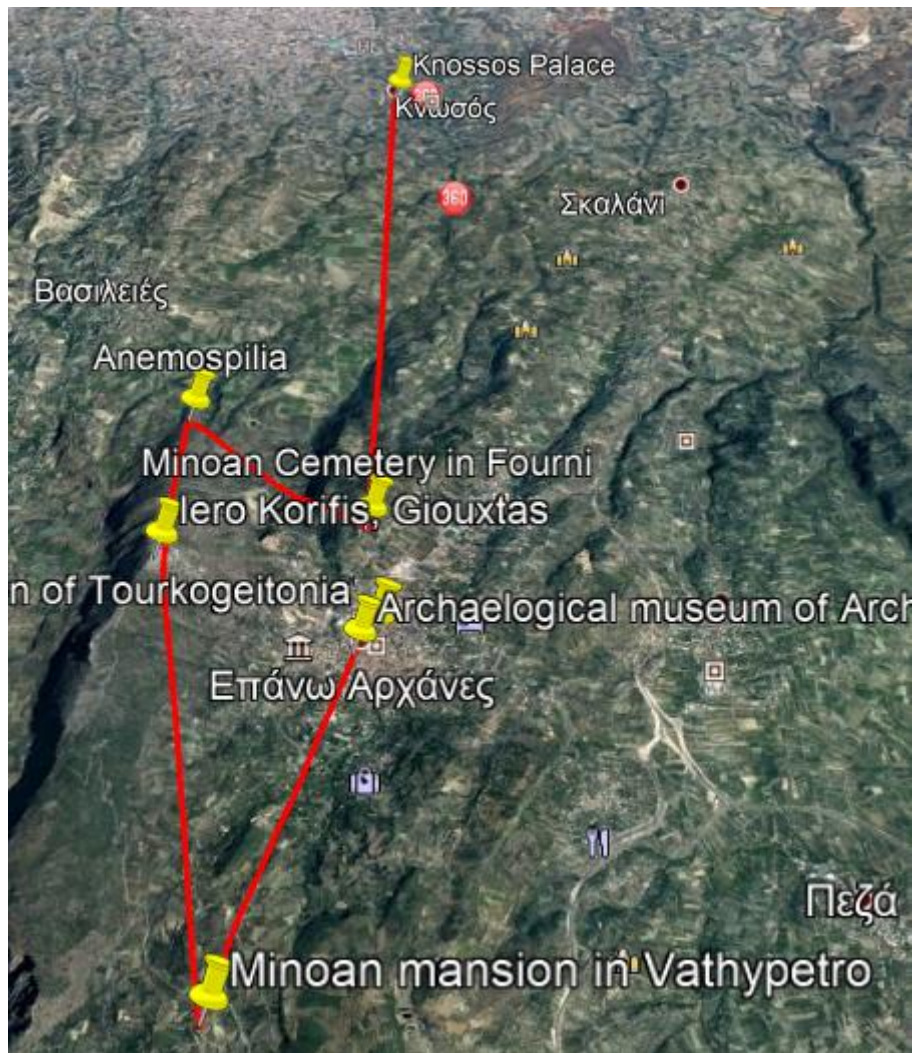
6. Proposed Cultural Routes for Archanes Village

The starting point of study's methodology was the proposed cultural routes for Archanes Village. As, we mentioned before, Archanes is referred to as a place of great cultural interest.

It was very difficult for the writers to choose for the construction of only one sustainable cultural route. For this reason, they were chosen three different sustainable cultural routes from three different times of period for Archanes Village that are presented to the following chapters.

6.1. Cultural Route: Minos' pathway

It refers cultural Points of Interest (POI's) which date back to the Minoan Era. Archanes in the Minoan era was a cultural town of that time. So, there are plenty POI's from that time. The cultural route "Minos' pathway" that we suggest includes the below (with this sequence). The "Minos' pathway" is depicted in Picture 5.



Picture 5. Proposed Sustainable Cultural Route: Minos' pathway.

- *Knossos Palace*, the basic excavation and archaeological site of Knossos, is located 5 km from Archanes. Knossos Palace is one of the largest centers of Minoan power. It is a complex building of 20.000 m². It was built on a largely artificial hill and it was the most impressive of the Minoan palaces. Knossos was the headquarters of the Minoan civilization. The first palace was built around 2000 BC. According to the traditional records, the palace of Knossos was the seat of King Minos. Around 2000 BC. the old palace was built at the south end of the city and destroyed by an earthquake around 1900 BC. It was immediately repaired, but destroyed again by an earthquake in about 1700 BC. In its design, straight corridors were generally avoided. These elements, together with its complex architectural structure, justify the Cretan myth of the Labyrinth. Immediately afterwards, the new palace was

built in the mid-15th century BC. Ancient rulers now sat in the chamber of the palace's throne, being the kingdom which controlled. The palace was destroyed again in the middle of the 14th century BC (Post-Minoan Era IIIA), by fire, and has since ceased to function as a palace center. The palace of Knossos is divided into several sections, each one has a separate use. It was multi-storey, built with chiseled roofs and decorated with magnificent frescoes depicting possibly religious ceremonies. The access was through three entrances to its north, west and south sides. Around the central courtyard there are four wings. So, the upstairs ceremonial rooms are at the west side of the palace, the public storage rooms (18 elongated rooms) with the large jars, sanctuaries, vaults, as well as the throne room consisting of the hall and the main area of the throne. In the southwestern part of the palace there is the West Courtyard and the West Entrance leading to the Procession Corridor, which was decorated with frescoes ("Prince with lilies"). On the left side of the corridor are the Propylaea and the famous Double Horns, one of the sacred symbols of the Minoan religion. On the east side were the royal apartments, leading to a large staircase, staff rooms and a sanctuary. The most important rooms are the Double Pelekas Room and the Queen's Apartment with dolphin frescoes. To the north and east of the Queen's apartment are the main storerooms as well as the Zatriki Corridor (a kind of chessboard). To the east were the various laboratories, as well as the royal warehouses. In the north wing dominates the "Customs", a tank and a stone-built theater. From the theater begins the paved road leading to the small palace. Finally, in the south wing there was the majestic southern Propylon. In Picture 6 the Knossos Palace is depicted.



Picture 6. Knossos Palace (documento, 2017).

- *Minoan Cemetery in Fourni*. The long duration of the use of tombs (2400-1200 BC) and the number of lodges made Fourni one of the most important cemeteries in the Aegean. The earlier burials began in the 3rd millennium BC, while some graves were used for a long time (2000 BC-1350 BC). There are so far, 26 funerary, secular and religious buildings. In this way Fourni considered to be a genuine necropolis of great significance. A lot of eminent royal people were buried in necropolis of Fourni according to the wealth of votive offerings. Furthermore, the Minoans seemed to worship the deaths as there are plenty of evidence concerning the funereal customs. Fourni was a major cemetery in Mid and Late Minoan periods, as it was organized and managed with the construction of auxiliary buildings, paved roads and systems to drain rainwater. The artefacts that were used as votive offerings were imported and reflect the contact between the residents of Archanes and the Cyclades, Egypt and the East Asia (Sakellarakis, 1973). Necropolis of Fourni is depicted in Picture 7.

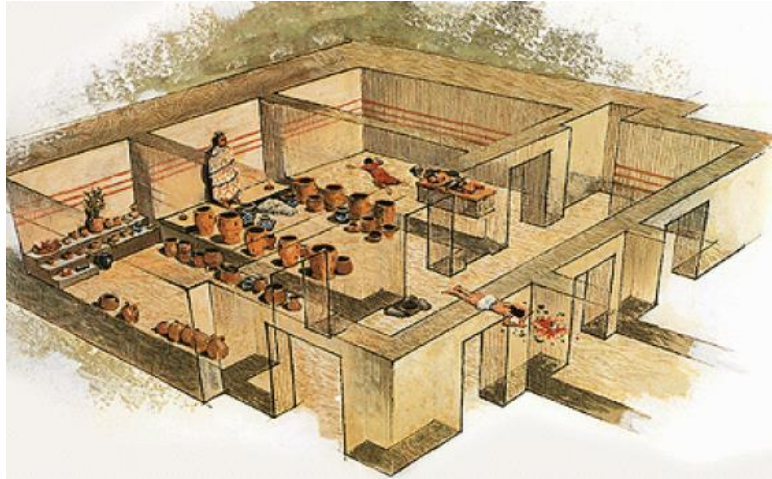


Picture 7. Necropolis of Fourni in Kato Archanes (Roniotis, 2009).

- *Anemospilia*. On the site of Anemospilia, archaeologists have excavated a four-room building, which might have featured as auxiliary spaces. It is a solid structure, with thick walls covered in partially preserved white or red masonry. Cut tuff stone was used for the thresholds and frames. According to the evidence, bloodless rituals were carried out in the spacious eastern room, featuring a graded structure sculpted on the rock that probably served as an altar. Baskets, prochous (beaked) vases of various shapes and three calyx-shaped cups are some of the objects found in this room. The cause of the building's destruction was the powerful earthquake that took place in the first half of the 17th century BC, offering a possible explanation for the findings in the western chamber of the temple. Here, the skeletal remains of two humans were found, whose cause of death is related to the falling stones and wood panels from the room and the resulting fire. Moreover, the skeletal remains of a third person were found on a table like a pedestal rising from the plastered floor. This person's death was from a wound inflicted using a sharp-edged weapon. This, according to archaeologists, was the result of human sacrifice – a rare but actual practice in Minoan Crete. Finally, a third body has been discovered, crushed while the person was trying to leave the building (Picture 9). Picture 8 represents the archaeological site of Anemospilia (Archanes-Asterousia, 2019); (Vogiatzopoulos, 2013).



Picture 8. Archaeological site of Anemospilia.



Picture 9. Schematic representation of the sanctuary Anemospilia.

- *Iero Korifis* is one of the most important peak sanctuaries of Minoan Crete. It consists of four terraced benches, with an altar on the first, and six rooms looking to the east. The findings - votive dedications are of exceptional archaeological value (Archanes-Asterousia, 2019). Picture 10 and Picture 11 depict Iero Korifis in Archanes Village.



Picture 10. Iero Korifis in Archanes (Zouridaki M. , Iero Korifis, 2019).



Picture 11. Archanes view from Iero Korifis (Zouridaki M. , Iero Korifis, 2019).

- *Minoan mansion in Vathypetro.* A significant Minoan mansion has been excavated here, with palatial architectural characteristics. It stands at the Livadia site, which is 4 km north of Archanes village, in the southeast slope of Mt. Juktas. The buildings are dated back to the first half of the 16th century B.C. It possibly housed a local lord and it has typical elements of palatial architecture of the time. The building was a single unit that consisted of two buildings. The first one and initial west building dated back to 1600 – 1480 B.C. and featured an impressive western façade and a second floor. There were entrance chambers with skylights, water tanks, a crypt of pillars, a tripartite temple with a recess, storage spaces and a pottery workshop. The second building was built in 1480 – 1425 BC (Later Minoan Period II) and were added olive presses, storage rooms, pottery rooms, wine production rooms and textile mills were added afterwards. The architecture of Vathypetro was pretty detailed and it seems that there was a lot of economic activity of that period of time (Archanes-Asterousia, 2019); (Marinatos, 1949).



Picture 12. The mansion of Vathypetro (Zouridaki M. G., The mansion of Vathypetro, 2019).



Picture 13. Olive presses in Vathypetro mansion (Zouridaki M. G., The mansion of Vathypetro, 2019).



Picture 14. Storage room in Vathypetro mansion.



Picture 15. The first wine production in ancient times in mansion of Vathypetro (Zouridaki M. G., *The mansion of Vathypetro*, 2019).

- *Archaeological Collection of Archanes* is housed in a neoclassical building of the previous century in the district of Tzami; in the yard there is a bust of the archaeologist Yannis Sakellarakis, erected by residents to honor his work. Archanes Archaeological Collection includes mainly ceramic and stone vases and exact copies of the most significant findings of this area. Still, the way the findings are displayed in the elegant glass cases and the explanatory signs accompanying them help visitors form an overall picture of life in Minoan Crete and the importance of the Archanes findings in shaping our picture of the Minoan civilization (Archanes-Asterousia, 2019).



Picture 16. The archaeological collection of Archanes (Zouridaki M. G., *The archaeological collection of Archanes*, 2019).



Picture 17. Different types of clay coffins, funerary pots, funerary vessels and a child coffin with all the bones of the dead found in cemetery in Fourni (2500 - 1700 B.C.) (Zouridaki M. G., The archaeological collection of Archanes., 2019)

- *The mansion of Tourkogeitonia.* The building complex was excavated in the Tourkogeitonia having all the features of the palaces of Knossos and Phaistos, the dimensions, orientation, architecture and rich construction materials, and it is a monument serving both administrative and residential purposes. Like all other Minoan palaces, the mansion of Tourkogeitonia was built around 1900 B.C following the same architectural plan. From the initial construction small changes were made at later phases. The relics of this building and the Kamares ceramics found here indicate significant wealth. Around 1700 B.C., probably due to an earthquake the first destruction of the Archanes palace occurred. The palace was rebuilt immediately, but its life lasted only one hundred years, until an earthquake destroyed it again. This palace complex at Archanes is an important document of Minoan architecture, but its construction is puzzling, when at a distance of 15 km there stood the most important Minoan palace of Knossos. They are like 'twin palaces' and the view of A. Evans supported, that the mansion of Tourkogeitonia was the summer residence of the kings of Knossos and Phaistos, should be considered rather out of date (Archanes-Asterousia, 2019).



Picture 18. The mansion of Tourkogeitonia (Zouridaki M. G., *The mansion of Tourkogeitonia*, 2019).

6.1.1. Assessing the experiential value of heritage assets: “Minos’ pathway”.

The first methodology is the assessment tool for the cultural tourism potential of cultural heritage sites which was suggested by McKercher and Ho (2006) and it considers the cultural, and experiential value of the sites (McKercher & Ho, 2006). The initial cultural tourism assessment indicators are presented in Table 8. The final assessment of the cultural route “Minos’ pathway” is presented in Table 11, according to the audits - interviews.

Asset	Type of Experience	Experiential Value	Qualitative Evaluation
Knossos Palace	Peak	High	Highly authentic, with broad appeal. It's an international culturally significant asset that it's able to create a unique emotional connection with the

			individual. There are often thematic interpretation ceremonies for the visitors.
Minoan Cemetery in Fourni	Peak	High/ Moderate	High authentic experience, as the site creates an emotional connection with the visitor. Next to the archaeological Minoan Cemetery in Fourni, there is a forest with a small amphitheater, where a lot of events take place.
Anemospilia	Peak	High/ Moderate	It has tourist potential based on the highly authentic link to Minoan Era, but generally lacks participatory or interactive experiences. The existence of more thematic interpretation would enhance the experiential value.
Iero Korifis	Supporting	Moderate	Highly perceived authenticity, but the access and the

interpretation for the tourists are not developed. Iero Korifis could have greater experiential value if the site is developed and interpreted appropriately.

<p>Minoan mansion in Vathypetro</p>	<p>Peak</p>	<p>High/ Moderate</p>	<p>It has tourist potential based on the high authenticity linked to Minoan facilities and activities, but generally lacks participatory or interactive experiences. Moreover, the site enhances the authentic experience for the tourist, as the archaeological site is placed inside vineyards. The existence of more thematic events and participation would enhance the experiential value.</p>
<p>Archaeological Collection of</p>	<p>Supporting</p>	<p>Moderate</p>	<p>It has tourist potential based on</p>

Archanes			the collection and high perceived authenticity linked to Minoan Era. It generally lacks participatory or interactive experiences.
The mansion of Tourkogeitonia	Supporting	Moderate	High perceived authenticity but definitely needs more interpretation for the tourists.

Table 11. Experiential Value of assets included in the audit, for the sustainable cultural route "Minos' pathway".

6.1.1.1. Knossos Palace

A rating of "High" was given to Knossos Palace, which is most important archaeological site in Heraklion Crete. Knossos Palace is an asset of international cultural significance, as it is one of the most famous archaeological sites in the world. Thousands of tourists travel every year, in order to visit Knossos Palace. The access to the asset is easy by car or bus and all areas of the Knossos Palace can be accessed.

When the tourist visits Knossos Palace, he feels awe, as he understands that the first traces of inhabitation in the area of the palace was back to Neolithic period (7.000 – 3.000 BC). Minoans had an advanced level of technology in a lot of fields of science and practice. Except for the royal apartments, there were apartments for the craftsmen, storages, courtyards, theater, ceremony rooms and other luxurious rooms. These rooms seems to be the center of Knossos's commercial activities, as apart from the crafts rooms from the north entrance, the palace was communicating with the port. All these characters, create an emotional connection with the individual and definitely offer an interesting experience to the tourists.

Knossos Palace was accessed to provide a strong engaging experience, as the visitors are able to watch plenty of events in the archaeological site. Moreover, there are plenty of

places near Knossos Palace that demonstrate the Minoan lifestyle and the Minoan ceremonies; the tourists are also able to taste the Minoan food.

In terms of interpretation, Minoan Palace could benefit from bringing more Minoan heritage elements into more events, not just in the Palace and into 2 private sites. This will help to explain to the tourists how Minoan lifestyle is still alive to Cretan daily life.

6.1.1.2. Minoan Cemetery in Fourni

The Minoan Cemetery in Fourni creates a highly authentic experience to the tourists with a great emotional connection with the archaeological site, as it was one of the most important cemeteries in the Aegean region. It represents international cultural interest, as there were found plenty of funeral vocatives from Cyclades, Egypt and East Asia. It definitely reflects a unique cultural disappeared tradition, as the Minoan and the residents of Archanes village worshipped there the dead and they did there a lot of funeral ceremonies.

Its access is easy by car and bus. The excavation has been completed and all the places of the asset can be visited by the tourists. The view from the archaeological site is stunning and it's pretty appealing to the tourists. The site is big enough to attract and retain tourists for a long time. All the above make the asset to offer an interesting experience to the visitors, as also a good quality interpretation.

Next to the archaeological site there is a beautiful forest and in the end of it there is a small amphitheater that a lot of events take place there. This is the reason why the Minoan Cemetery of Fourni is able to meet different tourist's expectations. The negative element is that the asset is not able to provide a participatory or engaging experience to the tourists, except for some events.

6.1.1.3. Anemospilia

Anemospilia is an important temple from the Minoan Period. Anemospilia building stood for only half century, as it was ruined by an earthquake in the mid-17th century BC. The access is not easy. A tourist can visit it with a car or a mini bus and the entry to the archaeological site is not permitted without prior arrangement with the responsible archaeological service of Archanes.

The asset is of international cultural significance, as it is the first place that was recorded from the archaeologists a human – sacrifice. It's obvious that also reflect a unique disappeared cultural tradition from the Minoan Era. The above definitely create to the visitors an emotional connection with the asset. Moreover, the view from Anemospilia is stunning, as the visitor can see the whole Heraklion city from the middle of Mt. Juktas.

Although Anemospilia is capable of offering to the tourists an interesting experience and a good quality interpretation from the archaeological officials and the tourist guides, isn't able to provide a participatory or an entertaining experience.

6.1.1.4. Iero Korifis

Iero Korifis is the most important peak sanctuaries of the Minoan Period. There the "Ourania" deity of the Minoans was worshiped. The access there is not easy. A tourist can visit it by a car or a mini bus till the peak of Mt. Juktas and then he has to walk a paved path for about twenty minutes.

The asset is of national cultural significance, as there was found plenty of votive dedications (83) were found. There a vessel from which vine blood (wine) was transplanted to the faithful was also found. It's obvious that also reflect a unique disappeared cultural tradition from the Minoan Era. The above definitely create to the visitors an emotional connection with the asset. Moreover, the view from Iero Korifis is stunning, as the visitor can see the whole Archanes village and a part from Heraklion city from the top of Mt. Juktas.

Although Iero Korifis is capable of offering to the tourists an interesting experience, it isn't able to provide a participatory or an entertaining experience. There is no interactive experience in the asset and the interpretation isn't pretty good. Although it definitely

provides high authenticity to the tourists, but the above are the reasons that Iero Korifis is a supporting asset.

6.1.1.5. The Minoan mansion of Vathypetro

The Minoan Mansion of Vathypetro creates a highly authentic experience to the tourists with a great emotional connection with the archaeological site, because of its palatial architectural characteristics and it is placed inside vineyards. It represents international cultural interest, as there were found the first olive presses and wine production rooms in ancient times. It definitely reflects a unique cultural living tradition, as it reflects the economic activities of the residents of Archanes village.

It is located 4 km from Archanes Village in the southeast slope of Mt. Juktas and its access is easy by car and bus. The excavation has been completed and all the places of the asset can be visited by the tourists. The view from the archaeological site is appealing to the tourists and the site is big enough to attract and retain tourists for a long time. All the above make the asset to offer an interesting experience to the visitors. Moreover, there is a good quality of interpretation.

The asset would enhance the experiential value, if in the archaeological site more thematic events and participation from the visitors existed.

6.1.1.6. Archaeological Collection of Archanes.

As visitors enter to the archaeological collection of Archanes, they are struck by the vibrancy of the space. The neoclassic building in the center of Archanes village (Tzami location) includes ceramics and stone vases, tombs with Minoan bones and copies of the most significant findings of the area. That is why Archaeological Collection of Archanes is an international asset with cultural significance. It is easily accessible on foot or by car from the centre of Archanes.

It generally lacks of participatory or interactive activities and this is a disadvantage for the tourists. Although, archaeological collection of Archanes has the potential to offer an interesting experience to the tourist. Technology is absent from the asset, while the tourists

are unable to search more information of their interest, but still there are printed signs next to each exhibit.

The Archaeological Collection of Archanes was rated as offering a moderate experiential value to the visitors, but it could probably have the potential to improve its rating, due to the authenticity of its collection and the existence of a beautiful environment that impresses the tourists. This interpretation helps the visitors to “see” the overall picture of life in Minoan Crete and the importance of Archanes as part of the Minoan civilization. All this create an emotional connection with each and one individual.

6.1.1.7. The Mansion of Tourkogeitonia

The Mansion of Tourkogeitonia is an important remnant of the Minoan Era. It was built in 1.900 B.C. and has highly perceived authenticity. It is easily accessible on foot from the center of Archanes, but it is not permitted the access without prior arrangement with the responsible archaeological service of Archanes. The archaeological site is stunning and capable to create an emotional link with the visitor, but it lacks of established tourist infrastructures and tourism amenities.

The Mansion of Tourkogeitonia is capable of offering an interesting experience to the tourists, as its architectural features are similar with Knossos and Phaistos palaces. That’s why its construction is still puzzling, when at a distance of 15 km there stood the most important palace of Minoan Era, Knossos Palace.

The main reason that the asset is considered supporting than peak asset is that there is limited interpretation and there is a lack of providing a participatory, engaging and entertaining experience.

6.1.2. Results of the Cultural Route Evaluation Model (CREM) and its application to “Minos’ pathway”

For the purpose of the study the authors used the CREM model, in order to evaluate its practical implementation in the evaluation of its the current and the potential state. In Table 12, Table 13, Table 14, Table 15, Table 16 and Table 17 are presenting the complete structure of the CREM model for the sustainable cultural route “Minos’ pathway”.

The complete assessment of the sustainable cultural route “Minos’ pathway” is presented in Table 18. As we can observe the Main Values and the Tourism – Specific Values are pretty close. In the Potential Position that the authors estimate that the sustainable cultural route can reach, the Main Values are close to the initial values. On the contrary the Tourism – Specific Values could score pretty high values, if the stakeholders apply some infrastructure and services to the POI’s.

The Scientific Values, which are part of the Main Values are in a great level, as we can see in Table 12. The maximum score was accomplished all the subindicators of the Scientific Values, that is why the current state and the potential position score the same values. The explanation is simple. The Minoan Era is the most important part of the Cretan’s history, and one of the most important in Greece’s history. This can be explained by the fact that starting from the beginning of the Early Bronze Age, Crete developed a distinctive cultural idiom which is widely known as Minoan, after Minos, the legendary king of Knossos.

The sovereignty of Crete in raw materials, the variety of rocks and minerals combined with its favorable geographical position, contributed to the cultural development and prosperity of the island. Cities with well-organized administration, monumental architecture, wall painting and vase painting of excellent quality, have been excavated across the island and Minoan commerce was flourished in all the widths and lengths of the then known world back then.

In Table 13 the Route-Specific subindicators are presented that are certainly received lower values than those of the scientific subindicators. This happened as the geographical character of the route is small (its extents in a small size of territory), there aren’t existing a lot of organizations that manages the route neither a cultural route management plan. Although there are plenty points to the uniqueness of the route and a lot of attractive sites. These two subindicators suggest the authors to change as the above mentioned, in order to

provide the potential condition of the Route- Specific indicators of the path so as to be improved.

When it comes to the Economic Significance of the “Minos’ pathway” (Table 14), the cultural route isn’t at an enviable level. This seems reasonable, as the economic plans for the development of the route are at an initial phase. Moreover, the contribution to the local community seems to be low, as also the economic development of the country as a whole. This is pretty important, as the particular sustainable cultural route is able to immerse the local economy providing new jobs, attracting new investments and finally create a good advertisement to Greece. The potential position of the Economic Significance of the Route could change if the stakeholders manage to organize a cross-border cooperation for it and accomplish a better quality/ price ratio for the sustainable cultural route.

Furthermore, in Table 15 are presenting the Protection and Conservation Values, the authors observe that the vulnerability of the of the sites are in a medium phase, mainly due to the ruins in the places of the former glorious palaces and temples. This indicates that there is the need for protection and development of a good balance between cultural tourism and environment. This could be enhanced by given a part of the profits of the cultural route directly to the conservation of the sites. All the sites are protected on a national level; however, our point of view is that the sites should gain an international protection. This is the only intervention that the authors proposed for the potential position of Protection and Conservation Values of the sustainable cultural route “Minos’ pathway”.

Main indicators/ subindicators	Ranking					I _m	Maximum Values of Subindicators (Current State)	Values Given by authors (Potential Position)
	1	2	3	4	5			
The main Values of the Cultural Route – Scientific Values								
Cultural Value (interconnection of the site or the route itself, country or wider territory with the culture of the region)	0	0	6	37	82	4,608	5	5
Historical Value (significance for the history of the region, country, etc.)	0	5	33	87	0	3,656	4	4
Artistic Value (Uniqueness of the site or object)	1	8	44	72	0	3,496	4	4
Social Value (the ability of the place to create social connections and networks, to develop the sense of attachment with the place)	4	36	85	0	0	2,648	3	3
Education Value (potential to gain knowledge concerning the past in the long term)	2	4	23	95	0	3,701613	4	4
Research Value (contribution to science and research work)	2	29	94	0	0	2,736	3	3
Esthetic Value (visual quality of the sites contributing to the route)	2	4	45	74	0	3,528	4	4
Spiritual Value (internal experience for the tourist)	5	26	94	0	0	2,712	3	3
						Sum	30	30

Table 12. Scientific Values of the sustainable cultural route: "Minos' pathway".

Main indicators/ subindicators	Ranking					I _m	Maximum Values of Subindicators (Current State)	Values Given by authors (Potential Position)
	1	2	3	4	5			
The main Values of the Cultural Route – Route- Specific Values								
Uniqueness and rarity of the route in the region (existence of similar routes nearby)	6	57	27	35	0	2,728	3	4
Geographic character of the route (size of the territory that the route extends)	84	25	15	0	0	1,443548	1	1
Number of attractive sites of the route	1	4	52	68	0	3,496	4	4
Theme attractiveness of the promoted route (popularity and appeal of the theme)	0	6	45	73	0	3,540323	4	4
Existence of organization(s) which manage(s) the route	25	62	26	11	0	2,185484	2	3
Existence of a cultural route management plan (existence of a master plan, etc.)	56	22	46	0	0	1,919355	2	3
						Sum	16	19

Table 13. The Route- Specific Subindicators of the sustainable cultural route: "Minos' pathway".

Main indicators/ subindicators	Ranking					Im	Maximum Values of Subindicators (Current State)	Values Given by authors (Potential Position)
	1	2	3	4	5			
The main Values of the Cultural Route – Economic Significance								
Contribution to the local community (working potential and opportunities for local businesses)	5	17	53	50	0	3,184	3	3
Impact on the economic development of the region and the country as whole (financial benefits from tourists' visits, development of infrastructure and substructure)	1	14	46	64	0	3,384	3	3
Potential for investments (attractiveness to companies in order to invest in the development of the cultural route)	8	22	48	45	0	3,056911	3	3
Contribution to the brand creation (possibility for the cultural route to become a national or international brand)	5	19	40	61	0	3,256	3	3
Contribution to the creation of a positive image of the country	1	1	18	47	58	4,28	4	4
Possibilities of cross-border cooperation (expansion of the route to other countries including new and already existing sites)	27	46	51	0	0	2,193548	2	3
Quality/ Price Ratio of the Cultural Route	14	57	50	0	0	2,297521	2	3
						Sum	20	22

Table 14. Economic Significance of the sustainable cultural route: "Minos' pathway".

Main indicators/ subindicators	Ranking					Im	Maximum Values of Subindicators (Current State)	Values Given by authors (Potential Position)
	1	2	3	4	5			
The main Values of the Cultural Route – Protection and conservation values								
Current State of the sites on the route	6	58	39	21	0	2,604839	3	3
Vulnerability level of the sites of the route	25	71	24	0	0	1,991667	2	2
Level of protection (by local or regional groups, the government, international organizations)	32	49	32	12	0	2,192	2	3
Carrying capacity of each site: Suitable number of tourists per visit per site (proposed number of visitors of the site at the same time, according to surface area)	6	29	44	45	0	3,032258	3	3
						Sum	10	11

Table 15. Protection and Conservation Values of the sustainable cultural route: "Minos' pathway".

Main indicators/ subindicators Tourism-Specific Values / Functional Values	Ranking					Im	Maximum Values of Subindicators (Current State)	Values Given by authors (Potential Position)
	1	2	3	4	5			
Microlocation and accessibility of the sites (approach of the site)	34	39	52	0	0	2,144	2	2
Additional cultural and natural values (number of additional natural and anthropogenic values in the radius of 5 km)	10	56	33	22	0	1,27686	1	1,5
Location of the route (tourist and geographical position and vicinity of important road networks)	8	75	42	0	0	2,272	2	2
Tourist Signalization (information boards showing the location and distance of the sites)	6	48	55	16	0	2,648	3	4
Concentration of the attractions on the route (number of attractions compared to the length of the route)	1	24	59	40	0	3,112903	3	4
Vicinity of emissive centers (how close are the emissive centers)	31	31	52	8	0	1,151639	1	1,5
How clean are the sites of the route?	0	41	66	14	0	2,77686	3	4
Level of convenience at the sites of the route (convenient and relaxation points)	5	44	56	17	0	2,696721	3	4
Sufficient staff on the site of the route	77	43	2	0	0	1,385246	1	1,5
Service level of staff / organizers of the route	52	49	19	0	0	1,725	2	2
Existence of First Aid Kit on the sites of the route	35	89	0	0	0	1,717742	2	2
Sufficient access to disabled, pregnant and elderly people on the sites of the routes	41	51	21	9	0	1,983607	2	4
						Sum	25	32,5

Table 16. Functional Values of the sustainable cultural route: "Minos' pathway".

Main indicators/ subindicators	Ranking					Im	Maximum Values of Subindicators (Current State)	Values Given by authors (Potential Position)
	1	2	3	4	5			
Tourism-Specific Values / Additional Values								
Promotion (level and number of promotional resources)	36	46	20	20	0	2,196721	2	4
Presence of sites / cultural route in social media	28	48	32	17	0	2,304	2	4
Hostelry Services (accommodation close to the route)	1	13	45	66	0	3,408	3	3
Catering Services (restaurants and cafes close to the route)	0	15	61	49	0	3,272	3	4
Existence of a tour guide service (If exists- expertise level, knowledge of foreign language(s), interpretive skills)	9	37	33	28	15	3,02459	3	3
Tourism Infrastructure (pedestrian pathways, resting places, garbage cans, toilets, etc. and level of additional tourist infrastructure)	14	58	40	10	0	2,377049	2	3
Possibilities for comprehension (an interesting story can be told about the route)	5	24	45	49	0	3,121951	3	4
Accessibility of the route for special needs (possibilities for organization of various events)	9	34	53	27	0	1,398374	1	1,5
Provision of authentic experience	16	31	44	32	0	2,747967	3	4
Possibilities for providing interesting visits for tourists	3	11	27	36	45	3,893443	4	4
Attractiveness of the sites on the route (tourist appeal of the sites on the route)	3	12	53	55	0	3,300813	3	4
Level of tourist visits (annual number of tourists)	30	35	28	31	0	2,483871	2	3
Existence of additional interpretive facilities (interpretive panels, visitor and information centers, museums, exhibits, space for creative activities)	12	28	48	28	5	2,884298	3	4

Presence of travel arrangements related to the cultural route (presence of the itineraries related to the route in travel agencies)	21	82	20	0	0	1,99187	2	3
Existence of authentic souvenirs (souvenirs related to the route theme)	22	44	42	14	0	2,393443	2	3
Quality of service provided in the sites of the route	18	41	48	15	0	2,491803	3	4
Level of safety at the sites of the route	12	43	49	19	0	2,609756	3	3
Possibility of correlating the route with alternative tourism routes (wine routes, ecotourism routes, etc.)	4	27	51	43	0	3,064	3	4
Innovation Level of the Services and of the Cultural Route	14	45	40	24	0	2,601626	3	3
						Sum	50	65,5

Table 17. Additional Values of the sustainable cultural route: "Minos' pathway".

	Values of the Current State			Values of the Potential Position		
Main Values of the Cultural Route (MV)	SV (30) +RSV (16) +ES (20) +PCV (10)	\sum_{76}	Field F_{43}	SV (30) +RSV (19) +ES (22) +PCV (11)	\sum_{82}	Field F_{44}
Tourism – Specific Values (TSV)	FV (25) + AV (50)	\sum_{75}		FV (32,5) + AV (65,5)	\sum_{98}	

Table 18. Overall Assessment of the Sustainable Cultural Route: "Minos' pathway".

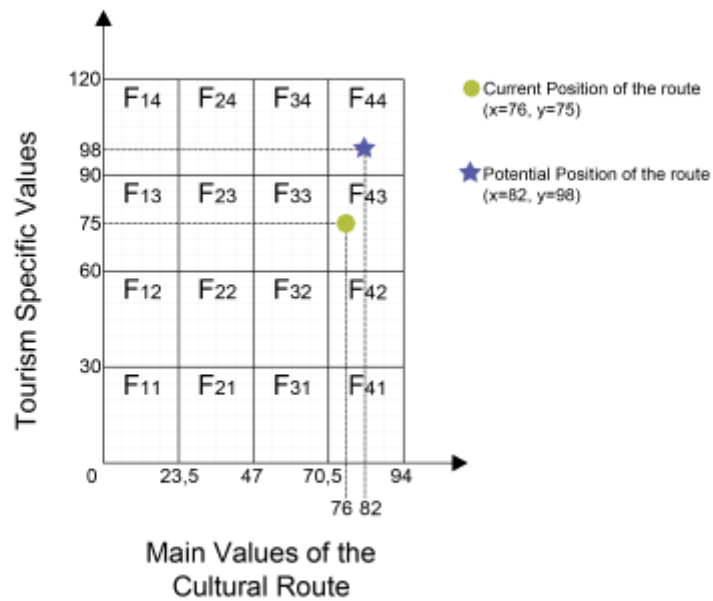


Figure 2. The Current and Potential Position of the sustainable cultural route: "Minos' pathway".

As for the Tourism- Specific Values, the Functional Values are part of them, and we observe that the score is pretty low. That's why the location isn't the ideal one, although the sites are close to a highway of great significance for the Crete. The majority of the POI's aren't easily accessible and the tourist signalization isn't adequate. Moreover, it seems that there isn't enough staff in the POI'S and the level of the service that they give to the tourists isn't sufficient. If the above subindicators are getting better, then the Functional Values will gain a pretty high score.

In Table 17 are presenting the Additional Values of the sustainable cultural route "Minos' pathway", which indicates that there weren't made enough investments in order to provide an authentic tourist experience and high quality of tourism services. It seems that the promotion level of the cultural route is not enough, especially if we consider the uniqueness and importance of the route. The cultural route itself doesn't have its own site and the presence in social media is mediocre.

Although, there are a lot of catering and hostelry services close to the sites of the cultural route, the additional infrastructures and facilities are in a basic level. Furthermore, it is important to mention that a lot of travel agencies offer similar sustainable cultural routes,

with the promoted one. So, there is a significant number of visitors, but still the tourism facilities aren't ideal.

On the other hand, it's positive that the attractiveness of the sites keeps up alert with an interesting story, history and the customs are giving the opportunity to the key stakeholders to promote historical events and animation programs, as also to organize a lot of events.

The Main Values of the route compared to Tourism-Specific Values shows that the sustainable cultural route "Minos' pathway" could potentially become a more internationally recognized route. It indicates that a lot of improvements and investments should be done, especially to the Tourism – Specific Values.

In Figure 2 we observe that that the sum of the Main Values of the route are 76 and the sum of the Tourism- Specific Values are 75. That makes the position of the current state of the route in the field F_{43} . It's obvious that the Main Values are pretty high, while the Tourism-Specific Values are in a moderate level. This happened, as we mentioned before, due to the lack of investments and facilities to the sites of the route.

Matrix table (Figure 2) helps us recognize where is the major gap of the sustainable cultural route, in order to do future investments and provide a well-structured Master Plan for "Minos' pathway". The authors suggested the potential position of the cultural route, as we can see in Figure 2, that increase little the Main Values of the Route and a lot the Tourism- Specific Values of the Route. In more detail, the sum of the Main Values for the potential position are 82 and the sum of the Tourism- Specific Values are 98. As for the Main Values, the Route-Specific and the Economic Values could reach maximum scores. This is reasonable, as these two subindicators are related to the tourism development of the route. The Tourism-Specific Values, as we mentioned before, could reach a spectacular increase to its values, if the stakeholders invest in "Minos' pathway".

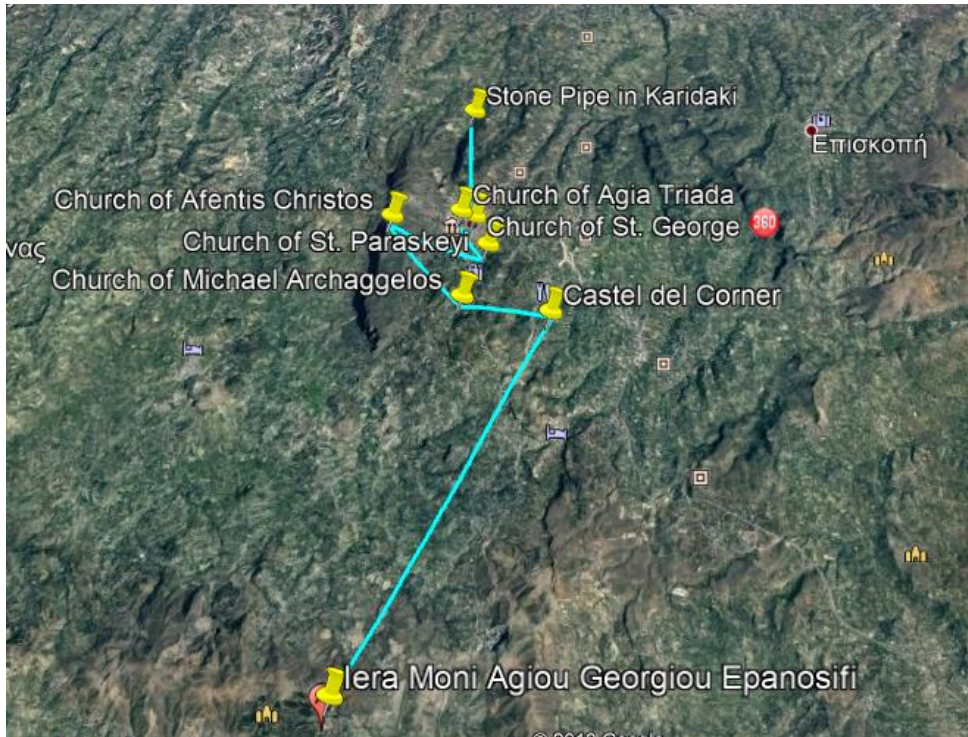
6.2. From the Byzantine Era to the sovereignty of Venetians in Archanes

The proposed sustainable cultural route: “From the Byzantine Era to the sovereignty of Venetians in Archanes” is the next proposed route.

During the first Byzantine period and the years of the Arab rule, Archanes and the surrounding area followed by the rest of Greece. In 961 A.D., Nikephoros Phocas liberates Crete from the Arabs and builds the Rokka fortress in the west side of Mt. Juktas, in order to control the surrounding area. He was aiming at transferring the city of Heraklion to this location to prevent its citizens from being attacked. During the period of the Byzantine Empire the island began to flourish once more, its strategic location was established, Heraklion’s position as the capital of the island was strengthened and the arts flourished, mainly through church architecture and icon and mural painting. The murals of this period are especially noteworthy. However, his effort was not completed and the city remained in its original location (Archanes-Asterousia, 2019).

In 1212 A.D. Crete was occupied by the Venetians. The conquest and tolerance of the Christian Orthodox doctrine by the conquerors resulted to the construction of many churches with Byzantine and Frankish characteristics. Thus, in Archanes during this period (14th-15th century A.D.) important churches were built such as St. George, St. Triada, St. Paraskevi, St. Mamas and the Church of Afentis Christos at the top of Mt. Juktas. In the area of Asomatos, 3 km southeast of Archanes, the church of Michael Archangelos is an excellent Byzantine monument with frescoes of provincial paleontological art. In addition, during the Venetian occupation, many public works in Crete were performed. One of them is the Morosini Aqueduct in Karydaki, 2 km north of Archanes, dating back to the early 17th A.D. This great technical project was intended to supply Heraklion city from the springs of Jukta. The waters of the springs were united in Karydaki from Mt. Juktas by a 15 km stone-built pipeline and they were channeled to Heraklion, which at that time was plagued by water scarcity.

As we mentioned above, in Byzantine years and the years of Venetians rule Archanes played an important role to the development of Heraklion. The proposed sustainable cultural route is depicted in Picture 19.



Picture 19. Proposed Sustainable Cultural Route: " From the Byzantine Era to the sovereignty of Venetians in Archanes".

- Monastery of St. George Epanosifi* was established at the end of Venetian rule and soon gained a lot of fame. It became one of the biggest pilgrimage sites in Crete. The monastery was founded at 1600 by monk Paisios, who was travelling from Apezana to Agarathos Monastery. He spent the night at the property of Venetian Lagouvardos, near Kako Horio (present-day Metaksohori), and built Epanosifis Monastery after Saint George revealed himself in monk's dream. Over the years, the inhabitants of the surrounding villages contributed to the efforts. Later, monks arrived from nearby monasteries and each one built their cells using their own financial means. The name Epanosifis was given by Lagouvardos, who used to be the ruler of the area and employed two shepherds both named Sifis. To tell them apart, he called them Epanosifis (upper Sifis) and Katosifis (lower Sifis). That was how the name Saint George of Epanosifis came to be. During the Ottoman occupation (1645-1669), the Epanosifis Monastery started to develop and gained its first significant possessions. By the 18th century, the Monastery was flourishing. Most travelers who visited Crete also stopped at Epanosifis Monastery and many of them recorded information on the monastic society,

the Monks' customs, the monastery's spiritual achievements as well as the structure of the building complex. The Monastery's spiritual and social contribution during the Ottoman rule was invaluable. The Monks helped both the travelers and the struggling Cretans also housing a school and a rich library. At the same time, scholarly Monks living at the monastery copied books, wrote hymns and preached. The Monastery's spiritual achievements and its economic development continued until the years preceding the Greek Liberation War of 1821, which was a decisive point in the Monastery's life. A lot of monks were slaughtered by the enemy, while heirlooms were sold to buy arms. The holy fathers of the Monastery together with Abbot Sofronios played an active part in the revolution of 1866, as most monks joined in revolutionary groups such as the one led by Michael Korakas. Elder monks, along with heirlooms and holy vessels were temporarily moved to the Apezana Monastery. During that time, the Christian Church had been committed to support the schools of the island with the monasteries' income. In 1941, the Epanosifis Monks participated in the Battle of Crete. The Abbot's room was turned into a hospital for the wounded and more than 100 urban families took refuge at the Monastery. The Monastery offered great assistance to fighting Greeks, despite the fact that it had been looted by Nazis a number of times. Dependencies and property owned by Epanosifis Monastery can be found throughout Crete. Its contribution to the local people is also great (Construction of an orphanage and the Heraklion home for the aged, contribution to the construction of the Church of St. Minas and the Archdiocese of Heraklion etc.). The katholikon (the church) stands in the center of the monastery courtyard. It is a two-aisled basilica. The right aisle is dedicated to Saint George and the left to the Transfiguration of the Saviour. The foundations were laid on 5 March 1861 and construction was completed on 22 April 1863. The wooden iconostasis is intricately carved with depictions of rare scenes. The miraculous icon of Saint George largely covered in valuable votive offerings and oblations, can be found on the left side of the katholikon. Through the centuries, the monastery nurtured individuals of great spiritual stature who, through their life and actions, succeeded in rising to high-ranking ecclesiastical positions. A specially constructed two-storeyed wing hosts the religious museum and the

library. The museum, equipped with state-of-the-art high technology, features old icons, Gospels, heirlooms and vessels as well as other artifacts. The Monastery also houses a number of holy relics of saints. In the Monastery yard, there is the Fountain of Holy Water, discovered when Miliaras, a devout Christian, was visited by Saint George in a dream. Epanosifis Monastery holds celebrations twice a year, and numbers a lot of churchgoers who participate in the celebration: one on the 23rd of April, the feast honoring Saint George's martyrdom, and another on the 3rd of November, the date of the translation of Saint George's holy relics. The Monastery of St. George Apanosifis is depicted in Picture 20 (Archanes-Asterousia, 2019).



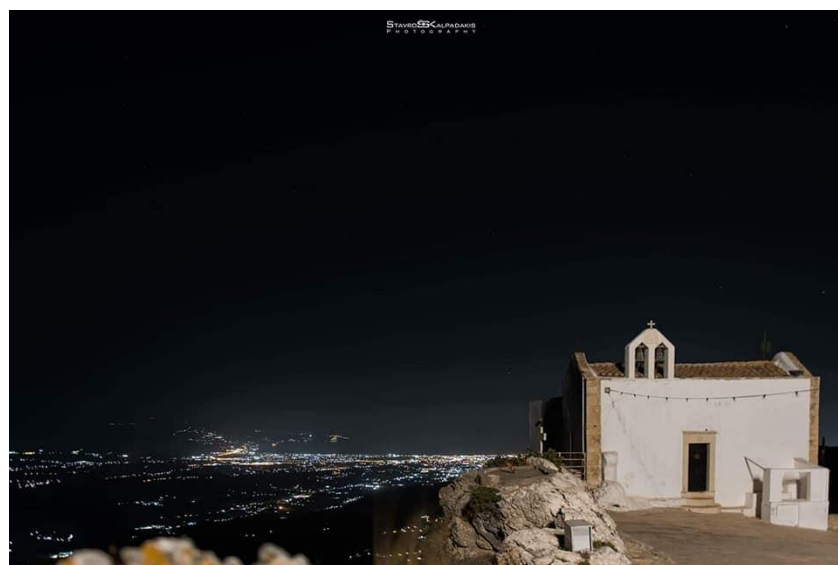
Picture 20. The Monastery of St. George Apanosifis (Zouridaki M. , *The Monastery of St. George Apanosifis*, 2019).

- *Castello of Katalagi*. Castello of Katalagari or Paliochora fortress or Castello del Corner or Castello of the Cornaros is located at Kastellos Hill, south of Katalagari, in an area full of olive trees and vineyards. In this place the ancient city of Skilloudia was located. It is a fort from the Byzantine Period fort directly connected to overseeing the crops of the region, like Meleson Castello and Melisses Castello. It is strategically placed, as it looked over the area from Archanes to Castle of the Plain. According to the tradition, it was built by Nikephoros Phokas after the liberation of Crete from the Arabs in 961 A.D. During the Venetian rule, it was the seat of the fiefdom and belonged to the Corner family and was used for the overseeing of their fortunes. Next to Castel de Corner there is a Byzantine church of Zoodoxos Pigi, which is in good condition (Archanes-Asterousia, 2019). Both Castel de Corner and Church of Zoodoxos Pigi are presented in Picture 21.



Picture 21. Castel de Corner and Church of Zoodoxos Pigi (Zouridaki M. , Castel de Corner , 2019).

- *The church of Afentis Christos* in Mount Giouxtas. It dates back to the 15th century and was completed in 1443. It is the only church in Crete that consists of 4 holy aisles. On the 6th of August, Metamorfosis of Jesus Christ is celebrated with a big festival in Archanes village. A lot of villagers say that the church is miraculous, as there are a lot of urban myths and legends with miracles that have been done by Jesus Christ. The church was built during the Venetian occupation. The tradition says that it was built by a pious Cristian shipwreck of the Cretan sea. Seeing Mt. Juktas from the sea and being influenced by the sanctity of the mountain, the Cristian begged Jesus Christ to save him so that he would build his church on the top of the mountain. This will transform the mountain from idolatrous worship to Christian pilgrimage. His prayer was heard and the wrecker hired workers to begin the building of the church. The Christian worked also personally, but when he was carrying with his shoulder the building materials for the west wall of the church, he slipped and fell from the mountain. All the workers thought that he was dead, so they went there to see where his pile was. Suddenly, they saw the Christian climbing up the rock. When he ascended, he said that before he reached the earth, he prayed to Jesus Christ to save him and he would build the church with four sanctuaries (Christinidis , 2005). Thus, the church of Metamorfosis of Jesus Christ is the only church in Crete with four sacred places of worship. We can see the church in Picture 22.



Picture 22. *The Church of Metamorfosis of Jesus Christ in Mt. Juktas (Kalpadakis, 2019).*

- *The church of Michael Archangelos* which is located in Asomatos place and it was built in 1315. In the church there are frescoes dating from 1315 AD, which were first studied by the professor of the National Technical University of Athens in 1960, Angelos Prokopios. It was the parish church of Asomatos village that was destroyed in 1669. The area of Asomatos was rented by Ioannis Mudacio for 17 years. He had testified, that there was an old, dilapidated church into the vineyards of Asomatos village (then inhabited by 26 inhabitants) in honor of Asomaton. He built in the twelfth year, in another place, another church in honor of Asomaton, without the permission of the Latin archbishop and without paying his contribution. In the church there are frescoes of Michael Archangelos who was patron of the wine-growers (Picture 23) (Christinidis , 2005).



Picture 23. *The Church of Michael Archangelos in Asomatos* (Zouridaki M. , *The church of Michael Archangelos in Asomatos*, 2019).

- *The Church of St. George*. (Picture 24) It is a church of 14th A.D. and was the former cathedral church of Archanes. It contains whitewashed frescoes and has been designated as a preserved monument by the competent services. The west door has been carved in 1834 in memory of its renovation at that time (Christinidis , 2005).



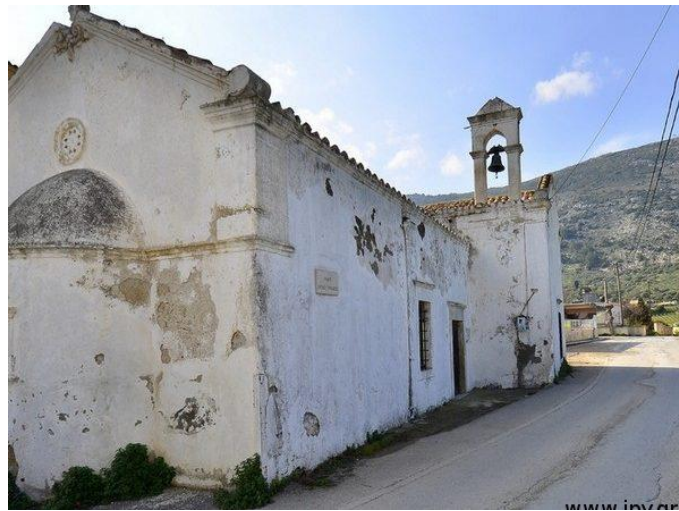
Picture 24. The church of St. George (Zouridaki M. , The church of St. George, 2019).

- The church of *Agia Paraskevi* which built in 14th century and contains remarkable wall paintings of the 14th century (Picture 25). There are frescoes depicting "Ascension", "Birth", and Madonna sitting next to the manger. Also, some scenes from the life of St. Paraskevi are depicted there. Their art is simple but often uses purple - red colors in whitewashed frescoes. It is simply arched and was restored in 1917 (Christinidis , 2005).



Picture 25. The church of St. Paraskevi (Zouridaki M. , Church of St. Paraskevi, 2019).

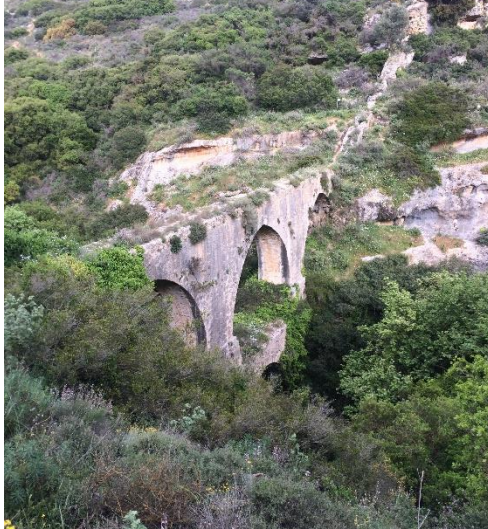
- *The church of Agia Triada*, is located at Sinikoismos in Archanes and was built in the 14th century (Picture 26). It is in the old estate of the Turkish pasha that was built in his seraglio. It is covered with two reinforcing belts. The frescoes feature the angels on the move, "Ascension," with the Prophet Anna being behind Symeon. There are many others that require maintenance. The main representations are large and elongated. The skin of saint's faces is warm pale with few lights. The facial features are in red, another element indicating that it is a 14th century church (Christinidis , 2005).



Picture 26. *The church of Agia Triada (Menelaos, 2018).*

- *Stone pipe in Karidaki and the church of Panagia Kardiotissa*. During the years of the Venetian rule, the village of Archanes was one of the few villages that the Venetians allowed people to live outside of Heraklion. Heraklion had always had a water shortage problem and that's why, in 1627, the Venetian Francesco Morosini decided on a public project that would resolve the issue once and for all. He had an aqueduct constructed, where the waters from three springs, of Archanes: Pelekita, Agiou Georgiou and Karydaki, were collected (during the Ottoman occupation period, waters from more springs were channelled into the aqueduct). The stone pipe was 15km long and led the water, through Syllamos and Fortetsa, to the central square of Chandax (present-day Heraklion), to the Four Lions Fountain (Picture 27). At Karydaki location in Archanes Gorge, there is an aqueduct

standing in good condition; it is around 65m long, with one large arch and two smaller ones. On the bridge there is a sign in Latin, indicating the year 1627. The aqueduct of Morosini was inaugurated in 1628, on the day of St. Mark's feast, the patron saint of Venice, at the Lions Square. Right next to stone pipe, there is the church of Panagia Kardiotissa. It was probably built before 1200 A.D. As the church of Panagia of Karydaki is referred to as 'old' in ledgers, 1000 A.D. seems to be an acceptable estimate of the year it was constructed in. When visited in 1415 A.D., the Italian monk Cristoforo Buondelmonti found a thriving convent. In 1908, Italian historian Giuseppe Gerola presented a floor plan drawing of the church at 'Karydaki', with the description: "An unnamed church in the district known as Karydaki, in Temenos, close to the aqueduct. It has three aisles, but only two of them are in front of the narthex". The church is a three-aisled basilica with a floor area of 60m². There is a domed narthex, in front of the middle and southern aisles. The convent fell out of use as a result of restrictions imposed as part of a plan executed by the brilliant Francesco Morosini to supply water to Heraklion. The Venetian indeed succeeded in supplying Candia (as Heraklion was then known) with water from Mt. Juktas. The area's geophysical particularities necessitated the construction of aqueducts at Syllamos, Fortetsa, and Treis Kamares (Three Arches), as well as a number of other engineering works. The water was conveyed over the purpose-built aqueduct and into the main conduit where it continued its course, through the aqueducts of Syllamos and then Fortetsa until it finally reached Candia. Today, the church of Panagia Kardiotissa lies in ruins, close to the renowned Karydaki Aqueduct (Picture 28).



Picture 27. Stone Pipe in Karidaki (Zouridaki M. , Stone Pipe in Karidaki, 2019).



Picture 28. Church of Panagia Kardiotissa (Kriti poleis kai xoria, 2018).

6.2.1. Assessing the experiential value of heritage assets: “From the Byzantine Era to the sovereignty of Venetians in Archanes”.

The first methodology is the assessment tool for the cultural tourism potential of cultural heritage sites, which was suggested by McKercher and Ho (2006) and it considers the cultural and experiential value of the sites (McKercher & Ho, 2006). The initial cultural tourism assessment indicators are presented in Table 8. The final assessment of the cultural route “From the Byzantine Era to the sovereignty of Venetians in Archanes” is presented in Table 19, according to the audits - interviews.

Asset	Type of Experience	Experiential Value	Qualitative Evaluation
Monastery of St. George Epanosifis	Peak	High	Highly authentic, with broad appeal. It's a nationally culturally significant asset that it's able to create a unique emotional connection with the individual through religion. There are often religious interpretation ceremonies for the visitors.
Castel de Corner	Supporting	Moderate	High authentic experience, as the site creates an emotional connection with the

visitor. Ceremonies do not take place there and the road isn't good enough for visitation (car or foot). Moreover, there isn't any interpretation.

<p>The church of Afentis Christos</p>	<p>Peak</p>	<p>High</p>	<p>It has tourist potential based on the high authenticity linked to sanctity of Mt. Juktas, but generally lacks interpretation. Every year on the 6th of August (and almost during the whole week) there is a festival in honor of Jesus Crist in Archanes village.</p>
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<p>The church of Michael Archangelos</p>	<p>Supporting</p>	<p>Moderate</p>	<p>High perceived authenticity, but it's not developed the interpretation for the tourists. The church of Michael Archangelos could have greater experiential value if the site had been developed and</p>
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			interpreted appropriately.
The Church of St. George	Supporting	Moderate	It has tourist potential based on the high authenticity linked to the religious faith of Christianity, but generally lacks in interpretation and participatory or interactive activities.
The church of Agia Paraskevi	Peak	High/Moderate	It has tourist potential based on the collection and high perceived authenticity linked to religious faith. It generally lacks in interpretation. Every year on the 25 th -26 th of July there is a festival with music and plenty of food in the courtyard of the church, in order to honor St. Paraskevi.
The church of Agia Triada	Peak	High/Moderate	It has tourist potential based on the high authenticity linked

	<p>to religious faith of Christianity, but generally lacks in interpretation.</p> <p>Moreover, the existence of the celebration of the church on Good Friday for Orthodox Easter enhances the experimental value of the asset.</p>
<p>Stone Pipe in Karidaki and the church of Panagia Kardiotissa</p>	<p>Peak</p> <p>High/ Moderate</p> <p>It has tourist potential based on the high authenticity linked to history of Venetian rule in Archanes. Generally, lacks in interpretation and participatory or interactive activities. Moreover, the church of Panagia Kardiotissa is a living monument that creates emotional connection with the place and the asset.</p>

Table 19. Experiential Value of assets included in the audit, for the sustainable cultural route " From the Byzantine Era to the sovereignty of Venetians in Archanes ".

6.2.1.1. The Monastery of St. George Epanosifi.

A rating of “High” was given to Monastery of St. George Epanosifi, which is one of the biggest pilgrimage sites on Crete. Monastery of St. George Epanosifi is an asset of national cultural significance where a lot of tourists travel every year, in order to visit it. The access to the asset is easy with car or bus and all areas of it can be easily accessed.

When glimpsing at the Monastery, you will feel awe, as you understand that the first traces of inhabitation of the Monks were in 1600 A.D. in the times of Venetian Rule in Crete. From then and on, the Monastery got really glorious and the area developed financially helping the revolutions for the liberation of Crete. All these characters create an emotional connection with the individual and definitely offer an interesting experience to the tourists.

Monastery of St. George Epanosifis was accessed to provide a strong engaging experience, as the visitors are able to watch plenty of events in this POI. There are two celebrations for St. George at the Monastery. The first one is on the 23th of April and the other one is on the 3rd of November. Moreover, the visitors can also visit the monastery in every Orthodox celebration (Christmas and Easter).

Furthermore, there is an open museum and a library with recorded information of the monastic society, Monk’s customs, the monastery’s spiritual achievements, the structure of the building complex, as well as a lot of books and artifacts, most of them ancient. All these will enhance the authenticity of the place and the emotional connection with the asset.

6.2.1.2. Castel de Corner

Castel de Corner is considered to be as a supporting experience for the sustainable cultural route. Despite its historical significance, this asset isn't able to be developed as a tourist site due to its location. The access is very difficult and is possible only by 4X4 car and on foot.

Moreover, it lacks in interpretation and was seen as appealing only to a niche market of heritage enthusiasts. It's true that the authenticity of the Castel de Corner is associated with the site and the local history.

The most visitors aren't tourists and most of them are having an interest in finding out more about the story attached to the site. However, it could be created an interpretation center in Archanes village, or in Peza village, due to its spiritual significance and authenticity of the site.

6.2.1.3. The Church of Afentis Christos

The Church of Afentis Christos provides a unique tourist experience for this proposed sustainable cultural route. There is high authenticity in the asset but, generally it has poor interpretation.

It reflects a unique living cultural tradition of the whole place and its history is capable of creating an emotional connection with the individual. Moreover, on 6th of August every year, and almost that whole week, there is a big celebration – festival in honor of Jesus Christ. The tourists are able to live an interesting experience that time of period and also enjoy an engaging and entertaining experience. Both church and celebration reflect a regional cultural significance.

The access to the church is easy by bus, car and on foot, but it lacks established tourist infrastructure and amenities to support the experience. Partly, it is reasonable as it is a place of worship.

6.2.1.4. The Church of Michael Archangelos

The church of Michael Archangelos is also considered to be a supporting tourism experience, mainly due to lack of interpretation and of infrastructure and amenities for the tourists. It has high perceived authenticity and great historical significance. So, it could reach greater experiential value if the site had been developed and interpreted appropriately.

It is not able to reach all tourists expectations and it could not be visited a large number of tourists without affecting the asset. There is an interesting story to be told for the church, but it should be promoted in order to attract more tourists.

There is a lot of spirituality in the place. Moreover, the church is located inside vineyards within a beautiful natural place with natural springs all over the place. It is the ideal place for a walk and a pic-nic. The access is easy by car or on foot.

6.2.1.5. The church of Agia Paraskevi

The church of Agia Paraskevi is characterized as peak tourism experience with tourism potential based on its high perceived authenticity linked to the religious faith. The access is easy by car or foot, but generally there is not good interpretation.

It isn't able to meet all tourists' expectation, but definitely is able to achieve an emotional connection with the visitor.

On the 25th -26th of July a celebration is organized there – festival with music, dance and plenty of food in the courtyard of the church, in order to honor Agia Paraskevi. That time of period, the visitor is able to live an interesting experience and also participate and engage with culture and tradition.

6.2.1.6. The church of St. George

The church of St. George, although is highly authentic, is unlikely to become ever a peak tourism experience asset, given its archaeological frailty, small size and niche market appeal. It is in the center of Archanes village and the access is easy on foot.

It is assessed as a supporting experience; in that it has some appeal to heritage enthusiasts and definitely can enhance the visitor's experience through its architecture and emotional connection to religion.

It lacks in interpretation but there are a lot of tourism amenities and infrastructure nearby the church. Moreover, there is also the possibility to create an interpretation center near the asset in order to enhance the asset's experience.

6.2.1.7. The church of Agia Triada

The church of Agia Triada is characterized as peak tourism experience with tourism potential based on its high perceived authenticity linked. The access is easy by bus, car or foot, but generally there is not good interpretation. It is located in the center of Archanes village and there are plenty of tourism infrastructures and amenities nearby.

It isn't able to meet all tourist's expectation, but definitely is able to achieve an emotional connection with the visitor. Furthermore, there is an interesting story to be told, as in the same place there was the old estate of the Turkish pasha that was built in his seraglio. Now on, there is nothing to be seen, as the inhabitants of the Archanes destroyed every reminiscent of the Turkish occupation during the revolution.

On Good Friday or on Orthodox Easter a celebration is organized there, in order to honor Ypapanti. All starts from Panagia Faneromeni church with the celebration of Jesus' crucifixion and the funeral procession around the village. That time of period, the visitor is able to live an interesting experience and also participate and engage with culture and tradition.

6.2.1.8. Stone Pipe in Karidaki and the church of Panagia Kardiotissa

Stone Pipe in Karidaki and the church of Panagia Kardiotissa are rated as a peak tourism experience assets, although there isn't neither good interpretation nor onsite amenities nor tourism infrastructure. This happened because of the highly perceived authenticity of the place that is linked to the history of Venetian rule in Archanes, but also in the whole Heraklion. It's obvious that the asset reflects a regional significance for the whole Crete.

It is capable to create an emotional connection with the visitor, due to the stunning natural environment of the place. It is a very good example of cultural tourism and eco-tourism combination. That's why it is capable to meet different tourist's expectations.

The access is not the ideal, but it could be reach by car and on foot. There are two ways to get to the point. The first one is to cross the whole river and get down to the stone pipe and the church. The second one is through a narrow reach that reaches the top of the stone pipe and you have to cross the whole bridge by walking to the opposite side, where the church is located. In the second way a special tour guide is required as the access may be dangerous. In any case the asset is capable of giving an interesting experience to the tourists.

6.2.2. Results of the Cultural Route Evaluation Model (CREM) and its application to “From the Byzantine Era to the sovereignty of Venetians in Archanes”.

For the purpose of the study the authors used the CREM model, in order to evaluate its practical implementation in the evaluation of its current and potential state. In Table 20, Table 21, Table 22, Table 23, Table 24 and Table 25 the complete structure of the CREM model for the sustainable cultural route “From the Byzantine Era to the sovereignty of Venetians in Archanes” is presented.

The complete assessment of this particular sustainable cultural route is presented in Table 26. As we can observe the Main Values and the Tourism – Specific Values are close, but in this particular cultural route, the Tourism – Specific Values reach higher score than the Main Values. In the Potential Position that the authors estimate that the sustainable cultural route can reach, the Main Values are much higher to the initial values. The Tourism – Specific Values could also score pretty high values, if the stakeholders apply some infrastructure and services to the POI’s.

The Scientific Values, which are part of the Main Values are high, as we can see in Table 20. The current state of the Scientific Values accomplished 24 points score and the potential position score is 27 points. The Byzantine and Venetian Rule Era is important for Cretan’s history and architecture. During the period of the Byzantine Empire the island began to flourish again. Its strategic location was established, Heraklion’s position as the capital of the island was strengthened and the arts flourished, mainly through church architecture and icon and mural painting. The murals of this period are especially noteworthy. However, Nikephoros Phokas effort was not completed and the city remained in its original location. Christianity flourished once more and Heraklion became the seat of the archbishop, while churches and monasteries were built throughout the island. Many of the churches from this period have been preserved throughout the island and especially in Archanes. Many noble Byzantine families settled on the island during this period, as many soldiers of Nikephoros Phocas’ army did also, who built new villages.

During the Venetian rule some of the most important technical and architectural projects on the island were constructed. One of the most characteristic examples of these are the new walls of Heraklion, the largest Venetian fortification work on Crete and in the

entire Mediterranean. Despite the modern structure and character of the city, the walls are a jewel that preserves important memories. The enormous defensive work is complemented by the sea fortress Rocca a Mare (presently known as Koules) at the city port and magnificent, unique buildings such as Loggia (noblemen's club) and the Fountain of Francesco Morozzini, the crowning jewel in the water supply project that started at the springs of Mt. Juktas.

There are countless monasteries and churches spread throughout the Prefecture, such as Epanosifis Monastery, Kera (our Lady's) Convent, Paliani Monastery, Angarathos Monastery, Monastery of the Odigitria (Madonna Guide), Kalyviani Monastery, etc. Apart from the architectural masterpieces, however, Venetian rule is also associated with struggles and battles that lasted for years.

The Venetian system of government was oppressive and enforced strict observation of the class system and rules. The Duke of Crete and the supreme administrators and church officials were appointed directly by Venice and took full advantage of Cretans' wealth. Heavy taxes, low product prices and confiscation of private property caused intense dissatisfaction among locals. The Cretan people revolted 27 times in total. The revolutions were headed by local lords and the hatred was such that for two centuries there was an enormous gap between local Cretans and Venetian settlers. The revolutionary movements lasted approximately until the end of the 16th century. Towards the end of the century the divide became less intense and the two sides (local Cretans - Venetian settlers) began to come closer to one another.

Slowly the Venetians relaxed their reign and allowed for marriages to take place between locals and Venetians, as well as free settlement anywhere on the island. With these changes the financial and social situation for many Cretans improved.

After the IV Crusade the Byzantine Empire started to fall apart and during the distribution of the territories Crete initially went to the Genoans and soon after that to the Venetians, who settled on the island. The authors understand the above characteristics of the sustainable cultural route and proposed the 27 points.

In Table 21 are presented the Route-Specific subindicators that are certainly received lower values than those of the scientific subindicators are presented. This happened as the geographical character of the route is small (its extents in a small size of territory), a lot of organizations that manage the route do not exist, neither a cultural route

management plan, despite the uniqueness and attractiveness of the sites. The authors suggest changing some subindicators, in order to examine the potential condition of the Route- Specific indicators of the route to be improved from 13 to 19 points.

When it comes to the Economic Significance of the “From the Byzantine Era to the sovereignty of Venetians in Archanes” (Table 22), the cultural route isn’t at an enviable level. This seems reasonable, as the economic plans for the development of the route are at an initial phase. Moreover, the contribution to the local community seems to be low, like the economic development of the country as a whole. This is pretty important, as the particular sustainable cultural route is able to immerse the local economy providing new jobs, attracting new investments and finally create a good brand to Greece. The potential position of the Economic Significance of the Route could change if the stakeholders manage to organize a cross-border cooperation for it with Italy and accomplish a better quality/ price ratio for the sustainable cultural route.

Furthermore, in Table 23 the Protection and Conservation Values are presented, the authors observe that the vulnerability of the sites are in a medium phase, mainly due to the ruins in the places of the former temples, churches and fortresses. This indicates that there is the need for protection and development of a good balance between cultural tourism and environment. This could be enhanced by giving a part of the profits of the cultural route directly to the conservation of the sites. All the sites are protected on a national level; however, our point of view is that the sites should gain an international protection. This is the only intervention that the authors proposed for the potential position of Protection and Conservation Values of the sustainable cultural route.

Main indicators/ subindicators	Ranking					Im	Maximum Values of Subindicators (Current State)	Values Given by authors (Potential Position)
	1	2	3	4	5			
The main Values of the Cultural Route – Scientific Values	1	2	3	4	5			
Cultural Value (interconnection of the site or the route itself, country or wider territory with the culture of the region)	0	2	24	52	47	4,152	4	5
Historical Value (significance for the history of the region, country, etc.)	0	8	52	65	-	3,456	3	4
Artistic Value (Uniqueness of the site or object)	6	14	59	45	-	3,153226	3	3
Social Value (the ability of the place to create social connections and networks, to develop the sense of attachment with the place)	11	44	70	-	-	2,472	2	2
Education Value (potential to gain knowledge concerning the past in the long term)	2	13	46	63	-	3,370968	3	3
Research Value (contribution to science and research work)	7	48	70	-	-	2,504	3	3
Esthetic Value (visual quality of the sites contributing to the route)	4	11	47	63	-	3,352	3	4
Spiritual Value (internal experience for the tourist)	5	45	74	-	-	2,556452	3	3
						Sum	24	27

Table 20. Scientific Values of the sustainable cultural route: "From the Byzantine Era to the sovereignty of Venetians in Archanes".

Main indicators/ subindicators	Ranking					Im	Maximum Values of Subindicators (Current State)	Values Given by authors (Potential Position)
	1	2	3	4	5			
The main Values of the Cultural Route – Route- Specific Values								
Uniqueness and rarity of the route in the region (existence of similar routes nearby)	19	79	19	8	-	2,128	2	3
Geographic character of the route (size of the territory that the route extends)	105	16	4	-	-	1,192	1	2
Number of attractive sites of the route	0	17	62	45	-	3,225806	3	4
Theme attractiveness of the promoted route (popularity and appeal of the theme)	0	17	63	45	-	3,224	3	4
Existence of organization(s) which manage(s) the route	44	60	17	2	-	1,813008	2	3
Existence of a cultural route management plan (existence of a master plan, etc.)	72	30	21	-	-	1,585366	2	3
						Sum	13	19

Table 21. Route – Specific Values of the sustainable cultural route: "From the Byzantine Era to the sovereignty of Venetians in Archanes".

Main indicators/ subindicators	Ranking					Im	Maximum Values of Subindicators (Current State)	Values Given by authors (Potential Position)
	1	2	3	4	5			
The main Values of the Cultural Route – Economic Significance								
Contribution to the local community (working potential and opportunities for local businesses)	6	27	66	26	-	2,896	3	3
Impact on the economic development of the region and the country as whole (financial benefits from tourists' visits, development of infrastructure and substructure)	4	25	61	35	-	3,016	3	3
Potential for investments (attractiveness to companies in order to invest in the development of the cultural route)	8	34	55	28	-	2,824	3	4
Contribution to the brand creation (possibility for the cultural route to become a national or international brand)	11	33	55	26	-	2,768	3	3
Contribution to the creation of a positive image of the country	2	8	29	51	35	3,872	4	3
Possibilities of cross-border cooperation (expansion of the route to other countries including new and already existing sites)	18	58	46	-	-	2,229508	2	3
Quality/ Price Ratio of the Cultural Route	18	63	40	-	-	2,181818	2	3
						Sum	20	22

Table 22. Economic Significance of the sustainable cultural route: "From the Byzantine Era to the sovereignty of Venetians in Archanes".

Main indicators/ subindicators	Ranking					Im	Maximum Values of Subindicators (Current State)	Values Given by authors (Potential Position)
	1	2	3	4	5			
The main Values of the Cultural Route – Protection and conservation values								
Current State of the sites on the route	15	43	42	25	-	2,616	3	3
Vulnerability level of the sites of the route	28	72	23	-	-	1,95935	2	2
Level of protection (by local or regional groups, the government, international organizations)	35	72	15	2	-	1,870968	2	3
Carrying capacity of each site: Suitable number of tourists per visit per site (proposed number of visitors of the site at the same time, according to surface area)	19	44	38	22	-	2,512195	3	3
						Sum	10	11

Table 23. Protection and Conservation Values of the sustainable cultural route: "From the Byzantine Era to the sovereignty of Venetians in Archanes".

Main indicators/ subindicators	Ranking					Im	Maximum Values of Subindicators (Current State)	Values Given by authors (Potential Position)
	1	2	3	4	5			
Tourism-Specific Values / Functional Values	1	2	3	4	5			
Microlocation and accessibility of the sites (approach of the site)	14	55	56	-	-	2,336	2	3
Additional cultural and natural values (number of additional natural and anthropogenic values in the radius of 5 km)	7	60	37	18	-	1,270492	1	1,5
Location of the route (tourist and geographical position and vicinity of important road networks)	5	82	37	-	-	2,258065	2	3
Tourist Signalization (information boards showing the location and distance of the sites)	17	53	47	8	-	2,368	2	4
Concentration of the attractions on the route (number of attractions compared to the length of the route)	4	29	68	24	-	2,896	3	4
Vicinity of emissive centers (how close are the emissive centers)	31	36	49	7	-	1,130081	1	1,5
How clean are the sites of the route?	7	43	62	13	-	2,648	3	4
Level of convenience at the sites of the route (convenient and relaxation points)	10	43	58	13	-	2,596774	3	4
Sufficient staff on the site of the route	83	39	1	-	-	1,333333	1	2
Service level of staff / organizers of the route	63	45	14	-	-	1,598361	2	3
Existence of First Aid Kit on the sites of the route	25	99	-	-	-	1,798387	2	2
Sufficient access to disabled, pregnant and elderly people on the sites of the routes	48	46	24	5	-	1,886179	2	3
						Sum	24	35

Table 24. Functional Values of the Sustainable Cultural Route: "From the Byzantine Era to the sovereignty of Venetians in Archanes".

Main indicators/ subindicators	Ranking					Im	Maximum Values of Subindicators (Current State)	Values Given by authors (Potential Position)
	1	2	3	4	5			
Tourism-Specific Values / Additional Values								
Promotion (level and number of promotional resources)	43	67	8	6	-	1,814516	2	4
Presence of sites / cultural route in social media	43	48	30	3	-	1,943548	2	4
Hosterly Services (accommodation close to the route)	3	18	32	72	-	3,384	3	3
Catering Services (restaurants and cafes close to the route)	2	16	52	55	-	3,52	4	4
Existence of a tour guide service (If exists- expertise level, knowledge of foreign language(s), interpretive skills)	19	34	46	19	4	2,631148	3	3
Tourism Infrastructure (pedestrian pathways, resting places, garbage cans, toilets, etc. and level of additional tourist infrastructure)	16	62	38	6	-	2,278689	2	4
Possibilities for comprehension (an interesting story can be told about the route)	9	33	44	39	-	2,904	3	4
Accessibility of the route for special needs (possibilities for organization of various events)	7	36	55	27	-	1,408	1	2
Provision of authentic experience	7	38	48	32	-	2,84	3	3
Possibilities for providing interesting visits for tourists	4	16	28	40	36	3,709677	4	4
Attractiveness of the sites on the route (tourist appeal of the sites on the route)	3	17	49	52	-	3,239669	3	4
Level of tourist visits (annual number of tourists)	53	51	18	1	-	1,731707	2	3
Existence of additional interpretive facilities (interpretive panels, visitor and information centers, museums, exhibits, space for creative activities)	15	34	43	26	5	2,772358	3	4

Presence of travel arrangements related to the cultural route (presence of the itineraries related to the route in travel agencies)	32	68	21	-	-	1,909091	2	3
Existence of authentic souvenirs (souvenirs related to the route theme)	57	45	13	8	-	1,772358	2	3
Quality of service provided in the sites of the route	26	41	43	10	-	2,308333	2	3
Level of safety at the sites of the route	15	43	47	18	-	2,552846	3	3
Possibility of correlating the route with alternative tourism routes (wine routes, ecotourism routes, etc.)	6	28	46	44	-	3,032258	3	4
Innovation Level of the Services and of the Cultural Route	20	31	37	34	-	2,696721	3	4
						Sum	50	66

Table 25. Additional Values of the Sustainable Cultural Route: "From the Byzantine Era to the sovereignty of Venetians in Archanes".

	Values of the Current State			Values of the Potential Position		
Main Values of the Cultural Route (MV)	SV (24) +RSV (13) +ES (20) +PCV (10)	\sum_{67}	Field F_{33}	SV (27) +RSV (19) +ES (22) +PCV (11)	\sum_{79}	Field F_{44}
Tourism – Specific Values (TSV)	FV (24) + AV (50)	\sum_{74}		FV (35) + AV (66)	\sum_{101}	

Table 26. Overall Assessment of the Sustainable Cultural Route: " From the Byzantine Era to the sovereignty of Venetians in Archanes".

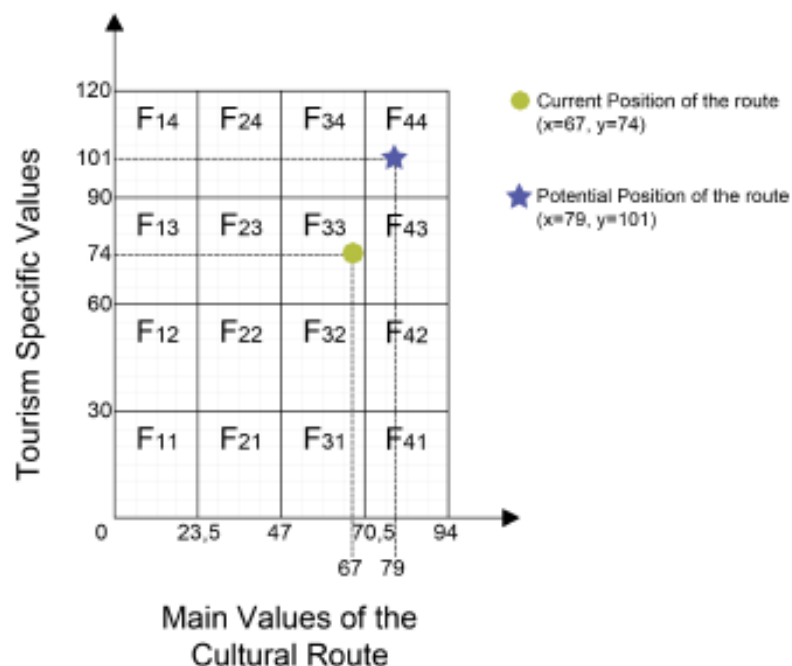


Figure 3. The Current and Potential Position of the Sustainable Cultural Route: "From the Byzantine Era to the sovereignty of Venetians in Archanes".

The Functional Values are part of the Tourism – Specific Values. We observe that the score is pretty low (24 points) and that's why the location isn't the ideal one for the most of the POI's, although the sites are close to a highway of great significance for Crete (Table 24). The majority of the POI's aren't easily accessible and the tourist signalization isn't adequate. Moreover, it seems that there isn't enough staff in the POI'S and the level of the service given to the tourists is not sufficient. If the above subindicators are getting better, then the Functional Values will gain a pretty high score of 35 points.

In Table 25 the Additional Values of the sustainable cultural route "From the Byzantine Era to the sovereignty of Venetians in Archanes" are presented, which indicates that not enough effort was made and investments in order to provide an authentic tourist experience and high quality of tourism services, as it scores 50 points. It seems that the promotion level of the cultural route is not enough, especially if we consider the uniqueness and importance of the route. The cultural route itself doesn't have its own site and the presence in social media is mediocre.

Although, there are a lot of catering and hostelry services close to the sites of the cultural route, the additional infrastructure facilities are in a basic level. Furthermore, it is important to mention that a lot of travel agencies offer similar sustainable cultural routes, with the promoted one. So, there is a significant number of visitors, but still the tourism facilities aren't ideal.

On the other hand, it's positive that the attractiveness of the sites keeps up with an interesting story, history and the customs are giving the opportunity to promote historical events and animation programs, as also to organize a lot of events.

The Main Values of the route compared to Tourism-Specific Values show that the sustainable cultural route could potentially become a more internationally recognized route. It indicates that a lot of improvements and investments should be done, especially to the Tourism – Specific Values.

In Figure 3 we observe that that the sum of the Main Values of the route is 64 and the sum of the Tourism- Specific Values are 74. That makes the position of the current state of the route in the field F_{33} . It's obvious that the Main Values and the Tourism-Specific Values are in a moderate level. This happened, as we mentioned before, due to the lack of investments and facilities to the sites of the route, as also the public's lack of knowledge of the route's history.

Matrix table (Figure 3) helps us recognize, where the major gap of the sustainable cultural route is, in order to do future investments and provide a well-structured Master Plan for "From the Byzantine Era to the sovereignty of Venetians in Archanes". The authors suggested the potential position of the cultural route, as we can see in Figure 3 that increases a lot the Main Values and the Tourism- Specific Values of the Route. In more detail, the sum of the Main Values for the potential position is 79 and the sum of the Tourism- Specific Values is 101. That makes the position of the Potential Position of the sustainable cultural route in the Field F_{44} .

6.3. Cultural Route: The route of German General Kreipe's Abduction

The proposed sustainable cultural route: "The route of German General Kreipe's Abduction" refers POI's from the Era of World War II and occupation. The proposed route is depicted in Picture 29.

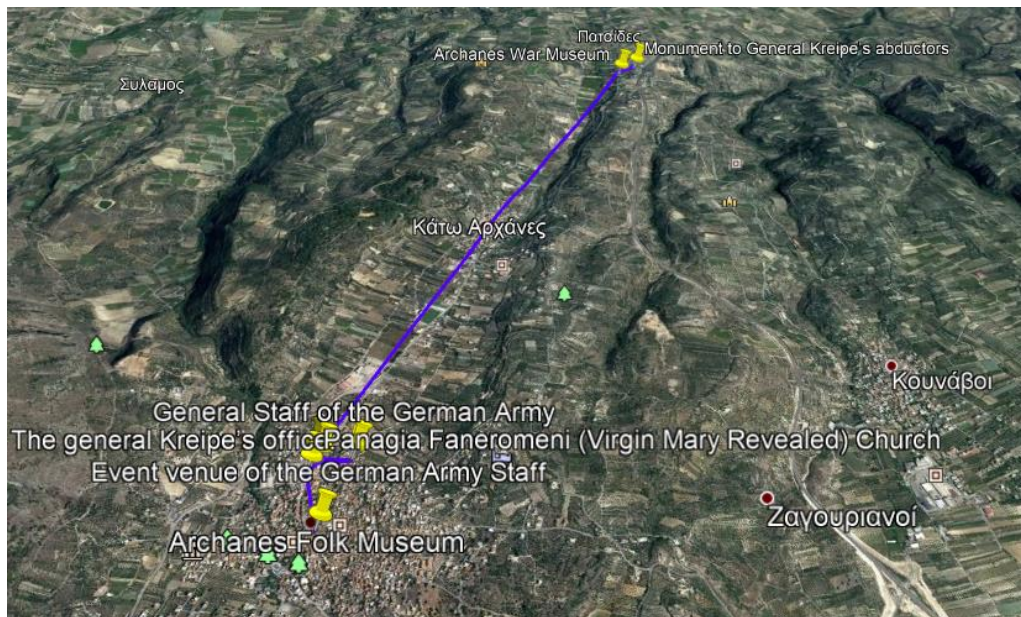
Crete took part in the War to fend off the Italian forces of Mussolini and after Mussolini's humiliating defeat, Crete became a target for Hitler's forces. In April 1941 the Nazis attacked the mainland Greece and quickly defeated Greek forces, conquering the country.

While Crete's military forces were absent from the island, the Nazis began their attack on Crete. Nazi Special Forces parachuted onto the island on 2 May 1941. Just 30.000 poorly armed British allied troops and 22.000 Greek soldiers stood by the locals in defense of the island.

The Battle for Crete lasted only ten days, but caused immense losses to both sides. Without heavy weaponry, the Allies and local guerrillas fended off the Nazi air attack. But the occupation of Maleme airfield near Chania by the Nazis strengthened their position on the island. On 30th of May the battle ended and the allied forces fled through the mountains to boats for Egypt from Chora in Sfakia and other southern villages.

The Nazi occupation lasted approximately four years and was characterized by the heroic resistance of the locals (like the locals of the villages of Kadanos and Koustogerako in western Crete and Arvi location in central Crete). Special allied forces, mainly from England, landed on the island and organized resistance movements. Most of them hid in the mountains, in caves and monasteries, protected by the brave risky Cretans. A significant success of the resistance movement was the abduction of Nazi General Commander Kreipe in 1944, which took place at Patsides. This act was unbelievably daring and was considered to be a great success for the relatively inexperienced group that undertook it. The counter-measures to every action of the resistance were immediate and cruel.

The favorable location of Cretan Land at the crossroads of major ancient Mediterranean civilizations was the main reason for constant attempts to conquer the island by various invaders throughout the centuries (Archanes-Asterousia, 2019).



Picture 29. The Sustainable Cultural Route: "The route of German General Kreipe's Abduction".

- *Monument to General Kreipe's abductors.* It is located in Patsides, which is 1 km away from Archanes. It is the point where, in April 1944, two British commanders along with Cretan opponents abducted German General Heinrich Kreipe. At the place where the kidnapping took place, just before Archanes, a monument was erected to commemorate this bold and heroic resistance. The artist who designed the statue is Manolis Tzobanakis and he comes from Archanes.



Picture 30. Monument to General Kreipe's Abductors (Zouridaki M. , Monument to General Kreipe's Abductors, 2019).

- Archanes War Museum, which holds findings from the Second World War. It's a private collection and the tourists can visit it under appointment.



Picture 31. Archanes's War Museum (Zouridaki M. , Archanes's War Museum, 2019).

- Didaskalio Of Archanes (Old Primary School). Its plans were completed in 1901 and construction started immediately; works were completed with donations from rich Archanians living in the USA. The building operated as a school until the Second World War. They then had to transfer the patients from the Pananeion Municipal Hospital of Heraklion and the wounded from the Battle of Crete here. During the Nazi Occupation, the Nazi Division under Müller was housed in the building; Müller was replaced by General Kreipe. From this commanding center, Müller coordinated the operations of the famous battle at Viannos. It was also from this building that in April 1943, General Kreipe departed after a reception on the occasion of a Nazi anniversary, to return to his overnight accommodation in Knossos; along the way he was kidnapped at Patsides by resistance groups and then was transported to Egypt (Archanes-Asterousia, 2019).



Picture 32. Didaskalio of Archanes (Lyceum of Archanes, 2014).

- The general Kreipe's office. The site is not visited. It is a private home in which General Craig supervised and organized German's operations in Crete.
- General Staff of the German Army. The site is not visited. It is a private home in which German official's organized German operations in Crete.
- Panagia Faneromeni (Virgin Mary Revealed) Church was initially built in the 14th century, is associated with numerous legends and traditions. It is a three-aisled church with an arched roof, built during three different time periods, located near the Heroes' Monument (Heroon) and the Old Primary School. Within the church there is an Ecclesiastical Museum, where icons from various Archanes churches are on display (the oldest ones date to the 16th century and the most recent ones are from the 20th century) along with church heirlooms (Father Paul's Phelonion [similar to the Western church chasuble], which was embroidered by the priest's wife and founder of the church, Maria Archogaropoulou), gospels, silver chalices, silver-plated trays, etc), as well as mementos from the 1897 revolution, the most impressive of which is Napoleon's telescope. It was given as a gift by Napoleon to the owner of the house, Chlapoutis, who put the French leader up for a night at Ierapetra, when the latter stopped over on his way to Egypt. In 1897 the telescope was handed over to the Revolutionary Committee of Archanes to serve the purposes of the struggle and ended up in the museum of Panagia Faneromeni. In the churchyard, which was used as the cemetery of Archanes until 1902, there is the chapel of Agios

Antonios (St. Anthony), the impressive bell tower of Faneromeni with decorative reliefs – built in 1857- and the clock, which was made in 1930 and was presented as a gift by the Archanian Women of New York and Boston.



Picture 33. The church of Panagia Faneromeni (Archanes-Asterousia, 2019).

- Folk museum of Archanes. The Folk Museum of Archanes is housed in a restored neoclassical mansion and offers a taste of a traditional Archanian home and daily life in it. The Folk Museum of Archanes was founded in 1983. It has two floors showing how a traditional Cretan house was: the kitchen with the large fireplace, the bedroom upstairs and the living room. The furniture, the tools, and other objects were donated by the locals to the museum so that they could compose the image of that time, as also they arouse the visitor's interest. Moreover, someone could even find local products such as: homemade pasta, wine, raki, spoon sweets, oil, olives, etc. made by women of the place. Eleftherios Venizelos had also put his signature on the museum's guestbook. Visits can be arranged by contacting the Town Hall.



Picture 34. Folk Museum of Archanes (Frinda, 2014).

6.3.1. Assessing the experiential value of heritage assets: “The route of German General Kreipe’s Abduction”.

The first methodology is the assessment tool for the cultural tourism potential of cultural heritage sites which was suggested by McKercher and Ho (2006) and it considers the cultural, and experiential value of the sites (McKercher & Ho, 2006). The initial cultural tourism assessment indicators are presented in Table 8. The final assessment of the cultural route “The route of German General Kreipe’s Abduction” is presented in Table 27, according to the audits - interviews.

Asset	Type of Experience	Experiential Value	Qualitative Evaluation
Monument to General Kreipe’s Abductors	Peak	Moderate/ High	Highly authentic, with broad appeal. It’s an internationally culturally significant asset and a piece of art that it’s able to create a unique

				emotional connection with the individual through history. The interpretation is pretty good.
Archanes Museum	War	Supporting	Moderate	High authentic experience, as the site creates an emotional connection with the visitor. Ceremonies do not take place there anymore. Moreover, there isn't good interpretation.
Didaskalio Archanes	of	Peak	Moderate/ High	It has tourist potential based on the high authenticity linked to its history, but generally lacks in interpretation.
The Kreipe's office	general	Supporting	Low	High perceived authenticity, but the interpretation and perceived experiences for the tourists are not developed.
General Staff of the		Supporting	Low	High perceived

German Army				authenticity, but the interpretation and perceived experiences for the tourists is not developed.
Panagia Faneromeni	Peak		High	It has tourist potential based on the collection and high perceived authenticity linked to religious faith. It generally has good interpretation. There are a lot of celebrations in that church all over the year.
Folk Museum of Archanes	Supporting		High/Moderate	It has tourist potential based on the high authenticity linked to tradition, but generally lacks of tourist's participation. More thematic interpretation would enhance the experimental value of the asset.

Table 27. Experiential Value of assets included in the audit, for the sustainable cultural route " The route of German General Kreipe's Abduction".

6.3.1.1. The Monument to General Kreipe's Abductors.

It is a piece of modern art, as the artist Manolis Tzobanakis was trying to depict the heroic and bold resistance of the Cretan people to Nazi's occupation. The access is good and easy and there is also good interpretation for the visitors.

The asset has high perceived authenticity. It does reflect a unique cultural tradition of the modern Cretan history and it's an asset of international significance. Every year on the 26th of April an event is organized by the authorities in order to pay tribute to Cretan citizens who faced the atrocities and savagery of the German occupation troops. That's the perfect timeline for the visitors to live a memorable experience and also create an emotional connection with the asset.

6.3.1.2. Archanes War Museum.

It is an asset of high received authenticity linked to the Second World War. It is easily accessible, and it has big carrying capacity. Moreover, it has a big private parking, that can serve 4 buses simultaneously, but it generally lacks of participatory or interactive activities.

The interpretation is moderate and till now it is a regional asset, but it definitely has the potential to become international. Inside it there are a lot of findings from the Second World War, as tanks, German bombs and weapons, as well as documents from that time period.

Archanes War Museum reflects a unique cultural tradition and definitely could create an emotional connection with the individual and especially the history maniacs.

6.3.1.3. Didaskalio Of Archanes.

It is an easily accessed asset on foot, car or bus, with a lot of private parking. It has high perceived authenticity, due to its great new classical architecture that reflects the glory of that time period.

Till the Second World War, Didaskalio of Archanes operated as School and then General Kreipe made it German commanding center. It is always open as it operates as University and also houses some public services of the Municipality.

Inside Didaskalio of Archanes there are plenty of murals depicting the Cretan revolution. The asset reflects a unique cultural tradition, but till now it remains an asset of regional cultural significance. It could create an emotional connection with the visitor, but it isn't able to meet different tourist's expectations.

It lacks in interpretation, but it has the potential to offer interesting experiences to the tourists. In summer, its courtyard is used by the Municipality and the Cultural Clubs so as to host many events. This gives the opportunity to the tourists to engage and live an entertaining experience in the asset.

6.3.1.4. The General Kreipe's Office.

Although it has high perceived authenticity that comes from asset's history, it remains a supporting POI, as it is a private home that it cannot be visited inside. It reflects a unique cultural tradition and it definitely has an interesting story to be told. Still, it lacks of interpretation and perceived experiences for the visitors.

6.3.1.5. General Staff of the German Army.

Although it has high perceived authenticity that comes from asset's history, it remains a supporting POI, as it is a private property that it cannot be visited inside. It is a new classical two stored mansion of 1900, that it remains closed and with no use from the owners for many years.

It reflects a unique cultural tradition and it definitely has an interesting story to tell. Still, it lacks of interpretation and perceived experiences for the visitors. It could have a tourist potential, if the Municipality buys the mansion and make it a living Museum from that time period.

6.3.1.6. The church of Panagia Faneromeni.

The church of Panagia Faneromeni is an important remnant of a 14th century building. It is a visually arresting building and easily accessible on foot, car or bus from the village center. While it is always open for the visitors, it generally lacks of on-site tourist infrastructure and amenities.

The authenticity of the church is perceived as high. Except from the main Church and St. Antonio's church, which is located behind it, there is also the Heroe's Monument in its courtyard. Moreover, inside Panagia Faneromeni's church there is an Ecclesiastical Museum with many local relics.

There are a lot of events at Christmas, Easter and on Panagia's celebrations all over the year, where the visitor can live a unique cultural religious tradition and experience. The church of Panagia Faneromeni also reflects a unique cultural tradition and it's of regional cultural significance, both of archaeological and religious aspect. Churches' story can create an emotional connection with the individual and meets the different tourist's expectations.

6.3.1.7. Folk Museum of Archanes.

As the visitors reach at Folk Museum of Archanes they will see a unique new classical mansion of 1900, which was created to present historically and culturally stories from the Archanes villager's everyday life.

It is easily accessible on foot from the center of the village. It definitely lacks in participatory, interactive experiences for tourists and there isn't good interpretation. Into the Museum the absence of technology is obvious, as there aren't displays, video footage and audio tours.

That's the reason that Folk Museum of Archanes was rated as supporting asset with moderate experiential value. Still it has the potential to improve its rating, given the authenticity of its collection and level of community engagement that are willing to open the museum in order to be visited by the tourists.

6.3.2. Results of the Cultural Route Evaluation Model (CREM) and its application to "The route of German General Kreipe's Abduction".

For the purpose of the study the authors used the CREM model, in order to evaluate its practical implementation in the evaluation of its current and potential state. In Table 28, Table 29, Table 30, Table 31, Table 32 and Table 33 the complete structure of the CREM model for the sustainable cultural route "The route of German General Kreipe's Abduction" is presented.

The complete assessment of this particular sustainable cultural route is presented in Table 34. As we can observe the Main Values and the Tourism – Specific Values are close, but in this particular cultural route, the Tourism – Specific Values reach higher score than the Main Values. In the Potential Position, the authors estimate that the sustainable cultural route can reach, the Main Values are much higher to the initial values and the Tourism – Specific Values could also score pretty high values, if the stakeholders apply some infrastructure and services to the POI's.

The Scientific Values, which are part of the Main Values, are moderate, as we can see in Table 28. The current state of the Scientific Values accomplished 22 points score and

the potential position score is 24 points. The Second World War is important for Cretan's history. The Cretans came in force under the Nazi revolution. The Battle for Crete lasted only ten days, but caused immense losses to both sides. Without heavy weaponry, the Allies and local guerrillas fended off the Nazi air attack. But the occupation of Maleme airfield near Chania by the Nazis strengthened their position on the island. On the 30th of May the battle ended and the allied forces fled through the mountains to boats for Egypt from Chora in Sfakia and other southern villages.

The Nazi occupation lasted approximately four years and was characterized by the heroic resistance of the locals. Special allied forces, mainly from England, landed on the island and organized resistance movements. Most of them hid in the mountains, in caves and monasteries, protected by the brave risky Cretans. A significant success of the resistance movement was the abduction of Nazi General Commander Kreipe in 1944, which took place at Patsides. This act was unbelievably daring and considered a great success for the relatively inexperienced group that undertook it. The counter-measures to every action of the resistance were immediate and cruel.

Moreover, after the end of Second World War, Crete began the effort of reconstruction. At that same time the rest of Greece was suffering from the Civil War and due to this period of peace and the incredible climate of Crete, the island soon became one of the richest areas in the country. Agricultural products became the main source of the island's economy. At present, tourism has marked a new era in economic growth of Crete.

In Table 29 the Route-Specific subindicators that have certainly received low values, are presented. This happened as the geographical character of the route is small (its extents in a small size of territory), a lot of organizations do not exist there, that manage the route neither a cultural route management plan. Despite this fact, the site is unique and attractive. The authors suggest changing some subindicators, in order to improve the potential condition of the Route- Specific indicators of the route from 12 to 19 points.

When it comes to the Economic Significance of the "The route of German General Kreipe's Abduction" (Table 30), the cultural route isn't at an enviable level. This seems reasonable, as the economic plans for the development of the route do not exist. Moreover, the contribution to the local community seems to be low, as also the economic development of the country as a whole. This is pretty important, as the particular sustainable cultural route is able to immerse the local economy providing new jobs, attracting new investments and finally create a good brand to Greece. The potential position of the Economic

Significance of the Route could change if the stakeholders manage to organize a cross-border cooperation for it with Germany and accomplish a better quality/ price ratio for the sustainable cultural route.

Furthermore, in Table 31 the Protection and Conservation Values are presented, the authors observe that the vulnerability of the of the sites are in a medium phase, as the most POI's are pretty well preserved. This indicates that there is a good protection and development of a good balance between cultural tourism and environment. This could be enhanced by giving a part of the profits of the cultural route directly to the conservation of the sites. All the sites are protected on a national level; however, our point of view is that the sites should gain an international protection. This is the only intervention that the authors proposed for the potential position of Protection and Conservation Values of the sustainable cultural route.

Main indicators/ subindicators	Ranking					Im	Maximum Values of Subindicators	Values Given by authors
	1	2	3	4	5			
The main Values of the Cultural Route – Scientific Values								
Cultural Value (interconnection of the site or the route itself, country or wider territory with the culture of the region)	1	4	27	62	31	3,944	4	4
Historical Value (significance for the history of the region, country, etc.)	0	13	53	59	0	3,368	3	4
Artistic Value (Uniqueness of the site or object)	4	36	50	35	0	2,928	3	3
Social Value (the ability of the place to create social connections and networks, to develop the sense of attachment with the place)	10	54	61	0	0	2,408	2	3
Education Value (potential to gain knowledge concerning the past in the long term)	3	12	52	58	0	3,32	3	3
Research Value (contribution to science and research work)	9	51	65	0	0	2,448	2	3
Esthetic Value (visual quality of the sites contributing to the route)	9	25	49	42	0	2,992	3	2
Spiritual Value (internal experience for the tourist)	8	59	57	0	0	2,395161	2	2
						Sum	22	24

Table 28. Scientific Values of the sustainable cultural route: "The route of German General Kreipe's Abduction".

Main indicators/ subindicators	Ranking					Im	Maximum Values of Subindicators	Values Given by authors
	1	2	3	4	5			
The main Values of the Cultural Route – Route- Specific Values								
Uniqueness and rarity of the route in the region (existence of similar routes nearby)	37	63	16	8	0	1,959677	2	3
Geographic character of the route (size of the territory that the route extends)	109	13	3	0	0	1,152	1	2
Number of attractive sites of the route	1	28	70	25	0	2,959677	3	4
Theme attractiveness of the promoted route (popularity and appeal of the theme)	4	29	63	29	0	2,936	3	4
Existence of organization(s) which manage(s) the route	56	60	7	2	0	1,64	2	3
Existence of a cultural route management plan (existence of a master plan, etc)	86	21	17	0	0	1,443548	1	3
						Sum	12	19

Table 29. Route - Specific Values of the sustainable cultural route: " The route of German General Kreipe's Abduction".

Main indicators/ subindicators	Ranking					Im	Maximum Values of Subindicators	Values Given by authors
	1	2	3	4	5			
The main Values of the Cultural Route – Economic Significance								
Contribution to the local community (working potential and opportunities for local businesses)	13	39	50	23	0	2,664	3	4
Impact on the economic development of the region and the country as whole (financial benefits from tourists' visits, development of infrastructure and substructure)	10	38	50	27	0	2,752	3	3
Potential for investments (attractiveness to companies in order to invest in the development of the cultural route)	13	41	51	19	0	2,612903	3	4
Contribution to the brand creation (possibility for the cultural route to become a national or international brand)	15	37	53	20	0	2,624	3	3
Contribution to the creation of a positive image of the country	2	14	40	44	25	3,608	4	3
Possibilities of cross-border cooperation (expansion of the route to other countries including new and already existing sites)	19	58	47	0	0	2,225806	2	3
Quality/ Price Ratio of the Cultural Route	22	63	36	0	0	2,115702	2	3
						Sum	20	23

Table 30. Economic Significance Values of the sustainable cultural route: "The route of German General Kreipe's Abduction".

Main indicators/ subindicators	Ranking					Im	Maximum Values of Subindicators	Values Given by authors
	1	2	3	4	5			
The main Values of the Cultural Route – Protection and conservation values								
Current State of the sites on the route	10	49	21	44	0	2,798387	3	4
Vulnerability level of the sites of the route	4	70	47	0	0	2,355372	2	2
Level of protection (by local or regional groups, the government, international organizations)	55	58	7	3	0	1,658537	2	3
Carrying capacity of each site: Suitable number of tourists per visit per site (proposed number of visitors of the site at the same time, according to surface area)	11	40	34	38	0	2,804878	3	3
						Sum	10	12

Table 31. Protection and Conservation Values of the sustainable cultural route: "The route of German General Kreipe's Abduction".

Main indicators/ subindicators	Ranking					Im	Maximum Values of Subindicators	Values Given by authors
	1	2	3	4	5			
Tourism-Specific Values / Functional Values								
Microlocation and accessibility of the sites (approach of the site)	7	24	92	0	0	2,691057	3	3
Additional cultural and natural values (number of additional natural and anthropogenic values in the radius of 5 km)	10	47	35	28	0	1,3375	1	2
Location of the route (tourist and geographical position and vicinity of important road networks)	0	39	83	0	0	2,680328	3	3
Tourist Signalization (information boards showing the location and distance of the sites)	20	43	51	9	0	2,398374	2	4
Concentration of the attractions on the route (number of attractions compared to the length of the route)	9	34	62	18	0	2,723577	3	3
Vicinity of emissive centers (how close are the emissive centers)	19	34	62	10	0	1,252	1	1,5
How clean are the sites of the route?	4	30	74	15	0	2,813008	3	4
Level of convenience at the sites of the route (convenient and relaxation points)	5	36	71	12	0	2,725806	3	3
Sufficient staff on the site of the route	73	45	5	0	0	1,447154	1	2
Service level of staff / organizers of the route	55	56	12	0	0	1,650407	2	2
Existence of First Aid Kit on the sites of the route	36	85	0	0	0	1,702479	2	2
Sufficient access to disabled, pregnant and elderly people on the sites of the routes	25	41	45	13	0	2,370968	2	3
						Sum	26	32,5

Table 32. Functional Values of the sustainable cultural route: "The route of German General Kreipe's Abduction".

Main indicators/ subindicators	Ranking					Im	Maximum Values of Subindicators	Values Given by authors
	1	2	3	4	5			
Tourism-Specific Values / Additional Values								
Promotion (level and number of promotional resources)	65	52	0	8	0	1,608	2	4
Presence of sites / cultural route in social media	42	52	24	6	0	1,951613	2	4
Hostelry Services (accommodation close to the route)	3	12	35	75	0	3,456	3	3
Catering Services restaurants (and cafes close to the route)	1	15	51	56	0	3,317073	3	4
Existence of a tour guide service (If exists- expertise level, knowledge of foreign language(s), interpretive skills)	22	27	43	29	2	2,691057	3	4
Tourism Infrastructure (pedestrian pathways, resting places, garbage cans, toilets, etc. and level of additional tourist infrastructure)	14	52	49	8	0	2,414634	2	4
Possibilities for comprehension (an interesting story can be told about the route)	12	23	51	38	0	2,927419	3	4
Accessibility of the route for special needs (possibilities for organization of various events)	8	33	55	28	0	1,415323	1	1,5
Provision of authentic experience	7	34	50	33	0	2,879032	3	3
Possibilities for providing interesting visits for tourists	3	8	39	46	28	3,709677	4	4
Attractiveness of the sites on the route (tourist appeal of the sites on the route)	3	21	69	31	0	3,032258	3	4
Level of tourist visits (annual number of tourists)	59	45	17	1	0	1,672131	2	2
Existence of additional interpretive facilities (interpretive panels, visitor and information centers, museums, exhibits, space for creative activities)	17	26	39	34	6	2,885246	3	4
Presence of travel arrangements related to the cultural route (presence of the itineraries related to the route in travel agencies)	31	69	23	0	0	1,934959	2	2
Existence of authentic souvenirs (souvenirs related to the route theme)	72	34	14	4	0	1,596774	2	2

Quality of service provided in the sites of the route	28	37	44	15	0	2,370968	2	3
Level of safety at the sites of the route	11	32	60	21	0	2,733871	3	4
Possibility of correlating the route with alternative tourism routes (wine routes, ecotourism routes, etc.)	5	18	57	45	0	3,136	3	4
Innovation Level of the Services and of the Cultural Route	16	36	46	25	0	2,650407	3	3
						Sum	49	63,5

Table 33. Additional Values of the sustainable cultural route: "The route of German General Kreipe's Abduction".

	Values of the Current State			Values of the Potential Position		
Main Values of the Cultural Route (MV)	SV (22) +RSV (12) +ES (20) +PCV (10)	\sum_{64}	Field F_{33}	SV (24) +RSV (19) +ES (23) +PCV (12)	\sum_{78}	Field F_{44}
Tourism – Specific Values (TSV)	FV (26) + AV (49)	\sum_{75}		FV (32,5) + AV (63,5)	\sum_{96}	

Table 34. Overall Assessment of the Sustainable Cultural Route: "The route of German General Kreipe's Abduction".

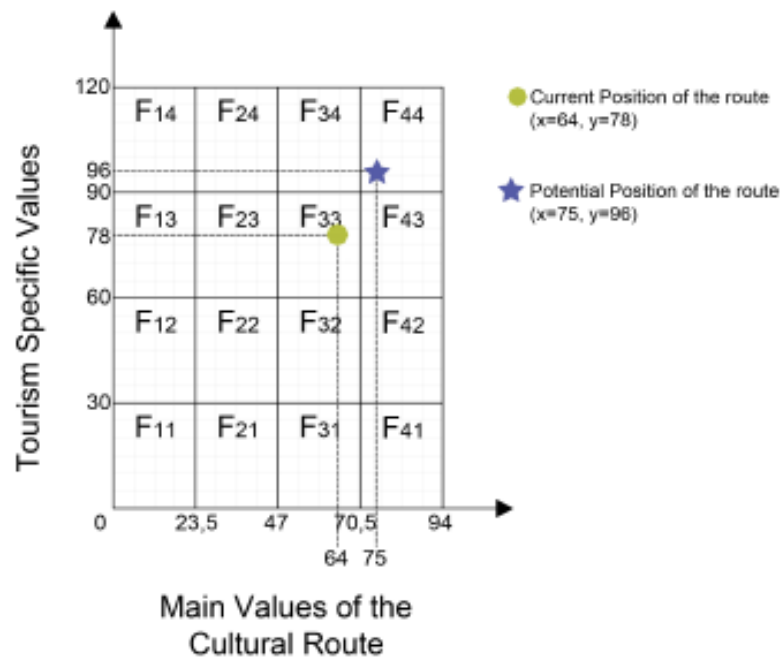


Figure 4. The Current and Potential Position of the Sustainable Cultural Route: "The route of German General Kreipe's Abduction".

The Functional Values are part of the Tourism – Specific Values. We observe that the score is pretty low (26 points) and that's why the signalization isn't the ideal for the most of the POI's (Table 32). Moreover, it seems that there isn't enough staff in the POI'S and the level of the service given to the tourists isn't sufficient. If the above subindicators are getting better, then the Functional Values will gain a pretty high score of 32,5 points.

In Table 33 the Additional Values of the sustainable cultural route "The route of German General Kreipe's Abduction" are presented , which indicates that not enough effort has been made as well as investments in order to provide an authentic tourist experience and high quality of tourism services, as it scores 49 points. That's the reason why the level of tourist's visits is pretty low. The tourists aren't familiar with this sustainable cultural route and it seems that most of villagers in Archanes also don't know about it. The promotion level of the cultural route is not enough, especially if we consider the uniqueness and importance of the route. The cultural route itself doesn't have its own site and the presence in social media is mediocre.

Although, there are a lot of catering and hostelry services close to the sites of the cultural route, the additional infrastructure facilities are in a basic level. Furthermore, it is important to mention that a lot of travel agencies don't offer similar sustainable cultural routes, with the promoted one.

On the other hand, it's positive that the attractiveness of the sites keeps up with an interesting story, while history and the customs are giving the opportunity to promote historical events and animation programs, as also to organize a lot of events. So, there is the potential to gain 63,5 points, according to the authors.

The Main Values of the route compared to Tourism-Specific Values show that the sustainable cultural route could potentially become a more internationally recognized route. It indicates that a lot of improvements and investments should be done, especially to the Tourism – Specific Values.

In Figure 4 we observe that that the sum of the Main Values of the route is 64 and the sum of the Tourism- Specific Values are 78. That makes the position of the current state of the route in the field F_{33} . It's obvious that the Main Values and the Tourism-Specific Values are in a moderate level. This happened, as we mentioned before, due to the lack of investments and facilities to the sites of the route, as also the public's lack of knowledge of the route's history.

Matrix table (Figure 4) helps us recognize, where the major gap of the sustainable cultural route is , in order to do future investments and provide a well-structured Master Plan for "The route of German General Kreipe's Abduction". The authors suggested the potential position of the cultural route, as we can see in Figure 4 that increases a lot the Main Values and the Tourism- Specific Values of the Route. In more detail, the sum of the Main Values for the potential position is 75 and the sum of the Tourism- Specific Values is 96. That makes the position of the Potential Position of the sustainable cultural route in the Field F_{44} .

7. Conclusions

This study applied three different methodologies in order to create an overall assessment for sustainable cultural routes. The first methodology was used in order to create the three proposed sustainable cultural routes for Archanes village.

The second one was the tourism potential audit tool that is used to assess the tourist experience potential of smaller cultural heritage assets in regional's destinations. This assessment categorized each one POI of each one proposed sustainable cultural route as peak or supporting tourism experience.

The third methodology that was used by the authors, in order to expand an innovation evaluation model for the assessment of heritage trails as complex tourism products, will contribute to the existing literature in cultural and sustainable tourism. The positive facts of this assessment model are that it provides a multi-dimensional perspective view of the importance of cultural corridors for tourism sustainable development. An innovation fact of this model is that not all subindicators should be of the same importance in the evaluation process. Finally, in the Matrix Figure the current state of the route is presented, according to the expert's assessment and the potential position of proposed route according to the author's estimations.

Archanes was chosen as case study in this particular dissertation, as it is a great example of an area that had been inhabited from antiquity to the present day. In addition, this village had flourished in all time periods, due to the diversity of its soil, the existence of water springs and its location that offered unique strategic point characteristics.

The above characteristics gave us the chance to collect plenty of interesting and meaningful cultural POI's from different time periods and finally to create three different cultural sustainable routes.

"The Minos pathway" seems to be the most recognizable route, both for the scientific community and for Archanes villagers. Although, the cultural significance of "From the Byzantine Era to the sovereignty of Venetians in Archanes" and "The Route of General Kreipe's Abductors" is great too. The three of them of course require further development, in order to reach their tourism potential. The authors suggest that the functional and the additional values are the "easiest to resolve, for they relate primarily to the presentation of each one asset".

Still, there is the tourist experiences, which are pretty important. This factor is responsible to develop a memorable tourist experience and it will finally present the heritage assets, in order to become more meaningful and attract more sophisticated tourist audience.

We realized that, some assets while they are significant historically are not set up for tourism. Except from their cultural and historical value, they aren't able to attract the tourist, due to the minimal signage, their location and the lack of interpretation. The Castel der Corner is facing this kind of problems.

As the authors mentioned before most POI's recommendations for improving its tourist potential include the below:

- Introduction of thematic interpretation integrated with the attractions. In some cases (museums) the use of technology attracts more tourists. Some examples are audio tours, looped videos and touch screen displays, that help the tourists engage more with the assets.
- Improve the transport links to heritage assets. This could happen with the creation of more trails and tours to connect various assets across Archanes village.
- Allowing regular and scheduled access to all assets.
- Marketing and promotion energies to the assets collectively. Except from the developed of social media and website pages for all the assets, the Municipality could also create a hub as its centerpiece, which would direct the visitors to all the assets.

7.1. Future Research

The combined assessment tools could be used in order to understand the nature of the tourism experience. As a future research the various factors that develop an extraordinary tourism experience by the visitors could be recorded. An interesting factor that should be studied is harmony with the heritage setting, in order to maintain strong feelings of authenticity, both intrinsic and existential.

Moreover, future studies should explore the role of the authenticity in developing tourism experiences in heritage settings. Also, the role of tourism in creating some kind of experiences in the asset should be investigated. This will make the heritage as a great performance, where the tourists construct their own sense of heritage and have an active role in a destination or in a whole region.

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