

QualityCoast Award

2012

Application Manual



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Coastal & Marine Union (EUCC)

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QualityCoast is a programme of the Coastal & Marine Union (EUCC) and partly funded by the European Commission



What is QualityCoast?

With the QualityCoast programme, the Coastal & Marine Union - EUCC aims to establish an international network of coastal communities that share similar values on sustainable development, nature and biodiversity, cultural heritage and identity, and social responsibility, at the same time maintaining high standards in the quality of their tourism. QualityCoast has been developed in the EU INTERREG IIIC project Coastal Practice Network (CoPraNet) by 21 partners from 11 countries under the lead of EUCC, one of the largest coastal expert networks in the world.

QualityCoast provides new ways of cooperation between coastal communities. Communities join a network of like-minded communities and share their experiences and best practices in order to improve sustainability and social responsibility in tourism. Their performance in these fields is connected to international tourism marketing through certification under the supervision of an independent international jury issuing QualityCoast Awards.

The importance of QualityCoast for tourism sustainability

People are increasingly interested in sustainability issues, also when selecting their holiday destination. Within a few years, tourism eco-labels will be common features in travel brochures and websites.

Whilst the Blue Flag specifically applies to individual beaches and marinas and Travelife and the Green Key to accommodations, QualityCoast is taking efforts towards sustainability into account in the whole territory of the coastal destination: towns, small regions and islands.

Participation of local authorities in the QualityCoast programme improves their awareness performance and achievements in an international context. The comparison with other QualityCoast communities provides the community with a good picture of its strengths and weaknesses. The international assessment and recommendations by the QualityCoast Jury provide the local authority with a guidance to be considered in an agenda for improvement.

The community's own international tourism marketing can profit from the status of QualityCoast Destination. Experience in several countries learns that this will continue to generate media publicity nationally and internationally. Award winners can widely disseminate the international QualityCoast brochure and refer to the QualityCoast public website. Such sustainability based marketing efforts will increase the "green profile" of the destination both externally and internally and this will help mainstreaming sustainability on local policy and decision making.

Contacts with tour operators have shown that there is serious interest in highlighting the QualityCoast destinations in travel brochures. QualityCoast has been identified as the most suitable label for sustainable tourism destinations that currently exists.

Main information sources

All necessary information for partners and applicants can be found in: www.qualitycoast.net.

Contact persons from QualityCoast partners and applicants are encouraged to join the LinkedIn Group "QualityCoast".

Information for the public is made available through: www.qualitycoast.info.



What is the QualityCoast Award?

The QualityCoast Award is a certification programme of EUCC for coastal communities that are proving and presenting good overall performance in sustainable development aspects relevant for tourism; providing transparent information to residents and visitors; and planning for future improvements. It is an independent certification of coastal communities and their services (especially in the field of tourism). The programme is considering criteria representing four different categories:

- ❖ **Nature**
- ❖ **Environment**
- ❖ **Identity**
- ❖ **Socio-Economics**

Each category consists of 5 criteria; each criterion is measured through a combination of quantitative and qualitative indicators, on which the applicant must provide information regarding its entire territory.

How is the QualityCoast Award attributed?

The QualityCoast Award is attributed on the basis of information to be provided by the applicant(s) through an Application Form. The Application Form is evaluated and assessed by the QualityCoast Secretariat. This draft assessment is then reviewed by an international Jury. For each application, EUCC designates a jury composed of at least three members including: an independent local expert (who is aware of the applicant community); a national expert; and an international EUCC-expert. In order to ensure its independence, the Jury will work anonymously until the moment it is concluding its assessment.

The Secretariat and the jury assign scores to all indicators, ranging from 0 to 10; "0" meaning absence of any quality (or no information provided for an indicator); and 8 - 10 indicating excellence for an indicator. The resulting score for criteria is based on the scores and weight factors of its indicators.

The average scores of all 20 criteria will then be calculated. This will be the final score. Applicants scoring '0' in two or more criteria will not be eligible for the QualityCoast Award, regardless the scores in the other criteria.

First time applicants with an average score no less than 5.7 will be granted a QualityCoast Award. Destinations applying for the 2nd time need score 5.8, for the 3rd time 5.9 and for the 4th time 6.0 (minimum).

The jury will issue a report with a complete list of criteria scores and with suggestions for further improvement.

QualityCoast Bronze, Silver, Gold and Platinum Awards

If the Award score threshold is met, the jury will also check whether the average scores of the individual categories (Nature, Environment, Identity and Socio-economics) reach a minimum of 8.0 ("excellence").

In place since 2011, the following Award levels will be considered: QualityCoast Bronze; Silver, in case of excellence in one of the four categories); Gold, in case of excellence in two [but then no other category should be below 5.0] or three categories; and Platinum, in case of excellence in all four categories.



Successful applicants become QualityCoast Destinations

Applicants who meet the score threshold are invited to the next international QualityCoast Award Ceremony and Workshop (May 2012), where they will receive the QualityCoast Award Certificate, a QualityCoast Flag and a QualityCoast Banner. They then become QualityCoast Destinations that can participate in the joint marketing programme. QualityCoast Destinations can order extra flags and banners (at a cost basis), which can be displayed throughout the destination's territory during 24 months. One year after the application, the QualityCoast destinations are requested to update their information for the public website and brochure(s).

18 Months after their application the QualityCoast destination will be encouraged to submit a renewed QualityCoast Application. The assessment of the new application will take into consideration the coherence between the improvements indicated in the previous one and the integration of the suggestions and the recommendations made by the QualityCoast Jury.

Renewal of the Award: important note

The assessment will take into consideration that earlier scores related to sustainability performance reflect the state of knowledge and experience of previous periods. If no progress is demonstrated in certain indicators, this could result in lower scores. E.g. ambitions and implementation levels in renewable energy use are increasing with time, therefore a clear progress on this item should be shown within a period of four years; another example is the assessment of satisfaction of the destination, which should be carried out in periods no longer than two or three years.

It is also important for applicants to realise that the QualityCoast Team is annually improving the indicator set in order to better cover up-to-date considerations about sustainability and relevant criteria, and to increase harmonisation with the UNWTO and EU TSG criteria. This year an entirely new criterion is introduced and two old ones have merged.

This is why the score for particular criteria can change compared to two years ago even when the situation hasn't changed.



What are the QualityCoast criteria?

The criteria are as follows:

NATURE
1. NATURE CONSERVATION
2. CONTACT WITH NATURE
3. GREEN POLICIES
4. OPEN LANDSCAPES
5. NOISE & LIGHT MANAGEMENT

ENVIRONMENT
6. BLUE FLAGS & BEACHES
7. WATER MANAGEMENT
8. SUSTAINABLE TRANSPORTATION
9. WASTE & RECYCLING
10. CLIMATE & ENERGY

IDENTITY
11. CULTURAL HERITAGE
12. TERRITORY & TRADITION
13. LOCAL IDENTITY
14. HOSPITALITY & SATISFACTION
15. HUMAN RIGHTS & JUSTICE

SOCIO-ECONOMICS
16. TOURISM
17. DESTINATION MANAGEMENT
18. BUSINESS INVOLVEMENT
19. COMMUNITY PARTICIPATION
20. HEALTH & SAFETY

Note: The criteria and indicators will be subject to annual review, a process which will involve the QualityCoast Jury and may result in adjustments in the next Application Form. Please make sure you are using the 2012 version.



How to apply for a QualityCoast Award?

Registration

Applicants to a QualityCoast Award are expected to confirm their commitment to:

- a) provide a good quality of life for their citizens as well as for their visitors, ensuring a healthy environment for people and nature, and adopting the principles of sustainable development
- b) the development and implementation of policies that ensure the above quality of life, and improve the situation in the area in case of weak performance
- c) transparency in the provision of information (regarding their quality and of relevant policy initiatives) through the internet and appropriate other media, in close cooperation with other QualityCoast Destinations.

Coastal communities or regions who wish to join QualityCoast can register (for free) as follows:

- a) Download and complete the QualityCoast Registration form at www.qualitycoast.net, filling in all the fields required.
- b) Identify a contact person;
- c) Send the completed Registration form by post to:
Coastal & Marine Union (EUCC)
P.O. Box 11232
NL-2301 EE Leiden
The Netherlands

or by e-mail to: secretariat@qualitycoast.info (indicating "QualityCoast Registration").

Within two weeks EUCC will decide about registration.

Important: neighbouring communities can make one joint application

A coherent group of municipalities can jointly apply for a QualityCoast Award if they are:

- together forming a small island or a small region
 - if the municipalities are cooperating in tourism marketing as one island or regional destination and not as separate municipalities;
 - if the municipalities can show common policies toward sustainable development of the territory
- Communities / municipalities intending to make a joint application can indicate this in the Registration Form, providing clear evidence on the above criteria.

EUCC will then consider such a request for one application term (2 years) at the time, but it can prolong joint application status for every next application.

In case this is agreed, only one Application Form needs to be completed for the island or region. In some cases EUCC will request information about individual municipalities for QualityCoast BasiQ scan indicators (on a separate form).



Application

Once the registration is accepted, applicants can start completing the following steps:

- a) Download the QualityCoast Award 2012 Application Form at www.qualitycoast.net. Make sure you are using the latest version.
- b) Fill in the Application Form electronically. See Annex II of this Manual for details;
- c) Prepare an online map of the territory, using the Google maps tool (see Annex III for details);
- d) Select 10 high quality digital pictures (preferably 2000 x 3000 pixels, free of copyright for us) that well illustrate some of the criteria. These pictures will be used in the brochure and public website, in case the applicant is awarded. We also need the digital logo of the applicant (300 dpi).
- e) Prepare and annex to the application form all relevant documents that you consider useful for the assessment and are referred in the application. Please check whether the QualityCoast Team is able to read the language of the annexes.
- f) Please send the completed Application Form, pictures and annexes (digital format on a CD/DVD or USB pen drive) by post to:
The QualityCoast Jury
Coastal & Marine Union (EUCC)
P.O. Box 11232
NL-2301 EE Leiden, The Netherlands

or by e-mail to: secretariat@qualitycoast.info, stating QualityCoast Application + Name of Destination. Please note that e-mail annexes larger than 4 MB will not arrive.

- g) Payment of the Application fee (see *Application Fees* below)
After acceptance of the Application by EUCC, the non-reimbursable application fee, which amount depends on the size of the applicant (see table below), should be paid to:
EUCC / Kust & Zee
ING Arnhem, the Netherlands
IBAN NL 85 INGB 0001 025914
Swift/BIC Code INGBNL2A

Please note that the assessment process will only start after receipt of the payment. The fee will cover the cost of the assessment and review process by the QualityCoast Jury and serve as a contribution to common international publicity (page in the QualityCoast brochure and website etc.).



Deadlines for 2012 Application

All application documents must be submitted before 15 December. Applications received after this date will be considered at least six months later. Important dates of the QualityCoast evaluation procedure are listed below but may be subject to change, to be announced in the www.qualitycoast.net website and through the QualityCoast LinkedIn Group.

DATES TO REMEMBER	
WHAT	Deadline
Registration	1 November 2011
Early Application Submission (see <i>Discounts</i>)	15 November 2011
Final application submission and payment date	15 December 2011
Final Jury evaluation	15 March 2012
QC Ceremony and Workshop	May 2012
Publication in QualityCoast Brochure	May 2012

Application Fees for 2012

Number of inhabitants in the territory of the applicant	Fee – Year 1 (2012)	Fee – Year 2 (2013)
Less than 1.000	€ 800	€ 400
Less than 10.000	€ 1200	€ 600
Less than 50.000	€ 2000	€ 1000
Less than 100.000	€ 2600	€ 1300
Less than 250.000	€ 3400	€ 1700
Less than 500.000	€ 4000	€ 2000
Less than 1.000.000	€ 5100	€ 3100
More than 1.000.000	€ 6200	€ 3700

Discounts

“Early-birds” applicants that submit the application and pay the application fee no later than 15 November 2011 will be granted a discount of 30% of the application fee. Furthermore, the QualityCoast Secretariat will do a “quick-scan” on the application to assess completeness/adequacy of the information provided. The applicant will receive notification on necessary clarifications by 1 December, after which they will be able to submit a final version until 15 December.

All applicants are encouraged to apply in this early period: 3 years of experience on QualityCoast assessments show that the majority of applicants initially fail to provide some required information, which usually reduces the final score obtained.

QualityCoast Top 50 Destinations (for Southern Europe and also the QualityCoast Top 10 for the Netherlands) are granted a discount of 30% of the application fee but only for their first award application. Both discounts can be combined. In this way early QualityCoast Top 50 Destinations can claim a 60% discount.



The Coastal & Marine Union (EUCC)

The Coastal & Marine Union (EUCC) is an association with 2700 members and member organisations in 40 countries. It is the largest network of coastal practitioners, planners and experts in Europe, with 14 National Branches and offices in 5 countries.

EUCC's mission is to promote coastal and marine management that integrates biodiversity conservation with those forms of development that sustain the integrity of landscapes, the cultural heritage and the social fabric of our coasts taking into account the effects of climate change.

EUCC is a member of ECOTRANS and a partner to DestiNet, the Sustainable Tourism Information Portal of the European Union, <http://destinet.ew.eea.europa.eu/>.

From 2004 to 2006 EUCC led a network initiative within the EU INTERREG IIIC Project Coastal Practice Network (CoPraNet), in partnership with 20 coastal councils and institutes from 11 countries, which have taken up the challenge to develop an international information programme, resulting into a transparent quality label for tourism destinations: QualityCoast. "QualityCoast" has been registered by EUCC as a European Union trademark; the use of the name is restricted under European law.

EUCC is Europe's most important expert organization on integrated coastal management / ICZM in Europe. It cooperates with the European Commission and with companies such as Coastinfo International and Arcadis. Results of this cooperation can e.g. be found in the OURCOAST website <http://ec.europa.eu/ourcoast/>

Together we assist coastal communities in improving their coastal strategies, sustainable tourism and destination management.

Contact details:

For any information or clarification that is not addressed in this document, please contact us at:

Coastal & Marine Union (EUCC)
c/o QualityCoast
P.O. Box 11232
NL-2301 EE Leiden
The Netherlands
www.eucc.net, www.qualitycoast.net
E-mail: secretariat@qualitycoast.info
Tel: +31 (0) 71 5122900
Fax: +31 (0) 71 5124069

Annex I

Benefits of QualityCoast for tourist destinations



One programme for the whole community territory

The QualityCoast Award recognises qualities and efforts toward sustainability in the whole territory of the community: a town, a small region or an island. The Award gives the right to display the QualityCoast flag, banner and other material throughout the community, not only on the beach. Some of the existing QualityCoast Awards winners are displaying the banners along all roads giving access to the town. The performance in the Blue Flag and Green Key programmes is positively taken into account in the QualityCoast Award.



Improved awareness of sustainability issues

Participation in the application and filling in the Application Form will already improve the awareness of the community's performance in important aspects of sustainability and local identity, within the local authority.



Monitoring strengths and weaknesses (SWOT)

The comparison with other QualityCoast communities through the Jury assessment and report provides the community with a good picture of its strengths and weaknesses in an international perspective.



Cooperation opportunities within a coastal region or island

Small adjacent communities can participate together in order to work more cost effectively; they can also apply for the QualityCoast Award together (e.g. islands with more than one municipality or a coherent group of municipalities considering and promoting themselves as a single unit).

Climate, environmental and sustainability issues are increasingly taken into account in the selection of holiday destinations. We believe that this creates opportunities for destinations in attracting visitors who are inclined to cut down on air travel.

However, when competing with the more "exotic" hotspots, destinations must improve and better communicate their attractiveness in terms of their identity, cultural and natural heritage, wildlife and landscape. This requires a regional approach and a regional collaboration in a tourism promotion, based upon the attractiveness of their region and not of one single town.



Learning from similar communities

Upon registration of the community for the QualityCoast programme, the community can participate in the QualityCoast exchange programme with other QualityCoast communities, in workshops and at the annual QualityCoast event.



Guidance for improvement

The international assessment and recommendations by the QualityCoast Jury provide the local authority with a guidance to be considered in an agenda for improvement.



Transparent information to residents and visitors

Award winning communities are assisted in supporting their identity and profile in communication through transparent information on the basis of the three categories (Nature, Environment and Socio-Economics) and the 20 criteria.



The best timing for local publicity

Award winning communities can choose the moment when they would like to launch their own local and national publicity for receiving the Award (including a local Award ceremony) at a date that suits them best, e.g. at a local festivity, opening of the bathing season. This is also facilitated through the possibility to enter the procedure four times a year.



PR opportunity for local Small and Medium Enterprises (SME)

Companies and shops in any QualityCoast Destination can display references to the Award for their community to their clients. Shops in Goedereede and Schouwen-Duiveland (NL) have set the first example of this.



Opportunity for marketing and promotion

The community's own international tourism marketing can profit from the status of QualityCoast Destination. Experience in several countries learns that this will continue to generate media publicity nationally and internationally. Award winners can widely disseminate the international QualityCoast brochure and refer to the QualityCoast public website.



Inclusion in the joint international marketing campaign

The awards will be announced through an international press release and at the press conference at the annual international QualityCoast Award Ceremony and Workshop, to which all Award winners will be invited.

QualityCoast destinations will also be highlighted through:

- the QualityCoast public website: www.qualitycoast.info
- the annual QualityCoast brochure (in English and German) and the annual Kust&Zee Gids (in Dutch) with a total circulation 210.000)
- Presence at major tourism events and fairs in the UK, the Netherlands and Germany in case of common interest*

In the website www.qualitycoast.net you can find "Promotion tools for QualityCoast destinations" EUCC is also promoting cooperation between marketing experts of QualityCoast destinations through a LinkedIn "QualityCoast Marketing" Group.

* The QualityCoast secretariat promotes cooperation of Destinations to disseminate their own brochures at these fairs against limited additional cost.



Solid two year basis for marketing

The QualityCoast Award gives the right to display the QualityCoast flag, banner and other material for 24 months (subject to an approved update of public information)



A second chance for free

Unsuccessful applicants are encouraged to improve their application file and resubmit, because failure is often due to insufficient provision of information; within six months after the first application there will be no additional cost for the applicant.



Free services from the EUCC network

QualityCoast also gives benefit of the general services of EUCC:

- ❖ Communication opportunities in EUCC's media, including Coastal & Marine magazine, EUCC Coastal & Marine news, EUCC EuroMed News, and specific media for the Netherlands (Kust&Zee Gids, Kust&Zee mail).
- ❖ Free subscription to the e-mail newsletters for staff and board members (five language editions).
- ❖ Up to 5 free subscriptions to EUCC's quarterly Coastal & Marine magazine
- ❖ Free online access to the Journal of Coastal Conservation, Planning and Management (published by Springer)
- ❖ Free copies of other EUCC publications, e.g. Coastline Reports
- ❖ Discounts to EUCC's Littoral conferences
- ❖ Participation in project partner search, joint project preparation and fund raising
- ❖ Collaboration in the representation at conferences.
- ❖ Access to information from EUCC projects and conferences.

Annex II

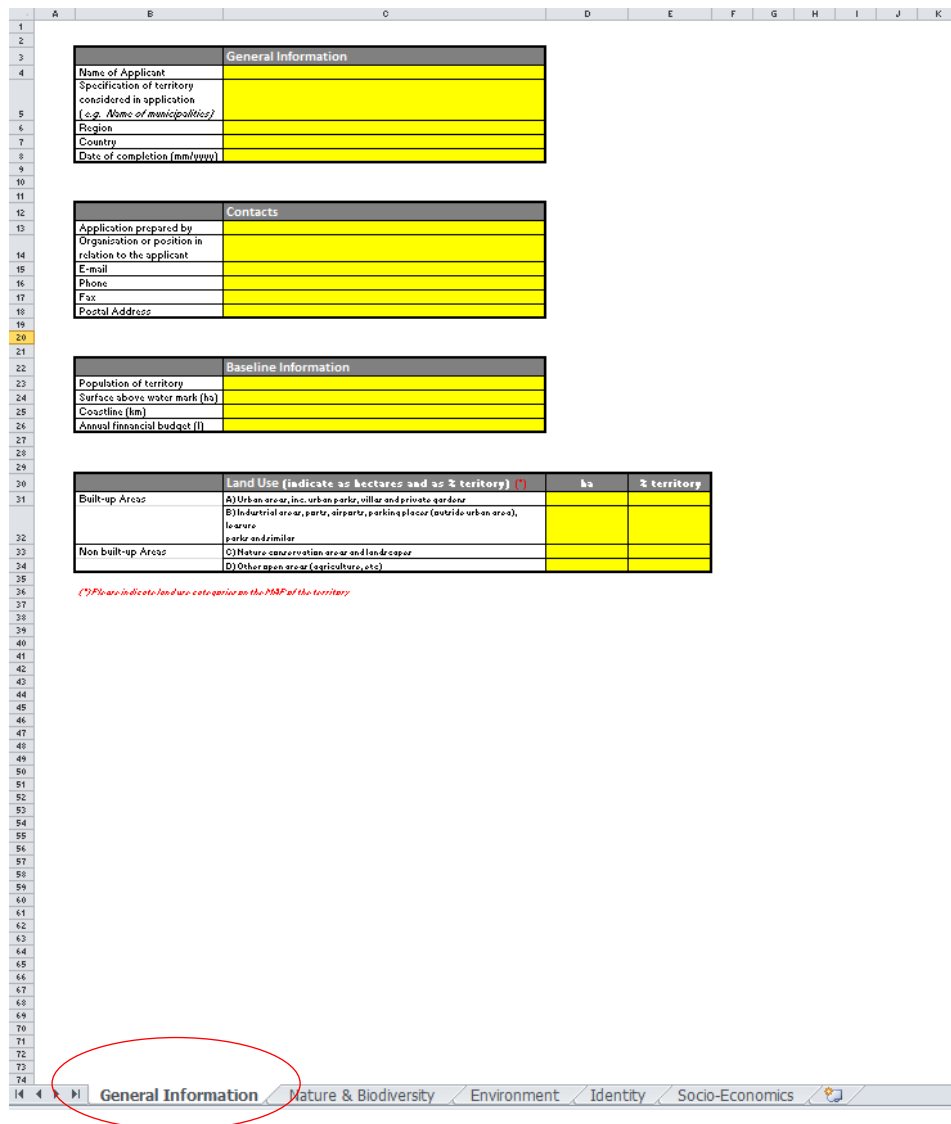
Guidance to complete the Application Form

The Application Form 2012 is an excel file available for download in www.qualitycoast.net. Previous versions of the Application Form will not be accepted.

The excel file is composed of 5 tabs/sheets: one sheet for “General Information” of the applicant and its territory and sheets for each of the four categories: Nature, Environment, Identity and Socio-Economics (Fig. 1)

THE “GENERAL INFORMATION” SHEET

All fields in yellow must be completed.



General Information			
Name of Applicant			
Specification of territory considered in application (e.g. Name of municipalities)			
Region			
Country			
Date of completion (mm/yyyy)			

Contacts			
Application prepared by			
Organisation or position in relation to the applicant			
E-mail			
Phone			
Fax			
Postal Address			

Baseline Information			
Population of territory			
Surface above water mark (ha)			
Coastline (km)			
Annual financial budget (€)			

	Land Use (indicate as hectares and as % territory) (*)	ha	% territory
Built-up Areas	A) Urban areas, inc. urban parks, villas and private gardens		
	B) Industrial areas, ports, airports, parking places (outside urban areas), leisure parks and similar		
Non built-up Areas	C) Nature conservation areas and landscapes		
	D) Other open areas (agriculture, etc)		

() Please indicate land use categories on the MAP of the territory*

Fig. 1 – General view of excel file with 5 tabs / data sheets

9. WASTE & RECYCLING	
<i>Policies and structures for waste collection, recycling and re-use</i>	
9.1. Percentage of municipal solid waste which is recycled and/or composted - National average	} CORE
9.2. Average % of municipal solid waste of the destination which is recycled and/or composted - local figure	
9.3. Approximate % of municipal solid waste which is recycled and/or composted in the peak of high season - local figure	
9.4. Main measures for waste separation and recycling in 2011, inc. specification of 9.5	
9.5. Amount of local government budget committed to waste separation and recycling in Euros, and as a % of the local annual budget (2011)	} Optional
9.6. Number of collection points for waste separation for recycling, per 1000 habitants	
9.7. Presence of schemes for the use of waste as a resource for building, gas production or other initiatives (e.g. cradle to cradle)	
9.8. List of measures to prevent waste disposal at sea by ships (in the port)	
Additional features, problems and constraints	} CORE
Improvements planned for the next 2 years	
Improvements made in last 2 years	
Perceptions from Stakeholders /input from local QC Committee	

Fig. 3 – Indicators of a criterion: core and optional

Column “Improvements in the past 2 years” (Fig. 2)

For each indicator please summarise the trend over the last two years only by one symbol: “+” in case the value (number or %) has increased; “0” in case this no change; “-” in case the value has decreased.

Columns “Value” and “Description ...” (Fig. 2)

You can use these columns to provide the data associated to each indicator: please use the column “Value” for quantitative information (e.g. percentages, numbers). And please use the column “Description” for descriptive/qualitative information. You are allowed to use this column to provide additional comments associated to a quantitative indicator, where only a value is requested. Some data may require a date/year and source.

Additional features, problems and constraints

In each criterion you will have the chance to provide any other information that you find relevant to be considered but also aspects that may be constraining the performance of the applicant in the criterion (e.g. if a particular issue is not within the jurisdiction of the applicant as reason for weak performance).



Improvements planned for the next 2 years

Please briefly describe the most important improvement(s) planned for the next two years. For second time applicants, this period corresponds to the interval between applications. This information will be evaluated when the destination re-applies for a QC Award in the future. If you do not complete this field the Jury will assume that no improvements are planned.

Improvements made in the last 2 years

Please briefly describe the most important improvement(s) made in the past two years. Here you may provide a clarification for the progress that you indicated with a "+" in the column "Improvements in the past 2 years".

For second time applicants, please consider the improvements that you expected in the previous application (2009); the Jury will evaluate information provided here against the situation described in 2009 and in the previous Jury report and recommendations.

If you do not complete this field, the Jury will assume that no improvements are made.

Perceptions from Stakeholders / Input from local QC Committee

Applicants are encouraged to gather opinions and views from important stakeholders in the territory. Relevant stakeholders' initiatives contributing to sustainability in the area can be mentioned,

An NGO organising beach clean-ups;

Or: the local hotel owners association pushed the Local Authority for a better waste management. The municipality has therefore worked with the association to review the possibilities.

Destinations that have formed a QC Committee should also use this section to provide their views and conclusions of discussions.

QualityCoast Committee

Since 2011 Awarded destinations are encouraged by the QualityCoast Jury to establish a local QualityCoast Committee as a platform to discuss the Jury recommendations and their implementation, with representatives from NGOs and the business sector. In this way the QC Jury hopes to foster the application of principles of Integrated Coastal Zone Management (ICZM: stakeholder participation, knowledge based management of natural resources, etc.). On the basis of this, the Committee can contribute to the preparation of the next QualityCoast application (in which case the input can be included in the section "Perceptions from Stakeholders / Input from local QC Committee").

Annex III

Guidance to produce an Online Map

Upon registration the applicant will receive a link and a password to an online Google map of the destination. If this does happen automatically, please ask the QualityCoast Secretariat (secretariat@qualitycoast.info) the password in order to get access to the map.

On this map, you are kindly requested to mark important elements of your destinations by using the icons or straight line tool.

With each icon or contour, please indicate the name and location of the element in the right box. Please use the appropriate icon, which is mentioned next to the element.

It concerns the following elements:

- a. The boundaries of the destination (if your destination is an island, this is not necessary).
- b. Protected nature areas corresponding to indicators 1.2 and 1.3: draw a line around the contour using the straight line tool (colour: light green)
- c. Visitors' attractions such as museums and historic buildings corresponding to indicators 11.1 and 11.2: use the yellow balloon icon.
- d. Airports, airfields, airstrips, helicopter base corresponding to indicators 5.3 and 5.4: use the aircraft / helicopter icon.
- e. Location of Blue Flag beaches and marinas, corresponding to indicator 6.1: use the flag icon.
- f. Location of bathing water points with Excellent bathing water quality in 2010, corresponding to indicator 6.3: use the blue balloon icon.
- g. Small scale cultural landscapes from before 1900 corresponding to indicator 12.1: draw a line to indicate the contour (colour: brown).
- h. The old / traditional town/city/village centre(s) from before 1900, corresponding to indicator 13.1: draw a line to indicate the contour (colour: red).

If you do not have any experience with editing a Google map, please use the following link for help: <http://maps.google.com/support/bin/static.py?page=guide.cs&guide=21670&topic=21671>

As soon as you become a QualityCoast Destination (by winning an award) the map will be made available to the public through www.qualitycoast.info. In cooperation with you, we will then add a number of "QualityCoast Hotspots", i.e. the destination's most important highlights and cultural events that visitors "must see", obviously in relation to QualityCoast indicators (Fig. 4).

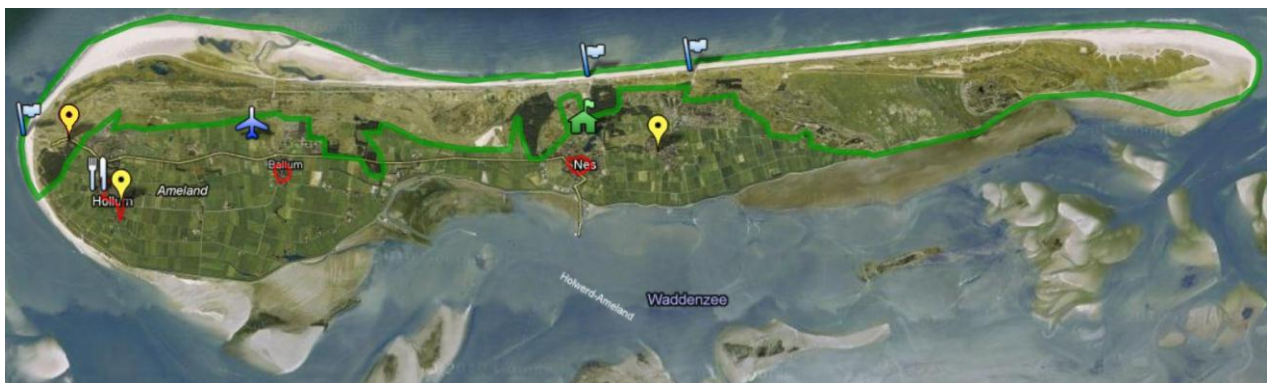


Fig. 4 – Example of a QualityCoast Hotspots Map of Ameland (The Netherlands) with QC information:

<http://maps.google.com/maps/ms?ie=UTF&msa=0&msid=201225704669961242044.0004a402b6c35e4d0d7c>