
Rural Development Policy and Cultural Heritage: Some Evidence from Assessment in Castilla y León (Spain)

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Política de desarrollo rural y patrimonio cultural: algunas evidencias desde la evaluación en Castilla y León (España)

Resumen. Las zonas rurales de la Unión Europea poseen una estructura cultural, económica y social rica y diferenciada, conformando una auténtica reserva de la diversidad frente a la tendencia homogeneizadora de las culturas urbanas, tal como se puso de manifiesto en la Declaración de Cork firmada el 9 de noviembre de 1996. La valorización de este patrimonio cultural, a través de la puesta en marcha de actividades económicas generadoras de valor añadido y empleo, tiene un efecto inducido en la mejora de la calidad de vida en estas zonas, hecho que no ha pasado desapercibido para la política de desarrollo rural de la Unión Europea (Segundo Pilar de la Política Agraria Común).

Son muchas las acciones vinculadas a la cultura que pueden financiarse en este marco, a través del Fondo Europeo Agrícola de Desarrollo Rural (FEADER), agrupándose en cuatro ámbitos principales de intervención: la promoción de la identidad local a través de su dimensión inmaterial (lenguas, costumbres, folklore, tradiciones musicales y artísticas, danzas, artesanía, especialidades gastronómicas, oficios y antiguas técnicas); la valorización del patrimonio cultural local (renovación de pueblos, restauración y rehabilitación del patrimonio arquitectónico, y diseño de itinerarios culturales, entre otros); la creación de infraestructuras culturales permanentes (como emplazamientos culturales, centros de interpretación y museos); y la organización de actividades culturales puntuales (animación, teatralización, cines itinerantes o festivales).

El objetivo de este artículo es determinar el papel que ha tenido este tipo de proyectos en el conjunto de actuaciones financiadas bajo el Enfoque LEADER dentro del Programa de Desarrollo Rural de Castilla y León durante el período 2007-2015, evaluando su impacto en el territorio a partir de los registros del Sistema Informático de Tramitación de las Ayudas LEADERCAL (STAGAL).

Palabras Claves: Política de desarrollo rural; Enfoque LEADER; Grupos de Acción Local (GAL); Patrimonio cultural.

Clasificación JEL: R58; Z18; Z32.

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Abstract. Rural areas in the European Union are characterised by a rich and diverse cultural, economic and social structure. There exists an extraordinary patchwork of activities with a great variety of landscapes and villages, a unique reserve of diversity, as the Cork Declaration pointed out on 9th November 1996. Enriching this cultural heritage through economic activities to create added value and employment improves the socioeconomic viability and the quality of life in rural areas. Thus, rural development policy takes this fact into account (LEADER approach in the Common Agricultural Policy Second Pillar).

There are many actions related with culture which can be financed by the European Agricultural Fund for Rural Development (EAFRD). They may be classified in four main intervention areas: the promotion of local identity through intangible cultural heritage (local traditions); the historic buildings rehabilitation and village renewal; the creation of permanent cultural infrastructures (interpretation centres, museums, theatres); and the organization of festivals and other temporary cultural activities.

The aim of this paper is to identify the role that this kind of projects has played, in the overall interventions financed by LEADER Local Development Strategy in the Castilla y León Rural Development Programme. We will assess the main outcomes and the territorial impact, taking the characteristics of the files which have been executed in the 44 Local Action Groups (LAGs) in the region during 2007-2015 as the main sources of information from the Computerised System for Processing LEADERCAL 2007-2013 Grants (STAGAL).

Keywords: Rural development policy; LEADER Strategy; Local Action Groups (LAGs); Cultural heritage.

JEL codes: R58; Z18; Z32.

1. Introduction

The rural development policies carried out by the European Union (EU) have evolved in parallel to the changes in the rural environment over the last few decades: demographic recession, increased use of technical means and new information and communication technologies, improvements in productivity, liberalization and internationalization of the agricultural markets, progressive concern about environmental aspects (conservation of the biodiversity and the fight against climate change), protection of the natural and cultural heritage, and scarce participation of women and young people in the socioeconomic life of these territories.

These policies received a decisive boost in 1988 when the European Commission published the document entitled '*The future of the rural world*' (European Communities Commission, 1988). This document set out the strategy that the EU had planned for promoting development in rural areas. So as not to compromise the longer term development perspectives, this document stressed two primordial aspects, among others, related with the question in hand: support for craftsmanship on the one hand and the conservation of the natural environment and the cultural heritage on the other, as essential points in the progressive development of tourism. It also insisted in the importance of creating new tertiary activities, harnessing the local, natural assets (climate, location, and so on) or acquired assets (cultural resources and heritage).

The first experience under this perspective arose in 1991, with the launch of the pilot project *LEADER I*, "*Integration of Actions for the Development of the Rural Economy*", which was in force until 1994, thus initiating a *bottom-up* model of rural development that aimed to support the transformation of the rural world through the orientation of the agricultural space towards uses other than the traditional ones (Gordo Gómez, 2011). This first *LEADER Initiative* laid the foundation for a new focus in rural development, facilitating the conditions for the launch of the *Community Initiative LEADER II (1994-1999)* and for the *LEADER+ Initiative (2000-2006)*. However, this evolution would not make sense without a reference to the *Agenda 2000*, a document that sketches the future of the European Union's policies according to the foreseeable expectations for expansion at that time. The *Agenda 2000*³ has supposed the most complete and radical reform of the *Common Agricultural Policy (CAP)* since its creation, consolidating a *rural development strategy*, and which has gradually acquired ever more importance, becoming the *second pillar of the CAP*, reinforcing its multifunctional character (socioeconomic, environmental, cultural and territorial) of the agricultural space, besides maintaining its mission as a provider of agricultural goods and foodstuffs.

In the programming period, 2007-2013, the major instrument of the community's rural development policy has been the *Regulation (CE) 1698/2005, of the Council of 20th September 2005*⁴, concerning the grants for rural development through the *European Agricultural Fund for Rural Development (EAFRD)*, which established a structure of axes and measures for the programming and execution of the interventions. It represented, in practice, an important

³ The negotiations of the *Agenda 2000* and, consequently, the agreement concerning the reform of the *CAP*, were concluded in the European Council of Berlin in March 1999.

⁴ This rule, which replaced the Regulation (EC) 1257/1999, was later modified by the Regulation (EC) 74/2009. Once the Regulation (EC) 1698/2005 had been approved, the *strategic community directives* were adopted by order of the Council Decision 144/2006. This was done to fix the priorities and measures for rural development with respect to the axes established in the Regulation.

point of inflection, as it incorporated a new transversal methodological concept reflected in *Axis 4.LEADER*, which transfers the accumulated experience of the *LEADER Initiative* in local development to the rural development programme. For the first time in the history of the *CAP*, the *LEADER approach* is included as part of the *Rural Development Programmes* of the member States and is no longer considered as something independent.

The 118 *Rural Development Programmes*, that are being implemented during the period 2014-2020, are also starting up integrated development strategies (*LEADER approach*). These are aimed at facilitating productive diversity, employment creation and the development of rural areas through *participative local development*. However, some things have changed, such as the very conception of the *CAP*, since it can no longer be considered a mere sectorial policy. Such questions as food safety, the fight against climate change, protecting the environment and the cultural heritage, or social and territorial cohesion, are all within its sphere of actuation, transcending the aims which were attributed to it at its conception in article 33 of the *Treaty of Rome* (article 39 of the *Treaty on the Functioning of the European Union*)⁵. Thus, in the programming period 2014-2020, the *second pillar of the CAP* is working jointly with the *first pillar* and is no longer financed solely through the *EAFRD*, but also with the support of the other *European Structural and Investment Funds*⁶ (*European Fund for Regional Development (EFRD)*, *European Social Fund (ESF)* and the *European Maritime and Fisheries Fund (EMFF)*).

Although the final regulations for the European Structural and Investment Funds for the 2021-2027 programming period have not yet been adopted, the Proposal of the European Parliament and of the Council (COM(2018) 375 final. 2018/0196(COD)) establishes, in the fifth policy objective, the support of the *ERDF*, the *ESF+*, the *Cohesion Fund* and the *EMFF*, to the integrated development of rural areas through community-led local development strategies, where *Local Action Groups (LAGs)* assume a relevant role. This maintains the bottom-up and local *LEADER approach* for the next seven years because *LEADER* has proven to be an effective means to local capacity building, to improving rural governance and to promoting social inclusion, poverty reduction and job creation in the local economy (European Commission, 2017:21). In short, it follows from the Proposal that the *EAFRD* is no longer considered a major Structural Fund in the common framework of the New Cohesion Policy and that *LEADER approach* objectives and *modus operandi* become part of this New Cohesion Policy, even though it is financed through the agricultural budget.

What is certain is that, in spite of these profound changes in the orientation of the *CAP*, the general aim of the *LEADER approach* has not been modified throughout its entire thirty year history: to encourage and help the agents of the rural world to reflect on their territory's potential with a long term perspective and to encourage the application of original strategies for sustainable development, aimed at experimentation with new ways to evaluate the

⁵ They were, to increase agricultural productivity, guarantee an equal standard of living for farmers, stabilise the markets, guarantee supplies, and ensure supplies at reasonable prices for the consumers.

⁶ Article 32 of the Regulation (EU) n° 1303/2013 of the European Parliament and of the Council of 17th December 2013, laying down common provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund, the European Agricultural Fund for Rural Development and the European Maritime and Fisheries Fund, included in the Common Strategic Framework, and laying down general provisions on the European Regional Development Fund, the European Social Fund, the Cohesion Fund and the European Maritime and Fisheries Fund, repealing the Council's Regulation (EC) n° 1083/2006. (DOEU L 347/320 of 20.12.2013).

natural and cultural heritage, and to improve the economic environment so as to contribute to the creation of employment and the organisational capacity of the respective communities⁷.

The pandemic caused by the spread of SARS-CoV-2 has shaken Europe and the world to its core. *LEADER approach* has also been conditioned by this new reality. All Member States must carry out a diagnosis of the current situation in order to identify the problems that the pandemic has caused in rural areas and to propose possible solutions. To help repair the economic and social damage the Commission is proposing to reinforce the budget for the *EAFRD* by €15 billion under Next Generation EU⁸ instrument to support rural areas in making the structural changes necessary to implement the European Green Deal, among others.

The difference between *LEADER* methodology and other more traditional policies lies in the fact that the *LEADER approach* indicates “*how to act*” and not “*what must be done*” (European Commission, 2010:15) Fundamentally, it consists in setting the boundaries of the intervention area, which cannot overlap with another area, and selecting an entity in it that can guarantee the association of the public and private sectors, free accession and democratic working of its organs. This entity, called the *Local Action Group (LAG)*, is a non-profit organisation, whatever its legal status may be, that creates and put into practice a *participative local development strategy* with an ascendant approach (that is, with the participation of the entire rural society, both economic and social). Later, this strategy is executed using public funds assigned by the *Management Authority* to that end and which, in the case of Spain, comes from the European Structural and Investment Funds (only from *EAFRD* in the period 2007-2013), from the General Administration of the State, from the Regional Administration and, in some cases, from the Local Administration.

The regulation for the programming period 2007-2013 required the implantation of the *LAGs* in small rural areas that make up a homogeneous whole from the physical (geographical), economic and social point of view, whose population is generally not more than 100,000 inhabitants in the areas of the greatest population density (around 120 inhabitants/km²), but above 10,000⁹. During this period, the *LEADER approach* was implemented¹⁰ in 2,402 rural areas of the Member States¹¹. In Spain¹², the *Axis 4.LEADER* has

⁷ *LEADER approach* can be used to its full potential to promote the *EU Action for Smart Villages*. Smart villages are rural areas and communities which build on their existing strengths and assets as well as new opportunities to develop added value and where traditional and new networks are enhanced by means of digital communications technologies, innovations and the better use of knowledge for the benefit of inhabitants (.

⁸ The European Commission presented on 27 May 2020 a major recovery plan for Europe based on harnessing the full potential of the EU budget. This proposal includes a new recovery instrument, Next Generation EU.

⁹ Nevertheless, exceptions could be admitted to these criteria in areas with a higher or lower demographic density. In the programming period 2014-2020, this maximum limit is raised to 150,000 inhabitants (article 33 of the (EU) Regulation n° 1303/2013).

¹⁰ An inventory of the different models in which the *LEADER approach* has been implemented in the European Union countries can be found in the *Leader Subcommittee Focus Group* (2010).

¹¹ There is currently a total of 2,770 *Local Action Groups* across the European Union. Together they represent 61% of the EU's rural population (European Network for Rural Development, 2020:2).

¹² In Spain, the rural development programming 2007-2013 has been done in line with its competence framework, and thus, in addition to a *Strategic National Rural Development Plan* (required in article 11 of the Council Regulation (EC) 1698/2005 on support for rural development by the *EAFRD*) indicating the *Fund's* and the State's intervention priorities, seventeen regional rural development programmes were launched, one for each Autonomous Community, together with a *National Rural Network Programme*, which was managed by the Ministry of Agriculture, Food and Environment. On the other hand, as is contemplated in the Council Regulation (EC) 1698/2005 in its article 15.3, and with the aim of incorporating common elements and

been developed through 18 *Rural Development Programmes* (17 regional and 1 national), and has been managed by 264 *LAGs*¹³ (284 in the 2014-2020 programming period) that have acted in 7,047 municipalities, covering a total area of 448,207 km² (88.8% of the national total), affecting a population of 12.4 million people (26.8% of the national total). Throughout these years, 44 *LAGs* (16.7% of the total) have been acting in Castilla y León (the same number in the period 2014-2020), covering 91,799 km² (97.4% of the regional area), providing services to 39.8% of the region's population, which corresponds to just over a million inhabitants and 2,204 municipalities out of a total of 2,248 (98%).

In 2015 rural areas covered 75% (3.3 million km²) of the European Union mainland population but were home to only a quarter (28%) of the EU's population. Within 2015-2030 the total population in European Union is projected to increase by 2%, while the rural population is expected to rise by just 0.6% (2.8 million) (Perpiña Castillo *et al.*, 2018:8). These areas have a rich and differentiated cultural, economic and social structure. They make up an authentic reserve of diversity against the homogenising tendency of urban cultures, as pointed out on 9th November 1996 in the *Cork Declaration*, during the *European Conference on Rural Development*. This *Declaration* explicitly refers to culture in three of the ten points it recommends for directing the EU's future rural development policies. Twenty years later, on 5th and 6th September 2016, the participants of the *Cork 2.0 European Conference on Rural Development* urged European Union policy makers to promote policies that encourage the preservation of Europe's natural and cultural heritage (European Union, 2016).

The aim of this article is to determine the role played by projects related to culture and heritage in the interventions financed within the framework of the *LEADER approach (Axis 4)* within the *Rural Development Programme of Castilla y León* during the period 2007-2015, using the files of the *Computerised System for Processing LEADERCAL 2007-2013 Grants (Sistema Informático de Tramitación de las Ayudas LEADERCAL 2007-2013, STAGAL)*. We have selected two of the most representative cultural routes of Castilla y León and Spain, the *Camino de Santiago (Way of St. James)* and the *Wine Routes*, identifying the most important characteristics of the projects in both itineraries as well as the possible differences between them.

The article has five sections. Following the introduction, we describe how the analysis data have been obtained and the methodology used. Finally, the results and the main conclusions are presented, as well as the implications as regards economic policy that can be derived from the study.

2. DATA

The main source of information used for the analysis was facilitated by the Management Services of the Department of Agriculture and Livestock Farming of the Regional Government of Castilla y León, the authorities responsible for the *Axis 4.LEADER* of the *Rural*

horizontal measures for the seventeen regional rural development programmes, the Ministry of Agriculture, Fisheries and Food, in collaboration with the former Ministry of the Environment and the Autonomous Communities, created a base programming document, the *National Framework*, which was approved by a *Commission Decision C(2007)5937*, of 28th November 2007.

¹³ Although the most generalised denomination is that of the *LAGs*, three Autonomous Communities (Andalucía, Galicia and Castilla-La Mancha) opted for the name *Rural Development Groups*.

Development Programme of Castilla y León 2007-2013, concerning the characteristics of the cases promoted by the 44 LAGs, extracted directly from the files of the *Computerised System for Processing LEADERCAL 2007-2013 Grants (STAGAL)*.

The aim of this application is to provide management support for this *Axis* of the *Programme*, integrating all the actions to be done by the LAGs in relation to the processing, review, approval and modification of the case files in a single computerised system.

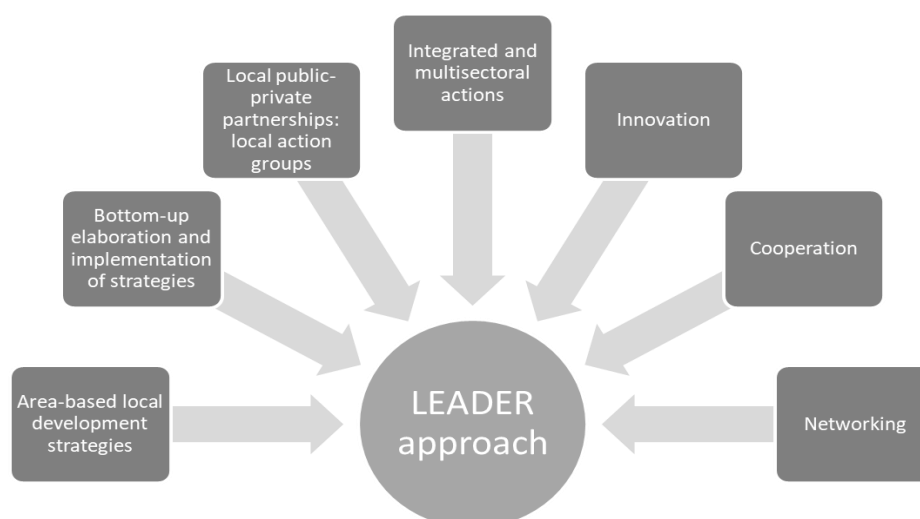
In addition, we have compiled all the relevant information concerning the territories in which the 44 LAGs in Castilla y León are working in order to determine the main geographical and demographic aspects; two aspects which, in our judgement, can condition the *local development strategies* undertaken, in general, as well as the success of the projects linked to cultural activities in particular.

This study has involved the review and analysis of 3,691 cases of grants applications carried out under the auspices of the *Axis 4.LEADER* of the *Rural Development Programme of Castilla y León* throughout its nine year existence¹⁴. This was done to select and classify those cases that are linked to activities of a cultural nature with respect to the filters introduced in each case. The result was that a total of 1,035 cases were selected. In the section corresponding to the presentation of the results, how this was done will be explained in greater detail.

3. METHODOLOGY

The *LEADER approach* assumes that the development strategies are more effective if they are decided upon and carried out by those involved on a local scale, being complemented by clear and transparent procedures through the support of the pertinent public administrations and the necessary technical assistance to enable the transfer of good practices to other territories (European Commission, 2010). The main characteristics are summarised in Figure 1, where each characteristic interacts with and complements the others.

Figure 1. Principal characteristics of the LEADER approach

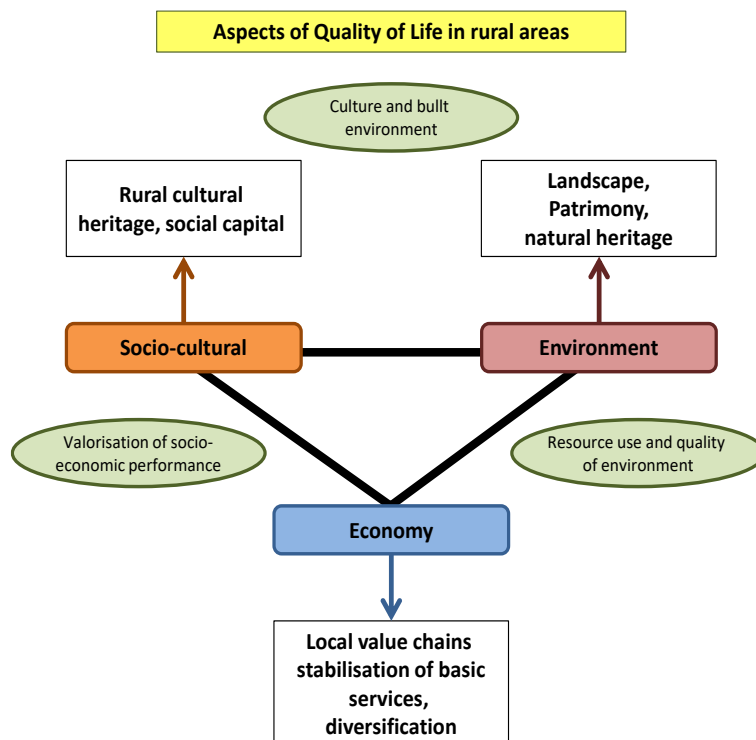


Source: European Commission (2010).

¹⁴ Although the programming is done for the period 2007-2013, the *Council Regulation (EC) 1698/2005* allows obligations to be carried out over two further years, according to the so-called *rule n+2*. Thus, the information with which the empirical study has been carried out goes from 2007 to 2015, both years inclusive.

It seems clear that these characteristics, together with the aims pursued by the *LEADER approach* from the beginning, which are linked to the three dimensions of quality of life in rural areas (socio-cultural and services, environmental and economic) (Figure 2), are related to culture and heritage.

Figure 2. Linkages between the three dimensions of Quality of Life



Source: Helpdesk of the Evaluation Expert Network and European Commission (2014).

The *socio-cultural dimension* implies that aspects of social capital and cultural capital/heritage are important. This includes both soft factors such as community life, traditions, social infrastructure and cohesion and material or hard factors (buildings or other infrastructures in the context of village renewal). It also includes basic services for cultural and leisure activities and for the rural population in general. The *environmental dimension* encompasses the human well-being arising due to the conservation and upgrading of the environment and the rural heritage. The *economic dimension* implies an adequacy and security of income: “*tourism, crafts and the provision of rural amenities are growth sectors in many regions and offer opportunities for on-farm diversification outside agriculture*” (European Commission, 2010:12-13).

A review has been carried out of the actions that have been able to benefit from *LEADER* support throughout its thirty years of existence, selecting those interventions linked to culture and heritage (Table 1). As can be seen, there are many actions related to culture and heritage that can be financed, as this type of intervention generates income and creates employment, thus contributing to the diversification of the economic activities in rural areas

and to the development of local communities¹⁵, without losing sight of the *negative and positive drag effects* that they can have on other sectors, as well as the positive externalities derived from cultural activities in rural areas (Frey, 2000:33).

Table 1. Evolution of the rural development territorial strategies in the European Union from the LEADER approach and the interventions linked to culture and heritage

Period	Rural development territorial strategy	Interventions linked to culture and heritage that can receive grants
1991-1994	LEADER I	<ul style="list-style-type: none"> ▪ Studies to take advantage of all the area's potential, including artistic and cultural heritage. ▪ Interventions in rural tourism which would include the cultural aspects, the improvement of the cultural and artistic heritage, and informative and dissemination activities. ▪ Support for small and medium sized craft enterprises and local cultural services, both those of new creation and those already in existence that invest in improvements and modernisation.
1994-1999	LEADER II	<ul style="list-style-type: none"> ▪ Investments in small public infrastructures derived from new needs of the tourism. ▪ Inventory, restoration and revaluation of historic buildings and rural landscapes with touristic interest (archaeological sites, religious buildings, among others) ▪ Activities concerning the creation, promotion and launching of new products of rural tourism, including cultural tourism. ▪ Craftsmen's access to consulting services, services, market studies, technology transfer, innovation and training. ▪ Innovative investments in crafts, especially all those that increase the value of the local resources. ▪ Renovation and development of villages and the existing architectural heritage. ▪ Creation and cultural diffusion related to rural development.
2000-2006	LEADER +	<p>Valorisation of the cultural resources by means of:</p> <ul style="list-style-type: none"> ▪ Renewal of the villages; ▪ Conservation of the rural heritage; ▪ Maintenance of a permanent cultural infrastructure.
2007-2013	Axis 4. LEADER. As part of the <i>Rural Development Programmes</i>	<ul style="list-style-type: none"> ▪ Actions that suppose original ways to increase the value of the typical production and local crafts. ▪ Interventions that contribute to the diversification of the rural economy through touristic activities, including cultural tourism. ▪ Signposting of areas of historical, cultural and landscape interest, as well as the creation of thematic routes. ▪ Creation of enterprises that offer touristic services of a cultural nature. ▪ Studies (diagnoses and inventories) and investments concerning the maintenance, restoration and improvements of the cultural heritage. ▪ Initiatives to integrate the catalogued elements of cultural interest into activities of a socioeconomic nature (concerts and exhibitions, among others). ▪ Creation of differentiated routes with historic-monumental content.

¹⁵ At the meeting of the Ministers of Regional Policy and Spatial Planning, celebrated in Venice on the 3rd May 1996, the function of culture, in the widest sense of the term, in achieving the socio-economic cohesion of the different territories of the Union was stressed; including the possibilities for employment creation as a result of the activities created from tourism.

Period	Rural development territorial strategy	Interventions linked to culture and heritage that can receive grants
		<ul style="list-style-type: none"> ▪ Interventions linked to the local or regional culture, with special reference to the comprehensive valorisation of popular events and traditions, and the promotion, publicity and edition of graphic and/or audiovisual material. ▪ Infrastructures to support cultural activities. ▪ Training actions on the use and exploitation of cultural resources ▪ Organisation of training sessions and seminars linked to the local heritage. ▪ Cultural services for the rural population.
2014-2020	Priority 6. Participative local development strategy as part of the <i>Rural Development Programmes</i>	<p>Small investments related to diversification towards non-agricultural activities in rural areas:</p> <ul style="list-style-type: none"> ▪ Investments in the conservation, improvement, recuperation and rehabilitation of the cultural heritage.
2021-2027	Policy objective 5. Europe closer to citizens by fostering the sustainable and integrated development of rural areas and local initiatives	<ul style="list-style-type: none"> ▪ Investment in protection, development and promotion of cultural heritage and cultural services.

Source: Authors' own based on: Communication to the member States (91/C73/14, of 15.03.1991); Communication to the member States (94/C 180/12, of 01.07.1994); Commission Communication to the member States (2000/C 139/05, of 18.05.2000); Council Regulation (EC) n° 1698/2005 of the Council, 20th September 2005; Regulation (EU) No 1303/2013 of the European Parliament and of the Council of 17th December 2013; and Proposal for a Regulation of the European Parliament and of the Council, Strasbourg, 29.5.2018. COM(2018) 375 final. 2018/0196(COD).

Some studies (Bardají & Giménez, 1995:160) on the application of the *LEADER Initiative (1991-1994)* in Castilla y León have already stressed the importance of the cultural and artistic potential of some territories in order to successfully carry out this type of *programmes*. At that time, there were 52 LAGs with their corresponding areas of influence that were approved in Spain, of which 8 were situated in Castilla y León (Adeco-Camino, in the provinces of Burgos and Palencia; Ancares, in León; Asocio, in Ávila; Merindades, in Burgos; Montaña Palentina, in Palencia; Sierras de Béjar y Francia, in Salamanca; Tierra de Campos, in Palencia and Valladolid; and Urbión, in Soria and Burgos). In particular, reference was made to the LAGs of the Montaña Palentina, for their Romanic potential, and to Adeco-Camino, for its section of the *Camino de Santiago (The Way of St. James)* that crosses this *LEADER* territory, when the authors point out that “it is interesting to note that the areas where rural tourism has attracted a greater number of initiatives are those that possess a very important cultural and artistic heritage: the Camino de Santiago and the Romanic of the North of Palencia” (Bardají & Giménez, 1995:162).

Assuming that the activities and cultural resources express “the symbolic sense, the artistic dimension and the cultural values of the people, the groups and the societies” (UNESCO, 2005) and that the Spanish Royal Academy of the Language defines culture as “the composite set of ways of life and customs, knowledge and degree of artistic, scientific and industrial development in a time or social group”; we proceeded to select, from all those cases

in the *Computerised System for Processing LEADERCAL Grants*, those that involved interventions linked to culture and heritage. In the end, we had 1,035 projects, out of a total of 3,691, which had been supported by the *Axis 4.LEADER* of the *Rural Development Programme of Castilla y León* during the period 2007-2015.

From the information gathered and the characteristics of the administrative files, we have attempted to analyse the main effects of culture and heritage on the rural development of Castilla y León, with reference to the following:

- *Direct economic effects*, measured mainly through the number of financed projects, the public expenditure invested and employment creation.
- *Induced economic effects*, revealed through other economic activities generated in the territory (induced private investment has been used as an indicator in the study).
- *Effects on the local economic base and territorial planning*, from structured cultural routes that make up a factor of productive diversification, expansion of the local economic structure and a means to regenerate spaces. To this end, we have selected two of the most emblematic *Routes* in Spain that cross the region's territory:
 - the *Camino de Santiago*, the most consolidated cultural and religious route; and,
 - the *Wine Routes of Spain*, given that, of the 25 *Certified Routes* that existed at the time of the programme's closure, 5 were in Castilla y León: *Arlanza, Cigales, El Bierzo, Ribera del Duero* and *Rueda*¹⁶.
- *Effects on the local identity and the brand image of a territory*. Both case studies cited above are valid here.

4. RESULTS

4.1. *The main characteristics of the projects linked to culture in the LEADER territory of Castilla y León*

In this section, we analyse the most relevant characteristics of the interventions linked to culture and cultural heritage financed through the *Axis 4.LEADER* of the *Rural Development Programme of Castilla y León* during the period 2007-2015. The projects selected through the *Computerised System for Processing LEADERCAL Grants* have been grouped into four main focus areas of intervention:

- Promotion of the local cultural identity through its immaterial dimension (languages, customs, folklore, traditions, crafts, gastronomic specialities, old trades and techniques, among others).
- Valorisation of the local cultural heritage through the village renewal, the restoration and rehabilitation of movable property and real estate or the creation of cultural routes and itineraries. This also includes bridges, mills or dry stone walls, as well as sets of elements (washhouses, calvaries and so on) that can be grouped under the name of "*minor heritage*".

¹⁶ Currently, the number of certified *Wine Routes of Spain* has risen to a total of 31, increasing by three those located in Castilla y León with *Sierra de Francia, Arribes* and *Toro* Routes.

- Creation of permanent cultural infrastructures such as cultural sites, centres of interpretation and museums.
- Organisation of special cultural activities and events (exhibitions, concerts, festivals and itinerant cinemas).

As already pointed out, the extraction carried out using the above search fields resulted in a total of 1,035 cases linked to cultural and heritage activities, from a total of 3,691 projects subsidised in the region as a whole over the entire period, which has supposed a total investment of just over 58 million euros and the creation of 377 jobs (Table 2). Similarly, each euro of public expenditure invested through the *Programme* in any of the interventions of a cultural nature considered has generated 60 cents of private investment (*multiplier effect*), the projects that have supposed the *creation of some infrastructure of a permanent nature* being the ones that have had the greatest pull.

Table 2. Characteristics of the projects linked to culture financed within the framework of the Axis 4.LEADER of the Rural Development Programme of Castilla y León (2007-2015)

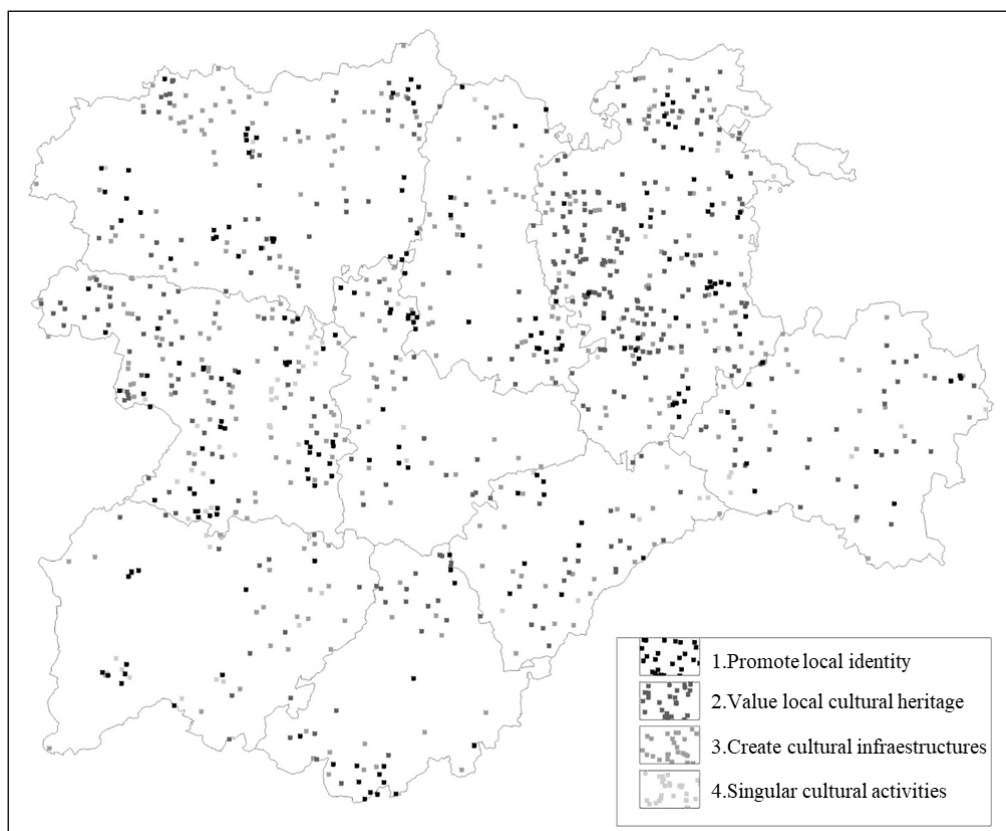
Indicators	Promotion of local cultural identity	Valorisation of the cultural heritage	Creation of cultural infrastructures	Organisation of cultural activities	Total
Number of projects	214	378	350	93	1,035
Total volume of investment (€)	5,782,729	17,883,345	31,914,558	2,484,733	58,065,364
Public expenditure (€)	4,911,241	10,990,399	18,662,862	1,867,102	36,431,605
Induced private investment (€)	871,487	6,892,945	13,251,696	617,630	21,633,759
Multiplier effect (%)	17.7	62.7	71.0	33.1	59.4
Jobs created	198.8	113.8	52.7	12.0	377.2

Note: In current euros of each year.

Source: Authors' own based on the files of the *Computerised System for Processing LEADERCAL 2007-2013 Grants (STAGAL)*.

Map 1 has been created to visualise the degree of concentration/dispersion of this type of project in the territory of the region. There, it is possible to see that a great part of the projects for the *valorisation of the local cultural heritage* are located in the province of Burgos and, to a lesser degree, in the province of Zamora. It should be taken into account that a large part of the province of Burgos is crossed by the two most representative cultural routes of the region and of Spain: the *Camino de Santiago*, to be precise the *Camino Francés (French Way)* and the *Camino Ruta de la Lana*, and two of the *Spain's Wine Routes (Arlanza and Ribera del Duero)*, as will be analysed later.

Map 1. Location of the projects related with the four cultural focus areas considered carried out under the auspices of the Axis 4.LEADER in the Rural Development Programme of Castilla y León (2007-2015)



Source: Authors' own based on the files of the *Computerised System for Processing LEADERCAL 2007-2013 Grants (STAGAL)*.

These projects are located in 561 municipalities of the region (a quarter of the total number that make up the Autonomous Community of Castilla y León), with just over 400,000 inhabitants (17.2% of the regional population) (Table 3). The most common types of project for which the greatest number of municipalities have benefitted were *valorisation of the heritage* and *creation of infrastructures*.

Table 3. Geographical and demographic coverage of the projects linked to culture financed within the framework of the Axis 4.LEADER of the Rural Development Programme of Castilla y León (2007-2015)

Municipalities where projects are located	Promotion of local cultural identity	Valorisation of the cultural heritage	Creation of cultural infrastructures	Organisation of cultural activities	Total
Number of municipalities	100	273	285	60	561
Percentage of municipalities	4.4%	12.1%	12.7%	2.7%	24.9%
Population (Nº of inhabitants)	158,716	214,399	234,814	84,335	429,216
Percentage of population	6.4%	8.6%	9.4%	3.4%	17.2%

Source: Authors' own based on the files of the *Computerised System for Processing LEADERCAL 2007-2013 Grants (STAGAL)*.

Table 4 shows some ratios that can shed some more light on the study. The projects carried out supposed an average investment of a little over 56,000 euros. As is logical, they are those related with the *creation of cultural infrastructures* that need, on average, a greater financial effort (91,184 euros). A similar conclusion is reached if we analyse the average

induced private investment per project, which was 20,902 euros, 37,862 euros if we refer to the projects for the *creation of infrastructures*. Finally, another ratio which could be interesting is that, on average, 2.25 projects of a cultural nature have been carried out per 10,000 inhabitants in the 561 rural municipalities where they were located.

Table 4. Principal ratios of the projects linked to culture financed within the framework of the Axis 4.LEADER of the Rural Development Programme of Castilla y León (2007-2015)

Ratios	Promotion of local cultural identity	Valorisation of the cultural heritage	Creation of cultural infrastructures	Organisation of cultural activities	Total
Projects per municipality	2.14	1.38	1.23	1.55	1.84
Total investment per project (€)	27,022	47,310	91,184	26,718	56,102
Public expenditure per project (€)	22,950	29,075	53,322	20,076	35,200
Induced private investment per project (€)	4,072	18,235	37,862	6,641	20,902
Projects per 10,000 inhabitants	0.40	1.09	1.14	0.24	2.25

Note: In current euros of each year.

Source: Authors' own based on the files of the *Computerised System for Processing LEADERCAL 2007-2013 Grants (STAGAL)*.

To finish the analysis, we wanted to check whether the projects carried out in each of the four focus areas (*promotion of identity, valorisation of the heritage, creation of infrastructures and organisation of cultural activities*) are homogeneous with each other based on the selected characteristics. Thus, we shall have five hypotheses to contrast, one for each characteristic variable considered (total volume of investment, public expenditure, induced private investment, multiplier effect and number of jobs created), which can be synthesised generically as follows:

H0: The projects carried out have the same characteristics, independently of the type of link to culture.

In order to accept or reject this hypothesis, we carry out a contrast of means that requires, as a previous step, the determination, on the one hand, of whether the quantitative variables (the characteristics of the projects) have a normal distribution in the groups being compared (the four *cultural focus areas* under consideration) and, on the other hand, the homogeneity of the variances in the populations from which the groups originate.

Table 5. Degrees of significance of the normality and homocedasticity tests

Characteristics of the projects	Kolmogorov-Smirnov normality tests				Levene
	Promotion of local cultural identity	Valorisation of the cultural heritage	Creation of cultural infrastructures	Organisation of cultural activities	
Total volume of investment (€)	0.000	0.000	0.000	0.000	0.000
Public expenditure (€)	0.000	0.000	0.000	0.000	0.000
Induced private investment (€)	0.000	0.000	0.000	0.000	0.000
Multiplier effect (%)	0.000	0.000	0.000	0.200	0.000
Jobs created	0.000	0.000	0.000	0.000	0.007

Source: Authors' own based on the files of the *Computerised System for Processing LEADERCAL 2007-2013 Grants (STAGAL)*.

The normality tests, using the Kolmogorov-Smirnov Test with the significance correction of Lilliefors, and the homocedasticity tests, using the Levene statistic (Table 5), show significance levels below 0.05 that determine non-compliance with both criteria.

Thus, in order to contrast the considered hypothesis, we must use the Kruskal-Wallis non-parametric tests¹⁷. The contrast using the Kruskal-Wallis test (Table 6) yields null significance levels for four of the characteristics analysed. This allows us to reject the null hypothesis and accept that the projects carried out show different characteristics according to the *cultural focus area* in which they exist, except for job creation, where the four cultural focus areas are seen to be homogeneous. What we find behind this behaviour is the fact that most of the cultural projects are *non productive* (technical assistance, inventories and studies, workshops, events and seminars, publications, trade fairs, projects to improve the quality of life and to value local products and resources) and, therefore, generate little employment.

Table 6. Contrast statistics for the Kruskal-Wallis Test

Statistics	Total volume of investment (€)	Total public expenditure (€)	Induced private investment (€)	Multiplier effect (%)	Jobs created
Chi-square	155.166	104.606	326.234	195.457	7.252
Degrees of freedom	3	3	3	3	3
Asymp. significance	0.000	0.000	0.000	0.000	0.064

Source: Authors' own based on the files of the *Computerised System for Processing LEADERCAL 2007-2013 Grants (STAGAL)*.

Table 7. Significance levels of the bilateral contrast statistics of the Kolmogorov-Smirnov Z Test by cultural focus areas

Characteristics	Cultural focus areas	1	2	3	4
Total volume of investment	1. Promotion of local identity	-	0.000	0.000	0.020
	2. Heritage valorisation	-	-	0.000	0.000
	3. Creation of infrastructures	-	-	-	0.000
	4. Organisation of activities	-	-	-	-
Public expenditure	1. Promotion of local identity	-	0.001	0.000	0.045
	2. Heritage valorisation	-	-	0.000	0.000
	3. Creation of infrastructures	-	-	-	0.000
	4. Organisation of activities	-	-	-	-
Induced private investment	1. Promotion of local identity	-	0.000	0.000	0.009
	2. Heritage valorisation	-	-	0.000	0.000
	3. Creation of infrastructures	-	-	-	0.000
	4. Organisation of activities	-	-	-	-
Multiplier effect	1. Promotion of local identity	-	0.000	0.000	0.002
	2. Heritage valorisation	-	-	0.292	0.000
	3. Creation of infrastructures	-	-	-	0.000
	4. Organisation of activities	-	-	-	-
Jobs created	1. Promotion of local identity	-	1.000	1.000	1.000
	2. Heritage valorisation	-	-	0.976	1.000
	3. Creation of infrastructures	-	-	-	1.000
	4. Organisation of activities	-	-	-	-

1. Promotion of local identity; 2. Heritage valorisation; 3. Creation of infrastructures; 4. Organisation of activities.

Source: Authors' own based on the files of the *Computerised System for Processing LEADERCAL 2007-2013 Grants (STAGAL)*.

¹⁷ If both criteria had been complied with, the comparison of means between independent groups would have been carried out using a Variance Analysis (ANOVA).

Once this disparity has been checked, it is convenient to determine in which cultural focus areas the main differences occur. To do so, we have carried out bilateral comparisons using the Kolmogorov-Smirnov Z Test between focus areas for each of the four characteristics considered. The levels of bilateral significance (Table 7) confirm the homogeneity of all the projects with respect to job creation. In addition to this, there is only one similarity in the multiplier effect that appears in the projects carried out in the focus areas of valorisation of the cultural heritage and creation of cultural infrastructures. The remaining characteristics can be considered privative of each cultural focus area, so the projects of one sphere are clearly different from those of the other cultural focus areas considered.

4.2. *The Camino de Santiago in the LEADER territory of Castilla y León*

The pilgrimage to Santiago was the most important cultural and religious event in the Middle Ages, and was recognised as such by the Council of Europe, which distinguished *Camino de Santiago* as the *First European Cultural Itinerary*¹⁸ in 1987, giving it the category of *Great Cultural Itinerary* in 2004, the same year that it received the *Prince of Asturias Award for Concord*. Similarly, the *Camino Francés*, as part of the different routes that make up the *Camino de Santiago*, was inscribed in the *World Heritage List* of United Nations Educational, Scientific and Cultural Organization (UNESCO) in 1993. In July 2015, four routes of the northern Iberian Peninsula were added to this same *List*: the *Primitive Way*, which begins in Oviedo; the *Coast Way*; the *Basque-Rioja Way*, which begins in Irún; and the *Liébana Way (Vadiniense Route)*, which joins the Jacobean route with the monastery of Santo Toribio, in Cantabria.

The discovery of the tomb of the apostle Santiago el Grande (St. James the Greater) changed the physiognomy of a small settlement that began in Roman times in the north-west of the Iberian Peninsula and brought about a shift in the spiritual history of a continent which, from the 9th century onwards, toiled to build up *a way* to reach this relic. Even though, at the beginning, most of the pilgrims followed one of the paths across land, some chose the maritime option¹⁹, in spite of the risks and hard conditions of life on board ship, since the journey was shorter. The ways across land were various and were based on the old Roman roads. They are represented on maps, especially French and German ones, from the 17th century. An obligatory reference for the ways of the Iberian Peninsula are those that passed through France, giving us the name of the *Camino Francés* which, by extension, is applied to other pilgrim roads to Santiago. The first chapter of Book V of the *Codex Calixtinus*²⁰ is

¹⁸ The initiative of the *Cultural Itineraries* of the Council of Europe aims to create a link between European citizens and their cultural heritage. They are ways between places of particular interest which, on occasions, are historic ways, but are always a living heritage based on mutual enrichment through exchange and promoting awareness of a common European identity. More information can be found in: <https://www.culturaydeporte.gob.es/cultura/areas/patrimonio/mc/patrimonio-consejo-europa/itinerarios/presentacion.html>

¹⁹ Not only the inhabitants of the British Isles and the European Atlantic ports set sail to Coruña or Ferrol, from where they continued to Santiago by land (Pastor, 2004:48).

²⁰ "Four are the itineraries that lead to Santiago and which come together in Puente la Reina, in Spanish lands. The first passes through Saint-Gilles, Montpellier, Toulouse and Saint-Jean-Pied-de-Port; the second through Sainte Marie de Puy, Santa Fe de Conques and Saint Pierre de Moissac; the third through Sainte Marie Madeleine de Vézelay, Saint Léonard de Limoges and the city of Périgueux; and the fourth through Saint Martin de Tours, Saint Hilaire de Poitiers, Saint Jean D'Angély, Saint Eutrope de Saintes and the city of Bordeaux. The route of Santa Fe, that of Saint Léonard de Limoges and that of Saint Martin de Tours come together in Ostabat, and

dedicated to those crossing France which channelled the flow of many pilgrims towards Santiago.

Besides the *Camino Francés*, another nine *Ways*, together with their variants and secondary ways, crossed the Iberian Peninsula: *Camino de la Vía de la Plata*, *Camino de León a Oviedo* (better known as the *Camino del Salvador*), *Camino Real de Madrid*, *Camino Ruta de la Lana*, *Camino Ruta Vadiniense*, *Camino de Irún a Burgos*, *Camino de Levante*, *Camino de la Costa* and *Camino Portugués*.

It should be noted that for the analysis carried out, we only considered the seven most representative routes of the *Camino de Santiago* in Castilla y León, and their variants²¹. These seven routes cross a total of 271 municipalities of the region, of which 254²² have been, totally or partially, under the influence of one of the 44 LAGs and were thus susceptible to receiving grants from the Axis 4.LEADER of the *Rural Development Programme of Castilla y León* during the period 2007-2015, affecting a total of 197,614 inhabitants (Table 8).

Table 8. Municipalities of the main routes of the Camino de Santiago in Castilla y León

Routes of the <i>Camino de Santiago</i> in Castilla y León	Number of municipalities	Number of LEADER municipalities	Population in LEADER municipalities (2015)
Camino de Levante	30	30	38,562
Camino Real de Madrid	39	36	33,064
Camino del Salvador	6	5	12,720
Camino Francés	76	72	62,116
Camino Sanabrés	19	19	8,787
Camino Ruta de la Lana	35	31	12,609
Camino Vía de la Plata	66	61	29,756
Total of the <i>Camino de Santiago</i>	271	254	197,614
Rest of Castilla y León	1,977	1,950	779,949
Total Castilla y León	2,248	2,204	977,563

Source: Authors' own based on the files of the Computerised System for Processing LEADERCAL 2007-2013 Grants (STAGAL).

The projects linked to culture that have been considered in this case, given the characteristics of this route, has led to the incorporation of an additional *focus area* to those four considered in the analysis carried out in the previous section (*promotion of local identity, heritage valorisation, creation of infrastructures and organisation of activities*). The additional *focus area* is:

- Economic revitalisation of the municipalities through support for activities related with the *Camino de Santiago*, as for instance:
 - Hostels, lodgings, hotels and so on.
 - Inns, bars and restaurants.
 - Small shops (baker's, souvenirs, general food stores, among others).
 - Rural tourism houses.

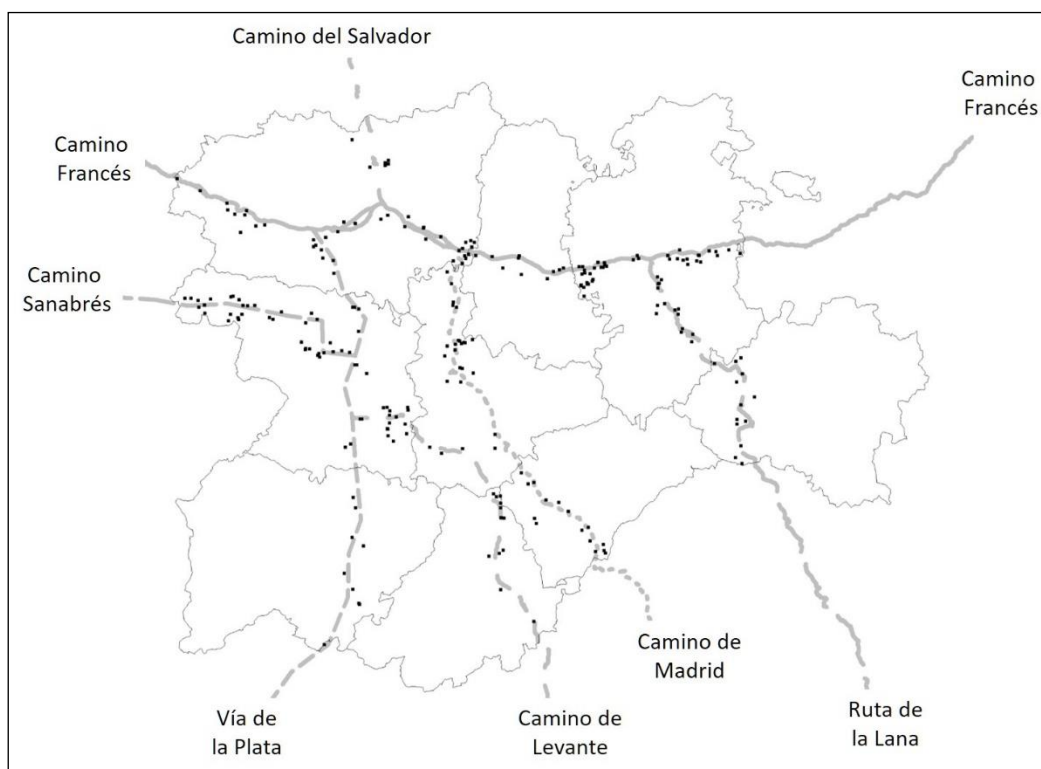
crossing the Pass of Cize, joins the route that passes through Somport in Puente la Reina, from there forming a single way towards Santiago" (Codex Calixtinus).

²¹ *Camino de Levante, Camino Real de Madrid, Camino del Salvador, Camino Francés, Camino Sanabrés, Camino Ruta de la Lana and Camino Vía de la Plata.*

²² There are 9 municipalities whose territory does not belong completely to a LAG. These are: Ávila, Astorga, La Bañeza, Ponferrada, Valdefresno, Valverde de la Virgen, Aldeatejada, Segovia and Medina del Campo. These municipalities have been considered in the analysis, but only for the population of the localities that do belong to the LEADER territory (for instance, *pedanías* or small villages).

This fact has led to an increase of 369 in the projects linked to culture and heritage, from 1,035 initially to 1,404 in the entire region. Thus, in the *Computerised System for Processing LEADERCAL Grants*, we have identified a total of 239 projects located along the seven routes of the *Camino de Santiago* as they cross Castilla y León (Map 2). These 239 projects have incurred public expenditure of 11.7 million euros and an induced private investment of 17.2 million euros, that is, each public euro invested in interventions of a cultural nature in the seven routes of the *Camino de Santiago* in the region has produced almost 1.5 euros of private investment (*multiplier effect*), which has resulted in the creation of 85 jobs over the whole period (Table 9).

Map 2. Location of the projects under the influence of the Axis 4.LEADER in the Rural Development Programme of Castilla y León in the municipalities crossed by the Camino de Santiago (2007-2015)



Source: Authors' own based on the files of the *Computerised System for Processing LEADERCAL 2007-2013 Grants (STAGAL)*.

As can be seen, the greatest number of projects was concentrated in the *Camino Francés* (32.6% of the total). The same happened with public spending (almost 4 million euros) and induced investment generated (7.7 million euros), as well as the greatest concentration of new jobs (57% of the total). It is, after all, the best known, most frequented and best served itinerary, starting in Roncesvalles (Navarra) and reaching Santiago de Compostela (Galicia) after covering 750 kilometres of which over half (about 450 km) are in the territory of Castilla y León.

Table 9. Characteristics of the projects located on the Camino de Santiago financed through the framework of the Axis 4.LEADER of the Rural Development Programme of Castilla y León (2007-2015)

Routes of the <i>Camino de Santiago</i> in Castilla y León	Number of projects	Total volume of investment (€)	Total public expenditure (€)	Induced private investment (€)	Multiplier effect (%)	Number of jobs created
Camino de Levante	31	3,133,292	1,843,250	1,290,042	70.0%	7.1
Camino de Madrid	36	4,240,722	1,807,189	2,433,533	134.7%	9.0
Camino del Salvador	7	783,306	193,417	589,889	305.0%	1.4
Camino Francés	78	11,588,301	3,919,330	7,668,971	195.7%	48.8
Camino Sanabrés	34	2,562,496	1,157,301	1,405,195	121.4%	9.0
Camino Ruta de la Lana	26	4,523,050	1,589,772	2,933,278	184.5%	9.3
Camino Vía de la Plata	27	2,030,240	1,165,308	864,932	74.2%	1.0
Total of the <i>Camino de Santiago</i>	239	28,861,407	11,675,567	17,185,840	147.2%	85.6
Rest of Castilla y León	1,165	113,671,657	46,919,330	66,752,327	142.3%	657.7
Total Castilla y León	1,404	142,533,064	58,594,898	83,938,167	143.3%	743.4

Note: In current euros of each year.

Source: Authors' own based on the files of the Computerised System for Processing LEADERCAL 2007-2013 Grants (STAGAL).

Nevertheless, when the ratios per project are studied, the results obtained are different. In general, greater values are reached for the projects located on the *Way* as opposed to those not on it (Table 10). The capacity of the *Way* to boost private investment is worth noting, since, on average, each project on the *Way* has involved 14,609 euros more than those not on it (71,907 against 57,298 euros). Similarly, the *Camino Ruta de la Lana* and the *Camino Francés* are the itineraries that have the greatest pull when it comes to encouraging private finance (112,818 and 98,320 euros per project, respectively), much higher than the average for projects on the *Way*. At the opposite end, we have the *Camino Vía de la Plata*, the *Camino Sanabrés* and the *Camino de Levante*, the latter in spite of being one of the routes with the greatest public expenditure per project (the second largest, after the *Camino Ruta de la Lana*).

Table 10. Main ratios of the projects located on the Camino de Santiago

Routes of the <i>Camino de Santiago</i> in Castilla y León	Projects per municipality	Total investment per project (€)	Public expenditure per project (€)	Induced private investment per project (€)	Projects per 10,000 inhabitants
Camino de Levante	1.03	101,074	59,460	41,614	8.0
Camino de Madrid	0.92	117,798	50,200	67,598	10.9
Camino del Salvador	1.17	111,901	27,631	84,270	5.5
Camino Francés	1.03	148,568	50,248	98,320	12.6
Camino Sanabrés	1.79	75,368	34,038	41,329	38.7
Camino Ruta de la Lana	0.74	173,963	61,145	112,818	20.6
Camino Vía de la Plata	0.41	75,194	43,160	32,035	9.1
Total of the <i>Camino de Santiago</i>	0.88	120,759	48,852	71,907	12.1
Rest of Castilla y León	0.59	97,572	40,274	57,298	5.1
Total Castilla y León	0.62	101,519	41,734	59,785	5.6

Note: In current euros of each year.

Source: Authors' own based on the files of the Computerised System for Processing LEADERCAL 2007-2013 Grants (STAGAL).

Next, we analyse whether the *Camino de Santiago*, in any of these seven routes, has exercised any type of influence that will allow us to appreciate differences between the projects in the cultural sphere carried out in the municipalities on the *Way* and those that are not on the *Way*. To be more precise, the hypothesis to be contrasted could be synthesized as follows:

H0: The projects of a cultural nature carried out on the Camino de Santiago have the same characteristics as those carried out in other places, not on the Way.

It should be pointed out that, in this case, job creation has not been analysed due to its reduced volume. Once more, none of the four variables considered (*total volume of investment, total public expenditure, induced private investment and multiplier effect*) passes the normality and homoscedasticity tests in either the municipalities on the *Camino de Santiago* or those not on it. Thus, to contrast the hypothesis, we once again use the Kolmogorov-Smirnov non-parametric test for two independent samples, the results of which can be seen in Table 11. As is evident, three of the characteristics show a level of significance above 0.05 (*the total volume of investment, the total public expenditure and the multiplier effect*), so we accept the null hypothesis and assume that there are no significant differences in the cultural projects carried out in the municipalities belonging to the *Camino de Santiago* and those carried out outside it. In other words, the *Camino de Santiago* only provides elements so that the projects carried out close to it can be substantially different from those carried out farther away if the characteristic to be considered is induced private investment ($p = 0.033$).

However, when the contrast is particularised for each one of the five cultural focus areas identified in this case, the difference described disappears and a heterogeneity emerges in the *multiplier effect* between the projects located on any of the seven routes of the *Camino de Santiago* and those beyond it with respect to the *local cultural heritage valorisation* and the *creation of cultural infrastructures*.

Table 11. Significance levels of the bilateral contrast statistics of the Kolmogorov-Smirnov Z Test for cultural focus areas in the projects on and beyond the Camino de Santiago

	Total volume of investment	Total public expenditure	Induced private investment	Multiplier effect
All the cultural focus areas	0.071	0.064	0.033	0.133
Promotion of local identity	0.270	0.398	0.232	0.311
Heritage valorisation	0.305	0.158	0.297	0.033
Creation of infrastructures	0.740	0.973	0.940	0.035
Organisation of activities	0.928	0.952	0.262	0.209
Economic revitalisation	0.687	0.994	0.461	0.277

Source: Authors' own based on the files of the *Computerised System for Processing LEADERCAL 2007-2013 Grants (STAGAL)*.

Without abandoning the dichotomous analysis between both areas (*Way* and *outside the Way*), Table 12 shows that the 1,057 *non-productive cultural projects*²³ identified

²³ As already pointed out, the *non-productive projects* include, technical assistance, development of inventories and studies, workshops, events and seminars, publications, trade fairs, projects to improve the quality of life and the valorisation of local products and resources. In *productive projects*, the creation of new establishments

according to the five focus areas considered, only present significant differences in the *multiplier effect*, while all the characteristics of the 347 *productive cultural projects* can be considered similar independently of whether they were carried out in a municipality of the *Way* or in one *outside the Way*.

Table 12. Significance levels of the bilateral contrast statistics of the Kolmogorov-Smirnov Z Test by type of project within or outside the Camino de Santiago

Type of project	Indicator	Total volume of investment (€)	Total public expenditure (€)	Induced private investment (€)	Multiplier effect
1,057 Non Productive Projects	Minimum value	502.8	352.0	0.0	0.0
	Maximum value	943,825.3	654,360.3	693,825.3	98.7
	Mean	57,167.3	35,889.4	21,277.9	32.6
	Significance level	0.283	0.059	0.375	0.004
347 Productive Projects	Minimum value	3,540.0	853.4	2,542.5	57.4
	Maximum value	1,849,445.1	286,361.5	1,599,445.1	99.0
	Mean	236,620.1	59,538.2	177,081.9	73.9
	Significance level	0.918	0.929	0.865	0.634

Note: In current euros of each year.

Source: Authors' own based on the files of the *Computerised System for Processing LEADERCAL 2007-2013 Grants (STAGAL)*.

From the above analyses, it can be inferred that, in general, there are no relevant differences in the characteristics of the cultural projects carried out along the different itineraries of the *Way* considered and those carried out beyond its area of influence. It is now worth asking ourselves, whether there are significant differences between the cultural projects carried out in each of the seven itineraries that have been studied. The hypothesis to be contrasted can be summarised as follows:

H0: The projects of the cultural sphere carried out have the same characteristics, independently of the Route of the Way on which they are situated.

Table 13 has been created for validation purposes. It lists the significance level of the bilateral comparisons using the Kolmogorov-Smirnov Z Test between *Routes of the Way* for each of the four characteristics considered. In general, significance levels above 0.05, in most cases, leads us to believe that there are no notable differences between the projects carried out in the different itineraries of the *Way*, with some exceptions. Among these we could mention the *Camino de Levante*, where the projects differ from the rest of the *routes* in the *induced private investment* and in the *multiplier effect*.

Table 13. Significance levels of the bilateral contrast statistics of the Kolmogorov-Smirnov Z Test by routes of the Camino de Santiago

Characteristic	Routes of the Way	1	2	3	4	5	6	7
Total investment	1. Camino de Levante	-	0.207	0.871	0.102	0.528	0.032	0.814
	2. Camino de Madrid	-	-	0.870	0.880	0.100	0.821	0.431
	3. Camino del Salvador	-	-	-	0.639	0.646	0.630	0.714
	4. Camino Francés	-	-	-	-	0.037	0.745	0.201
	5. Camino Sanabrés	-	-	-	-	-	0.133	0.859
	6. Camino Ruta de la Lana	-	-	-	-	-	-	0.209

or the modernisation and extension of existing ones (companies of all kinds and from different sectors) are subsidised.

Characteristic	Routes of the Way	1	2	3	4	5	6	7
	7. Camino Vía de la Plata	-	-	-	-	-		-
Total public expenditure	1. Camino de Levante	-	0.855	0.933	0.357	0.744	0.320	0.370
	2. Camino de Madrid	-	-	0.661	0.987	0.567	0.576	0.604
	3. Camino del Salvador	-	-	-	0.386	0.795	0.354	0.714
	4. Camino Francés	-	-	-	-	0.256	0.745	0.192
	5. Camino Sanabrés	-	-	-	-	-	0.212	0.709
	6. Camino Ruta de la Lana	-	-	-	-	-	-	0.204
	7. Camino Vía de la Plata	-	-	-	-	-		-
Induced private investment	1. Camino de Levante	-	0.031	0.064	0.000	0.014	0.002	0.239
	2. Camino de Madrid	-	-	0.980	0.799	0.055	0.536	0.544
	3. Camino del Salvador	-	-	-	0.889	0.528	0.799	0.431
	4. Camino Francés	-	-	-	-	0.005	0.312	0.085
	5. Camino Sanabrés	-	-	-	-	-	0.002	0.709
	6. Camino Ruta de la Lana	-	-	-	-	-	-	0.059
	7. Camino Vía de la Plata	-	-	-	-	-		-
Multiplier effect	1. Camino de Levante	-	0.000	0.027	0.000	0.030	0.001	0.239
	2. Camino de Madrid	-	-	0.472	0.974	0.001	0.224	0.009
	3. Camino del Salvador	-	-	-	0.600	0.053	0.406	0.431
	4. Camino Francés	-	-	-	-	0.000	0.312	0.002
	5. Camino Sanabrés	-	-	-	-	-	0.001	0.393
	6. Camino Ruta de la Lana	-	-	-	-	-	-	0.568
	7. Camino Vía de la Plata	-	-	-	-	-		-

Source: Authors' own based on the files of the Computerised System for Processing LEADERCAL 2007-2013 Grants (STAGAL).

4.3. The Wine Routes of Spain in the LEADER territory of Castilla y León

Wine is the natural beverage obtained exclusively through the total or partial alcoholic fermentation of fresh grapes, crushed or not, or from grape juice²⁴. However, it is also a symbol of western culture, a witness to the evolution of the peoples, a form of socialising and an example of technological innovation. With its geographical and cultural diversity, vines and wine make up a living heritage not only because of its antiquity²⁵, but also because of the economic and social impact they generate rural areas. It is the backbone of large areas of the European Union, with many jobs depending on it, and with important effects on other economic activities that use wine as an *input* or an *output*. The strong competition that exists within the sector has resulted in a bid to reconcile “the new” with the essence of the most deep-rooted winemaking tradition. It is in this context that wine tourism²⁶ and the product *Wine Routes of Spain* arise as a means of diversifying the offer that can be generated from this “territorially intensive product” (TIP), due to the strong link with the source of production (Asero & Patti, 2009).

²⁴ Definition provided by article 2 of the Law 24/2003, of 10th July, concerning the Vine and the Wine.

²⁵ It is impossible to know exactly when and where the first wine was produced, but some Egyptian paintings almost 5,000 years old show the cultivation of the vine, the production of wine, its storage and the pleasure its consumption gave (Escudero, 2019:25).

²⁶ Development of touristic and leisure activities dedicated to the cultural discovery and enjoyment of the vineyard, wine and its territory.

The principal formula for organising wine tourism is that of creating itineraries or routes through quality wine producing areas (*Protected Designations of Origin* or *Protected Geographical Indications*) that offer the opportunity to know the natural, historical and cultural resources that characterise the territories visited. These routes are identified with *socio-territorial entities* that can be considered a variant of the model of *industrial district*²⁷, given that each route is characterised by “*the active presence of both an open community of people and a set of small and medium sized enterprises in a natural and historically determined area, in which the community and the enterprises tend to blend together*” (Becattini, 2005:17).

Thus, the touristic product *Wine Routes of Spain* was born in 2001. It is an integral development strategy for the territory with public-private cooperation and valorisation of the destination’s winegrowing culture and identity involving both touristic enterprises and of the other sectors as well as the Local Administrations of the territory through which the *Route* runs, as managers of a great part of the assets and resources located therein. All the *Routes* possess an entity that manages and provides cohesion to the actions; they are usually associations or consortiums that plan, manage, control and commercialise the touristic product (Miranda and Fernández, 2011:149).

The product *Wine Routes of Spain* currently has 31 *Certified Routes*²⁸ and has become consolidated as a quality touristic trademark that is now a national and international reference for wine tourism. Through the *Asociación Española de Ciudades del Vino, ACEVIN*²⁹ (*Spanish Association of Wine Cities*), Spain is part of the *European Vineyard Ways (Iter Vitis)* which joined the network of *European Cultural Itineraries* in 2009 due to the role that the vine growing landscape has played as an integrating cultural element in the making of the European identity.

Eight of these 31 *Routes* cross the territory of Castilla y León: *Arlanza, El Bierzo, Cigales, Ribera del Duero, Rueda, Sierra de Francia, Arribes* and *Toro* (the last *Route* certified in February 2019). However, only the five that existed during the period 2007-2015 covered by this study (*Arlanza, El Bierzo, Cigales, Ribera del Duero* and *Rueda*) have been taken into account for the analysis carried out. In total, they cover 126 municipalities of which 119³⁰ are under the influence of some of the region’s 44 LAGs (Table 14), and therefore their 121,507 inhabitants are potential beneficiaries of the grants of the *Axis 4.LEADER* of the region’s *Rural Development Programme*.

²⁷ The concept of *industrial district* was used by Alfred Marshall in his works *The Economics of Industry* (with his wife Mary Peley, published in 1879), *Principles of Economics* (1890) and *Industry and Trade*, edited in 1919, to refer to the implantation of a group of enterprises in a geographically and historically defined area.

²⁸ A *Certified Wine Route* is that which periodically checks the accomplishment of the quality criteria that the *Asociación Española de Ciudades del Vino* and the Secretary of State for Tourism of the Ministry of Industry, Trade and Tourism have established in the *Touristic Product Manual of the Wine Routes of Spain*.

²⁹ All the municipalities or associations of municipalities in the geographical area of a wine’s *Protected Designations of Origin*, whose economic activity is related with the agroindustry of wine, in the territory represented by the local entity and is predominant over other activities and whose degree of dependence on industrial or commercial wealth, with respect to this activity, being considered important for the balanced development of the population, may belong to ACEVIN. Similarly, all legal persons who are linked to wine growing and who contribute to this *Association’s* ends may become a member.

³⁰ It should be pointed out that although the territory of the four municipalities (Aranda de Duero, in Burgos; Bembibre and Ponferrada, in León; and Medina del Campo, in Valladolid) do not belong entirely to a LAG, they have been considered in the analysis, but only taking into account the population that belongs to the localities of the territory LEADER.

Table 14. Municipalities of the five Wine Routes of Spain in Castilla y León existing in the period 2007-2015

Wine Routes in Castilla y León in the period 2007-2015	Number of municipalities	Number of LEADER municipalities	Population in LEADER municipalities (2015)
Arlanza Wine Route	14	14	8,383
El Bierzo Wine Route	14	12	36,064
Cigales Wine Route	9	6	4,932
Ribera del Duero Wine Route	54	53	36,064
Rueda Wine Route	35	34	36,064
Total 5 Wine Routes	126	119	121,507
Rest of Castilla y León	2,122	2,085	856,056
Total Castilla y León	2,248	2,204	977,563

Source: Authors' own based on the files of the *Computerised System for Processing LEADERCAL 2007-2013 Grants (STAGAL)* and the *Spanish Association of Wine Cities (ACEVIN)*.

To carry out this analysis, we have considered the same groupings (*cultural focus areas*) as in the study of the previous case of the *Camino de Santiago*, except for the following: in the focus area of the *economic revitalisation* of the municipalities through the grants for activities related with wine and wine tourism (in which we include hostels, lodgings and hotels; inns, bars and restaurants; small shops: baker's, souvenir shops and general food stores; rural holiday homes) one further activity has been added: bodegas (wine cellars or caves) and activities linked to wine tourism (which, for obvious reasons, were not considered in the analysis of the *Camino de Santiago*).

Table 15. Characteristics of the projects located on the five Wine Routes that have been financed within the framework of the Axis 4.LEADER of the Rural Development Programme of Castilla y León (2007-2015)

Wine Routes in Castilla y León in the period 2007-2015	Number of projects	Total volume of investment (€)	Total public expenditure (€)	Induced private investment (€)	Multiplier effect (%)	Number of jobs created
Arlanza Wine Route	57	5,580,938	2,092,340	3,488,598	166.7%	13.8
El Bierzo Wine Route	10	1,886,612	895,814	990,798	110.6%	9.5
Cigales Wine Route	4	2,750,992	591,332	2,159,660	365.2%	5.6
Ribera del Duero Wine Route	50	9,388,596	2,560,998	6,827,598	266.6%	21.2
Rueda Wine Route	15	2,971,440	1,443,540	1,527,900	105.8%	7.0
Total 5 Wine Routes	136	22,578,577	7,584,024	14,994,553	197.7%	57.1
Rest of Castilla y León	1,281	123,703,911	52,116,471	71,587,440	137.4%	693.4
Total Castilla y León	1,417	146,282,488	59,700,496	86,581,993	145.0%	750.5

Note: In current euros of each year.

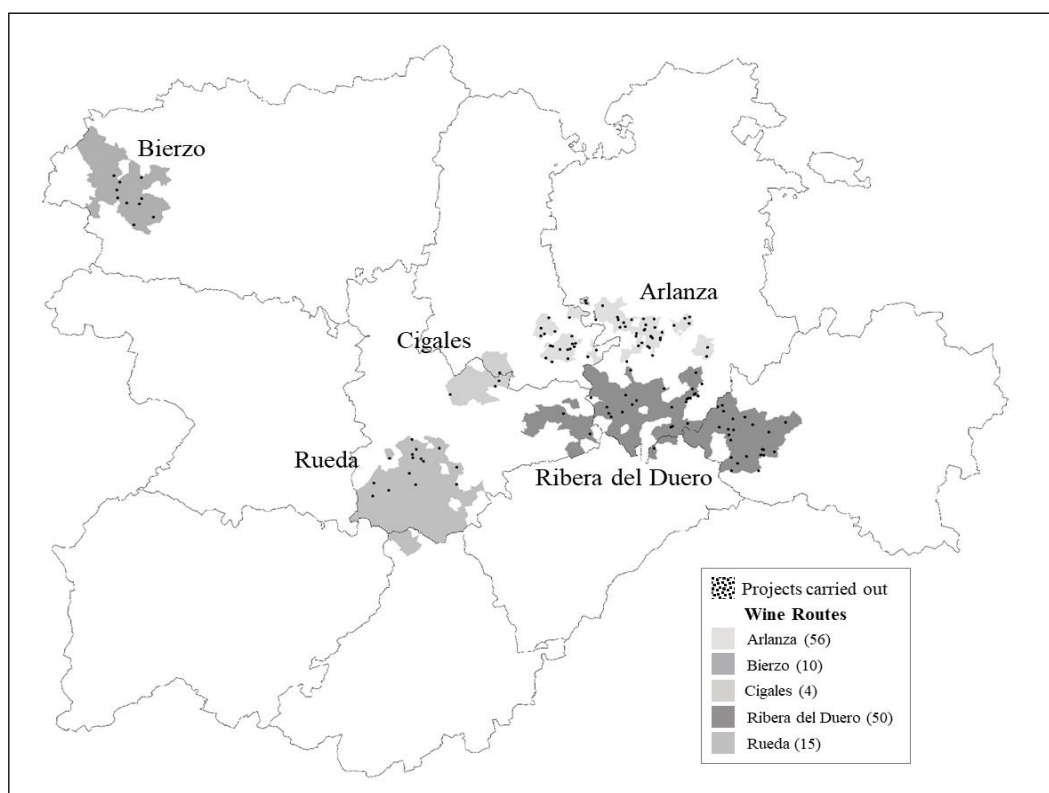
Source: Authors' own based on the files of the *Computerised System for Processing LEADERCAL 2007-2013 Grants (STAGAL)* and the *Spanish Association of Wine Cities (ACEVIN)*.

This has meant the incorporation of 13 more projects to the total analysed for the whole region, increasing from 1,404 in the *Camino de Santiago* to 1,417 in this case. Of these, a total of 136 projects of a cultural nature are situated on the five Wine Routes of Spain crossing Castilla y León throughout the period (2007-2015). However, we should take into account the fact that the year of certification of each one is also unequal. The greatest number of projects is located on the Arlanza Wine Route which, on the other hand, is the youngest (2015) of the five Routes considered. For each euro of public expenditure invested in any of the projects located on these five Wine Routes, close to two euros of private investment have

been generated (Table 15), 50 cents more than in the projects of the Camino de Santiago. It is worth noting the Routes of Cigales and Ribera del Duero for their capacity to induce private financing (3.7 euros for each euro of public expenditure invested, in the first case, and 2.7 euros in the second).

Map 3 shows the 136 projects on the five *Routes*. It can be seen that it is in the province of Burgos where the greatest number of projects are concentrated, given that it is in this province where two of the *Protected Designations of Origin (Arlanza and Ribera del Duero)*. These two *Routes* alone concentrate 79% of the projects and 66% of the public expenditure.

Map 3. Location of the projects carried out under the Axis 4.LEADER of the Rural Development Programme of Castilla y León in the municipalities included in any of the five Wine Routes considered (2007-2015)



Source: Authors' own based on the files of the *Computerised System for Processing LEADERCAL 2007-2013 Grants (STAGAL)* and the *Spanish Association of Wine Cities (ACEVIN)*.

The ratios per project reflect very different situations between *Routes* as can be seen in Table 16.

Table 16. Relevant ratios of the projects located on the five Wine Routes financed within the framework of the Axis 4.LEADER of the Rural Development Programme of Castilla y León (2007-2015)

Wine Routes in Castilla y León in the period 2007-2015	Number of projects per municipality	Total investment per project (€)	Public expenditure per project (€)	Induced private investment per project (€)	Number of projects per 10,000 inhabitants
Arlanza Wine Route	4.07	97,911	36,708	61,203	67.99
El Bierzo Wine Route	0.71	188,661	89,581	99,080	2.77
Cigales Wine Route	0.44	687,748	147,833	539,915	8.11
Ribera del Duero Wine Route	0.93	187,772	51,220	136,552	13.86
Rueda Wine Route	0.43	198,096	96,236	101,860	4.16
Total 5 Wine Routes	1.08	166,019	55,765	110,254	11.19
Rest of Castilla y León	0.60	96,568	40,684	55,884	5.39
Total Castilla y León	0.63	103,234	42,132	61,102	5.67

Note: In current euros of each year.

Source: Authors' own based on the files of the *Computerised System for Processing LEADERCAL 2007-2013 Grants (STAGAL)* and the *Spanish Association of Wine Cities (ACEVIN)*.

The *Arlanza Wine Route* concentrates the greatest number of projects per municipality (4 as opposed to an average of one project in the five *Routes*), but the *Cigales Wine Route* has the highest investment per project (four times the average of the five *Routes*), as well as the largest volume of public spending and unit multiplier effect (five times larger than the average of the projects in the *Routes* considered and ten times larger than the average for this type of project in the rest of the region).

5. CONCLUSIONS

In spite of the continuous changes the *CAP* has undergone, from one reform to another, the aims of the *LEADER approach* have remained invariable throughout its almost thirty years of existence. Among its aims is that of helping agents in rural areas to find original strategies to achieve sustainable development using new ways to valorise the natural and cultural heritage, so as to improve the economic environment and contribute to job creation. Not in vain, rural areas of the European Union, which represent 75% of the territory and 28% of the population, possess a rich and varied cultural structure, forming an authentic diversity reserve.

As we have seen, there are many interventions related with culture and heritage that can be financed in this sphere of action. Of the 3,691 cases applied for and carried out under the auspices of the *Axis 4.LEADER* of the *Rural Development Programme of Castilla y León* during its nine year existence, a total of 1,035 cases linked to activities of a cultural or heritage nature have been selected, which involved a total investment of something over 58 million euros and the creation of 377 jobs.

The statistical contrasts carried out show that the projects implemented have different characteristics, depending on the *cultural focus area* in which they belong (*promotion of identity, heritage valorisation, infrastructure creation and organisation of cultural activities*). There are significant differences in the *total volume of investment, the public expenditure, the induced private investment* and the *multiplier effect*, except for *job creation*, where the four

cultural focus areas are seen to be homogeneous. This can be explained by the fact that the majority of cultural projects are *non productive* and therefore generate little employment.

Similarly, no significant differences are found in the peculiarities of the cultural projects taken on in the municipalities belonging to the *Camino de Santiago* and those carried out beyond it, except for the *induced private investment (multiplier effect)*, which is slightly higher on the *Way*. Neither does the *itinerary* in which they are set have any influence on the characteristics of the projects. Likewise, *multiplier effect* of projects situated on the five *Wine Routes of Spain*, that cross the territory of Castilla y León, is higher than that of the projects on the *Camino de Santiago*.

In the aftermath of the pandemic, there are major challenges for the future of rural areas in the European Union, where projects and investment related with culture and heritage will play a key role in rebuilding the landscape after the storm.

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