



INTANGIBLE HERITAGE: INCOMPARABLE ASSET FOR SUSTAINABLE AND RESPONSIBLE TOURISM DEVELOPMENT

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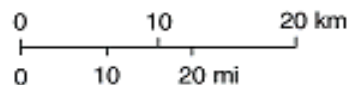


a good reason for all seasons

CYPRUS

Cyprus

- ★ National Capital
- Region Capital
- City
- Primary Road
- Administrative Border
- International Border



Pafos Region

33°00'

34°00'

35°00'

Fyti Village



Phyti is in the West of the island, north to Pafos, in a relatively remote area from the main trading centres but nowadays with good road network and potential for further development .



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PAFOS INTANGIBLE HERITAGE ASSETS

Phytiotiko weaving- Phytiotiko woven fabric

Originated from the Phyti Village & developed during Lusignan Period 1191–1489





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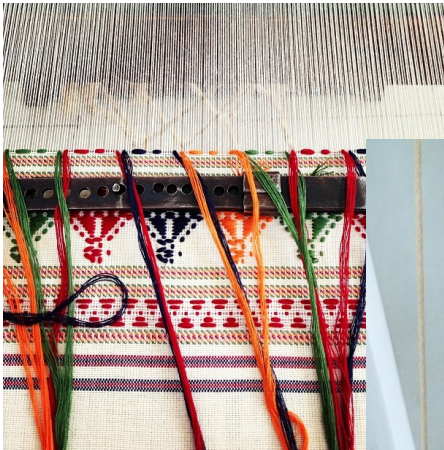


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Phytiotiko weaving- Phytiotiko woven fabric

This Traditional woven designs involve counting the warp threads and placing the coloured threads forming the design, among them.





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Phytiotiko weaving- Phytiotiko woven fabric

Nowadays only a few old women in Phyti village and other villages of the region still do Phytiotiko weaving.





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Why is Phytiotika Important ?

- Connection with the past, 'Where Do We Come From?' = **IDENTITY**
- Creative expression of a place, a culture = **UNIQUE**
- Livelihoods = **INCOME**
- Relationships: Personal, National, International = **CONNECTION**
- Beautiful = **INSPIRATION**
- Making things = **HAPPINESS**

Culture

Links to the Past

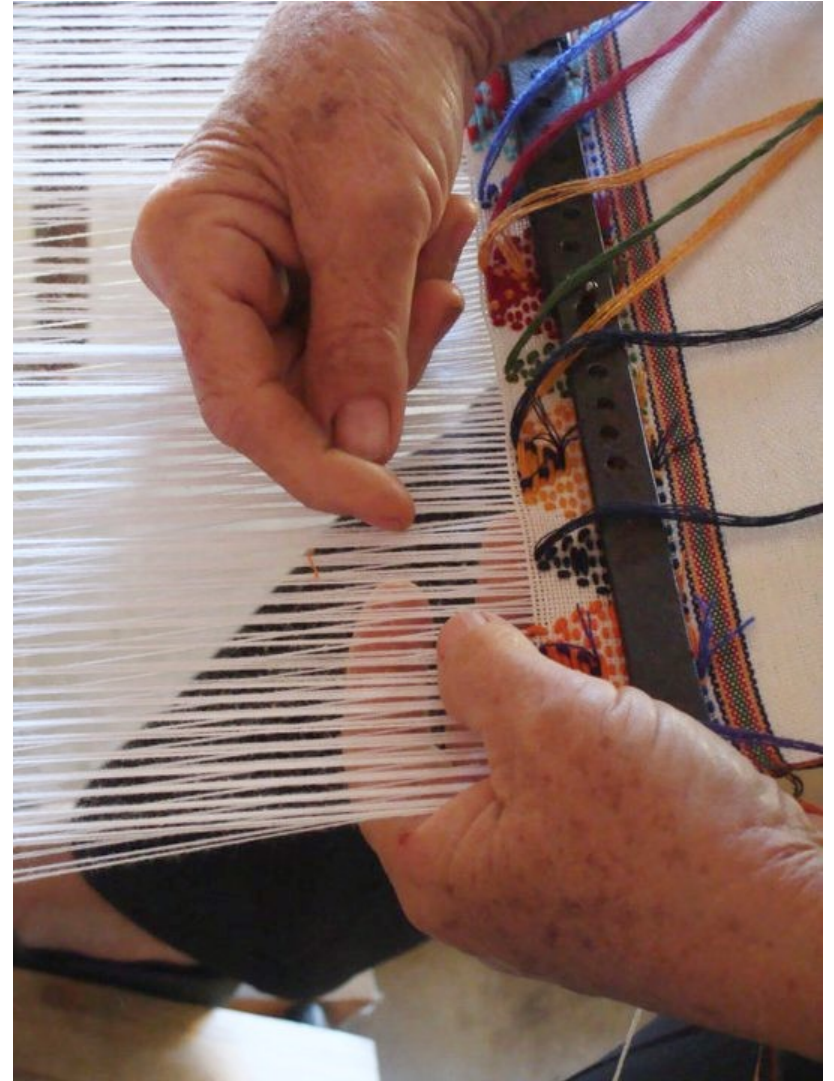


196. The donors and the dedicatory inscriptions, 1474, church of the Archangel Michael, Pedoulas.

Changing Meaning



Thinking With Your Hands



Expression



Expression: A Record of Daily Life

The designs tell the true story of everyday life and events

- the «black-eye»,
- the «design of the teacher's shoe» - created by a woman in Phiti when she saw a pattern on the shoes of the new teacher sent from the town.
- the «carpet design».

These wide designs are separated by parallel rows of narrow designs such as

- the «little arch» and
- the «fish-bone» design.



Uniquely Cypriot: Colours, Materials



Everything is made from available materials...



- From spinning to weaving, dyeing, and making the tools
- Some skills already lost



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Can we face today's challenges/opportunities?

- **Once it's gone, it's gone forever**
- **Disconnect between city/village and between generations**
- **Weaving is not linked in to formal teaching programmes**
- **Changing Times, Changing Tastes**
- **Low status of weaving despite being a highly skilled occupation**
- **Old Patterns, New Purpose**
- **Internet Shopping**
- **Craft Revival Trends & Luxury Brands**
- **Hand-made = high quality, reassuring, unique, personal**



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Challenges can be faced and turned into great opportunities!!!

- **National Level**
- **Local**



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NATIONAL LEVEL

- **Handicraft Service**
- **Textile Trail**
- **Exhibitions**
- **Funding**
- **Education**



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PAFOS INTANGIBLE HERITAGE ASSETS NATIONAL LEVEL

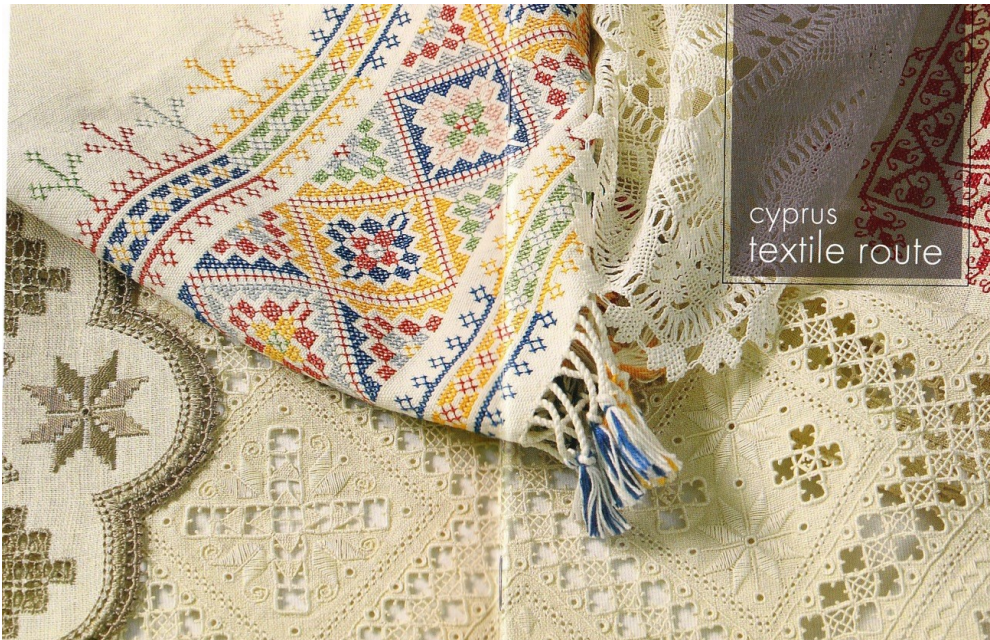
- Visit services in Cyprus-Handicraft Center





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- **Develop textile routes**

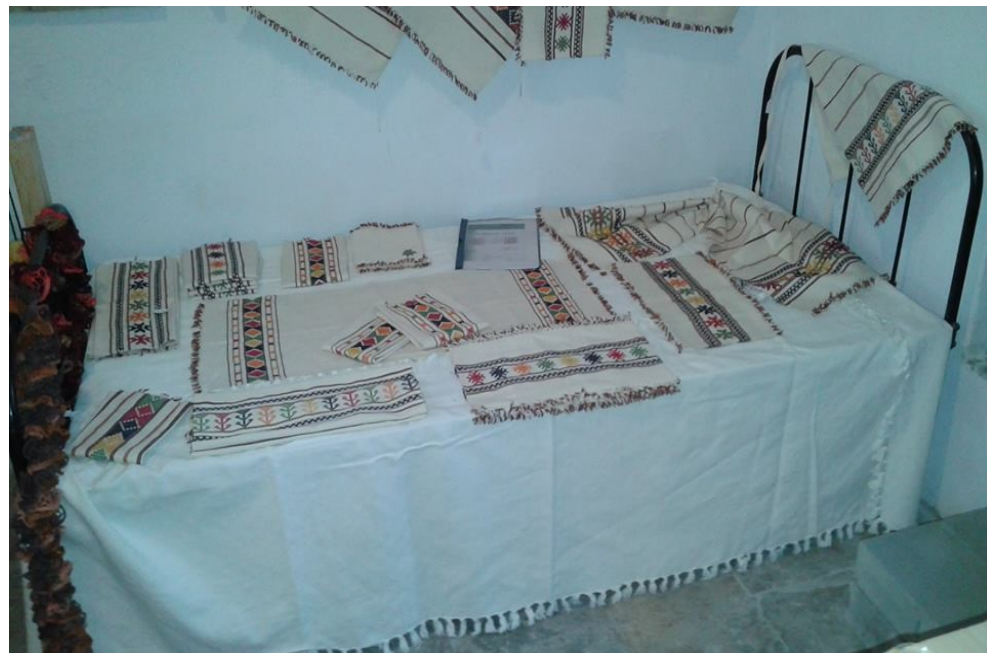




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- Exhibitions and Promo events





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- Funding through several schemes to preserve crafts or SME





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- Educational programs/Classes





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- **Craft Centers creation has been encouraged –Gov+Private**





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LOCAL LEVEL

- Included Phyti Village and Craft Centers in organised bus excursions for tourist





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LOCAL LEVEL

- Promoted Phyti Village/phytiotika weaving in DIY tours





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LOCAL LEVEL

- **Phytiotika weaving-visits/interaction of school students**





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- Promotion through regional events





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LOCAL LEVEL

- Re Invention of Phytiotika weaving

FROM PAST TO FUTURE





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LOCAL LEVEL

- Re Invention of Phytiotika weaving
OLD PATTERN TO NEW PURPOSES





PAFOS INTANGIBLE HERITAGE ASSETS

LOCAL LEVEL

- Re Invention of Phytiotika weaving

OLD PATTERN TO NEW PURPOSES





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CONCLUSION OF OUR EXAMPLE

Creating a sustainable world for Phytiotiko weavers /craftpeople

- Prioritise Intangible Heritage Assets as a Top component for Sustainable & Responsible Tourism Development
- To spread the message of crafts and culture we need to engage both the rural and urban audiences
- Develop a Revival project with specific actions and Involve other partners such as cultural-centres, universities, art galleries and artist groups



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THANK YOU!