

Emblematic **M**editerranean **M**ountains
as **C**oastal destinations of excellence
(EMbleMatiC)

Project Ref:594 | 1MED15_3.1_M12_272

PARTICIPATIVE WORKSHOP REPORT

PP6

OLYMPUS MOUNTAIN



Deliverable D 332

WP3 – Studying

**Activity A3.3 Conduction of the in depth study of the criteria composing
the emblematic dimension of the EMM**

October 2017

SUMMARY

PIERIKI ANAPTIXIAKI is responsible to organize a workshop for the uniqueness of the emblematic mountain Olympus, which will enhance sustainable tourism in the area. There are already defined 10 criteria that reflect the multifaceted nature of both the mountainous area and the emblem concept and each participant in the workshop is invited to evaluate the severity of each criterion. Finally, for each area (mountain), options of an eco path will be proposed, which offer the traveler the magic and the sense of uniqueness of the mountainous massif.

The participants' views will be recorded so that they can then be transferred to a case study completed by PIERIKI ANAPTIXIAKI and will be promoted to the contractor of the project study whose delivery will be a methodological operational assessment framework that can be applied in mountainous Mediterranean regions to identify the specificities that define them as emblematic.

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I. MEETING SUMMARY

I.1. Summary list

Date: 20/10/2017 **Venue:** Information Center of Olympus National Park, Litohoro Pierias

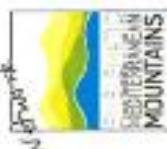
Time duration: 17:30 – 20:00

Moderator's name and title: Partsalidou Betty, Director of PIERIKI ANAPTIXIAKI SA OLA

Material provided: Folder, informative material, questionnaire, informative horizontal project, triptych form of EEM network, Olympus guide, notebook.

Summary list of stakeholders that attended the meeting:

Nº	Name	Organization	Type / Sector of activity
1	APOSTOLOS	MPEMPIS	Regional Authority
2	DIMITRIOS	ROUKAS	Local development organization
3	PARASKEYAS	MAKRIDIS	Municipal authority
4	GEORGIOS	GIANNOULAS	Municipal authority
5	SIMELA	ELEFThERIADOU	Forest authority
6	PAYLOS	ANDREDAKIS	Management body of protected area
7	SEVASTI	MPASDEKI	Local development agency
8	ATHINA	XARTALAMI	Local development agency
9	FANI	KOUTSIMANI	Association of entrepreneurs
10	IOANNIS	KIRITSIS	Academic
11	ARIS	NIKAS	Mountaineering Club
12	VICTORIA	MPEKIROPOULOU	Environmental School
13	MARIA	STATHI	Environmental School
14	GIORGOS	GOULARAS	Rural tourism body
15	NIKOS	LALOYMIS	Association of Hotels
16	MICHALIS	STYLLAS	Refuge Owner
17	BETTY	PARTSALIDOU	Local development agency
18	KONSTANTINOS	ZAPOUNIDIS	Local development agency
19	AIKATERINI	KOLOKATSI	Local development agency
20	NIKOS	TZEGAS	Local development agency



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Regional Development Fund








ΕΧΝΙΚΟ ΕΡΓΑΣΤΗΡΙΟ / WORKSHOP – ΛΙΣΤΑ ΣΥΜΜΕΤΕΧΟΝΤΩΝ

Ημερομηνία: 20-10-2017
Χρονική διάρκεια: 17:30 – 20:00
Τόπος Φορέας Διαχείρισης Εθνικού Δρυμού Ολύμπου, Λιτόχωρο Πιερίας

Συντονιστής και ιδιότητα: Παρτοαλίδου Μικέττυ, Διευθύντρια Περικής Αναπτυξιακής Α.Ε. Ο.Τ.Α.
Έντυπο Υλικό Συνάντησης: Folder, ενημερωτικό υλικό, ερωτηματολόγιο, ενημερωτικά οριζόντιου έργου, τρίπτυχο έντυπο δικτύου ΕΕΜ, Οδηγός Ολύμπου, σημειωματάριο.

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22				
23				
24				

1.2. The meeting in brief

The meeting took place at the BoD meeting room of Information Center of Olympus National Park, in Litohoro Pierias, at the foothill of Olympus Mountain.

Moderator of the event was Mrs. Partsalidou, director of PierikiAnaptixiaki S.A. O.L.A. with knowledge of the topic, who coordinated the roundtable discussion with the invited bodies. There were twenty (20) participants representing fifteen (15) bodies, from public and private sector of the territory, as Regional and Municipal authorities, local development agencies, Forest authority and National Park Management agency, Associations of professionals, a Mountaineering Club, an Environmental School, a Refuge Owner, an Academic. There was a variety of stakeholders in order to be expressed many and controversial aspects in relation to the criteria and the definition of eco-itineraries.

An agenda (*attachment II*), project informative material (*attachment III*) and the questionnaire of the meeting (*attachment IV*) were given to participants in advance with the invitation (*attachment I*), to engage the local stakeholders to be prepared and get the best contribution to the discussion.

Printed matter as project informative material, questionnaire, informative horizontal project, triptych form of EMM network, Olympus guide, notebook, folder of the EMM Network were given to all participants upon registration (*attachment V*).

According to the Agenda in the beginning there was a welcome speech from Mrs. Partsalidou, the moderator, and reference was made to the background, aim, objectives and expected deliverables of the meeting.

Then a brief presentation took place about the Interreg MED project and the EmbleMatiC project, ambition and objectives of the project, strategic objectives, concept of "emblem", project work-packages and deliverables and the project working Team (*attachment V*).

A brief presentation of ten (10) already defined emblem criteria of the project followed with explanatory comments on each one, to assess the emblematic character of a mountain and assist participants in evaluating their importance for Olympus mountain massif (*attachment V*).



Afterwards a discussion followed, based on the distributed in advance specified questions. Participants after a sort discussion on each criterion answered the questions regarding each one and provided a score. Then all scores on the ten criteria were on a scoreboard in order to be calculated the average. In some questions such as the criterion of “sustainability” and “institutional recognition” there were controversial aspects between the stakeholders, and in some questions as “reputation” and “legends and myths” there was complete unanimity.

Then each one participant expressed his aspects concerning the way we can improve the international recognition of our singularities, the threats that the mountain confront as well as their vision for the whole territory. Also a discussion was made about the development /strategy and best eco-itinerary in Olympus area.

At the end the moderator presented the main outcomes of the meeting and thanked the stakeholders for their participation at the technical meeting / workshop.

The **main findings** of the workshop were:

On emblematic criteria:

- **C1. SPATIAL COHESION**

In the wider area of Olympus there is a three zone terrestrial structure of the space, with parallel zones formed (coastal, lowland and semi-mountainous /mountainous). Major coastal and lowland areas and other tourist destinations have the largest residential and economic gatherings. Residential development in mountainous areas is expected to be continued and is a major challenge for future spatial and urban planning.

Also there are rules about land uses and National Law about Residential Control Zones (RCZs). There are settlements along the mountain with particular territorial similarities in the physical and human geography on each side of the massif.

Overall, the area does not show spatial discontinuities. Distances between settlements are quite small. Some problems of discontinuity are caused by national highway (PATHE) and railway line, which are however treated to a certain extent through intersections, underground roads, parallel roads, etc.

- **C2. INSTITUTIONAL RECOGNITION**

There is an international institutional recognition of the mountain.

In Greece, there is the latest draft Management Plan which is not in force as the relevant Joint Ministerial Decision approval has not been issued by the Ministry of Environment and Energy, fact that is crucial for the mountains’ sustainability and its institutional recognition framework.

- **C3. REPUTATION**

Olympus is a worldwide symbol with paramount reputation. There is global fame as a focal point of Greek mythology and ancient Greek culture. The Highest Mountain in Greece (2917m peak).

There is a large number of visitors especially from May until September. Regarding their nationality, they are mainly Greek, Russian, Polish, German, Hungarian and Serbian.

- **C4. LEGENDS AND MYTHS**

According to greek mythology Olympus was the residence of the 12 gods of ancient Greece.

In the area are ancient cities, as Ancient Dion, a place for ceremonies in honor of Zeus and Muses during the time of Alexander the Great and Ancient Leivithra and Pimpleia, burial site of Orpheus, who was ancient poet, musician and guitarist.

The whole Olympus has been declared as an archaeological and historical place in order to preserve its monumental and historical physiognomy.

▪ C5. POWER OF INSPIRATION

Olympus is inspiration for poetry (ancient and folk poetry), folk songs, music, painting, photography, mosaics, movies in national and international level.

▪ C6. PICTURESQUE LANDSCAPE

Unique picturesque co-existence between mountainous and sea landscape, with high peaks, gorges, ravines, hollow amphitheatres, caves and chasms, as well as springs, lakes and ponds and fast flowing torrents of water. Very important about the mountain is its distance from the sea, where sea is nearly 5 km from Litohoro and 20 km from the peak of the mountain.

Existence of sequential zones of vegetation, alpine zone. Many mountaineering paths and routes.

▪ C7. UNIQUE ECOSYSTEMS

On Olympus there are generally four sequent flora zones, but not clearly separated: i. Mediterranean vegetation zone, ii. Forest zone of beech, fir and mountain coniferous, iii. Boreal coniferous zone, iv. No forest high mountains' zone (Alpine tundra).

National Park of Olympus is considered one of the richest flora regions in Greece, with about 1,700 species and subspecies, that represent some 25% of Greek flora, of them 23 are local endemic. *Jankaeaheldreichii*, a plant relic of the Ice age, is of particular interest for the botanists. There have been recorded 32 species of mammals as wild goat, 108 species of birds and a vast number of butterflies, for which Olympus is famous.

▪ C8. PARTICULAR CULTURAL IDENTITY

In all Municipal / Local Communities of the wider Olympus region there are cultural clubs that carry out important work transferring the cultural heritage and organizing the local cultural events in the best way. The most outstanding cultural activity is that of Olympus Festival Organization, with events at ancient and historic places. Also, important sports events are organized in the area, with the participation of a number of athletes from all over the country and abroad as Olympus Marathon and Olympus Mountaineering Marathon.

▪ C9. SUSTAINABILITY AND ANTHROPOGENIC ENVIRONMENT

By special legislation, any kind of exploitation on the eastern side of the mountain is banned on an area of approximately 40,000 acres which represents the core and a wider area around the core was designated as a "peripheral zone".

Continuous efforts for urban development along with use of the Olympus tradition and satisfactory environmental infrastructure of Pieria, compose an image of integrated operational space, which offers all necessary conditions for development of the area and local economy.

▪ C10. HISTORIC PLACES

In the wider area of Olympus there are many historic places, as Dion a sacred Macedonian city dedicated to Dias (archaeological park, ancient theater, Museum), Piblia and Leivithra. Also

there is the Castle of Platamonas, a castle city of the mid-byzantine period and many Christian monuments, monasteries and chapels.

Moreover findings on strategic development and itinerary:

- Conflicts of groups of local population (investors / nature lovers) regarding the development of the mountain
- The most important for Olympus development and definition of conditions for interventions / activities in the protected area is the approval of the "Special Management Plan of the Olympus National Park area"
- There is a world-wide reputation for the mountain that has not been developed as appropriate.
- Integrated tourist promotion campaign for Olympus must be done.
- Strategic projection planning for the region.
- Creation of an area map with the attractions for visitors.
- Promotion of rural local products with the name of the mountain must be done.



The **outcome** of the meeting was:

The whole area, Olympus and all surrounding settlements must be considered as an integrated cultural area park, in which inhabitants and visitors will take a big challenge. Their goal is to promote sustainable development of the mountain that means protection of the cultural identity of the area and improvement of local economy through the promotion and commercialisation of local products and cultural events under the brand name of "OLYMPUS".

II. DISCUSSION ON EMBLEMATIC DIMENSION AND STRATEGIES

C1. SPATIAL COHESION	
Questions	Answers / comments
Does the territory's legal protection set certain boundaries?	Mount Olympus is located in the Regional Units of Pieria (Central Macedonia) and Larissa (Thessaly) and includes two bands, Olympus and Kato Olympus.
Do the virtual boundaries of the mountain correspond to a homogenic geographical area?	The surface of Olympus massif is about 600.000 acres. The surface of the Protected Area of Olympus National Park, as defined by the NR. of 20/06/1938 amounts to: 40.000 acres, and concerns only the core of the National Park. According to the approved (2010) Special Environmental Study and the Consultation of the Draft Presidential Decree (PD), which took place in 2011, it amounts to: (A+B+C Zone): 236.356,11 acres – 23.635,61 ha.
Is the area considered a continuous or discontinuous area?	Kato Olympus is separated from Olympus by the stream of Ziliana and ends up eastwards to the sea. The surface of Kato Olympus is about 12.300 ha.
<u>Key words to raise discussion</u>	In the wider area of Olympus there is a three zone terrestrial structure of the space, where the following parallel zones are formed :
<i>spatial cohesion</i>	(a) a coastal,
<i>spatial and socio-geographic similarities along the mountain</i>	(b) a lowland and
<i>homogenic elements/parts in the natural relief</i>	(c) a semi-mountainous mountain.
<i>uniformity (e.g. land types, cultivars, desertification)</i>	Land uses:
<i>common features in the practice of anthropogenic activities</i>	♣ Mountain forest and shrubland in the mountainous area of Olympus
<i>sub-sections shaping the boundaries of the mountain and the common cultural characteristics</i>	♣ Cultivated land that is mainly located in rotation with other land uses.
<i>delimitation of the area</i>	♣ Residential areas that include settlements as well as the wider area, where there is less construction.
<i>settlements along the mountain</i>	♣ Coastal zone where agricultural crops are gradually subduing and tourism activities are expanding with the continuous construction of new facilities and many private holiday homes. Includes hotels, campsites, rooms to let, etc.
<i>particular territorial similarities in the physical and human geography</i>	♣ Industrial, craft land along the highway and in a very small percentage. In Litochoro, on the basis of the residential control zones, the creation of a small industrial park is planned and the area of the area provided for this purpose has already been completed.
	♣ Military installations located in the area of Litochoro and to a large extent.
	♣ Archaeological sites located numerous in the

	broader zone of Olympus.									
	<p>In the wider area, the following Residential Control Zones (RCZs) have been defined:</p> <p>-RCZ Litochorou (Government Gazette 87 / D / 16-2-1990)</p> <p>-RCZ Leptokaryas (Government Gazette 447Δ / 23-8-90, Government Gazette 1185Δ/15-11-94, Government Gazette 855Δ/29-10-98)</p> <p>-RCZ Skotina, Panteleimonas, Platamonas, Poroi (Government Gazette 240D/8-5-1991).</p> <p>Olympus settlements:</p> <p><u>Municipality of Dion – Olympus.</u></p> <p>Municipal Community of Leptokarya</p> <p>Municipal Community of Vrondous</p> <p>Local community of Dion</p> <p>Municipal Community of Karitsa</p> <p>Municipal Community of Litochoro.</p> <p><u>Municipality of Katerini</u></p> <p>Local Community of Fotina</p> <p><u>Municipality of Elassona</u></p> <p>Local Community of Kokkinopilos</p> <p>Local Community of Pythion</p> <p>Local Community of Flambouro</p> <p>Local Community of Karya</p> <p>Local Community of Sycamine</p> <p>Settlements of Kato Olympus:</p> <p><u>Municipality of Dion - Olympus</u></p> <p>Municipal Community of Platamonas</p> <p>Local community of Panteleimonas</p> <p>Local community of Skotina</p> <p>Local Community of Poroi</p> <p><u>Municipality of Tempi</u></p> <p>Local Community of Pyrgetos</p> <p>Local Community of Aegani</p> <p>Local Community of Kranea</p> <p>Local Community of Rapsani</p> <p>Municipal Community of Gonnoi</p> <p>Local Community of Kallipefki</p> <p>Local Community of Itea</p>									
	10	9	8	7	6	5	4	3	2	1
c1Scoring emblematic dimension			X							

1 very small, 2-3 small, 4-5 medium, 6-7 high, 8-9 very high, 10 paramount

C2. INSTITUTIONAL RECOGNITION

Questions	Answers / comments									
Is the mountain or part of it institutionally recognized?	Existing international institutional recognition :									
<u>Key words to raise discussion</u>										
<i>IUCN designation as Strict Nature Reserve or Wilderness Area or National park</i>										
<i>UNESCO World Heritage List</i>										
<i>World Network of Biosphere Reserves and Global Geoparks</i>										
<i>European Destination of Excellence</i>										
<i>European Diploma of Protected Area,</i>										
<i>Natura 2000 award</i>										
<i>System of Measures for Excellence in Destinations (SMED)</i>										
<i>Cross-border cooperation and institutional recognition</i>										

1 very small, 2-3 small, 4-5 medium, 6-7 high, 8-9 very high, 10 paramount

C3. REPUTATION

Questions

Is there a global or national or regional or local reputation of the mountain?

What are the highly esteemed characteristics?

Key words to raise discussion

outstanding universal value

principal factors for the reputation

high reputation capital / elements

widespread knowledge

power of the word of mouth

number of visitors

Answers / comments

➤ Global reputation as a focal point of Greek mythology and ancient Greek culture.

➤ Worldwide symbol

➤ Highest mountain in Greece (2917m peak)

➤ Archaeological and historical site.

Visitors' data available for the years 2010-2016, based on the records made at:

- the "Metochi-Alonia" location,
- the visitor reception centers at "Myloi" Lithoro and "AgiaTriada" Vrontous
- the Information Center after its operation since June 2016.

Number of visitors:

YEAR	NUMBER OF VISITORS
2010	87.006
2011	115.758
2012	132.209
2013	158.626
2014	156.439
2015	67.414*
2016	66.388*

*Visitors' data for the years 2015, 2016 are without the daily staffing of the "Metochi-Alonia" location, which is the point where the main number of visitors passes.

The largest number of visitors is recorded in August.

Regarding their nationality, they are mainly Greek, Russian, Polish, German, Hungarian, Serbian.

	10	9	8	7	6	5	4	3	2	1
C3 Scoring emblematic dimension	X									

1 very small, 2-3 small, 4-5 medium, 6-7 high, 8-9 very high, 10 paramount

C4. LEGENDS AND MYTHS

Question	Answers / comments									
<p>Regarding local myths and legends what are the strong points of the mountain?</p> <p><u>Key words to raise discussion</u></p> <p><i>mythology</i></p> <p><i>godly presence</i></p> <p><i>haunted places</i></p> <p><i>unknown powers</i></p> <p><i>supernatural phenomena</i></p> <p><i>spiritual, symbolic and other interactions</i></p> <p><i>heroic accomplishments</i></p> <p><i>folktales</i></p> <p><i>sacred plants and animals</i></p>	<p>Olympus is known worldwide as the residence of the 12 gods of ancient Greece, according to mythology.</p> <p>Also, at the foot of Olympus there is a sacred Macedonian city, Ancient Dion, for ceremonies in honor of Zeus and Muses during the time of Alexander the Great.</p> <p>At the foothills of Mount Olympus are placed Ancient Leivithra and Pimpleia, burial site of Orpheus ancient poet, musician and guitarist.</p> <p>The whole Olympus has been declared as an archaeological and historical place in order to preserve its monumental and historical physiognomy.</p>									
	10	9	8	7	6	5	4	3	2	1
C4 Scoring emblematic dimension	X									

1 very small, 2-3 small, 4-5 medium, 6-7 high, 8-9 very high, 10 paramount

C5. POWER OF INSPIRATION

Questions

How strong is the up to now power of inspiration and what is the potential not yet promoted or self-revealed?

Can you recall examples of people, personal or collective work of art inspired by the mountain?

Key words to raise discussion

literature

fine arts

films

theatre

music

contemporary art

design

photography

video games

smartphones applications

Answers / comments

Poetry: Homer (ancient), Elytis, Sikelianos

Folk poetry.

Music: PapathanasiouVaggelis (Mythodia), Mitropoulos Dimitris

Great number of folk songs.

Painting: IthacaiosVasilis

Photography: Boissonnas,

Tloupas, SavvasTsiligiridis (Satsi)

Mosaics: Reproduction at the Mediterranean Mosaic Center of Dion

Movies: Olympus Has Fallen (American film 2013)

Some TV series were filmed in the traditional settlements of Olympus.

	10	9	8	7	6	5	4	3	2	1
C5 Scoring emblematic dimension		X								

1 very small, 2-3 small, 4-5 medium, 6-7 high, 8-9 very high, 10 paramount

C6. PICTURESQUE LANDSCAPE

Questions

What are the grandiose parts of the mountain?

How far more is the aesthetic enjoyment of the mountain compared with other?

Key words to raise discussion

extraordinary / uncommon shape

spectacular formations

imposing peaks

magnificent scenery

geological exceptional characteristics

rock formations

steep slopes

impressive landscape and panoramas

topographic prominence

graphic and astonishing parts of landscape

aesthetic enjoyment

Answers / comments

1. The highest peak, Mytikas - Thronos Ridge
2. Proximity to the sea (Lithohoro 5km, Mytikas 20Km)
3. Green landscape, with canyons and waterfalls, picturesque wooden bridges
4. Mountaineering paths, routes
5. Zones of vegetation, alpine zone
6. Chestnut fields at Kato Olympus

	10	9	8	7	6	5	4	3	2	1
C5 Scoring emblematic dimension		X								

1 very small, 2-3 small, 4-5 medium, 6-7 high, 8-9 very high, 10 paramount

C7. UNIQUE ECOSYSTEMS

Questions	Answers / comments									
<p>How unique do you consider the ecosystems of the mountain?</p> <p>What is their vulnerability and state of conservation?</p> <p><u>Key words to raise discussion</u></p> <p><i>naturalness</i></p> <p><i>intactness of natural systems</i></p> <p><i>special biotopes and geotopes</i></p> <p><i>caves</i></p> <p><i>alpine lakes</i></p> <p><i>unique biodiversity</i></p> <p><i>botanical richness</i></p> <p><i>endemism</i></p> <p><i>species richness</i></p> <p><i>unique terrestrial and freshwater ecosystems</i></p> <p><i>forest diversity</i></p> <p><i>tree cover/density</i></p> <p><i>remarkable trees</i></p> <p><i>threatened species</i></p> <p><i>natural quietness</i></p> <p><i>high nature value farmland</i></p> <p><i>high conservation status of habitats and species</i></p> <p><i>conservation of vulnerable areas</i></p> <p><i>aesthetic enjoyment</i></p> <p><i>natural phenomena</i></p> <p><i>climate particular conditions</i></p> <p><i>scenic pastures</i></p> <p><i>gorges, valleys</i></p> <p><i>emblematic plants and animals as national or regional symbols</i></p>	<p>On Olympus there are generally four sequent flora zones, but not clearly separated:</p> <ol style="list-style-type: none"> Mediterranean vegetation zone, Forest zone of beech, fir and mountain coniferous, Boreal coniferous zone, No forest high mountains' zone (Alpine tundra). <p>National Park of Olympus is considered one of the richest flora regions in Greece, with about 1,700 species and subspecies that represent some 25% of Greek flora. There are endemic Olympus' plants, half of them are found only in Balkans and 23 only in Olympus and nowhere else. <i>Jankaea heldreichii</i>, a plant relic of the Ice age, is of particular interest for the botanists.</p> <p>There have been recorded 32 species of mammals as wild goat, reptiles and some amphibians, 108 species of birds and a vast number of butterflies, for which Olympus is famous.</p> <p>On Kato Olympus the flora of the wider area consists of about 1000 species. 155 important taxa have been found within the site boundaries which belong to the following categories: a) Greek endemics: 23 species (21 Greek endemics and 2 Local endemics) b) Balkan endemics: 91 species c) Wider distribution area: 41 species, which are mainly distributed in east or west Mediterranean area.</p> <p>Moreover, 120 bird species have been found, 8 mammals typical of mountains, some amphibians. Kato Olympus is an important site for reptiles as well. The fish <i>Barbus cyclolepis strumicae</i> is found in the streams of the site.</p>									
	10	9	8	7	6	5	4	3	2	1
C7 Scoring emblematic dimension			X							

1 very small, 2-3 small, 4-5 medium, 6-7 high, 8-9 very high, 10 paramount

C8. PARTICULAR CULTURAL IDENTITY										
Questions	Answers / comments									
<p>What is the particular cultural profile of the area?</p> <p>Which are the elements attributing a unique character to the area?</p> <p><u>Key words to raise discussion</u></p> <p><i>values and works of the local society</i></p> <p><i>customs</i></p> <p><i>music</i></p> <p><i>dance</i></p> <p><i>festivals</i></p> <p><i>market places</i></p> <p><i>dietary habits</i></p> <p><i>local dialect</i></p> <p><i>social characteristics and peoples special attitude</i></p> <p><i>folklore</i></p> <p><i>artisanal production</i></p> <p><i>ethnicity</i></p> <p><i>religion</i></p> <p><i>intangible cultural heritage</i></p> <p><i>holy places</i></p> <p><i>thematic routes</i></p> <p><i>quality products (PDOs, PGIs, TSGs, bio)</i></p> <p><i>local peoples' pride for the mountain</i></p> <p><i>particular mentality and temperament of the locals</i></p> <p><i>architectural works</i></p> <p><i>works of monumental sculpture and painting</i></p> <p><i>locations, elements or structures of an archaeological nature</i></p>	<p>The area is a place rich in customs, traditions, religious events and cultural events that attract visitors throughout the year.</p> <p>The most important events are:</p> <ul style="list-style-type: none"> -OLYMPUS FESTIVAL (DION) -OLYMPIA EN DIO (DION) -SICHNA, EPIPHANY (LITHOCHORO) - BURNING OF CEDAR TREE (LITOCHORO) -CHESTNUT FESTIVAL (SKOTINA-PANTELEIMON) -FETA FESTIVAL (ELASONA) <p>The most important sports events are:</p> <ul style="list-style-type: none"> - Olympus Marathon - Mountaineering Marathon of Olympus - FAETHON Race - Olympus Mythical Trail Race <p>Local / Quality products:</p> <ul style="list-style-type: none"> ♣Kiwi of Pieria, PGI, ♣Local Wine of Pieria PGI, ♣ Local Wine of Rapsani PGI, ♣Cheeses,Feta ElassonasPDO, ♣ Olympus tea ♣ Olympus chestnut ♣Olympus honey ♣Liqueurs from Olympus fruits ♣Olive oil from local variety SkotinasOlympou ♣ Organic products (olive and vineyard areas, horticultural, lucerne, grain, aromatic plants, tea and aronia). <p>Local cuisine:</p> <p>Traditional Greek recipes, traditional sweets, drinks and liqueurs made with local products and international cuisine.</p>									
	10	9	8	7	6	5	4	3	2	1
C8 Scoring emblematic dimension			X							

1 very small, 2-3 small, 4-5 medium, 6-7 high, 8-9 very high, 10 paramount

C9. SUSTAINABILITY AND ANTHROPOGENIC ENVIRONMENT

Questions	Answers / comments									
<p>What does the anthropogenic environment offer to a traveler?</p> <p>What damage has been made to the natural environment?</p> <p><u>Key words to raise discussion</u></p> <p><i>vulnerability</i></p> <p><i>current state of conservation</i></p> <p><i>management of the area</i></p> <p><i>manmade environment profile</i></p> <p><i>pleasing urban scenes</i></p> <p><i>architectural features</i></p> <p><i>aesthetics of settlements</i></p> <p><i>authenticity</i></p> <p><i>antiquities</i></p> <p><i>industrial heritage</i></p> <p><i>notable public works of the past</i></p> <p><i>sustainable, non-intensive, small scale interventions</i></p> <p><i>large scale interventions</i></p> <p><i>sustainable or exceeding carrying capacity</i></p> <p><i>environmental impact of the human activity (businesses, public works, locals and tourists)</i></p> <p><i>uncontrolled urbanism</i></p> <p><i>negative impacts of tourism at present or foreseen</i></p> <p><i>man-caused and natural catastrophes wounds</i></p>	<p>In the wider region there is a linear residential and economic development. The nature of the soil largely determines the spatial distribution of people and activities. Thus, in Pieria more than 80% of the population and production extends along and at a shallow depth of its shores. This has important implications for infrastructure design, natural and built environment, quality of life, etc.</p> <p>Continuous efforts for urban development along with use of the Olympus tradition and satisfactory environmental infrastructure of Pieria, compose an image of integrated operational space, which offers all necessary conditions for development of the area and local economy.</p> <p>By special legislation, any kind of exploitation on the eastern side of the mountain is banned on an area of approximately 40,000 acres which represents the core. A wider area around the core was designated as a "peripheral zone" so that its management and exploitation is done so as not to negatively affect the core's protection.</p> <p>There is a draft Management Plan but is not in force, fact that is crucial for the mountain and its sustainability.</p> <p><u>MANAGEMENT ORGANIZATIONS:</u></p> <ul style="list-style-type: none"> - Olympus National Park Management Agency-Litochoro -Institutions of Pieria Forests and Larissa Forests <p><u>INFRASTRUCTURES:</u></p> <ul style="list-style-type: none"> - Olympus National Park Information Center – Litochoro -Environmental Education Center (KEP) of Eastern Olympus - P. Panteleimonas -Environmental Education Center (KEP) of Elassonna - Alexandreio Foundation - Litochoro <p>Property Of Monastery of Saint Dionysios in Olympus, Old and new monastery -Litochoro</p>									
	10	9	8	7	6	5	4	3	2	1
C9 Scoring emblematic dimension					X					

1 very small, 2-3 small, 4-5 medium, 6-7 high, 8-9 very high, 10 paramount

C10. HISTORIC PLACES										
Questions	Answers / comments									
<p>Are there historic elements that can be promoted?</p> <p><u>Key words to raise discussion</u></p> <p><i>prehistoric and historic places and resources</i></p> <p><i>historic monuments</i></p> <p><i>traditional trails</i></p> <p><i>sanctuaries</i></p> <p><i>landmarks</i></p> <p><i>battle fields</i></p> <p><i>emblematic personalities origin</i></p> <p><i>historic towns</i></p>	<p>Historic Sites:</p> <ul style="list-style-type: none"> -Dion, Archaeological Park, Archaeological Museum and Ancient Theater -Leivithra and Pimplia - Castle of Platamona <p>Monasteries and chapels:</p> <ul style="list-style-type: none"> -Holy monastery of Saint Dionysios in Olympus / old and new monastery (Litochoro) -Holy monastery Petra Olympus -Holy monastery of Klimadon (AgiaTriada) -Holy monastery of Kanalon -Holy monastery of AgiaTriadaSparmou (Karya) -Prophet Ilias (Litochoro) -AgiaKori (Dion) -AgiaTriada Old Vrontous -Saint NikolaosOldVrontous -Saint Ioannis (Litochoro)) -Saint Paraskevi and Saint Apostoloi (Litochoro) -Saint Vasilios -Dormition of Theotokos (Panagia) Kryovrysi. -AgiaTriada and SaintNektarios (Karia and Sykaminea) -Saint Athanasios and Saint Ioannis (Kokkinopilos). -SaintKonstantinos (Dion) 									
	10	9	8	7	6	5	4	3	2	1
C10 Scoring emblematic dimension		X								

1 very small, 2-3 small, 4-5 medium, 6-7 high, 8-9 very high, 10 paramount

Other questions possible to address or address in a different manner in comparison to the previous ones	
A. EMBLEMATIC DIMENSION 1. What are the mountain's elements that you are proud off? 2. What are the common components characterising the emblematic mountains? 3. What are the elements justifying a universal value of the mountain? 4. How could we enhance the international recognition of the unique character of the mountain? 5. How could we improve the international recognition of our singularities? 6. Is the mountain superior in comparison to other mountains of the country and why? 7. What distinguishes the coastal Mediterranean mountains from other further hinterland mountains?	<u>Answers / comments</u> Olympus is distinguished by his worldwide reputation, his history dating back to prehistoric times (mythology), his natural environment and the effort that one has to make to conquer its peak. Improvement of the international recognition of the singularities of the mountain will be done through the elaboration of a business plan, whose actions will be promoted for implementation in campaigns and promotional activities through central bodies (Central Government, Regions of Macedonia, and Thessaly). Olympus is distinguished by its proximity to the sea, which affects the microclimate of the whole area and this is reflected in its flora and fauna. In addition, the location of the mountain so close to national networks enhances the accessibility and development of settlements around the mountain.
B. DEVELOPMENT / STRATEGY 8. How could the coast and the mountain be connected as a common tourism experience? 9. How could we establish a strong connection and permanent tourism flows from the coast to the mountain? How much sustainable could that be? 10. Are there any interconnections and interactions with other sectors e.g. agro-food sector and nearby oursitical places 11. Are there any "sleeping" assets? 12. What would be a desirable future "picture" of the area? 13. What are the reasons for a traveler to extend the length of his/her stay?	<u>Answers / comments</u> For the tourist development of the area it is proposed: Sustainable, mild tourist development, with the development of many alternative forms of tourism, combined with local culture, gastronomy, locally produced products and settlements around the mountain. Acquaintance with the mountain but also with its inhabitants and customs. Development of its comparative advantage myth/ geographical position/ accessibility/ environment/ culture/ local products. The dangers that threat the mountain are: The further delay in approving the Special Management Plan for Olympus, from which deprives the institutional framework for its development.

<ol style="list-style-type: none"> 14. What types of tourism are most suitable with reference to the mountain? 15. What are the pros and cons of the level of accessibility of the area? 16. Is domestic or inbound tourism preferable? 17. What is the potential of eco-tourism? 18. What is the societal awareness and appreciation of the mountain by the locals? 19. How would you comment on the carrying capacity of the area? 20. What is missing to achieve a sustainable tourism development in the area? 21. What conflicts are raised from time to time with groups such as hunters, livestock breeders etc? 22. What are the ascertained and the potential dangers? 23. What would be harmful for the mountain? 24. What risks, endogenous and exogenous threats should we bear in mind? 	<p>The lack of financial resources for the competent bodies due to which necessary actions are not being carried out (cleaning / guarding of paths, trafficking of visitors, promotion).</p> <p>The conflicts of economic interests of potential investors and nature lovers, which often lead to the stagnation of the mountain's development. Also the carrying capacity of the mountain in peak periods often is being exceeded by mountaineers, walkers, marathon runners etc.</p> <p>The controversial aspects of the local forces towards the common goal, the publicity of their differences without mutual concessions and team spirit.</p> <p>The vision for the region is:</p> <p>To create - beyond the geographical boundaries - a spatial area THEMATIC / CULTURAL PARK under the brand name "OLYMPUS" that will cover the mountainous area and the settlements around, whereby all the offered services and products can be certified through a local quality system in different sectors ex:</p> <ul style="list-style-type: none"> -Local products (wine, tea, cheese) -Sports (marathon, climbing, water sports / scuba diving) -Guided tours / sightseeing in cultural monuments, religious monuments, chapels - Education programs (Environmental Schools P. Panteleimonas, Ellassona), at the Mediterranean Mosaic Center, in Leithra, at the Alexandreio Foundation. -Museums (Archaeological Museum of Dion, Natural History of Olympus National Park, Sanctuary of Agios Dionysios, Nautical, Litohoro Art Gallery) -The mountain shelters - Acquaintance with local professions (mountain guides, etc.) - Gastronomy. <p>In that way we create a new local product multi-dimensioned which could thus be promoted to different target groups while at the same time highlighting the main advantages of accessibility and climate of the area.</p> <p>The product will have specially packages designed for every season. First must be accepted</p>
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	<p>by local actors and then must be promoted to tourist offices, guides, journalists.</p> <p>The business plan must include the whole area because it concerns an integrated unit with social economic activities.</p> <p>Regarding the accessibility only as advantage can be considered, especially from the part of Regional Unit of Pieria, as Litochoro (town of Olympus) is located on national highway PATHE, on the railway network and is about 100 km from Macedonia Airport.</p> <p>With regard to interactions:</p> <p>The 'mountain and sea' product can be linked when it becomes unified, as previously described, in a theme / cultural park with the brand name OLYMPUS. Only then synergies and thematic / seasonal packages will be created in all sectors of development: environment, agro-food, culture, alternative forms of tourism.</p> <p>The above project concerns a development plan that should be designed and communicated to the individual groups, in particular consulting with the scope to engage stakeholders to its observance.</p>
<p>C. ECO-ITINERARY</p> <p>25. What could be an ideal eco-itinerary?</p> <p>26. What would be an ideal eco-tourism product based on the emblematic characteristics of the mountain?</p> <p>27. Is there adequate welcoming facilities in the eco-itinerary area?</p>	<p><u>Answers / comments</u></p> <p>The following eco-itineraries were proposed:</p> <p>On the Thessaly side:</p> <p>A. the section of the international E4 mountaineering path that starts from Kokkinopilos and reaches Mytikas. It combines myths and local products (herbs, tea, cheese, wine)</p> <p>From the side of Pieria:</p> <p>B. The route Vrontou-old Vrontou-Dion-Litochoro-Levithra</p> <p>C. The traditional settlements of Kato Olympus Palaio Panteleimonas, Old Pori, Old Skotina, old Leptokarya.</p> <p>D. A series of mountaineering routes to the high peaks of Mount Olympus, such as Prionia - shelter Spilios Agapitos – Louki Mytikas and Gortsya-shelter Petrostrouga-Laimos - Muses Plateau-shelter GiososApostolidis.</p>

Other particular outcomes Please feel free to develop any other outcomes not included in the previous parts of this participative meeting report	
	<p>The whole area, Olympus and all surrounding settlements must be considered as an integrated cultural area park, in which inhabitants and visitors will take a big challenge. Their goal is to promote sustainable development of the mountain that means protection of the cultural identity of the area and improvement of local economy through the promotion and commercialisation of local products and cultural events under the brand name of "OLYMPUS".</p>