



Emblematic Mediterranean Mountains as Coastal destinations of excellence (EMbleMatiC)

Project Ref:594 | 1MED15_3.1_M12_272

PARTICIPATIVE WORKSHOP REPORT PP7 **IDA 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

Draft version – October 2017





Project co-financed by the European Regional Development Fund



SUMMARY

The main aim of the Project EbmleMatiC is to define the emblematic mountains as destinations of excellence.

The specific objectives of the project are to readjust tourism flows from the coastal to the inland regions, to create a new model of sustainable and responsible tourism and to create a common brand name.

Within the framework of the INTERREGMED programme, AKOMM-PSILORITIS S.A. is responsible for the organization of a thematic workshop aiming to discuss and deliver views and proposals by the participants regarding the emblematic mountains and the relevant criteria which has been reflected on an expert opinion with the title "Conduction of an in depth study on the criteria composing the emblematic dimensions of the nine (9) areas of the project "Emblematic Mediterranean Mountains as Coastal destinations of excellence – EmbleMatiC".

The ultimate goal of this workshop is to involve all relevant stakeholders as well as representatives of the local community in our efforts to create an alternative tourism model which includes the coastal zone in the region of Psiloritis (IDA) in conjunction with the inland, through creating eco-paths.

Each one of the participants will be asked to reflect his views on the emblematic criteria and to draw the necessary conclusions that will be submitted to the Partner Coordinator and the project supervisor for consideration and discussion.

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Author(s):

AKOMM-PSILORITIS S.A. Development Agency of Local Government – PP7 / Dimitrios Pattakos – Evie Vrentzou

E-mail: dpattakos@akomm.gr, e.vrentzou@akomm.gr

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Partners involved:

AKOMM-PSILORITIS S.A. Development Agency of Local Government - PP7

E-mail: info@akomm.gr

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I. MEETING SUMMARY

I.1. Summary list

Date: 24/10/2017 Venue: ANOGIA – AKOMM PSILORITIS SA – Room "Georgios Klados"

Time duration: Approx. 3 hours

Moderator's name and title :Dimitrios Pattakos, Project Manager

Material provided: Questionnaire

Summary list of stakeholders that attended the meeting:

Nº	Name	Organization	Type / Sector of activity
1	Giannis Kazakis	Decentralized Administration of	Central Government
		Crete	Authorities
2	Manolis Tsandakis	Contractor	ETAM S.A.
3	Piteris Charalampos	Crete Region	Regional Authorities
4	Pantelis Arvanitis	Decentralized Administration of	Department of Forests of
		Crete	Heraklion
5	Dafni Voltiraki	Decentralized Administration of	
		Crete	
6	Thanos Giannakakis	WWF HELLAS,	Environmental Association,
		Mountaineering Club of	Mountaineering Club
		Heraklion	
7	Grigoris Pitsikakis	Thyrathen, NGO	Museums
8	Zacharenia Kefalogianni	Center for Environmental	Education
		Education of Anogia	
9	Aris Stratakis	GNTO / Ministry of Tourism	Central Government
			Authorities, Tourism
			Organizations
10	Kariolaki Chara	Decentralized Administration of	Department of Forests of
		Crete	Rethymno
11	Eleni Chereti	APOPLOUS SHIPPING AND	Entrepreneurs (tourism)
		TRAVEL AGENCY	
12	Georgios Stathorakis	Municipality of Amari	Municipal Authorities
13	Ioannis Skoulas	Municipality of Anogia	Municipal Authorities
14	Christina Fasoula	AKOMM-PSILORITIS S.A	Development Agency of
			Local Government
15	Eri Kalomiri	AKOMM-PSILORITIS S.A	Development Agency of
			Local Government
16	Olga Skoula	Municipality of Anogia	Municipal Authorities
17	Despina Stavrakaki	AKOMM-PSILORITIS S.A	Development Agency of
			Local Government
18	Odysseas Spachis	Land of Psiloritis SA	Clusters
19	Georgia Biligotsi	Consultant	Entrepreneurs

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20	Eystratios	Decentralized Administration of	
	Konstantoulakis	Crete	
21	Theodorakis	Decentralized Administration of	Department of Forests of
	Konstantinos	Crete	Rethymno
22	Nikos Sarhianakis	AKOMM-PSILORITIS S.A	Development Agency of
			Local Government
23	Kallergis Emmanuel	Municipality of Anogia, Mayor	Municipal Authorities

Note: make sure to either guarantee audio recording of the meeting or assign a fast meeting minutes writer(s).

Attendance List



PARTICIPATIVE WORKSHOP - ATTENDANCE LIST

Ημερομηνία/Date: 24/10/2017 Τόπος συνάντησης/Venue: Arwyera / Anogra Διάρκεια/Time duration: 3 wpes / 3 hours.
Όνομα Συντονιστή και τίτλος/Moderator's name and title: Pattakos Dimitrios, Project Manager Υλικό που διανεμήθηκε/Material provided: Questionnaire.

	Name / Όνομα	Surname / Επίθετο	Organization / Οργανισμός	E-mail	Signature / Υπογραφή
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1.2. The meeting in brief

Give a short description of the organization, findings and outcomes of the meeting (2-4 pages)

AKOMM-PSILORITIS S.A. when starting organizing the workshop – meeting considered necessary to involve in this discussion as many entities as possible in order to enable a wideranging discussion on the strategies and policies set on tourism in Crete in general and in the Psiloritis (IDA) area in particular.

A key objective of this thematic workshop, as referred to in the invitation sent, was

• To inform the local and other entities about the project and the proposed criteria for the validation of the emblematic dimension of the nine (9) areas that already participate in the Emblematic Mediterranean Mountains network or areas that will register their interest in participating and



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• To discuss and submit proposals and views of the participants regarding the content of the program and the suggested criteria which has been reflected on an expert opinion with the title "Conduction of an in-depth study on the criteria composing the emblematic dimensions of the nine (9) areas of the project "Emblematic Mediterranean Mountains as Coastal destinations of excellence – EmbleMatiC".

The ultimate goal of this workshop is to involve all relevant stakeholders as well as representatives of the local community in our efforts to create an alternative tourism model which includes the coastal zone in the region of Psiloritis (IDA) in conjunction with the inland, through creating ecopaths.

The meeting was held on Tuesday 24 October 2017 at 10:00 in "Georgios Klados" Room located in the Headquarters of the Agency in the village of Anogia. Meeting coordinator was the Director of the Agency Mr Dimitris Pattakos. In the meeting participated 24 persons, as indicated in the list of participants, all representatives of the Government, the regional and local authorities, members of climbing clubs, museums, education institutions, tourism enterprises, members of AKOMM-PSILORITIS S.A. as well as a representative of the ETAM S.A. The invitations for the meeting were sent on 9/10/2017 together with a copy of the Phase 1 of the case study regarding the emblematic criteria.

Invitations were sent to 53 public and private sector organizations that are directly or indirectly involved in the tourism sector (Academic Community Bodies, Chambers, Business Networks, Climbing Clubs, Associations of Licensed Tourist Guides, Tourism Enterprises, Environmental Stakeholders, Central and Local Government Bodies, the Region of Crete, Museums, Cultural Associations, the Emblematic Mountains Project Supervisor, Fishermen's Associations etc.).

Although the participation was low compared to the invitations that have been sent, a very interesting and constructive discussion was developed during the meeting, the conclusions of which will be mentioned below.

Structure of the meeting

During the meeting the Chairman of the Board of AKOMM-Psiloritis S.A. pointed out the importance of the participation of the region in the EMM network. Then the Director of the Agency Mr Dimitrios Pattakos presented in detail the program, mentioning the chronicle of the inclusion in the network and analyzed with the assistance of Mr Tsantakis, representative of ETAM S.A., one by one all the emblematic criteria as they are reflected in the study of ETAM S.A. In addition, the participants were asked to express their views and comments regarding the criteria.

Regarding the strategy chosen in relation to the organization and implementation of the workshop, was following the structure and process proposed by the Coordinator (1-WP3-Template_Participative_Workshop-170921) and using the standards forms sent (EMbleMatiC Project Power Point Presentation-GR / Project presentation – Extract from TOR – Word Document-GR), being first translated into Greek.



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For a better reflection of the findings and in order to enable the participants to think and share their opinions, after having been informed in detail about the program, its objectives, the emblematic criteria and their importance, it was decided to draft a questionnaire, based in the form WP3-D332-Template-Paticipative_Workshop_Report-170921 (attachment No 3).

3) The aim is to distribute the questionnaire to the participants by the end of the meeting with the request to complete and return it in due time.

At the outset of the workshop Mr Pattakos, Director placed considerable emphasis on two terms that considered being essential for the implemented program. The terms: emblematic mountains and destinations of excellence. To facilitate the discussion and to enable all people present to speak with the same conceptual approach was agreed to accept the term emblematic mountains as used in the study case.

Emblematic mountains

The term "emblematic" as used in the study case of ETAM S.A. can be used to describe something which symbolically embodies a place, a culture, an era or an idea. Therefore, "emblematic" could be defined as a set of stimuli deriving from something "emblematic", uncommon, that stimulates the senses, the imagination and evokes various feelings as awe-inspiration, enthusiasm etc. Furthermore, emblematic is a set of elements belonging to the mental and psychological state of a person and emerge at the sight or thought of a strong symbol of the emblem such as a thing, an idea or a situation that carries emotional dynamic.

and accepted the term **«destinations of excellence»** as follows:

✓ Destinations of excellence – is the destination that respects and does not destroy its natural and cultural wealth, that knows how to maintain and develop its traditional values and protects the land and people from domestic and external challenges.

After the above assumptions had been accepted with regard to the definition of the above terms, a discussion got started with general references to tourism issues and considerations related to anthropogenic interventions to natural environment using the importance of the term emblematic mountains, the term destinations of excellence etc.

Questions and clarifications:

- ✓ It was asked and clarified that all emblematic criteria are equally important and their presentation order in the study is not according to their importance.
- ✓ It was clarified that the title emblematic mountain is not static. It is a dynamic procedure during which emblematic criteria will be reviewed and fulfilled. .
- ✓ the importance of eco-paths surveying has been stressed, so that coastal and mountainous areas of Psiloritis (IDA) can be connected in order to increase the number of visitors mainly in the mountainous areas.
- ✓ All participants pointed out the importance of people-centered approach (man, culture, history etc.) and the restriction of large-scale human environmental interventions (i.e. a large ski resort in the region).



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✓ The participants have found that by developing such efforts we can achieve to prevent developing complementary activities and turn the economy of the area exclusively to the tertiary sector. This attempt has to be done very carefully and with the view mainly to strengthening the primary sector. It is considered more important to strengthen local economy also in eco-tourism sector, building on the dynamic that shepherds and farmers already have.

Conclusions:

All participants agreed that the project is a major challenge for the region and confirmed that by characterizing the mountains as emblematic and by creating an alternative tourism model with eco-routes that include both coastal and mountainous areas, a serious effort is made to increase identifiability of the region, increase the number of visitors and prolong the tourism season by using a tourism model more responsible and sustainable.





II. EMBLEMATIC DIMENSION

C1. SPATIAL COHESION

Questions

Does the territory's legal protection set certain boundaries?

Do the virtual boundaries of the mountain correspond to a homogenic geographical area?

Is the area considered a continuous or discontinuous area?

Key words to raise discussion

spatial cohesion

spatial and socio-geographic similarities along the mountain

homogenic elements/parts in the natural relief

uniformity (e.g. land types, cultivars, desertification)

common features in the practice of anthropogenic activities

sub-sections shaping the boundaries of the mountain and the common cultural characteristics

delimitation of the area

settlements along the mountain

particular territorial similarities in the physical and human geography

Answers / comments

The wide reference area belongs to two Prefectures of Crete (West Heraklion and East Rethymno). It is not a single administrative unit but it is a region with common and very special identity.

They have many common environmental, social, economic and cultural characteristics that identify a single entity with a common identity.

	10	9	8	7	6	5	4	3	2	1
C1Scoring emblematic dimension			<u>X</u>							

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







C2. INSTITUTIONAL RECOGNITION

Questions

Is the mountain or part of it institutionally recognized?

Key words to raise discussion

IUCN designation as Strict Nature Reserve or Wilderness Area or National park

UNESCO World Heritage List

World Network of Biosphere Reserves and Global Geoparks

European Destination of Excellence

European Diploma of Protected Area,

Natura 2000 award

System of Measures for Excellence in Destinations (SMED)

Cross-border cooperation and institutional recognition

Answers / comments

A large area of Psiloritis (IDA) already:

- ✓ Is part of the Natura 2000 network (sites of Community importance, Special Protection Areas).
- ✓ Has many sites that are designated as wildlife refuges and important bird areas,
- ✓ Has many listed monuments, landscapes of great natural beauty, sites of archaeological and historical importance, villages with recognized cultural importance and nature monuments.

It is also member of the European and Global network of GeoParks and is nominated as UNESCO Geopark.

	10	9	8	7	6	5	4	3	2	1
C2 Scoring emblematic dimension		<u>X</u>								





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

Due to the special cultural identity of the region, the special characteristics of the human capital, the habits and customs and other traditional activities that continue to be part of everyday life, the region enjoys in local and national level a very good reputation.

A significant number of visitors come every year to see and experience cultural events and traditions and taste the local cuisine.

Due to the classification of the region as UNESCO Geopark and its participation in networks like EMM, the region began to enjoy a good reputation in European and global level.

	10	9	8	7	6	5	4	3	2	1
C3 Scoring emblematic dimension				<u>X</u>						





C4. LEG	GENE	IA 20	ND M	1YTH	S						
Question	Ansv	vers /	comi	ments	i						
Regarding local myths and legends what are the strong points of the mountain? Key words to raise discussion mythology godly presence	It was acknowledged by all participants that the region is full of myths and legends about haunted areas, beasts, human and devine presences, etc.										
haunted places unknown powers	The mythological, historical and archaeological richness is particularly important.										
supernatural phenomena spiritual, symbolic and other interactions heroic accomplishments	Written and oral comments place the mountain on a divine dimension taking into consideration that in the Cave of Ideon Andron, Zeus, the father										
folktales sacred plants and animals	of the Gods of Olympus was born and raised, nursed on the milk of the goat-nymph Amaltheia.										
	10	9	8	7	6	5	4	3	2	1	
C4 Scoring emblematic dimension	<u>X</u>										
l verv small. 2-3 small. 4-5 medium. 6-7	7 hiah	8-9	verv	hiah	10	narar	noun	t			





C5. POWER OF INSPIRATION

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,

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

Key words to raise discussion

literature

Questions

fine arts

films

theatre

music

contemporary art

design

photography

video games

smartphones applications

Answers / comments

Psiloritis has always been and still is a source of inspiration for many artists (musicians, dancers, painters, sculptors, poets, writers, songwriters etc). All these artists inspired by the legends, the myths and the natural beauty of the region in combination with the local human presence and activity have produced significant work of art.

In the mentioned criterion, Mr Piteris suggested to include together with the power of inspiration the word teaching. Mr. Piteris justified his reasons saying that what inspires us should also teach us and that is what the visitor should take with him while leaving from the region.

	10	9	8	7	6	5	4	3	2	1
C5 Scoring emblematic dimension		<u>X</u>								





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

Mrs. Kariolaki from the Forest Department of Rethymno pointed out that there is an interaction among the emblematic criteria and when we discuss about picturesque landscape we don't only refer to the unusual shape, the natural formations and the geological characteristics but also to the human interventions that have become part of the landscape.

She suggested to include in the picturesque landscaping the man-made environment (i.e. the anthropogenic interventions as for example some churches or other constructions such as the shelters (mitato) that are incorporated in the area and have become part of the landscape). She also mentioned that in the picturesque landscaping, the legends and the myths should be included because they are related to human imagination and the landscape.

	10	9	8	7	6	5	4	3	2	1
C5 Scoring emblematic dimension			<u>X</u>							







C7. UNIQUE ECOSYSTEMS

Questions How unique do you consider the

How unique do you consider the ecosystems of the mountain?

What is their vulnerability and state of conservation?

Key words to raise discussion

naturalness

intactness of natural systems

special biotopes and geotopes

caves

alpine lakes

unique biodiversity

botanical richness

endemism

species richness

unique terrestrial and freshwater

ecosystems

forest diversity

tree cover/density

remarkable trees

threatened species

natural quietness

high nature value farmland

high conservation status of habitats and

species

conservation of vulnerable areas

aesthetic enjoyment

natural phenomena

climate particular conditions

scenic pastures

gorges, valleys

emblematic plants and animals as national

or regional symbols

Answers / comments

Several studies have been carried out about the ecosystem of Psiloriris which refer to the existence of many endemic plants.

This is confirmed also by the existence of large Natura 2000 areas, the existence of wildlife refuge, the classification of the area as a natural park etc.

	10	9	8	7	6	5	4	3	2	1
C7 Scoring emblematic dimension		<u>X</u>								







C8. PARTICULAR CULTURAL IDENTITY

Questions

What is the particular cultural profile of the area?

Which are the elements attributing a unique character to the area?

Key words to raise discussion

values and works of the local society

customs

music

dance

festivals

market places

dietary habits

local dialect

social characteristics and peoples special attitude

folklore

artisanal production

ethnicity

religion

intangible cultural heritage

holy places

thematic routes

quality products (PDOs, PGIs, TSGs, bio)

local peoples' pride for the mountain

particular mentality and temperament of the locals

architectural works

works of monumental sculpture and painting

locations, elements or structures of an archaeological nature

Answers / comments

The region has a rich cultural tradition in dance, music, sculpture, poetry, ceramic art, diet etc.

A large number of popular events, festivals and religious celebrations take place all year – round in all the villages of the Psiloritis mountain. Whole generations are raised with dancing, feasting, eating and drinking.

People turn a simple production process – the harvest of crops – into a spree: during the distillation of wine and raki, the harvesting of olives, cherries and citron, when shepherds shearing the sheep in the mountains.

They also celebrate local Saint name days, the celebration of Virgin Mary at 15th August and also other feast during anniversaries of historical events. Bodies that intent to preserve cultural heritage are the cultural associations, the municipalities of the region, the cultural centres of the villages and other associations and bodies.

	10	9	8	7	6	5	4	3	2	1
C8 Scoring emblematic dimension		<u>X</u>								







C9. SUSTAINABILITY AND ANTHROPOGENIC ENVIRONMENT

Questions

What does the anthropogenic environment offer to a traveler?

What damage has been made to the natural environment?

Key words to raise discussion

vulnerability

current state of conservation

management of the area

manmade environment profile

pleasing urban scenes

architectural features

aesthetics of settlements

authenticity

antiquities

industrial heritage

notable public works of the past

sustainable, non-intensive, small scale interventions

large scale interventions

sustainable or exceeding carrying capacity

environmental impact of the human activity (businesses, public works, locals and tourists)

uncontrolled urbanism

negative impacts of tourism at present or foreseen

man-caused and natural catastrophes wounds

Answers / comments

The area of Psiloritis, as acknowledged by the participants, is free of significant environmental interventions – disasters and the natural environment has not been substantially altered.

The most important issue discussed was that of the overgrazing of the mountain due to the large population of sheep and goats and the potentially planned major interventions such as the creation of a large ski resort that has been suggested.

Anthropogenic interventions were always mild and with respect to what already existed.

In that way man managed to survive in this place, to produce products, to create culture and to commit to this area.

	10	9	8	7	6	5	4	3	2	1
C9 Scoring emblematic dimension		<u>X</u>								





C10. HISTORIC PLACES

Questions

Are there historic elements that can be promoted?

Key words to raise discussion

prehistoric and historic places and resources

historic monuments

traditional trails

sanctuaries

landmarks

battle fields

emblematic personalities origin

historic towns

Answers / comments

Undoubtedly Psiloritis mountain is directly connected to local history.

The timeless presence of people in the mountains and the knowledge in depth of all the caves, the cliffs, the coverts, paths and passages contributed significantly to many historical events that shaped the history of the area (holocaust, kidnappings, battles against enemies, resistance during war time etc.).

A great number of historical monuments, statues and historical figures are identified with specific historical facts and have contributed significantly to the course of this place.

	10	9	8	7	6	5	4	3	2	1
C10 Scoring emblematic dimension		<u>X</u>								





Other questions possible to address or address in a different manner in comparison to the previous ones (1-3 pages)

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?

Answers / comments

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?
- 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?
- 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?

Answers / comments

Particular emphasis was given to the fact that in order to achieve tourism development in the area all proposals made should focus on strengthening and not weaken the primary sector, which is the main pillar of the economy of the region.

The actions have to be complementary and not turn the economy exclusively towards the tertiary sector.

The need for sustainable and responsible tourism that will respect and not destroy the natural and human environment has been stressed.

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- 16. Is domestic or inbound tourism preferable?
- 17. What it 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?

C. ECO-ITINERARY

- 25. What could be an ideal eco-itinerary?
- 26. What would be an ideal eco-tourism product based on the emblematic characteristics of the mountain?
- 27. Is there adequate welcoming facilities in the eco-itinerary area?

Answers / comments

The participants of the meeting acknowledged the necessity of the creation of the eco-paths which will become the backbone of a new tourism development model.

Everybody also found necessary to link coastal areas with the inland.





Answers / comments





Other particular outcomes Please feel free to develop any other outcomes not included in the previous parts of this participative meeting report					