

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

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**STUDY REPORT ON THE EMBLEMATIC DIMENSION OF  
THE COASTAL MEDITERRANEAN MOUNTAINS**

**Part I of III FINAL REPORT**

**Deliverable D 334**

**WP3 – Studying**

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

*Final version, 11/4/2018*

## SUMMARY

This report/study consists the Precise Characterisation of the Emblematic Dimension (as defined in the Application Form) and is part of the Final Report on the in-depth study of the emblematic dimension of our tourism destinations (D.3.3.4), drafted in the framework of the WP3 “Studying” of EMbleMatiC project. This document was produced within the framework of the contract between PP4-Pieriki Anaptixiaki (GR) and the subcontractor ETAM SA (GR) and is part of the contract’s Deliverable for Phase 3 of the relevant Terms of Reference and in more detail “A final Document” including:

*The general framework updated with the crossing-analysis, result of each study-case*  
*The methodological advices for the implementation of emblematic eco-itineraries*  
*The initial operational proposals of these eco-itineraries based on the emblematic dimensions*

This report/study was produced by the subcontractor ETAM (GR) and was approved and adapted by the project’s Study Scientific Committee (LP1, PP4, PP6, PP8).

This document is a reference document for **the emblematic dimension of the project’s touristic dimension**. This final document of precise characterisation is operative in correlation with D.3.3.4 rest elements: Synthesis and Appendix (forms per territory).

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## EXECUTIVE SUMMARY

**Journalist:** “Seeing you on the stage someone can imagine you in a bucolic environment with your clarinet. Suppose you stand on the edge of a mountain and play music. What do you feel?”

**Konstantis Pistiolis, under 30 years old, virtuoso Greek traditional clarinet player:** Whatever feeling I feel on the edge of a mountain is the result of the intense interaction of the landscape and the music that it creates. Such emotions are that of the awe created by the cliffs and the echo in a ravine, the tranquility that the river gives you, the tension caused by the wind, the thrill of seeing an animal looking for food, and most importantly the feeling of harmony of nature itself. And where you feel that the world belongs to you, a change of picture e.g. a bird flying, reminds you how small and passing by from life you are”.

The terms of reference of the study specified as a strategic objective to study in depth, qualify and reveal precisely the common components characterising the emblematic dimension of each involved coastal mountainous territory. Moreover, to consolidate them into a set of shared values underlying the singularity of the Emblematic Mediterranean Mountains network, with a view to use them at different operational levels. In other words, the mission’s main aim was to grasp what constitutes the common foundation of the emblematic dimension on all aspects: environmental, social, economic, societal/sociological and cultural/heritage). The results of the study aim to be the main differentiator for tourism positioning, on which the WP4 (Testing) will be implemented, meeting the project’s specific objective to co-build and experiment a slow tourism offer located in the coastal mountainous areas.

The present report unifies six (6) different areas of work that have been carried out during the "Studying" work package between July 2017 and March 2018.

Chapter 1 “OPERATIVE METHODOLOGICAL FRAMEWORK FOR THE PROCESS OF EMBLEMATIC SINGULARITIES QUALIFICATION” refers to the origins and meaning of the “emblematic” concept and a multi-disciplinary theoretical approach serves as a background. Moreover, Chapter 1 contains the initially suggested criteria for qualifying mountains as emblematic and the steps of successive work according to the methodological framework. Hence,



the elaboration of the Operative Methodological Framework served as a roadmap of the successive activities to determine the emblematic singularities and develop specific recommendations for future emblematic eco-itineraries.

Chapter 2 “TOOLBOX FOR THE LOCAL IMPLEMENTATION OF THE OPERATIVE METHODOLOGICAL FRAMEWORK” had a particular gravity for the project and contained the case study template, the structure of the local meetings and the template of the meeting minutes that the partners had to implement. These three tools were applied by the partners in order to demonstrate the current profile and emblematic elements of their territories, as well as indicate ideal options for one or more eco-itineraries.

Chapter 3 “ON SITE RESEARCH, PARTNERS’ REPORTS AND PRELIMINARY SYNTHESIS” deals with the on-site research of the contractor at the 9 mountains of the project. The “sense of place” of each mountain was described in terms of the strongest elements memorized. Rare, not rare and common (among the 9 mountains) emblematic assets were also highlighted. Furthermore the missing assets and weaknesses were recorded according to the input provided by the partners. Moreover, Chapter 3 contains the self-assessments elaborated at the Local Meetings and during the Case Studies development. Chapter 3 ends with a preliminary synthesis of values, singularities and differentiating factors of the 9 mountains. This last step highlighted concretely the particular emblematic elements of the mountains and the highly appreciable features by potential visitors.

Chapter 4 “APPRAISAL OF THE PROPOSED CRITERIA” deals with an appraisal of the proposed criteria post the completion of the on-site research, the local meetings and case studies. This was a necessary step to validate their accuracy and consistency with the values of the Network and the holistic approach of the emblematic characteristics.

Chapter 5 deals with the “EVALUATION PROCESS FOR FUTURE MEMBERS OF THE NETWORK”. Since the Network aspires to grow in the future, the evaluation process satisfies the need to develop a credible set of stages and steps, both qualitative and quantitative, that any applicant to join the Network should follow.

Chapter 6 is dedicated to the “ECO ITINERARIES”. Partners were requested to propose at least one eco-itinerary designed to promote the emblematic assets of their territory. A short theoretical and empirical background on slow tourism and eco-itineraries is provided as well as the main elements of the eco-itinerary proposals made by the partners. The last section of the Chapter deals with the contractor’s recommendations with respect to the development of emblematic eco-itineraries. This is done both in a horizontal manner, as well as specifically to each partner.

At this point of the timeline of the project, the Network has capitalised a valuable set of assets for the next workpackages.

Specifically, during the whole course of work the CRITERIA OF EMBLEMATIC DIMENSION were on-going assessed and improved.

The TOOLBOX served as a “scanner” not only for the 9 mountains of the Network but for any other interested territory to join the Network in the future and as needed to provide its self-study and self-evaluation as a thorough introspection.

The preliminary STAKEHOLDERS’ ENGAGEMENT during the local meetings is indeed the inception of their future contribution and active involvement both in the project and the future tourism offer.

The NETWORK'S VALUES were once again validated and proved absolutely accurate as an expression of the partners' mentality on sustainability and local development.

The EMBLEMATIC ASSETS AND SINGULARITIES were systematically defined and they correspond to the rare and highly particular emblematic elements. Their ensemble addresses a great number of elements that robustly highlight the emblematic dimension of the hinterland territories. These singularities refer to the globally rare features, the assets with global significance, the extraordinary elements, "anything one and only". They also refer to the referenced sites and certifications, the tangible and intangible heritage, all the unforgettable and "incompatible" features and moreover the beauty and aesthetic appeal and the genuinely authentic Mediterranean character. The mountains' singularities as an integrated system of both rare and not rare features also correspond to highly appreciable features and practically to a distinctive tourism positioning.

The EVALUATION PROCESS for future members is equivalent to quantitative and qualitative methods applied by organisations and networks worldwide.

The specification of a robust set of RECOMMENDATIONS on how to build an eco-itinerary based on the singularities of the emblematic dimension was an important step for the next packages of work within the project. What first of all was recommended as paramount is every eco-itinerary to robustly promote the particular elements of the emblematic dimension of the mountain. Moreover a broader set of prerequisites should be examined whether they are already or not satisfied within each territory. In this respect it is strongly argued that every attempt to establish an eco-itinerary should examine particular fields of effective design and management.

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## **1 OPERATIVE METHODOLOGICAL FRAMEWORK FOR THE PROCESS OF EMBLEMATIC SINGULARITIES QUALIFICATION**

Chapter 1 corresponds to “Phase 1: Emblematic dimension – initial diagnosis perspective” structured according to:

- an interdisciplinary approach for the study of the research topic.
- an assessment, elaboration and further development of the six (6) common criteria that were specified by the Network for the determination of the term “emblematic” during the 2013-2015 period.
- the development of an operational methodological framework (group of criteria) for the definition of the concept “emblematic” and the determination of the characteristics that substantiate the mountain areas as “emblematic”.

The criteria that have been determined after the initial elaboration of the common criteria are the following:

- Picturesque landscape
- Myths and legends
- Power of inspiration
- Historic sites
- Unique ecosystems
- Sustainability and anthropogenic environment
- Institutional recognition
- Spatial cohesion
- Particular (extraordinary) cultural identity
- Reputation

## 1.1 Multi-disciplinary theoretical approach of the concept “emblematic”

### **The “emblematic” concept**

The term “emblematic” finds its origins in the ancient Greek verb “εμβάλλω” [emvalo], the Hellenistic “ἐμβλημα” [emvlima], the Latin “emblem” and the French “emblem” and it stands for a symbol, a sign or an icon. The “emblematic” concept refers to something “symbolic”, “representational” or “iconic” of an object, an entity or a situation. As far as the social use of the term is concerned, the emblem dates back from ancient times and it has been used as a symbol of towns, dynasties, nobility titles, royal families, nations, states etc<sup>1</sup>.

Nowadays, the “emblematic” can be used for something that symbolically embodies a place, a culture, an era or an idea. The contemporary use of the term is wide (albeit not so frequent) and it can be traced in the terminology of several fields like the theory of art, architecture, cultural studies, anthropology and elsewhere. Therefore, emblematic can be defined as an ensemble of stimuli that emanates from something special, something not usual that stimulates the imagination and generates feelings like reverence, enthusiasm etc. Moreover, an emblematic quality is a sum/ensemble of elements residing in the mental and psychological world of human beings and emerges at the sight or at the thought of a powerful symbol, namely the emblem of an object, an idea or a situation that bears emotional dynamics.

Key-words (synonyms or conceptual relatives) for the emblematic concept are the terms “primordial”, “majestic”, “historic”, “classic”, “universal”, “original”, “divine”, “mythical”, “legendary”, “heroic”, “unique” etc. That is to say an ensemble of concepts that exceed the “common” and the “ordinary”.

In relation to a place or a spatial element (in this case a mountain), the emblematic endues all the parts that shape the place or the spatial element as

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<sup>1</sup> Greek Language Center [<http://www.greek-language.gr/greekLang/index.html>], Web dictionaries: <http://www.wordreference.com> and <https://www.merriam-webster.com>.



a socio-spatial totality: namely, the natural and anthropogenic environment, the human communities, the local culture, the biodiversity etc. The emblematic therefore is constructed upon the harmonic coexistence of man and nature and reflects on their works and interaction.

Hence, emblematic does not reside only in the summits and the landscape of the mountains; it is not superficially inscribed in parts of the land but it is based on the symbolisms of the society that encloses this land (locally and intralocally). A unique mountain becomes emblematic because it is a part of the communal identity: that is, the ensemble of the socio-cultural practices and perceptions of the human community. Things become emblematic first and foremost because they are parts of social life and they obtain a symbolic dimension within the collective identity of society.

At the same time, the emblematic character of a place does not refer only to local population but also to the symbolic capital that the place holds for the visitor. The power of a place to constitute a center of attraction for a vast amount of people, as well as its capacity to stimulate emotionally the visitor and the potential visitor (symbolic capital) is also an indicator of emblematic. A place therefore with historical importance, cultural particularity, distinct societal characteristics and special natural environment is emblematic because it manages to affect both the locals and the visitors and to become an element of a collective identity and a great travel experience.

### **The “emblematic” concept through a multi-disciplinary prisma**

Mountains and generally, the mountainous areas are part of the history of the Mediterranean people and played a primary role in the main cultural and social changes of the area. Mountains performed various functions and symbolized many things for the people of the Mediterranean: it was a shelter (of populations and of ideas), a place of natural and cultural purity and a synonym of freedom<sup>2</sup>. It was the “place of the shepherds”<sup>3</sup> who has been

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<sup>2</sup>Politis E., 2002, «La montagne vue par les Grecs et ses transformations», *Géocarrefour*, n. 77, vol. 4. and NORDREGIO (Nordic Center for Spatial Development), 2004, «Mountain Areas in Europe: Analysis of mountain areas in EU member states, acceding and other European countries».

connected with it like no one else, bequeathing the mountainous common space with the semi nomadic characteristic and with that of immigration that moreover, constituted the main characteristic of the whole Mediterranean society<sup>4</sup>. The Mediterranean mountains were the places of societies, defined by the slow pace and the circular way of agricultural life, that of a mountainous society that seemed still immobile and unaffected. But they did suffer through violent changes, that brought it during the 20<sup>th</sup> century, facing great changes in the socio-economic and cultural fields, and ultimately led it to the agricultural exit and the radical population decrease.<sup>5</sup>

*"The heart of the Mediterranean is its seas..."* says Braudel<sup>6</sup>. Indeed, it is the Baelaric, the Tyrrhenian and the Adriatic, the Ionian and the Aegean Sea etc.

Its unique character though is hidden in the mountains. The Mediterranean is not just a sea enclosed by land. The Mediterranean is a sea surrounded by mountains. At a short or long distance, all the Mediterranean coasts end up on steep slopes, vertical cliffs, canyons and mountains (A. Trichas, 2007).

The landscape that we all have in our minds as the "Mediterranean coast" is a mountainous landscape too whether we are referring to Spain, France, Italy and Greece, or to other countries.



Today the importance of mountains remains fundamental for the populations of Europe and of the Mediterranean. They constitute precious water and

<sup>3</sup>V. Politis-Stergiou, 'The French Geographers in front of the Greek mountainous space and the Greek mountainous societies', at E.Zakopoulou, H. Kasimis, L. Louloudis (2008), *Agriculture, Society and Space*, Athens;Plethron.

<sup>4</sup>Braudel F., *The Mediterranean and the Mediterranean world during the time of King Phillip II of Spain (Volume I)*, 2005, Athens, MIET and P. Pechoux - Y. Sivignon, 1971, *LesBalkans*, Paris: PUF.

<sup>5</sup>V.Nitsiakos, 2008, 'Traditional practices of the management of mountainous areas' , at N.Beopoulos, A. Papadopoulos, 2008, *Desolation: Human absence and place sterility*, Gutenberg.

<sup>6</sup>Fernand Paul Achille Braudel, French historian.

energy resources, centers of diversity (biological and cultural), places of rejuvenation and quality tourism offer, as well as indicators of environmental vulnerability and of climate change.<sup>7</sup> Therefore mountains have until today constituted the “ecological backbone” of Europe.<sup>8</sup>

The multidimensional character of the mountainous areas makes the recruitment of various and heterogeneous analytical and interpretive tools necessary. It forces us then, to turn towards an interdisciplinary approach, to study it, to interpret its components and to be able to ensure its viability with the appropriate planning.

Moreover, the need of an interdisciplinary approach of the mountainous areas, is made evident very early in the work of French geographers-historians, who were pioneers in the study of the mountainous-agricultural areas of the Mediterranean and established important interdisciplinary branches such as anthropography.<sup>9</sup>

Mountainous areas do not only constitute a territorial-geographical location, but also denote specific and special, population, economic and social realities. Additionally they have always been a vital area for the settlements that developed on their surroundings. All along these human communities greatly connected their existence with their dependence from one or more production centers-settlements. As Vidal explicitly states “Mediterranean mountains resemble ‘water towers’ around whose feet, human civilizations are established”.<sup>10</sup>

The importance of mountainous areas is deeply imprinted on all forms of expression of social life, from mythology to contemporary folk traditions. This importance relates to innumerable mythological and historical events, which simultaneously characterize the sitting and location of settlements and human activities all over the mountainous areas. From one mountain side to the other,

<sup>7</sup>NORDREGIO (Nordic Center for Spatial Development), 2004, «Mountain Areas in Europe: Analysis of mountain areas in EU member states, acceding and other European countries» and M.F. Price, «Sustainable mountain development in Europe», στο A. Mather and J. Bryden (επιμ.), 2009, *Area Studies (Regional Development Review): Europe*, EOLSS/UNESCO.

<sup>8</sup>GW. Hazeu, LFS. Roupiozkaí M. Perez-Soba, 2010, «Europe's ecological backbone: recognising the true value of our mountains». Copenhagen:EuropeanEnvironmental Agency, Report 6/2010.

<sup>9</sup>V. Politis-Stergiou, see Vidal de la Blanche P., 1995, *Principes de géographie humaine*, Paris :Utz (première édition 1922, Paris : A. Colin).

<sup>10</sup>V.Politis-Stergiou, as above

mountainous settlements are organized based on the community's needs, in relation to production activities, climate, the management of natural resources, transportation, safety, etc.<sup>11</sup> By acknowledging the importance of the mountainous environment but also by fully understanding limitations of available resources, mountainous Mediterranean communities develop an authentic ecological activity that is based on self-organisation, collective responsibility and community territory management.

Even today, on settlements located in the periphery of mountains, one can encounter the most important, traditional components that pertain to the habits and the economic activities, as well as to the cultural expressions of social ecology of the mountain agricultural communities. However, nowadays, the mountainous areas face serious problems. Many indicators representing the developmental characteristics of the area are lagging behind.

Moreover, through recent decades, whichever form of development was attempted, it has reached many times at a breaking point for the simple reason that this development was based on external 'injections', without attempting to substantially and radically reshape economic activities and social organisation of rural areas. Simultaneously, this development policy with the mimetic adoption of external models, created a form of everyday life that undermined the morals and the values of local traditions, without fundamentally renewing creatively social standards. Even in cases where an effort was made for local traditions to constitute the nucleus of development efforts, it was not enough to change the mindset of local reality. Some once dynamic moral values changed under today's status quo into commercial folklore<sup>12</sup> and thus lost its old, inseparable relationship to locality and the condensed experience gained from human relations, contact with nature and other communities.

The case of development in these mountainous areas has mainly to do with the search for this lost relationship. That of the connecting feeling with the surroundings, that by itself drives the feeling of responsibility towards the area

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<sup>11</sup> V.Nitsiakos, as above

<sup>12</sup> R.Kaftatzoglou – E.Kovani 'Cultural identity and integration in Agricultural Greece' at H.Kasimis - -L.Louloudis 1999, *Countryside; the greek agricultural society at the end of the 20<sup>th</sup> century*, Athens; EKKE-Plethron



and the mutual contract between the succession of generations. A prerequisite for the development of the mountainous areas is the search for genius Loci,<sup>13</sup> meaning the “spirit of a place”, that is embodied in the community and sits as a depository of its natural and cultural viability. It has to do with the ability of every mountainous area community to enrich its developmental activity with the search of the place’s self-awareness, the search for the emergence in today’s reality of the relationship hidden in history, that signifies life on difficult, barren and harsh places and transforms the human presence into a source of creation. Moreover, the community is nothing else but the expression of the bond between the collective identity of a population with its homeland.<sup>14</sup>

From what has been said, it is made evident that the approach of the character of the mountainous area, has to include a broad spectrum of parameters-dimensions, able to provide, fairly accurately, its character. These parameters-dimensions are;

- A. *Geographical-natural*
- B. *Demographic*
- C. *Economic*
- D. *Environmental*
- E. *Cultural*

#### *A. Geographical-natural*

Mountainous areas have a unique natural and geographical dimension. On mountains, the natural elements, develop a felt kinesiology, morphing them into “a theater of wonderful exchanges”, as the historian Michelet<sup>15</sup> notes “a natural, theatrical scene where atmospheric currents, winds, vapors, clouds and thunders,<sup>16</sup> are starring and conversing”.

<sup>13</sup>E.Kovani ‘The economy on the coastlines of its natural landscape’, at V.Nitsiakos – H.Kasimis, *The mountain space of the Balkans; assembly and transformations*, 2008, Athens; Plethron-Municipality of Konitsa.

<sup>14</sup>H. Moore, 1986, *Space, text and gender: an anthropological study of the Marakwet of Kenya*, Cambridge: Cambridge University Press.

<sup>15</sup>J. Michelet, 2012 [1868], *La montagne*, Paris: Hachette Livre BNF.

<sup>16</sup>Kovani, as above





The natural-geographical dimension of the mountainous area is firstly defined on some specific topographical and geoclimatic criteria (altitude, ground slope, intensity and nature of weather phenomena etc.). One side of these criteria is often attributed to the prism of the natural weaknesses of the area. In other words, it has practically been proven that the deficit of the natural endowment of the mountainous area, is a main marginalizing factor. The isolation and the low accessibility depending on their degree, jointly contribute to the marginalization phenomenon of the mountainous areas and of their populations. The other side of these criteria is perceived as a natural advantage and uniqueness (high-heeled mountains, steep slopes, plains, gorges and canyons) that defines both the attractiveness and the dynamics of the area in terms of sustainable development.

### *B. Demographic*

From a demographical standpoint, although centers are maintained (towns, villages) that preserve their population, the phenomenon of the demographical shrinking of the mountainous area is prevalent (population decrease, ageing etc.) and many times approaches the limits of depopulation in an irreversible manner with data as of now.<sup>17</sup> The economic problems, the production challenges and generally, the incomplete development on mountainous areas have distorted their demographic physiognomy and the psychological cost of economic isolation on the remaining population is furthered.

### *C. Economic*

The economic dimension of the mountainous areas, reveals on the one hand a complex web of economic activity and on the other hand the usual low standard of living of the residents. The population of the mountainous countryside is engaged in traditional agriculture, livestock breeding, bee keeping, traditional crafts and to a lesser degree small industry and tourism. This centrality of the primary sector production, however, reveals both advantages and weaknesses.

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<sup>17</sup>E.Kovani, as above

The role of traditional agriculture has been proven many times valuable for the preservation of biodiversity and the protection of the cultural particularity of the mountainous area. The Mediterranean mountains have evolved together with human activity and are considered multifunctional ‘agricultural ecosystems’ that provide the mountain communities with a variety of individual and communal goods.<sup>18</sup> In some cases, however, the intense dependence from agriculture and livestock production, in combination with the limited efficiency of the mountain soil (sloping and marginal productivity lands etc.), as well as the intensive structural lag of agricultural activity, constitute a grid of economic disadvantages, directly connected with the market’s function, that have marginalized the mountainous areas. Also, the dominance of an often unambiguous perception of quality as consumption and not as creativity,<sup>19</sup> constrains the dynamics of an all-round developmental reform of mountain communities.

#### *D. Environmental*

The natural environment of mountain areas preserves a wonderful uniqueness with many and usually rare species of flora and fauna (plants, forests, wildlife etc.), with a scenery composed by wonderful beauty and authenticity (peaks, canyons, caves) and invaluable natural resources (e.g. water) in various forms (rivers, lakes, waterfalls, underground waters). Usually, the importance and the value of mountain areas is such, that meets the criteria for them to be declared protected areas, habitats and places with special natural beauty. However, environmental problems and risks are not absent from mountain areas, that differ from place to place, as it pertains to their nature as well as to their size. Such problems are fires, erosion and stabilisation of slopes, non-rational management of water resources (over-drainage of water, reckless use), contamination by agricultural uses (chemicals residues exceeding allowed levels in the countryside), incomplete waste management, environmentally damaging land improvements (barriers,

<sup>18</sup>A. Bernues, Rodriguez-Ortega T, Ripoll-Bosch R and F. Alfnes, 2014, «Socio-Cultural and Economic Valuation of Ecosystem Services Provided by Mediterranean Mountain Agroecosystems», *PLoS ONE* 9(7): e102479. doi:10.1371/journal.pone.0102479.

<sup>19</sup>E.Kovani, as above



irrigation, channels etc.) and the changes in land use (craft, tourism, residential use). The degradation and poor management of natural resources are of course indissolubly linked with the political planning that each time defines the framework for intervention in rural areas. Failures in interventions have in many cases removed from local societies the safeguards with which they ensured the possibility of reducing the pressure on the finite natural resources and hence the survival of societies and of the local ecosystems themselves.<sup>20</sup>

### *E. Cultural*

Mountains, as part of the countryside, maintain a complex - integrated cultural character with highly interesting elements. From an anthropological point of view, in the mountainous areas we meet the farmer, the livestock farmer, the man as the manager of the environment and the rural family. Mountain societies are societies with peculiarities and distinct physiognomy, unique cultural traditions, customs and values, folklore, spiritual and artistic creation, folk art, social life, language idioms and values (rural values). In addition, the mountainous areas "host" natural and anthropogenic monuments, of different periods, often composing natural networks of cultural routes, cultural consignment of previous generations to modern ones.

Through community farming, the ecological zone of mountain communities is transformed into a cultural landscape that bears the seal of local society, and at the same time becomes a symbol of its identity.<sup>21</sup> Moreover, what is "natural" is socially and culturally determined and differentiated according to the historical context.<sup>22</sup> The community is the one that "constructs" the landscape, which is not a random gathering of elements of its natural environment, but a framework structured by history and collective myths; a place linked to its collective status.<sup>23</sup>

<sup>20</sup> V. Nitsiakos, as above

<sup>21</sup> As above

<sup>22</sup> K. Eder, 1996, *The social construction of nature*, London: Sage.

<sup>23</sup> E. Hirsch – M. O'Hanlon, 1995, *The anthropology of landscape*, Oxford: Clarendon Press.



## Conclusion

The Mediterranean mountainous areas are a multidimensional environment on which complex problems and exceptional opportunities are articulated. In order to manage all kind of challenges, we must approach the mountain area holistically to capture every field on which the problems and opportunities that accompany it are structured. Therefore, we must look at the “world” of Mediterranean mountains interdisciplinary, combining the conceptual framework, the analytical tools and the methods of different scientific fields (such as geography, sociology, anthropology, tourism, local economy, etc.) so that we can be able to achieve the unity of knowledge and the exploitation of theory for the direct production of practical results.

In an environment where localities face serious threats from the dominance of economics and market rationale, the European and Mediterranean mountainous areas are faced with a great challenge: either it will be seen as another target area of economic overexploitation to lead to the extinction of natural resources and depopulation,<sup>24</sup> or it will be an "open museum", which will ensure the protection of natural resources and at the same time it will be offered as a place of mental resuscitation and of spiritual reconstruction for the population of urbanized societies.

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<sup>24</sup>NORDGREGIO, *as above*

## MOUNTAINS OF THE PROJECT

Psiloritis - Idi  
(Greece)



Olympos  
(Greece)



Cika  
(Albania)



Etna  
(Italy)



Gran Sasso  
(Italy)



Ste Victoire  
(France)



Canigo  
(France)



Pedraforca  
(Spain)



Serra de Tramuntana  
(Spain)



## 1.2 Suggested criteria

*The operational methodological framework that must be implemented in order to identify the particularities / characteristics that define each region.*

The contractor was asked to bear the following considerations in the expertise: *“The strong sense of locality of emblematic areas. Each of the emblematic mountains of the network is a complex living organism, the combined result of human work and natural processes, evolving from the past to the future. Their visible and tangible character displays an iconic, unique and distinctive landmark. Their unseen and intangible character lies in the unique experience of living in an emblematic landscape. It becomes part of the locals’ identity, a matter of shared recognition, a mirror of ourselves. The local people shared ownership and responsibility for the landscape that mirrors the unique way of life”.*

After careful consideration, assessment and elaboration of the six (6) common criteria provided by the Emblematic Mediterranean Mountains Network, the project team concluded to the modification and expansion of the criteria that define the emblematic concept of a mountainous area. In particular:

- The “Excellent biodiversity” was altered to “Unique ecosystems”.
- The “Specific local services” criterion was removed.
- 5 new criteria were added: “Sustainability and anthropogenic environment”, “Institutional recognition”, “Spatial cohesion”, “Particular (extraordinary) cultural identity and “Reputation”.

| The six (6) common criteria of the Network | The ten (10) new proposed criteria              |
|--|---|
| 1. Picturesque landscape                   | 1. Picturesque landscape                        |
| 2. Myths and legends                       | 2. Myths and legends                            |
| 3. Power of inspiration                    | 3. Power of inspiration                         |
| 4. Historical sites                        | 4. Historic sites                               |
| 5. Excellent biodiversity                  | 5. Unique ecosystems                            |
| 6. Specific local services                 | 6. Sustainability and anthropogenic environment |
|  | 7. Institutional recognition                    |
|  | 8. Spatial cohesion                             |
|  | 9. Particular (extraordinary) cultural identity |
|  | 10. Reputation                                  |

The modifications of the common criteria took place by reference to a holistic and interdisciplinary approach of the research topic, where the specific objectives included: deepening, analyticity, clear specification and the integrated approach of the concept of “emblematic dimension”. Of course, in the context of the synergy between different scientific fields the final criteria intersect and share common conceptual references.

The ten (10) criteria that have been elaborated by the project team reflect the multidimensional character of the mountainous area as well as the concept of emblematic itself. The ten (10) criteria are structured on a series of thematic fields that reflect the topics that are directly related to the mountainous area, as well as the research fields that include the mountainous areas within their scientific interests. It is developed therefore in relation to the natural environment, the intangible resources, the history, the anthropogenic environment and culture, spatial and institutional topics etc.

### Criteria development

First of all, it should be noted that changes in the criteria regard both their renaming, as well as conceptual transformations.

#### *Regarding the allocation of a new title to the criterion “Excellent biodiversity”*

Although the concept of the “excellent biodiversity” does not need further conceptual clarification it was considered restrictive. Moreover, no matter what degree of excellence we attribute to a site, the main element that substantiates its emblematic character compared to others is the uniqueness of its ecosystems. The element of rareness and uniqueness for which an effort has been made in order to become distinct in the final version of the ten (10) criteria is critical for the definition of “emblematic”. Hence, the “excellent” character of an environment constitutes a necessary but not adequate condition in order to characterize a site as emblematic.

#### *Regarding the removal of “Specific local services” criterion*

First of all, “specific local services” is a general concept that can be met in a plethora of regions and does not necessarily reflect the emblematic dimension of a site; namely, it does not necessarily entail that “specific” local services are by definition services that highlight in a harmonious manner the local identity. In addition, the fact those specific local services can be offered in a series of regions weaken the element of rareness or uniqueness that –as argued above- are considered critical for the emblematic dimension of a site. Furthermore, without disregarding the importance of local services for the sustainability and the social cohesion of the rural communities, it is considered that the “glamour” element that accompanies the “emblematic dimension” cannot be encountered in human profit-making activities no matter how noble are its motives. “Emblematic” is a powerful concept that must be built on elements that mirror its grandiose character.

Finally, it is considered that this criterion can likely become even a misleading one. This should occur, in cases where adequate, diverse and high quality services combined with the attractiveness of a site as a tourist destination, are rated higher than other more significant for an emblematic site elements that does not offer adequate tourist products.

### 1.3 Criteria analysis

#### 1.3.1 Picturesque landscape

Everyday life is surrounded by landscapes. The comprehension of landscape<sup>25</sup> is different between people. Everyone sees a landscape in a different manner based on the actual picture but also personal experience (Terkenli, 1996).

Every landscape is a space too, a multidimensional concept in which physical infrastructure, physical elements, social conditions and rules and human activities meet.

Undoubtedly, in view of the landscape of an emblematic mountainous area, awe and admiration is initially induced to the man who is facing it. Apart from the initial feeling and perception of the landscape, cultural geography suggests ten (10) different approaches. In particular, it approaches the landscape as: nature, living area, structured environment, system, problem, source of wealth, ideology, history, area and aesthetics.

In order to study the landscape of a picturesque mountainous area, we need to examine the aforementioned approaches and their essence; the notions leading to its conception and understanding.

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<sup>25</sup> «Landscape means an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors», at «European landscape convention», Florence, 20.X.2000, Council of Europe, European Treaty Series no. 176.



### 1.3.2 Legends and myths

The mythological element, played, from the starting point of human societies, an influential role in community functions. It shaped conceptions, educated youngsters by imposing moral imperatives, but also as a link of the community on a symbolic level, contributed to social order and constituted over time the binding factor of the collective identity of the population.

Myths and legends are attractive as they use human characteristics and feelings such as wisdom, intelligence, heroic accomplishments, etc. to narratively realize what is humanly impossible. Mythological-legendary narrations are characterized by foreign, non-human, exaggerated and metaphysical elements and this heterogeneity causes the feelings of surprise, fear, impress, awe, etc to people.

The mythological-legendary element seems to draw a mountain from the space-time continuum, seemingly placing it out of history, that is, outside the anthroposphere. It then, renders the mountain intangible and simultaneously perennial, a transcendent element that seems as if it cannot be touched by human nature. The myths and legends that accompany a mountain (godly presence, haunted places, unknown powers, heroic accomplishments etc.), attribute to the image of the mountain a symbolic power that causes awe, not only to the one visiting it, but also to the one picturing it during a narration or thought.

Thus, the mountain obtains mythical dimensions, its topography is made mythical and its landscape constitutes a source of inspiration. The mountain's area becomes the emblem of a strong history or era that is connected to a place and its inhabitants and is finally, encircled with the dimension of the emblematic character.

### 1.3.3 Power of inspiration

The natural environment with the elements it forms and from which it is constituted is a timeless source and inspiration for people. The mountains, a striking feature of the natural environment, have always caused awe and



admiration, both in terms of an imposing image and the anticipated pursuit of their higher peaks. They were often treated as something elusive, impressive and sacred.

Mountain peaks are the embodiment of the highest aspirations and ideals of mankind, encompassing forces beyond human control, concepts and expressions of another reality that overwhelms human nature with feelings of admiration.

Missions to the various high mountains around the world stand out as symbols of man's hard efforts to overcome his fears and limitations in order to ultimately achieve deeper goals, raise his spirituality and satisfy his ego.

The inspirational power that can emerge from an imposing mountainous area can be related to human activity through: art, personal goals, entrepreneurship and spirituality.

Besides attracting climbers and winter sports enthusiasts, the mountains have inspired artists and intellectuals through time, to produce poems, novels, songs and films. Painters and sculptors have created paintings and sculptures inspired by the mountainous landscape, directors have dedicated and given their names to theatrical and musical-dance performances. Additionally, photo exhibitions with mountain themes and festivals, events, celebrations and days devoted to them have been organized. Thematic maps and routes have been designed and many have become destinations for entertainment and personal inspiration.

#### 1.3.4 Historic places

The history of a place is, above all, a sensation for both the inhabitant and the visitor. The inhabitant feels that he is involved in a historical continuum, living in and preserving the ancestral land and historical memory; on the other hand, the visitor has the enthusiasm of discovering an unfamiliar place, as well as the on-site experience of its history.

A historic site constitutes both a natural field that apparently no longer carries historic traces (e.g. a battlefield), as well as a place that hosts monuments or remnants of a historical anthropogenic environment (for example, ruins of



fortress). Historic sites integrate the mountain into the game of history; they create powerful images for the visitor and at the same time give the "collective mind" of the local community a sense of pride, strength, self-confidence and responsibility.

The existence of historical sites thus connects a mountainous region with a glorious and / or dramatic past, giving it a distinct character. By connecting the land and the people of the mountain with its history, the place becomes de facto emblematic.

#### 1.3.5 Unique ecosystems

The "unique ecosystems" as a criterion was chosen for the specificity it imparts to an area due to the unique natural elements.

The natural environment in the general sense of the term includes all physical features of an area including its climate, morphology, endemic flora and fauna species that form unique ecosystems.

The result of the existence of unique or / and rare natural elements in an area, is its emergence as an emblematic area of great ecological value, giving it a unique identity. Although the natural environment refers to the concept of nature, there is also a historical dimension. The history of the environment is detected both in the geomorphological transformations and species evolution, as well as in the impacts of the socio - economic activities that developed in it. The areas identified to preserve the primitive natural environment, that is to say an environment that has suffered little alteration, are mainly the mountainous ones, and thus the unaltered natural elements make up a unique natural legacy.

#### 1.3.6 Sustainability and anthropogenic environment

Objectively, it is difficult to quantify an upper limit to ensure sustainable development in the mountainous areas. It often happens that the mountains become sports venues and destinations for a high number of visitors that are not sustainable. It is not uncommon to overcome their carrying capacity.

Sustainable and qualitative intervention in an area is the one that does not deregulate the structure of the area, but it harmonises and adapts its activities and way of organization according to the character of the area.

Sustainability is based on mild (non-intensive) interventions and activities, setting quality as a priority over quantity. It is related to the intensity and the extent - the number of interventions (infrastructure, economic activities) that have taken place in the area and is connected with its carrying capacity.

Sustainability, therefore, requires infrastructure to be mild, small in numbers and size, and economic activities either to have spatial diffusion or to be of a smaller scale as such.

Anthropogenic interventions mainly in mountainous and inaccessible areas are linked in most cases to the history and tradition of the area. Monuments or archaeological sites link the past to the present, creating a unique historical sequence. The anthropogenic environment has a historical dimension, which is located in the residential structure and its complexes: building infrastructure, paths, mills, bridges and generally structures associated with socio - economic functions developed in previous periods and constitute valuable assets of cultural heritage. The (structured) residential environment imparts a local identity and characterizes the area. Each man-made intervention was influenced by different historical stimuli and different local traditions. These interventions highlight the interaction of the existence of the mountain with the inhabitants of the areas around it.

### 1.3.7 Institutional recognition

Beyond its recognizability and symbolic capital, the emblematic quality of a mountain is also reflected in the institutional framework field. Its diversity, both natural and cultural, as well as the scarcity or uniqueness of the anthropogenic and natural environment, is common to be declared by international organizations and relevant conventions. In this way, the mountain becomes a member of an international community that unites different societies under a common vision for the protection of the world

heritage, with the result that the emblematic quality of the mountain is employed in the service of this common vision.

The emblematic quality is thus more visible and at the same time validated, through its recognition by the institutions, by increasing the dynamics of the mountain to become the emblem of an area in the eyes of a wider population. This not only contributes to the strengthening of its symbolic capital at an international level, but also locally, as it highlights elements that might not have been appreciated in all of their dimensions. Therefore, it influences the formation of local identity (which is a dynamic rather than a static process), increases the sense of responsibility of the locals and attracts “quality” visitors. The institutionally guaranteed protection of the flora, fauna and the landscape of the mountain, as well as the local culture and monuments of the anthropogenic environment, is required for the establishment of its emblematic dimension (Natura 2000 network, National parks, Geoparks, Monuments World Natural and Cultural Heritage of UNESCO, European Destinations of Excellence, European Diploma of Protected Areas, Natura 2000 awards, etc.).

#### 1.3.8 Spatial cohesion

Space, connects the man and his activities with the natural environment, but basically expresses the materiality of social relationships, the ways and processes of production, construction, perception and understanding of social interaction within and through man-made geographies.

The concept that defines space is an umbrella concept, which involves the interaction of man with the natural "absolute" geographical space, as well as the continuous involvement of social relations with the spatial formations and shapes produced by them and which in turn, affect or determine them.

Spatial cohesion implies, first of all, common administrative boundaries or homogeneity in the natural relief and general image of an area and common features in the practice of anthropogenic activities. The sub-sections that shape a mountainous area in this case, should show boundaries and natural - geographic barriers, as well as common cultural characteristics (values and

customs, dietary habits, elements of everyday life, dance, music, common mentality).

In order to achieve and maintain spatial cohesion, the environmental, social, economic and cultural identity of the mountain should be intersected in its sub-sections. Otherwise, any impact on space is likely to affect it and influence the process of development and progress of the area. Any variation in space creates diversity, distorts spatial coherence and differentiates the physiognomy of the place.

### 1.3.9 Particular (extraordinary) cultural identity

The emblematic concept can only be shaped by a two-way relationship between the natural environment and the human communities that make up the mountainous area. Any "space" is characterized by the activities of its inhabitants. It is commonly accepted by the social sciences that space is the first and foremost focal point of a social relationship. The emblematic dimension of the mountain is thus reflected in both its natural and social "dimension".

The special cultural character of a mountain is shaped by the specific social practice and cultural production of its inhabitants, which make up the distinct cultural footprint of a local society within the wider community. The cultural character of a place consists of all the practices, values and works produced by the local society, such as values and customs, music, dance, dietary habits, local dialect, even social characteristics which are immediately apparent in a community and which concern the character and beliefs of the people.

An emblematic mountain can only be inhabited by an emblematic community; its emblematic dimension is therefore reflected in the local mountainous community, which has the tools to identify it and therefore seeks to preserve it and promote it within one sustainable management framework. For example, mass tourism, which conceived as profit and productivity hunting, distortion of the natural environment, aesthetic degradation of space and cultural alienation, is a detrimental factor for the emblem of a mountainous area.

On the contrary, the vigilance of a society, its activation in the field of culture, the exploitation of local raw materials, the intense social life and the consciousness of the emblematic characteristics of the area constitute the basis for shaping the special cultural physiognomy that distinguishes and completes the emblematic dimension of a mountainous area.

### 1.3.10 Reputation

The degree of recognition of a spatial element (mountain, gorge, lake, river etc.) contributes decisively to the emergence of its emblem. The more recognizable a spatial element, the more its symbolic capital increases - the power that affects the population at a symbolic level and becomes a point of reference.

The hyper-local reputation (national and international) as the highest level of recognition renders the mountain as a point of reference in the geographical, cultural and economic spheres (space, collective identity, arts, activities, tourism). The mountain becomes the centerpiece of the place's identity and becomes a symbol for both locals and foreigners. The hyper-local dimension gives a mountain, a smaller or bigger place in world history, and at the same time it contributes so that the visitor makes it part of personal experiences and narratives. On the contrary, a local or regional reputation, however important a mountain may be for the communities in its territory, does not generally offer a symbolic capital that would characterize it as emblematic.

In any case the emblematic capital becomes stronger as the number of people that empirically recognize, the emblematic senses element generates. Therefore, the reputation of a mountain is a key element to its emblematic dimension.

## 1.4 Synopsis of the 10 criteria

| CRITERIA  | INDICATIVE KEY WORDS   |
|---|--|
| <b>Picturesque landscape</b>                        | Extraordinary / uncommon shape, spectacular formations, geological exceptional characteristics, rock formations, steep slopes, impressive landscape and panoramas, topographic prominence, graphic and astonishing parts of landscape, unique cultural landscape, outstanding human features   |
| <b>Legends and myths</b>                            | Mythology, godly presence, haunted places, unknown powers, supernatural phenomena, spiritual, symbolic and other interactions, heroic accomplishments, folktales   |
| <b>Power of inspiration</b>                         | Literature, fine arts, films, music, contemporary art  |
| <b>Historic places</b>                              | Prehistoric and historic places and resources, historic monuments, landmarks, battle fields  |
| <b>Unique ecosystems</b>                            | Naturalness, special biotopes and geotopes, unique biodiversity, species richness, unique terrestrial and freshwater ecosystems, forest diversity, tree cover/density, remarkable trees, natural quietness, high nature value farmland, high conservation status of habitats and species, conservation of vulnerable areas, aesthetic enjoyment, natural phenomena |
| <b>Sustainability and anthropogenic environment</b> | Sustainable, non-intensive, small scale interventions, sustainable carrying capacity, manmade environment, pleasing urban scenes, architectural features, antiquities, notable public works of the past  |
| <b>Institutional recognition</b>                    | National park, UNESCO heritage listed, Geopark, European Destination of Excellence, European Diploma of Protected Area, Natura 2000 award, System of Measures for Excellence in Destinations (SMED)  |
| <b>Spatial cohesion</b>                             | Homogeneity in the natural relief, common features in the practice of anthropogenic activities, sub-sections shaping boundaries and common cultural characteristics, delimitation of the area, different settlements that are parts of the mountain  |
| <b>Particular cultural identity</b>                 | Values and works produced by the local society, customs, music, dance, festivals, dietary habits, local dialect, social characteristics, folklore, artisanal production, ethnicity, intangible cultural heritage, quality products (PDOs, PGIs, TSGs)  |
| <b>Reputation</b>                                   | Universally known, national reputation, high reputation capital, widespread belief, highly esteemed, intra-local reputation  |

## 1.5 Operative methodological framework

**Step 1** Development of the initial operative version of the methodological framework for the process of emblematic singularities qualification.

**Step 2** Telephone interviews with the project's partners aiming to discuss the profile of the mountains, the proposed criteria, the plan for the local meetings and the case studies development. Submission of a summary document to the SSC.

**Step 3** Methodological framework for the process of emblematic singularities qualification; Final and defined version.

**Step 4** Realisation of nine (9) local workshops aiming at a bottom-up participative consultation involving local stakeholders and enabling each territory to write its case study.

**Step 5** Development of nine (9) case studies aiming at the characterization of the emblematic dimension in relation to each territory.

**Step 6** Creation of the system for the evaluation of all areas.



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## 2. TOOLBOX FOR THE LOCAL IMPLEMENTATION OF THE OPERATIVE METHODOLOGICAL FRAMEWORK

### Introduction

Chapter 2 is a structured tool for the local implementation of the operative methodological framework. It contains the *case study template*, the *template of the meetings* and the *template of the meeting minutes*.

The aim of the case study is to highlight the differentiation elements and the emblematic dimension of each territory with a structured approach according to the criteria. Furthermore, to briefly present the tourism supply and demand and address the possibilities for a slow tourism product (eco-itinerary). The template provides the structure of the case study and guidelines for each chapter.

The template of the meetings provides the meeting agenda, guidelines on communication and an indicative list of bodies to select and invite.

The template of the meeting minutes is a structured document to fill the general data of the meeting (e.g. date, venue, time duration etc), a summary list of the attendants and a resume. For each criterion a set of indicative questions to raise discussion is provided, as well as extra questions to address for a vibrant and productive meeting.

## 2.1 Common guidances for local meeting organisation

### Meeting's agenda

|  |                  |
|--|------------------|
| • Welcome and scope of the meeting   | [5 minutes]      |
| • Brief project presentation   | [10 minutes]     |
| • The assessment criteria of the emblematic character of a mountain [10 minutes] |                  |
| • Structured discussion  | [90-120 minutes] |
| • Conclusions  | [15 minutes]     |
| • End of the meeting   |                  |

### Explanatory notes on the agenda

- Welcome and scope of the meeting

Welcome speech by the moderator<sup>26</sup>. Objectives of the meeting and expected deliverables.

- Brief project presentation

Brief presentation of the EmbleMatiC project: background, aims, work-packages and deliverables. Contents to be provided by SSC members.

- The assessment criteria of the emblematic character of a mountain

Brief presentation and explanatory comments on the criteria proposed to assess the emblematic character of a mountain.

- Structured discussion

Structured discussion based on the questions specified (these questions are developed in the meeting minutes template).

- Conclusions

Presentation of the key outcomes of the meeting by the moderator

<sup>26</sup> A moderator with knowledge of the topic and skills in steering a debate, elicit views and propositions, proactively dealing or resolving conflicts, is required. A strong and charismatic personality is an ideal option.



### Options and best suitable type of meeting

- Open meeting, stakeholder meeting/workshop, roundtable discussion, focus group

Roundtable discussion with up to 15 invited bodies (ideally 10 bodies and with an agenda given to them in advance). Run the criteria discussion in sub-groups. Specifically, after a plenary presentation of the project and of the main criteria, organise sub-groups (of 6 or 8 persons max). A moderator is not needed for the subgroups. Each subgroup has to answer collectively the questions regarding each criterion and one participant of each sub-group writes the collective answers on the grid and provides a score to each criteria. Because of the large number of criteria, they can be split between the subgroups: e.g. 50% of the subgroups can work on the criteria C1 to C5 and the other 50% on the criteria C6 to C10. After this interactive session, the results can be shared and all the grids can be recovered at the end of the session in order to make a synthesis after the local meeting. This method has the advantage to give the opportunity to all the stakeholders to participate actively in the debate. Beyond the criteria, the participants of the local meeting should also address the selected questions from the list in the section "*Other questions possible to address or address in a different manner in comparison to the previous ones*".

### Optional parallel activities

- Web-survey with 5-10 questions (e.g. 1 month open public online consultation). Strong communication of the web-survey.
- Questionnaire circulation during the meeting
- Questionnaire circulation over a month of public consultation
- Interviews with key-stakeholders
- Pre-consult, face-to-face or by phone, certain groups (stakeholders)

## S.T.E.P.S. for successful participatory meetings - 5 key aspects of planning and conducting successful participatory events

**Space** - The physical space of a meeting is important for setting the mood of a meeting and influencing group dynamics. Pay attention to: location and room selection, seating arrangements, light and sound quality, availability of essential equipment, etc.

**Time** - Appropriate scheduling and disciplined time management are essential to a successful meeting. Be sure to adapt date and time to participants' availability, allow adequate time for different agenda items, keep an eye on the clock and stick to agreed agenda time frames.

**Eventfulness** - Pay attention to human aspects of group interaction. Use humor, ice-breaking exercises, etc. to put people at ease and create a sense of eventfulness.

**Product** – Always clearly define the aim or expected outcome of the meeting. Refer to this aim frequently throughout the meeting to keep people focused.

**Style** – The facilitator's image, role and way of relating to the group can have strongly influence on the end product. Adapt your personal style according to the nature of the tasks, the relative formality or informality of the event, the type of participants present, etc.

*Source: Adapted from Spencer, Winning through Participation, 1989.*

### Communication of the meeting

- On-line communication (web, e-mails, social media) and by phone (secure attendance of people invited)

### Indicative (not exhausted) list of bodies to select and invite. Adapt according to local specificities

*It is very important that each partner manages to reach a very varied and mixed number of stakeholders so that all relevant interests present on the territory will be represented even if they may be controversial on some aspects. This variety will ensure the added value of the contributions not only in relation to the criteria but also to the definition of possible options for eco-itineraries.*

- Academics
- Associations of catering professions (e.g. restaurants)
- Associations of outdoor sports and activities
- Chambers
- Civil protection authorities
- Civilsociety organisations
- Clubs(e.g. mountaineering)
- Clusters

- Decision-makers
- Emergency Medical Services
- Entrepreneurs (e.g. tourist agencies/operators, professional guides, mountain guides, traditional food entrepreneurs, hoteliers, rent a car/bike businesses, mountain tourism operators, camping owners, extreme sports operators, other entrepreneurs related with the mountain)
- Environmental organizations
- Forest authorities
- Groups of elderly
- Local development organizations
- Management bodies of protected areas
- Municipal authorities, Unions of municipalities, Regional Authorities, Central Government
- Museums
- Opinion makers
- School committees
- Tourism authorities and organizations (e.g. observatories), tourism associations, Rural tourism bodies, Destination management organizations (DMOs)
- Outdoor activities, tourism, environment and culture experts
- Trade unions
- Travel journalists and bloggers

## 2.2 Participative workshop report template (Deliverable D332)

Date: \_\_\_\_\_ Venue: \_\_\_\_\_  
 Time duration: \_\_\_\_\_  
 Moderator's name and title: \_\_\_\_\_  
 Material provided: \_\_\_\_\_

Summary list of stakeholders that attended the meeting:

| No | Name of the stakeholder | Type / sector of activity |
|----|-------------------------|---------------------------|
| 1  |                         |                           |
| 2  |                         |                           |
| 3  |                         |                           |
| 4  |                         |                           |
| 5  |                         |                           |
| 6  |                         |                           |
| 7  |                         |                           |
| 8  |                         |                           |
| 9  |                         |                           |
| 10 |                         |                           |

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

### The meeting in brief (resume)

Short description of the organization, findings and outcomes of the meeting



### Past version of C1 criteria named Spatial Cohesion

- as used by partners in autumn 2017 when testing the proposed criteria during their participative local meeting

|  |  |
|--|--|
| <b>C1 Spatial cohesion</b>   | <p><b>Questions</b></p> <p>Does the territory's legal protection set certain boundaries?</p> <p>Do the virtual boundaries of the mountain correspond to a homogenic geographical area?</p> <p>Is the area considered a continuous or discontinuous area?</p> |
| <p><u>Key words to raise discussion</u></p> <p>spatial cohesion</p> <p>spatial and socio-geographic similarities along the mountain</p> <p>homogenic elements/parts in the natural relief</p> <p>uniformity (e.g. land types, cultivars, desertification)</p> <p>common features in the practice of anthropogenic activities</p> <p>sub-sections shaping the boundaries of the mountain and the common cultural characteristics</p> <p>delimitation of the area</p> <p>settlements along the mountain</p> <p>particular territorial similarities in the physical and human geography</p> | <p><u>Answers / comments</u></p>   |

|   | 10                  | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---------------------|---|---|---|---|---|---|---|---|---|
| <b>C1 Spatial cohesion</b>  |                     |   |   |   |   |   |   |   |   |   |
| <p>Geography, topography and virtual boundaries of the mountain, boundaries set by legal protection, homogenic and heterogenic elements in the natural relief, uniformity (e.g. land types, cultivars, desertification), common features in the practice of anthropogenic activities, sub-sections shaping the boundaries and the common cultural characteristics, delimitation of the area, different settlements along the mountain, particular differences or common characteristics in the physical and human geography</p> | Assessment comments |   |   |   |   |   |   |   |   |   |

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

**Future version of C1 criteria renamed Proud Local People:**

- as reflected on the 2018 updated partners Case Study Reports;
- as to be used for future applicants to join the EMM network.

| C1 Proud local people   | Questions                        |
|---|----------------------------------|
| <p><u>Key words to raise discussion</u></p> <p>A strong positive feeling of the local people for their place,</p> <p>A strong sense of belonging to the territory,</p> <p>Feeling joy and honour for their homeland,</p> <p>Noble feeling of superiority and value for their land of origin,</p> <p>Gratified,</p> <p>Feeling honoured, satisfied and pleased</p> | <p><u>Answers / comments</u></p> |

|   | 10                  | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---------------------|---|---|---|---|---|---|---|---|---|
| <b>C1 Proud local people</b>  |                     |   |   |   |   |   |   |   |   |   |
| A strong positive feeling of the local people for their place, a strong sense of belonging to the territory, feeling joy and honour for their homeland, noble feeling of superiority and value for their land of origin, gratified, feeling honoured, satisfied and pleased | Assessment comments |   |   |   |   |   |   |   |   |   |

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

|  |   |
|--|---|
| <b>C2 Institutional recognition</b>  | <b>Questions</b><br>Is the mountain or part of it institutionally recognized? |
| <u>Key words to raise discussion</u><br>IUCN designation as Strict Nature Reserve or Wilderness Area or National park<br>UNESCO World Heritage List<br>World Network of Biosphere Reserves and Global Geoparks<br>European Destination of Excellence<br>European Diploma of Protected Area,<br>Natura 2000 award<br>System of Measures for Excellence in Destinations (SMED)<br>Cross-border cooperation and institutional recognition | <u>Answers / comments</u>   |

|   | 10                  | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---------------------|---|---|---|---|---|---|---|---|---|
| <b>C2 Institutional recognition of the mountain and/or parts of the mountain</b>  |                     |   |   |   |   |   |   |   |   |   |
| IUCN designation as Strict Nature Reserve or Wilderness Area or National park, UNESCO World Heritage List, World Network of Biosphere Reserves και 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 | Assessment comments |   |   |   |   |   |   |   |   |   |

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

|  |  |
|--|--|
| <b>C3 Reputation</b>   | <p><b>Questions</b></p> <p>Is there a global or national or regional or local reputation of the mountain?</p> <p>What are the highly esteemed characteristics?</p> |
| <p><u>Key words to raise discussion</u></p> <p>outstanding universal value</p> <p>principal factors for the reputation</p> <p>high reputation capital / elements</p> <p>widespread knowledge</p> <p>power of the word of mouth</p> <p>number of visitors</p> | <p><u>Answers / comments</u></p>   |

|  | 10                  | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|--|---------------------|---|---|---|---|---|---|---|---|---|
| <b>C3 Reputation</b>   |                     |   |   |   |   |   |   |   |   |   |
| Outstanding universal value, global or national or regional or local reputation of the mountain, principal factors for the reputation, high reputation capital/elements, widespread knowledge and beliefs, highly esteemed characteristics, number of visitors | Assessment comments |   |   |   |   |   |   |   |   |   |

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

|   |  |
|---|--|
| <b>C4 Legends and myths</b>   | <b>Question</b><br>Regarding local myths and legends what are the strong points of the mountain? |
| <u>Key words to raise discussion</u><br>mythology<br>godly presence<br>haunted places<br>unknown powers<br>supernatural phenomena<br>spiritual, symbolic and other interactions<br>heroic accomplishments<br>folktales<br>sacred plants and animals | <u>Answers / comments</u>  |

|   | 10                  | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---------------------|---|---|---|---|---|---|---|---|---|
| <b>C4 Legends and myths</b>   |                     |   |   |   |   |   |   |   |   |   |
| Mythology, godly presence, haunted places, unknown powers, supernatural phenomena, spiritual, symbolic and other interactions, heroic accomplishments, folktales, sacred plants and animals | Assessment comments |   |   |   |   |   |   |   |   |   |

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

|   |   |
|---|---|
| <b>C5 Power of inspiration</b>  | <p><b>Questions</b></p> <p>How strong is the up to now power of inspiration and what is the potential not yet promoted or self-revealed?</p> <p>Can you recall examples of people, personal or collective work of art inspired by the mountain?</p> |
| <p><u>Key words to raise discussion</u></p> <p>literature</p> <p>fine arts</p> <p>films</p> <p>theatre</p> <p>music</p> <p>contemporary art</p> <p>design</p> <p>photography</p> <p>video games</p> <p>smartphones applications</p> | <p><u>Answers / comments</u></p>  |

|   | 10                  | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---------------------|---|---|---|---|---|---|---|---|---|
| <b>C5 Power of inspiration</b>  |                     |   |   |   |   |   |   |   |   |   |
| Literature, fine arts, films, theatre, music, contemporary art, design, video games, smartphones applications | Assessment comments |   |   |   |   |   |   |   |   |   |

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

|   |  |
|---|--|
| <b>C6 Picturesque landscape</b>   | <p><b>Questions</b></p> <p>What are the grandiose parts of the mountain?</p> <p>How far more is the aesthetic enjoyment of the mountain compared with other?</p> |
| <p><u>Key words to raise discussion</u></p> <p>extraordinary / uncommon shape</p> <p>spectacular formations</p> <p>imposing peaks</p> <p>magnificent scenery</p> <p>geological exceptional characteristics</p> <p>rock formations</p> <p>steep slopes</p> <p>impressive landscape and panoramas</p> <p>topographic prominence</p> <p>graphic and astonishing parts of landscape</p> <p>aesthetic enjoyment</p> <p>unique cultural landscape</p> <p>outstanding human features</p> | <p><u>Answers / comments</u></p>   |

|   | 10                  | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---------------------|---|---|---|---|---|---|---|---|---|
| <b>C6 Picturesque landscape</b>   |                     |   |   |   |   |   |   |   |   |   |
| Extraordinary / uncommon shape, spectacular formations, magnificent scenery, geological exceptional characteristics, rock formations, steep slopes, impressive landscape and panoramas, topographic prominence, graphic and astonishing parts of landscape, aesthetic enjoyment, visual integrity, unique cultural landscape and outstanding human features | Assessment comments |   |   |   |   |   |   |   |   |   |

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



|  |  |
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| <b>C7 Unique ecosystems</b>  | <b>Questions</b><br><br>How unique do you consider the ecosystems of the mountain?<br><br>What is their vulnerability and state of conservation? |
| <u>Key words to raise discussion</u><br>naturalness<br>intactness of natural systems<br>special biotopes and geotopes<br>caves<br>alpine lakes<br>unique biodiversity<br>botanical richness<br>endemism<br>species richness<br>unique terrestrial and freshwater ecosystems<br>forest diversity<br>tree cover/density<br>remarkable trees<br>threatened species<br>natural quietness<br>high nature value farmland<br>high conservation status of habitats and species<br>conservation of vulnerable areas<br>aesthetic enjoyment<br>natural phenomena<br>climate particular conditions<br>scenic pastures<br>gorges<br>valleys<br>emblematic plants and animals as national or regional symbols | <u>Answers / comments</u>  |

|   | 10                  | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---------------------|---|---|---|---|---|---|---|---|---|
| <b>C7 Unique ecosystems</b>   |                     |   |   |   |   |   |   |   |   |   |
| Naturalness, intactness and purity of natural systems, special biotopes and geotopes, caves, alpine lakes, unique biodiversity, 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 | Assessment comments |   |   |   |   |   |   |   |   |   |

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

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| <b>C8 Particular cultural identity</b>   | <p><b>Questions</b></p> <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>values and works of the local society</p> <p>customs</p> <p>music</p> <p>dance</p> <p>festivals</p> <p>dietary habits</p> <p>local dialect</p> <p>social characteristics and peoples special attitude</p> <p>folklore</p> <p>artisanal production</p> <p>ethnicity</p> <p>religion</p> <p>intangible cultural heritage</p> <p>holy places</p> <p>thematic routes</p> <p>quality products (PDOs, PGIs, TSGs, bio)</p> <p>local peoples' pride for the mountain</p> <p>particular mentality and temperament of the locals</p> <p>architectural works</p> <p>works of monumental sculpture and painting</p> <p>locations, elements or structures of an archaeological nature</p> <p>marketplaces</p> | <p><u>Answers / comments</u></p>  |

|  | 10                  | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|--|---------------------|---|---|---|---|---|---|---|---|---|
| <b>C8 Particular cultural identity</b>   |                     |   |   |   |   |   |   |   |   |   |
| <p>Values and works produced by the local society, cultural richness, customs, music, dance, festivals, dietary habits, local dialect, social characteristics and peoples special attitude, folklore, artisanal production, traditional professions, ethnicity, religion, intangible cultural heritage, holy places, thematic routes, quality products (PDOs, PGIs, TSGs), local peoples' pride for the mountain, mentality among the locals, architectural works, works of monumental sculpture and painting, locations, elements or structures of an archaeological nature</p> | Assessment comments |   |   |   |   |   |   |   |   |   |

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

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|--|--|
| <b>C9 Sustainability and anthropogenic</b> | <p><b>Questions</b></p> <p>What does the anthropogenic environment</p> |
|--|--|

|  |   |
|--|---|
| <b>environment</b>   | offer to a traveler?<br><br>What damage has been made to the natural environment? |
| <u>Key words to raise discussion</u><br>vulnerability<br>current state of conservation<br>management of the area<br>manmade environment profile<br>pleasing urban scenes<br>architectural features<br>aesthetics of settlements<br>authenticity<br>antiquities<br>industrial heritage<br>notable public works of the past<br>sustainable, non-intensive, small scale interventions<br>large scale interventions<br>sustainable or exceeding carrying capacity<br>environmental impact of the human activity (businesses, public works, locals and tourists)<br>uncontrolled urbanism<br>negative impacts of tourism at present or foreseen<br>man-caused and natural catastrophes wounds | <u>Answers / comments</u>   |

|  | 10                  | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|--|---------------------|---|---|---|---|---|---|---|---|---|
| <b>C9 Sustainability and anthropogenic environment</b>   |                     |   |   |   |   |   |   |   |   |   |
| Vulnerability, 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, manmade environment profile, man-caused and natural catastrophes wounds, current state of conservation, management of the area, pleasing urban scenes, architectural features, aesthetics of settlements, antiquities, industrial heritage, notable public works of the past, authenticity | Assessment comments |   |   |   |   |   |   |   |   |   |

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

|                            |   |
|----------------------------|---|
| <b>C10 Historic places</b> | <u>Questions</u><br>Are there historic elements that can be |
|----------------------------|---|

|   |                           |
|---|---------------------------|
|   | promoted?                 |
| <u>Key words to raise discussion</u><br>prehistoric and historic places and resources<br>historic monuments<br>landmarks<br>battle fields<br>emblematic personalities origin<br>historic towns<br>traditional trails<br>sanctuaries | <u>Answers / comments</u> |

|  | 10                  | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|--|---------------------|---|---|---|---|---|---|---|---|---|
| <b>C10 Historic places</b>   |                     |   |   |   |   |   |   |   |   |   |
| Prehistoric and historic places and resources, historic monuments, landmarks, battle fields, emblematic personalities origin, pilgrim paths, historic towns, traditional trails, sanctuaries | Assessment comments |   |   |   |   |   |   |   |   |   |

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

### Questions

#### • A. Emblematic dimension

**What are the elements justifying a universal value of the mountain?**

Which are the differentiation elements of the mountain?

Is the mountain superior in comparison to other mountains of the country and why?

What are the mountain's elements that you are proud off?

What are the common components characterising the emblematic mountains?

**What distinguishes the coastal Mediterranean mountains from other further hinterland mountains?**

#### • B. Development / Strategy

**What would be a desirable future "picture" of the area?**

What is the connection between the mountain and the coast?

**How could we establish a strong connection and permanent tourism flows from the coast to the mountain? How much sustainable could that be?**

How could the coast and the mountain be connected as a common tourism experience?

How could we rebalance tourism flows and their returns toward a sustainable and responsible tourism?

**What are the reasons for a traveler to extend the length of his/her stay?**

What is missing from the current tourism offer?

Is there an adequate capacity of hotel beds?

**What types of tourism are most suitable with reference to the mountain?**

What could be a new and radically different tourism offer?

What could be the main differentiators for tourism positioning?

How could we enhance the international reputation of the unique character of the mountain?

Are there interconnections and interactions with other sectors e.g. agro-food sector

**What are the pros and cons of the level of accessibility of the area?**

Why the area has the potential to serve as a site of excellence / model area for promoting sustainable

|  |  |
|--|--|
|  | <p>development?</p> <p><b>What are the “sleeping” assets?</b></p> <p><b>Is domestic or inbound tourism preferable?</b></p> <p><b>What is the potential of eco-tourism?</b></p> <p><b>What is the societal awareness and appreciation of the mountain by the locals?</b></p> <p>Are the foreign languages speaking locals enough to support the tourism offer?</p> <p><b>How would you comment on the carrying capacity of the area?</b></p> <p>What is missing to achieve a sustainable tourism development in the area?</p> <p>What is the potential for fostering economic and human development in a socio-culturally and ecologically sustainable way?</p> <p>What are the ascertained and the potential dangers?</p> <p><b>What would be harmful for the mountain? What risks, endogenous and exogenous threats should we bear in mind?</b></p> <p><b>In destinations where mountaineering is prevalent, are rescue operations available?</b></p> <p>Do guides have first aid training?</p> <p>Generally, does the safety offered meet internationally accepted standards?</p> <p>Is the health and safety of our visitors secured?</p> <p>What conflicts are raised from time to time with groups such as hunters, livestock breeders etc?</p> <p><b>• C. Eco-itinerary</b></p> <p><b>What could be an ideal eco-itinerary?</b></p> <p>What would be an ideal eco-tourism product based on the emblematic characteristics of the mountain?</p> |
|  | <p><u>Answers / comments</u></p>   |



| Other particular outcomes |  |
|---------------------------|--|
|                           |  |



## 2.3 Case study report template

- Layout / format specifications according to the guidelines of the Lead Partner
- The aim of the case study is to highlight the differentiation elements and the emblematic dimension of the territory with a structured approach according to the criteria. Furthermore, to briefly present the tourism supply and demand and address the possibilities for a slow tourism product (eco-itinerary). Partner's background knowledge, as well as the outcomes of the local meeting, will serve as an input. All 9 case studies will then serve as an input for the development of the in depth study on the emblematic characteristics of the coastal mountains and their potential for a slow tourism offer.
- Please be direct and precise, as well as brief without exceeding the pages limit. Avoid lengthy content and details. Choose sort and precise descriptions. In case of surpassing of the pages limit, delete unnecessary content after finishing your work. The aim is to accomplish at the end a short and clear document on the mountain as a case study. In case of non-available quantitative information provide cross-checked estimations.

### Executive summary

#### PART I

Introduction

Physical and human geography of the mountain

Spatial cohesion

#### PART II

C1 Proud local people

C2 Institutional recognition

C3 Reputation

C4 Legends and myths

C5 Power of inspiration

C6 Picturesque landscape

C7 Particular ecosystems

C8 Mediterranean cultural identity

C9 Sustainability and anthropogenic environment

C10 Historic places

*Synthesis of the extraordinary-emblematic characteristics of the mountain*

#### PART III

Tourism infrastructure and supply

Tourism operators

Tourism demand

Tourism impact

Public infrastructure and services

Partner's perception of the tourism vision of their territory

#### PART IV

SWOT analysis regarding the implementation of an emblematic slow tourism product (eco-itinerary)

Indication of ideal locations for an eco- itinerary and possibilities to engage stakeholders

#### Annex

Tables and diagrams

Photographs

Self-evaluation table

Bibliography

**Maximum number of pages: 40, plus an Annex**

## Executive summary

Max 1 page

## PART I

Max 4 pages for PART I

### Introduction

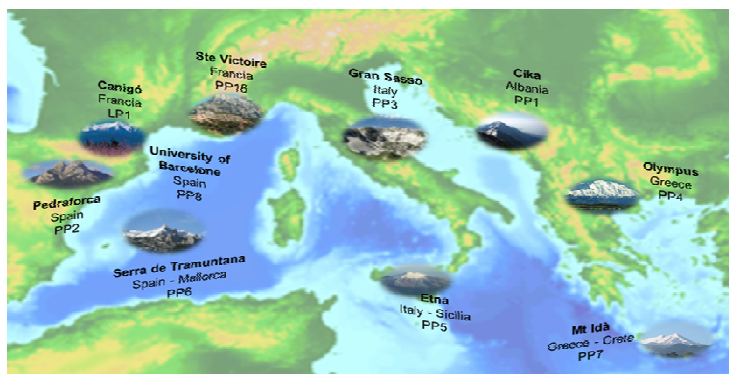
Max 1 page

Please develop introductory comments, name the authors and provide contact details of them.

### Physical and human geography of the mountain

Max 2-3 pages

Please develop the following fields: names given to the mountain by the locals and meaning of them, location, surface area, distances to main cities/to the border/to the coast, superlative natural characteristics (e.g. highest mountain, deepest canyons, largest cave system, highest waterfall, glacial landforms, volcanic systems), ecosystem types (e.g. woodland and forest, grassland, shrubs, cropland, river and lakes, wetlands), maximum elevation, number of peaks over 2,000 meters, climate, approximate number of days covered with snow, natural dangers, type of accidents, history and frequency of accidents on the mountain, administrative region and municipalities, number of inhabitants, demography, economic activity, dominant sectors and branches of the local economy, types of jobs dependent on the mountain, branding of products under the name of the mountain, settlements, quality of transport infrastructure, existence of a development/management plan in force, bodies involved in a shared management of the mountain or parts of it.



### Spatial cohesion

Please develop the following fields: spatial cohesion, spatial and socio-geographic similarities along the mountain, virtual boundaries of the mountain, boundaries set by legal protection, 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, highlight particular territorial similarities in the physical and human geography.

## PART II

Max 25 pages for PART II.

*Partners are encouraged to insert 2 photographs into the written text of each of the criteria. Since these are only for illustration purpose, please make sure that their size is not bigger than 5 X 10 cm and their resolution not higher than 400 kb (please resize accordingly to ensure that the size of the final document will be reasonable).*

### C1 Proud local people

Max 1-3 pages

Please develop the following fields: degree of identification of people and land over time, passion and love for the place, pride for the origin, pride for the emblematic dimension of the mountain, sense of belonging to the territory, pride to hold a global leadership, pride for a particular and different territory, pride for the mountain being the marker of the territory, strongly established feeling of great belonging, feelings about the mountain.

### C2 Institutional recognition

Max 1-3 pages

Please develop the following fields: institutional recognition of the mountain and/or parts of the mountain, 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.

### C3 Reputation

Max 1-3 pages

Please develop the following fields: possible outstanding universal value, global or national or regional or local reputation of the mountain, principal factors for the reputation, high reputation elements, widespread knowledge and beliefs, highly esteemed characteristics, number of yearly visitors, power of the word of mouth.

### C4 Legends and myths

Max 1-3 pages

Please develop the following fields: mythology, godly presence, haunted places, unknown powers, supernatural phenomena, spiritual, symbolic and other interactions, heroic accomplishments, folktales, sacred places, plants and animals.

### C5 Power of inspiration

Max 1-3 pages

Please develop the following fields: inspiration with respect to literature, painting, mosaics, sculpture, films, theatre, dance, music, contemporary art, design, photography, pottery, video games, smartphones applications etc.

### C6 Picturesque landscape

Max 1-3 pages

Please develop the following fields: extraordinary / uncommon shape, spectacular formations, geological exceptional characteristics, rock formations, steep slopes, impressive landscape and panoramas, topographic prominence, graphic and astonishing parts of landscape, aesthetic enjoyment, visual integrity, unique cultural landscape and outstanding human features.

### C7 Particular ecosystems

Max 1-3 pages

Please develop the following fields: naturalness, intactness of natural systems, special biotopes and geotopes, caves, alpine lakes, waterfalls, unique biodiversity, 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.

## **C8 Mediterranean cultural identity**

Max 1-3 pages

Please develop the following fields: values and works of the local society, customs, traditional music and dance, festivals, dietary habits, local dialect, social characteristics and peoples special attitude, folklore, artisanal production, traditional professions, ethnicity, religion, intangible cultural heritage, holy places, thematic routes, quality products (PDOs, PGIs, TSGs, bio), local peoples' pride for the mountain, mentality and temperament of the locals, architectural works, works of monumental sculpture and painting, location, elements or structures of an archaeological nature.

## **C9 Sustainability and anthropogenic environment**

Max 1-3 pages

Please develop the following fields: vulnerability, sustainable, non-intensive and small scale interventions, large scale interventions, sustainable or exceeding carrying capacity, environmental impact of human activity (businesses, public works, locals and tourists), uncontrolled urbanism, manmade environment profile, man-caused and natural catastrophes' wounds, current state of conservation, management of the area, pleasing urban scenes, architectural features, aesthetics of settlements, antiquities, notable public works of the past, industrial heritage, traditional authenticity of the anthropogenic environment.

## **C10 Historic places**

Max 1-3 pages

Please develop the following fields: prehistoric and historic places and resources, historic monuments, landmarks, battle fields, emblematic personalities, pilgrim paths, historic towns and districts, traditional trails, sanctuaries.

## **Synthesis of the extraordinary-emblematic characteristics of the mountain**

Max 2 pages

Briefly provide a synthesis of the principal elements and extraordinary-emblematic characteristics of the mountain:

- 1) rank and name 10 emblematic characteristics (please write within brackets the criteria related to each characteristic),
- 2) if any, isolate from the previous list 5 globally unique characteristics
- 3) provide 10 key words with reference to the mountain.

## PART III

Max 10 pages for PART III

### Tourism infrastructure and supply

Max 1-2 pages

Please develop the following fields by highlighting the main strengths and weaknesses in relation to your territory : visitor facilities, accommodation capacity, campsites, shelters, walking and biking trails, routes, forms of tourism being practiced in the area, ski tourism development, eco-tourism products offered, eco-lodges, congress halls, festivals with high number of visitors, security of the destination, accessible tourism readiness

### Tourism operators

Max 1-2 pages

Please develop the following fields by highlighting the main strengths and weaknesses in relation to your territory : hoteliers, ecotourism operators, extreme sports businesses, outdoor activities, mainstream and non-mainstream operators

### Tourism demand

Max 1-2 pages

Please develop the following fields by highlighting the main strengths and weaknesses in relation to your territory : visitor numbers and structure [nationality, age, gender, motivation, social group (climbers, professionals, students, eco-tourists etc.), time spent (how long they stay in the area), money spent (on accommodation, food, travel)], single-day visitors and overnight guests, visitors only visiting particular attractions or only passing on the way to another area, upward or downward trend of tourism demand, main touristic attractions according to the number of visitors, main activities undertaken (what and for how long), nature of activity (what the visitors mostly do), potential activities (other things they might like or possible to do but not yet seen as an activity), recreation and ecotourism demand, silver tourism, youngsters, ramblers and mountaineers demand, intensity of mountaineering activity, seasonality of tourism demand.

### Tourism impact

Max 1-2 pages

Please develop the following fields by highlighting the main strengths and weaknesses in relation to your territory : economic importance of tourism, positive and negative impact on the natural environment and the anthropogenic environment.

### Public infrastructure and services

Max 1-2 pages

Please develop the following fields by highlighting the main strengths and weaknesses in relation to your territory : definite/stable geographical coverage of mobile communications across the mountain area, emergency aid possibilities, and speed of response of rescuers

### Partner's perception of the tourism vision of their territory

Max 1-2 pages

Capitalising on the work done on the third day of the TWS of TNM1 Gran Sasso, please summarise your perception of the tourism strategic orientation of your territory and provide one A4 size Landscape illustration of it (such as a scan of the type of representation you created in Gran Sasso: photos will be made available on dropbox

Dropbox\EMbleMatiC\_partners\1. ALL TNMs & Kick-Off\01-TNM1-17-06-GRAN SASSO\TNM1-TWS-Minutes\TWS Part 3)

## PART IV

Max 5 pages for PART IV

This section aims to help partners organise previous findings towards highlighting possibilities and limitations and the identification of potential eco-itinerary options for their territory.

### SWOT analysis regarding the implementation of an emblematic slow tourism product (eco-itinerary)

List at least 6 strengths, weaknesses, opportunities and threats emerging from your knowledge and the contributions from the local participative meeting/workshop.

### Indication of ideal locations for an eco- itinerary and possibilities to engage stakeholders

Identify possible eco-itinerary options (two will be appreciated as a minimum). For each one specify a location (within the hinterland coastal area) and a list of stakeholders that could be involved in the supply of the eco-itinerary.

## Annex

### Tables and diagrams

Place statistical and other types of data, picture diagrams etc.

### Photographs

These photographs should complement and not replicate the ones already inserted into your text when developing each criteria in relation to your territory. Therefore, please attach 8 photographs of your EMbleMatiC mountain, inclusive of different perspectives of view point and of the 4 seasons. The definition should be at least of 800 kb.

### Self-evaluation table

Fill the self-evaluation table and *argue* why the mountain should be qualified or not as an emblematic Mediterranean mountain. When choosing a score, please consider the following gradation system:

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

| CRITERIA / KPITHPIA                             |        | Score |
|---|--------|-------|
| C1 Proud local people                           | 1-10   |       |
| C2 Institutional recognition                    | 1-10   |       |
| C3 Reputation                                   | 1-10   |       |
| C4 Legends and myths                            | 1-10   |       |
| C5 Power of inspiration                         | 1-10   |       |
| C6 Picturesque landscape                        | 1-10   |       |
| C7 Unique ecosystems                            | 1-10   |       |
| C8 Particular cultural identity                 | 1-10   |       |
| C9 Sustainability and anthropogenic environment | 1-10   |       |
| C10 Historic places                             | 1-10   |       |
| <b>TOTAL</b>                                    | 10-100 |       |

Arguments: please briefly develop the reasoning motivating your scoring and why should the mountain should be qualified or not as an emblematic Mediterranean mountain.



## Bibliography

Only in English if any

**Maximum number of pages: 40, plus the Annex.**

**Please do not exceed the page number limit.**



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### 3. ON SITE RESEARCH, PARTNERS' REPORTS AND PRELIMINARY SYNTHESIS

#### 3.1 Contractor's experience from the on-site research: the "sense of place" captured by a one day visit in terms of the strongest elements memorised

The contractor's experience from the on-site research could be summarized as an, above all, unique experience of *"people that strongly identify with the mountain", "territories that lead you to come back", "intact natural environment", and "great potential for sustainable development"*.

Obviously, a one day visit on a mountain was not enough for a complete view of such enormously big territory. What the contractor got though was the straight feeling of a traveler who takes at home the instant sense of place. All partners planned the one day visits perfectly for the contractor to get the best experience possible. What follows is the "sense of place" in terms of the strongest elements memorized by the 2 representatives of the contractor.

#### Canigó

*Dream and fantasy mountain, closely tied with people, sustainable development, villages in absolute harmony with the mountain, residents and visitors with great care and respect, activities under proper management and control, auspicious and promising future, an image that leads you to come back.*

#### Cika

*Mountain standing over the sea, "sleeping" potential, authentic elements that have not undergone alterations, few development initiatives but without mistakes, distinct deficit, certain future prospects, need for timely and targeted actions.*

#### Pedraforca

*The mountain that reaches the sky, provides variety of activities, compensates the visitor, surprises with its beauty, alternates and harmoniously combines images and landscapes, provides unique experiences, captivates the senses, many lucrative productive and business activities, utilizes its natural balconies, it has it all in the superlative form, model mountain.*



|                     |   |
|---------------------|---|
| Gran Sasso          | <i>Intact natural environment, quietness, dominant ecological elements, amazing plateau, a remarkable mountain peak, and beautiful villages very sparsely built. An unforgettable destination.</i>  |
| Olympus             | <i>The mountain of Gods, the globally known myth behind the mountain, eternal respect, the dream and desire of every mountaineer, organized services and facilities, multiple activities in the villages and a mountain with great possibilities, villages that may evolve into mountain resorts, great potential for local development.</i>          |
| Etna                | <i>The power of nature concentrated on a mountain; the local roads and trails at the foot of the mountain were felt like going through the backyards of the houses. Beautiful villages. Each man and woman on earth should take a trip to Etna at least once in his/her lifetime.</i>   |
| Serra de Tramuntana | <i>The mountain standing over the sea, unique phenomenon, outstanding landscape, intact villages, visitors – followers, harmonious coexistence with mass tourism, sustainable management, absolute enrichment of the tourist product, successful model of diffusion of the tourist stream to hinterland, a mountain full of beauty and surprises.</i> |
| Psiloritis          | <i>Pride, people, hospitality, brave war heroes, culture, Zeus, folk musicians and dancers, poets-song writers, coast to coast island massif, Geopark, extensive livestock farming. A symbol for the whole island.</i>  |
| Saine Victoire      | <i>An everyday mountain, daily leisure, quick escape, suburban image, nearby excursion area, aristocratic areas at the foot of the mountain, proud people that strongly identify with the mountain, hiking lovers, a managing body passionate and active.</i>   |

## **3.2 Review of the partners' deliverables (Meeting Reports and Case Studies)**

### **3.2.1 General comments**

All partners developed their reports in a clear manner with proper use of English language. This certainly facilitated easy reading by the contractor who had to go through the lengthy reports several times during its work.

In some cases the writers were referring to certain things by giving just names without further details. This made hard for the contractor to understand the level of importance.

In very few cases, there were references in the local language and not in English.

Also, some partners did not follow the guidelines of the toolbox completely e.g. they omitted some parts requested to be developed (small problem though).

Furthermore, some partners provided unsuccessful definition of summarized global singularities and provided details of low importance.

Sometimes excessive details were given and this resulted for some partners to surpass the page number limits.

Finally, it was noticed that great differences among the partners were recorded in the number of attendants of the local meetings.



### 3.2.2 Rare emblematic assets addressed case by case and totally

What follow are the **rare** and **highly particular** emblematic elements of the nine mountains assessed as such and recorded by the contractor.

#### Canigó

##### Rare emblematic assets

2,784 meters above sea level\*

**C2** “Countries of Art and History” (home to 2 of the 188 Cities and land of Art and History of France)

**C2** “Most beautiful villages of France” (home to 2 of the 3 villages in the Eastern Pyrenees)

**C2** Grand Site de France certification

**C2** UNESCO heritage: fortified city of Villefranche de Conflent

**C3** National “spot” of outdoor activities with more than 200 referenced practice sites

**C4** Dragons and 7 men of Canigó legends

**C6** Unusual flat terraces on high altitudes

**C7** Granite reserves

**C7** Magnetic quality of massif: strong iron concentration

**C7** Natural park of Catalan Pyrenees

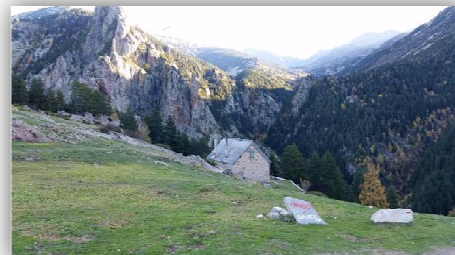
**C7** Recognized as a world reference by botanists

**C7** Well-being and hydrotherapy sector (natural spa resources)

**C8** Bear festival

**C8** Catalan people consider it as their sacred mountain and mountain cradle of Catalanity

**C10** Historic fortified cities and network of watching towers



\* Despite the fact that it is not a rare attribute, the mountains' altitudes were deemed necessary to mention.

### Rare emblematic assets

*2,044 meters above sea level.*

**C5** Inspired Eduard Lear, Petro Marko and Lord George Gordon Byron

**C5** Rich archive of 19<sup>th</sup> century paintings inspired by the mountain

**C5** Inspired a lot of folk creators of polyphonic music

**C6** 3.5 kilometers long exhilarating summit ridge

**C6** Begins to rise at sea level, 50 km of pebble beach along the feet of the range

**C6** Geotope candidate – evidence of the Ionian tectonic plaque, great number of geomonuments, hydromonuments and biomonuments

**C6** Prominence of 1,563 meters (in order to climb a higher peak, you first have to descend at least 1,500 meters).

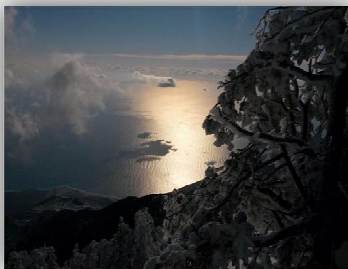
**C6** The highest peak of the Ceraunian range (Ceraunian mountains have been described by ancient writers such as Ptolemy, Strabo and Pausanias).

**C7** Part of Llogara National Park, Nature Reserve of Rreza e Kanalit-Karaburun and Marine Protected Area of Karaburun-Sazan

**C8** Ceasar's path

**C8** Hellenistic heritage

**C8** Polyphony (group singing), a protected human heritage under the patronage of UNESCO







## Pedraforca

### Rare emblematic assets

*2,507 meters above sea level*

**C3** *Certain technical difficulty, challenge for many people*

**C4** *"Witch's mountain", myths and legends related to witchcraft, magic, devils, giants, ghosts, treasures, demons and phantasmagorical beings*

**C5** *Inspiration for Pablo Ruiz Picasso*

**C6** *Unique shape / silhouette at the top*

**C7** *Good conditions for the practice of mountain bike and vias ferratas*

**C7** *Large-scale monumental trees unique in Catalonia and local interest trees with spectacular sizes*

**C7** *Quality night sky in Saldes municipality (potential for astrotourism)*

**C7** *Parc Natural del Cadí Moixeró*

**C8** *Fire-related and witches festivities*

**C8** *Livestock paths (kind of remarkable traditional paths)*

**C8** *Picasso way (60 km cultural route)*

**C8** *Symbol of Catalans (patriotic character) and cradle of climbing and hiking in Catalonia*

**C9** *Network of signpost paths of more than 2000 km*

**C9** *Nordic ski resort*

**C10** *Paleontological interest*

**C10** *Mining heritage*

**C10** *Geological interest*



## Gran Sasso

### Rare emblematic assets

2,914 meters above sea level.

**C2** 21 certified companies (out of 52 in total) awarded with the Ospitalità Italiana brand operate in the area

**C2** 5 villages are in the list of the most beautiful villages in Italy (Borghi più belli d'Italia)

**C6** The highest massif of the Apennines. The only Apennine mountain with alpine and dolomite characteristics.

**C7** "Forno d'Abruzzo", particular hot-humid microclimate

**C7** Amazing plateau of Campo Imperatore

**C7** Five (5) lakes. Campotosto lake, the second largest artificial lake in Europe (place to practice windsurfing, kitesurfing and kayaking).

**C7** National Park (Gran Sasso e Monti della Laga National Park), awarded with the European Charter for Sustainable Tourism in Protected Areas

**C7** The highest number of plants across Europe (2,300 superior plant species)

**C7** The only perennial glacier of the Apennine (Calderone) which is the second southernmost glacier in Europe.

**C7** Waterfalls

**C8** Capestrano Warrior (2.09 m tall limestone statue of a Picene warrior, dated to around the 6th century BC)

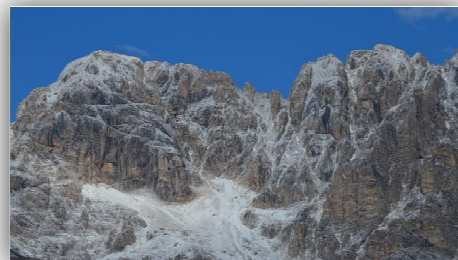
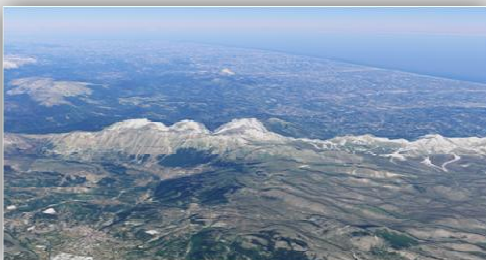
**C8** Place of birth and contemplation of Saints

**C8** The Paths of Transhumance (UNESCO application)

**C9** Gran Sasso Horse Riding Trail (320 km long route possible to cross on foot, by bike or horseback)

**C9** Sky observatory

**C10** Mountain linked to two Popes (Celestino V and John Paul II). The Paths of Forgiveness (religious itineraries).



## Olympus

### Rare emblematic assets

*2,917 meters above sea level.*

**C2** *The whole Olympus territory has been declared as an archaeological and historical place*

**C2** *UNESCO Storage of Biosphere*

**C3** *Worldwide symbol found in most of the school curricula worldwide*

**C4** *Epicenter of the Greek mythology (home of the 12 Gods, i.e. Zeus, Aphrodite, Apollo, Athina, Hephaestus etc).*

**C5** *Inspired Homer*

**C6** *The highest mountain in Greece and the second highest in the Balkans.*

**C7** *1,700 species and subspecies that represent 25% of Greek flora*

**C7** *National Park, first national park of Greece*

**C8** *Branding of products*

**C8** *Sacred Macedonian city, the ancient Dion where Alexander the Great began his great campaign in the name of Olympian.*

**C8** *Several Marathon races (Olympus Marathon, Olympus Mountaineering Marathon, Faethon Olympus Marathon, Olympus Mythical Trail Race)*

**C8** *Important cultural events*

**C9** *Olympus National Park Information Center / Museum of Natural History and Mediterranean Mosaic Center*



## Etna

### Rare emblematic assets

3,330 meters above sea level.

**C2** UNESCO world heritage site

**C3** The highest and the only active volcano in Europe. One of the most active in the world (for 600,000 years) but still not dangerous. At the same time the most inhabited territory in Sicily.

**C3** Globally known. Major educational / scientific value. Found in most of the school curricula worldwide.

**C3** Italy's highest peak with the exception of the Alps

**C3** The very emblem of the supernatural

**C4** Home of Cyclops

**C6** Contrasting landscapes (lunar and desert landscapes as well as forests and fertile land)

**C6** The Bove valley's unique volcanic landscape

**C6** Unusual form with 3 major eruptive volcanic cones and hundreds of lateral volcanic cones. More than 200 caves originated from lava flows.

**C7** "Castagno dei cento cavalli" (Chestnut of the Hundred Horses), monument due to its age and size

**C7** Grotta del gelo (cave of the ice) with perennial presence of ice

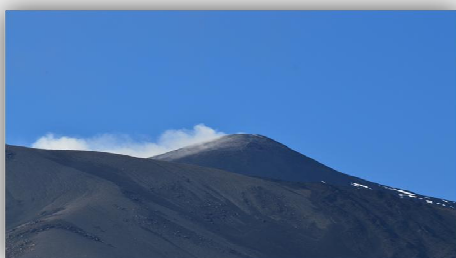
**C7** Regional Nature Parks

**C8** 400 PDO wines cellars.

**C8** Mountain marathon races.

**C9** Medieval towns well preserved

**C9** Various different uses of lava stone

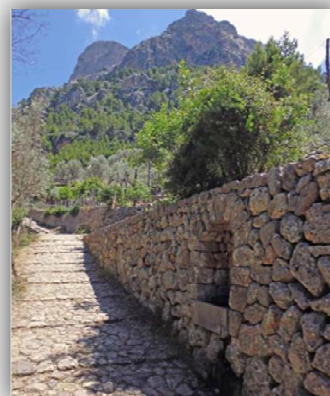


## Serra de Tramuntana

### Rare emblematic assets

1,445 meters above sea level

- C2** World Heritage Site List for its Cultural Landscape values
- C5** Painters and writers like George Sand (FR) and Robert Graves (UK)
- C5** Ludwig Salvator (traveller, scientist, artist, open-minded thinker and mentor, visionary, conservationist, writer)
- C5** Musician and composer Frédéric Chopin
- C5** Ramon Llull, philosopher, writer, teacher and missionary
- C6** 54 peaks over 1,000 metres
- C6** Recognized as picturesque landscape by Spanish Government in 1972
- C6** Terraced area of Rotes de Caimari
- C6** Torrent de Pareis deep karstic canyon, protected as Natural Monument
- C6** Terraces landscape
- C7** 65 of the 97 endemic species described on the Balearic archipelago, 65 of the 68 endemic plants in Mallorca
- C7** Balearic holm-oak woodland
- C7** Black vulture
- C7** Fonts Ufanes hydrological phenomenon
- C8** Dry stone technique (in process to be included in the list of the Intangible Cultural Heritage of Humanity of UNESCO)
- C9** Estate houses
- C9** Ice houses
- C9** Major hiking trail, the Dry Stone Route GR221, 164 kilometers long
- C9** Network of traditional mountain paths, i.e. Camí del Barranc de Biniraix path, Camí des Correu path





## Psiloritis

### Rare emblematic assets

2,456 meters above sea level

**C2** Member of the European and Global network of GeoParks and nominated as UNESCO Geopark

**C4** Cave of Ideon Andron (Bethlehem of ancient times); Zeus, the father of the Gods of Olympus, was born and raised, nursed on the milk of the goat-nymph Amaltheia.

**C4** The copper Giant Talos myth

**C5** Incompatible traditional poetry, music and dance.

**C6** Crete's highest mountain, 5 peaks above 2,000 meters

**C7** 168 endemic species out of 268 in Crete and 1,130 in Greece (e.g. Horstrissea, Red Cretan Tulip, Cretan cephalanthrera orchid, dictamus, Common Hawthorn of Zominthos)

**C7** Bearded vulture and Cretan wildcat

**C7** Speleopark

**C8** Local festivals (e.g. Yakinteia, Cultural August)

**C8** Mountain ski race "Pierra Creta", 154 Km Ultramarathon race "Heroes Ultra" and "Mountain path to the top of Psiloritis"

**C8** People with pride, courage and braveness, self-sarcasm and humour

**C8** Popular art (weaving, pottery, stone carving, basket weavers, luthier workshops, Cretan boots workshops)

**C8** Timeless presence of people

**C8** Traditional wedding receptions still alive

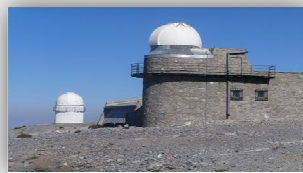
**C8** Ultra low height dry stone church at the top

**C8** Zominthos and Eleutherna antiquities linked to the Minoan civilization and Dorians.

**C9** Over 300 shepherd dry stone houses (Mitata)

**C9** Sky observatory

**C10** Holocaust of Anogeia (World War II), symbol of freedom and resistance



## Sainte Victoire

### Rare emblematic assets

1,011 meters above sea level

**C2** Grand Site de France certification

**C3** Over 1 million visitors per year

**C5** Paul Cezanne ("a Cezanne's site"), Picasso (castle of Vauvenargues property of Picasso) and Andre Masson, territory of painters

**C6** The mineral aspect of the rock

**C7** 20% of French fauna and flora, Alpine and Mediterranean species

**C7** A wide protected area within a metropole of 1.8 million inhabitants

**C8** Cezanne Road (protected since 1959)

**C8** Extremely strong ownership by the local people

**C8** A festival area (music, gastronomy and literary)

**C9** The mining tradition is still present (since the XV century, the last mining has closed in 2003)

**C9** Several hiking and climbing paths, 200 km of marked trails, para-gliding field, land of sports (Trail Sainte-Victoire and Iron man Aix en Provence)

**C10** Roques Hautes paleontological site (deposit of dinosaurs eggs)





To summarise in a generic manner, the above mentioned **rare emblematic assets** of the 9 mountains, the following elements can be highlighted:

|  |
|--|
| <b>C2 Certifications</b>                           |
| <b>C3 Big number of visitors</b>                   |
| <b>C3 Globally known</b>                           |
| <b>C4 Myths and legends</b>                        |
| <b>C4 Sacred places</b>                            |
| <b>C5 Associated with emblematic personalities</b> |
| <b>C5 Power of inspiration</b>                     |
| <b>C5 Symbols</b>                                  |
| <b>C6 Alpine characteristics</b>                   |
| <b>C6 High altitudes</b>                           |
| <b>C6 Picturesque landscapes</b>                   |
| <b>C6 Superlative features</b>                     |
| <b>C6 Topographic prominence</b>                   |
| <b>C6 Unforgettable spots</b>                      |
| <b>C6 Unique shapes</b>                            |
| <b>C7 Contrasting landscapes</b>                   |
| <b>C7 Fauna and flora</b>                          |
| <b>C7 Natural parks</b>                            |
| <b>C7 Natural phenomena</b>                        |
| <b>C8 Antiquities</b>                              |
| <b>C8 Events</b>                                   |
| <b>C8 Outdoor activities</b>                       |
| <b>C8 Ownership by the local people</b>            |
| <b>C8 Popular art</b>                              |
| <b>C8 Professions under extinction</b>             |
| <b>C10 Medieval towns</b>                          |
| <b>C10 History</b>                                 |

In a different pattern of **a) particular details** and **b) examples of emblematic dimension**, a concrete **summarised set of rare emblematic assets** is the one below:



|  |
|--|
| C2 "Countries of Art and History" (Canigo)                                     |
| C2 "Most beautiful villages of France" (Canigo)                                |
| C2 Grand Site de France certification (Canigo, Sainte Victoire)                |
| C2 Listed among the most beautiful villages (Canigo, Gran Sasso)               |
| C2 UNESCO Geopark (Psiloritis)   |
| C2 UNESCO heritage (Canigo, Gran Sasso, Etna, Serra de Tramuntana, Psiloritis) |
| C2 UNESCO Storage of Biosphere (Olympus)                                       |
| C3 Highest and only active volcano in Europe (Etna)                            |
| C3 Over 1 million visitors per year (Sainte Victoire)                          |
| C4 "witch's mountain" (Pedraforca)   |
| C4 Greek mythology (Olympus, Etna)   |
| C5 "a Cezanne's site" (Sainte Victoire)  |
| C5 Artists and writers (Serra de Tramuntana)                                   |
| C5 Incompatible traditional poetry, music and dance (Psiloritis)               |
| C5 Pablo Ruiz Picasso residence (Sainte Victoire)                              |
| C6 5 peaks above 2,000 meters (Psiloritis)                                     |
| C6 Begins to rise at sea level (Cika)  |
| C6 Highest of Apennines / dolomites (Gran Sasso)                               |
| C6 Highest peak of the Ceraunian range (Cika)                                  |
| C6 Lunar/desert landscape and forest/fertile land (Etna)                       |
| C6 Prominence of 1,563 meters (Cika)   |
| C6 Referenced by Ptolemy, Strabo, Pausanias (Cika)                             |
| C6 Second highest mountain in the Balkans (Olympus)                            |
| C6 Terraces landscape (Serra de Tramuntana)                                    |
| C6 Unusual flat terraces on high altitudes (Canigo)                            |
| C7 20% of French fauna and flora (Sainte Victoire)                             |
| C7 200 km of marked trails (Sainte Victoire)                                   |
| C7 3,330 meters above sea level (Etna)   |
| C7 Astrotourism (Pedraforca)   |
| C7 Black vulture (Serra de Tramuntana)   |
| C7 Granite reserves (Canigo)   |
| C7 Grotta del gelo (cave of the ice) (Etna)                                    |
| C7 Highest number of plants across Europe (Gran Sasso)                         |
| C7 Lake to practice windsurfing and kite-surfing (Gran Sasso)                  |



C7 Monumental trees with spectacular sizes (Pedraforca)

C7 Second southernmost glacier in Europe (Gran Sasso)

C7 Speleopark (Psiloritis)

C7 Vias ferratas (Pedraforca)

C7 World reference for botanists (Canigo)

C8 400 PDO wine cellars in a single territory (Etna)

C8 Cradle of Catalanità (Canigo, Pedraforca)

C8 Dry stone technique (Serra de Tramuntana)

C8 Fire-related events (Pedraforca)

C8 Low height dry stone church at the top (Psiloritis)

C8 Mountain marathon races (Olympus, Etna, Psiloritis)

C8 Mountain ski race (Psiloritis)

C8 Picasso way (60 km cultural route) (Pedraforca)

C8 Traditional wedding receptions (Psiloritis)

C8 UNESCO applications pending (Gran Sasso)

C9 320 km route (on foot, bike, horseback) (Gran Sasso)

C9 Dry Stone Route hiking trail (Serra de Tramuntana)

C9 Medieval towns (Gran Sasso, Etna)

C9 Nordic ski resort (Pedraforca)

C10 Mountain linked with two Popes (Gran Sasso)

C10 Paleontological site (Pedraforca, Sainte Victoire)

C10 World war II Holocaust town (Psiloritis)

### 3.2.3 “Not rare” emblematic assets, elements of the potential tourism offer

The emblematic assets described below are deemed **not rare** as they can be found in several mountains or other mountains. Nevertheless, they are certainly important in terms of the mountains’ **particularities** and they have to be considered as elements of an **integrated tourism offer**.

C3 Large number of visitors

C3 National or regional reputation

C4 Folktales

C4 Godly presence

C4 Haunted places

C4 Heroic accomplishments

C4 Mythology

C4 Supernatural phenomena

C4 Unknown powers

C5 Inspiration for arts, literature, films, music and photography

C6 Panoramas

C6 Rocky appearance

C6 Scenic pastures

C6 Several peaks

C6 Steep slopes

C6 Valleys, gorges and plateaus

C6 Varied relief, diverse landscapes

C7 Alpine zones

C7 Areas of outstanding natural beauty

C7 Caves

C7 Climatic variety and microclimatic conditions

C7 Forests, several forest typologies, tree cover and remarkable trees

C7 Freshwater ecosystems



C7 Geological variety and various soil types

C7 Isolation

C7 Many endemic and protected species

C7 National and regional natural reserves, special biotopes

C7 Natura 2000 network sites

C7 Natural quietness

C7 Naturalness, intactness of natural systems

C7 Particular large mammals (deers, wolves, bears, boars etc) and birds  
(vultures, eagles, hawks etc)

C7 Peaceful territories

C8 Authenticity

C8 Customs and traditions

C8 Festivals

C8 Gastronomy (food, wine, spirits etc), cuisine, Mediterranean diet, slow  
food, particular dietary habits

C8 Intangible heritage

C8 Livestock production and agriculture

C8 Local dialect

C8 Particular mentality and temperament of the locals

C8 PDO and PGI products

C8 People's pride

C8 Religious celebrations

C8 Sport events

C8 Winter and outdoor sports

C9 Antiquities / declared archeological sites

C9 Castles

C9 Monasteries and chapels

C9 Mountaineering paths and hiking trails

C9 Particular architecture



C9 Ski resorts

C9 Territories inhabited since millennia

C10 Battle fields

C10 Emblematic personalities' origin

C10 Historic towns

C10 Prehistoric and historic places and monuments

C10 Traditional trails

#### 3.2.4 Common, among the 9 mountains, emblematic assets

The review of the Local Meeting Reports and Case studies highlighted also **common among the 9 mountains emblematic features** with respect to the criteria 3, 4, 5, 7, 8, 9 and 10. This means that the mountains share somehow a common heritage which is potentially exploitable collectively. Indicatively such features are the ones that follow:

- ✓ C4 Witches (Pedraforca and Gran Sasso)
- ✓ C4 Zeus and immortal Gods (Olympus and Psiloritis)
- ✓ C5 Found in most of the school curricula worldwide (Etna and Olympus)
- ✓ C5 Pablo Ruiz Picasso (Pedraforca and Sainte Victoire)
- ✓ C7 Chamois (Pedraforca, Olympus and Gran Sasso)
- ✓ C7 Bearded vulture (Psiloritis, Pedraforca)
- ✓ C7 Endemic agriculture (Gran Sasso, Pedraforca, Etna, Psiloritis)
- ✓ C7 Waterfalls (Gran Sasso and Olympus)
- ✓ C8 Dry stone technique (Serra de Tramuntana, Psiloritis, Canigo)
- ✓ C8 Greek and Roman era (Etna and Olympus)
- ✓ C8 Mountain marathons/races/ultra distant trails (Etna, Olympus, Psiloritis, Canigo, Pedraforca)
- ✓ C8 Slow food (Gran Sasso and Etna)
- ✓ C9 Mining tradition and museums (Pedraforca, Sainte Victoire, Canigo)
- ✓ C9 Sky observatory (Gran Sasso, Psiloritis, Pedraforca)
- ✓ C10 Paleontological history (Pedraforca and Sainte Victoire)
- ✓ Short distance from the sea (prerequisite of the network)

### 3.2.5 Missing assets and weaknesses recorded case by case

This part of the report highlights the missing assets and weaknesses that the partners recorded in the Meeting Reports and Case studies according to their view and the view of the local stakeholders.

#### **Canigó**

- ☒ Lack of transport and accessibility solution to reach the destination (out of private vehicles).
- ☒ Difficulty to convert visitors into tourists.
- ☒ Heterogenous tourism offer.
- ☒ Absence of control of land property.
- ☒ Shortage of accommodation offer.

#### **Cika**

- ☒ Lack of infrastructures and facilities [e.g. no info point, lack of information tables/panels about itineraries and difficulties, no parking site at or close to the starting point, no access point (base/hut) at the beginning or in the middle of the hiking trail, unsafe parts along the trails (lack of via ferrata and zip line), lack of stations to encourage the extension of trips].
- ☒ No team responsible or administrative body of the mountain.
- ☒ Lack of other projects with the mountain in focus.
- ☒ Insufficient measures in terms of security of hiking.
- ☒ No maintenance of trails.
- ☒ Absence of trained guides specialized in hiking and eco-tourism.

#### **Pedraforca**

- ☒ Scarcity of water and sewage treatment in certain places.
- ☒ Access only by car / scarce public transportation.
- ☒ Lack of French public demand despite the proximity to large populations of France.

- ☒ Erosion.
- ☒ Low internet connectivity and speed.
- ☒ Car traffic at the bottom of the mountain. Need to regulate the number of the cars.
- ☒ Lack of high quality hotel offer.
- ☒ Aged entrepreneurs.
- ☒ Lack of sign-posted cycling routes.
- ☒ Lack of funding for tourism projects and management of natural areas.
- ☒ Ignorance of the international market by the local companies.
- ☒ Little interest from local stakeholders to work with tour operators.
- ☒ Little professionalism of the sports event organization sector.
- ☒ Low average expenditure of visitors.
- ☒ Degradation of the Pedraforca scree.
- ☒ Difficulty to convert visitors into tourists.
- ☒ Low level innovation of tourism products.

### **Gran Sasso**

- ☒ Overlap of operations and lack of cooperation of local authorities and bodies.
- ☒ No representative of the Gran Sasso National Park attended the meeting.  
The Park itself, as a body of protection, often imposes rigid constraints that prevent the survival of traditional activities (e.g. sheep-farming, dairy production, agriculture) and often does not fulfill the function of controlling and managing the natural heritage, causing disinterest, conflicts and dissatisfaction of the inhabitants.
- ☒ Earthquakes caused negative publicity.
- ☒ Substantial lack of infrastructure and services.
- ☒ Poor coordination that strongly penalizes the territory.
- ☒ Lack of information and support for the visitor who wishes to know, discover and live the territory.
- ☒ Inadequate accessible tourism facilities.



- ☑ Lack of awareness in the local community of the value of the architectural, cultural and environmental heritage.
- ☑ Lack of collaboration between public and private bodies operating and managing heritage.

## **Olympus**

- ☑ The latest draft Management Plan 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 mountain's sustainability and its institutional recognition framework.
- ☑ Lack of resources to complete the necessary infrastructure and services in the mountain (paths, marking, projection, cleanliness, protection).
- ☑ Pressures that the mountain range receives from urban area but also from public facilities (army field).
- ☑ Conflicts of local population groups with regard to its development (investors / nature lovers).
- ☑ Inability to "encourage" the mass of climbers to stay in the area and increase their financial expenses.
- ☑ Need to control the carrying capacity of the mountain, especially at certain times of the summer.
- ☑ The economic crisis brought lack of funds for the upgrading of services to the mountain (visitor monitoring, cleanliness, preparation of a management plan)
- ☑ Lack of fire protection zones and incomplete basic infrastructure, increased fire risk (fire-fighting tanks, etc.).
- ☑ Low level of cooperation and synergies between different sectors of tourism (catering, accommodation, local products).
- ☑ Lack of organized provision of information and promotion of the area in targeted markets.
- ☑ Lack of specialty professions (e.g. mountain guides, tour guides) that weaken the tourist product.
- ☑ Not enough infrastructures for climbers.



- ☑ Property issues – the administration of the monastery of St. Dionysios owns a big part of the mountain as well as the public authorities.

### **Etna**

- ☑ Unfavourable road surfaces and road signs, lack of tourist information in the villages, unfavourable opening hours of public facilities and historical buildings, lack of public transportations, urban cleanliness, bureaucracy, sometimes lack of professionalism.
- ☑ Hospitality operators operate mostly casually and not cooperatively.
- ☑ Many municipalities support the tourism development locally, instead of thinking of their own territory as a product that is part of the homogeneous brand: “the Etna territory”.
- ☑ Inadequate connections to the coast.

### **Serra de Tramuntana**

- ☑ Punctual overcrowding problems on road access to the most emblematic sites (viewpoints).
- ☑ Accessibility with public transport could improve for some localities.
- ☑ Low accommodation offer during the low season, as hotels usually close from November to March
- ☑ Global image of the Balearics little associated with rural tourism
- ☑ Possible conflicts between the different users collectives of the land.

### **Psiloritis**

- ☑ Overgrazing of the mountain due to the big number of sheeps and goats. Overgrazing causes desertification.
- ☑ Lack of tourist recreation facilities (information centers, trails linked to nature and geological observation, viewpoints, observatories, insufficient signage, etc.).
- ☑ Unorganized and fragmented effort to promote the tourist product.
- ☑ Small degree of promotion and exploitation of the traditional settlements.



- ☑ Insufficient link of the primary to the other two sectors of the economy (secondary and tertiary).
- ☑ Low competitiveness of goods and services of the secondary and tertiary sectors.
- ☑ Degradation of the natural and urban environment.

### **Sainte Victoire**

- ☑ External arrangements of the Musée de la Mine have not yet been finalized.
- ☑ Since the 'Provence Mines d'Energies' project brings together various projects, there is a risk of incomplete coordination.
- ☑ The multiplication of actors on the same routes may cause conditions for a not delicate communication among them.
- ☑ There is a risk of failing to satisfy the expectations of all the strongly involved local actors.
- ☑ The attractiveness of the developed concept "the unexpected mountain Sainte-Victoire is the one which is more beautiful" and the support of tourism institutions to promote it remain unclear.

### **3.3 Self-assessments**

The self-assessments had a dual scope. First, they had the scope to provide the contractor with a filter for its own perception for the 9 mountains. Second, to validate that the written details reported by the partners were coherent with their scoring and vice versa.

There was no scope of course to rank the 9 mountains of the network. What was useful was the input on how different people comprehend both the criteria and the emblematic dimension of their area.

The visual presentation of performance was done to enhance comprehension in addition to the data presented in tables.

However, following the finalisation of criteria during the project transnational meeting of December 2017 partners were asked to review their case study by replacing C1 spatial cohesion with C1 Proud local people.

This also resulted in a review of their score for the criteria which in turn affected the overall self-assessments recorded in the case studies and presented her.

#### **3.3.1 Self-assessments recorded at the local meeting reports**

Partners were invited to dedicate part of the local meetings on the self-assessment together with the meetings' participants. These scores were recorded systematically and a relative table was built.

However, following the finalisation of criteria during the project transnational meeting of December 2017 partners were asked to review their case study by replacing C1 spatial cohesion with C1 Proud local people.

This also resulted in a review of their score for this criteria which in turn affected the overall self-assessments recorded in the case studies and presented her.

## SELF-

## ASSESSMENTS

### DURING THE LOCAL MEETINGS

|   | LP1-CANIGO   | PP1-CIKA  | PP2-PEDRAFORCA | PP3-GRAN SASSO | PP4-OLYMPUS | PP5-ETNA  | PP6-SERRA DE TRAMUNTANA | PP7-IDA   | PP16-SAINT-VICTOIRE |
|---|--------------|-----------|----------------|----------------|-------------|-----------|-------------------------|-----------|---------------------|
| C1 Spatial cohesion                             | 6.66         | 5         | 8              | 8              | 8           | 8         | 8                       | 8         | 5                   |
| C2 Institutional recognition                    | 6.77         | 7         | 9              | 9              | 8           | 8         | 9                       | 9         | 5                   |
| C3 Reputation                                   | 7.22         | 5         | 8              | 5              | 10          | 8         | 7                       | 7         | 6                   |
| C4 Legends and myths                            | 8.22         | 5         | 7              | 8              | 10          | 8         | 9                       | 10        | 4                   |
| C5 Power of inspiration                         | 8.11         | 6         | 8              | 6              | 9           | 10        | 9                       | 9         | 9                   |
| C6 Picturesque landscape                        | 8.77         | 10        | 9              | 9              | 9           | 10        | 10                      | 8         | 10                  |
| C7 Unique ecosystems                            | 9.22         | 8         | 8              | 10             | 8           | 10        | 9                       | 9         | 8                   |
| C8 Particular cultural identity                 | 7.55         | 9         | 7              | 10             | 8           | 9         | 7                       | 9         | 8                   |
| C9 Sustainability and anthropogenic environment | 6.44         | 7         | 7              | 8              | 6           | 8         | 9                       | 9         | 6                   |
| C10 Historic places                             | 7.88         | 9         | 7              | 10             | 9           | 10        | 7                       | 9         | 7                   |
| <b>TOTAL</b>                                    | <b>76.84</b> | <b>71</b> | <b>78</b>      | <b>83</b>      | <b>85</b>   | <b>89</b> | <b>84</b>               | <b>87</b> | <b>68</b>           |

n.a.:not available

### 3.3.2 Self-assessments recorded in the case studies

The self-assessments undertaken and recorded in the case studies provided another set of similar information. The data were processed in the same way as in the case of the Local Meeting Reports and relative descriptive statistics were produced.

### SELF-ASSESSMENTS RECORDED IN THE CASE STUDIES

|  | LP1-CANIGO   | PP1-CIKA  | PP2-<br>PEDRAFORCA | PP3-GRAN<br>SASSO | PP4-OLYMPUS | PP5-ETNA  | PP6-SERRA DE<br>TRAMUNTANA | PP7-IDA   | PP16-SAINTÉ-<br>VICTOIRE |
|--|--------------|-----------|--------------------|-------------------|-------------|-----------|----------------------------|-----------|--------------------------|
| C1 Proud local people                              | 8            | 10        | 8                  | 8                 | 8           | 9         | 8                          | 8         | 8                        |
| C2 Institutional recognition                       | 6.77         | 7         | 8                  | 9                 | 9           | 10        | 9                          | 8         | 9                        |
| C3 Reputation                                      | 7.22         | 5         | 7                  | 5                 | 10          | 9         | 8                          | 8         | 8                        |
| C4 Legends and myths                               | 8.22         | 5         | 8                  | 8                 | 10          | 10        | 9                          | 10        | 5                        |
| C5 Power of inspiration                            | 8.11         | 6         | 8                  | 6                 | 9           | 10        | 9                          | 9         | 10                       |
| C6 Picturesque landscape                           | 8.77         | 10        | 9                  | 9                 | 9           | 8         | 10                         | 8         | 10                       |
| C7 Unique ecosystems                               | 9.22         | 8         | 7                  | 10                | 8           | 8         | 8                          | 9         | 8                        |
| C8 Particular cultural identity                    | 7.55         | 9         | 6                  | 10                | 8           | 8         | 9                          | 9         | 10                       |
| C9 Sustainability and<br>anthropogenic environment | 6.44         | 7         | 7                  | 8                 | 7           | 7         | 9                          | 9         | 7                        |
| C10 Historic places                                | 7.88         | 9         | 6                  | 10                | 9           | 8         | 8                          | 9         | 5                        |
| <b>TOTAL</b>                                       | <b>78,18</b> | <b>76</b> | <b>74</b>          | <b>83</b>         | <b>87</b>   | <b>87</b> | <b>87</b>                  | <b>87</b> | <b>73</b>                |

The table below provides some descriptive statistics as a further input generated by the self-assessments reported in the case-studies.

- *Max and min are the highest and lowest scores.*
- *AVG is the average value of the scores in the ten criteria.*
- *9s-10s are the number of criteria where the partner scored with 9-10*
- *> 6 is the number of criteria where the partner scored above 6*

#### STATISTICS BASED ON THE SELF-ASSESSMENTS INCLUDED IN THE CASE-STUDIES

|                         | MAX | MIN | AVG | 9s-10s | > 6 |
|-------------------------|-----|-----|-----|--------|-----|
| LP1-CANIGO              | 9   | 6   | 8   | 1      | 10  |
| PP1-CIKA                | 10  | 5   | 8   | 3      | 8   |
| PP2-PEDRAFORCA          | 9   | 6   | 7   | 1      | 8   |
| PP3-GRAN SASSO          | 10  | 5   | 8   | 5      | 8   |
| PP4-OLYMPUS             | 10  | 7   | 9   | 6      | 10  |
| PP5-ETNA                | 10  | 7   | 9   | 5      | 10  |
| PP6-SERRA DE TRAMUNTANA | 10  | 8   | 9   | 6      | 10  |
| PP7-IDA                 | 10  | 8   | 9   | 6      | 10  |
| PP16-SAINT-VICTOIRE     | 10  | 5   | 8   | 4      | 7   |



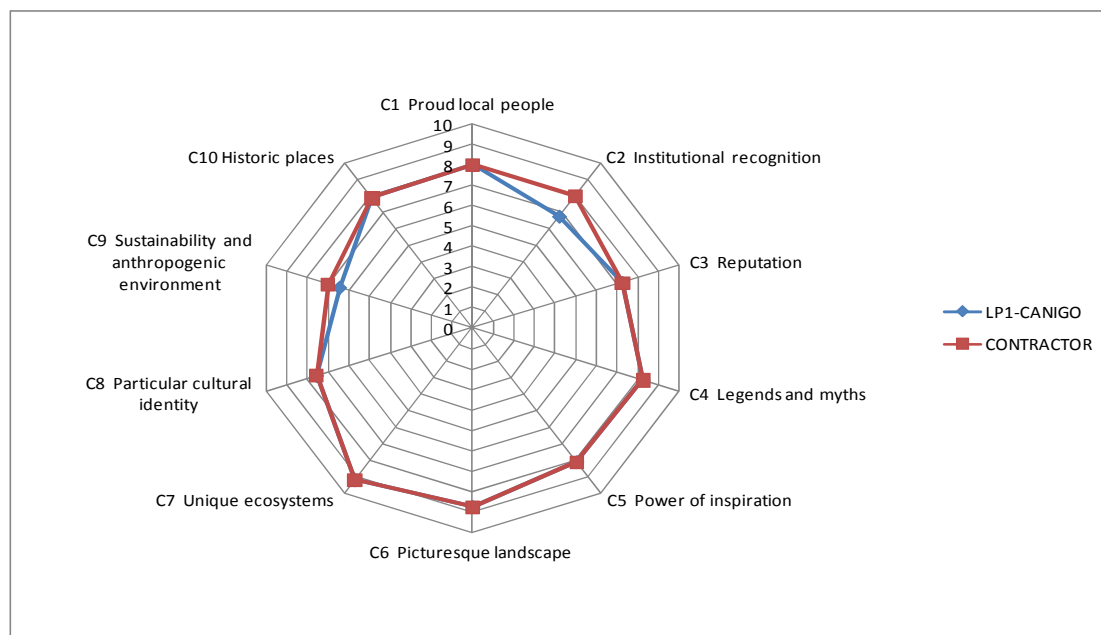
### 3.3.3 Diagrams / spider charts

According to the self-assessments included in the Case studies, the contractor built the following spider charts which visualize the partners' assessments for their territories.

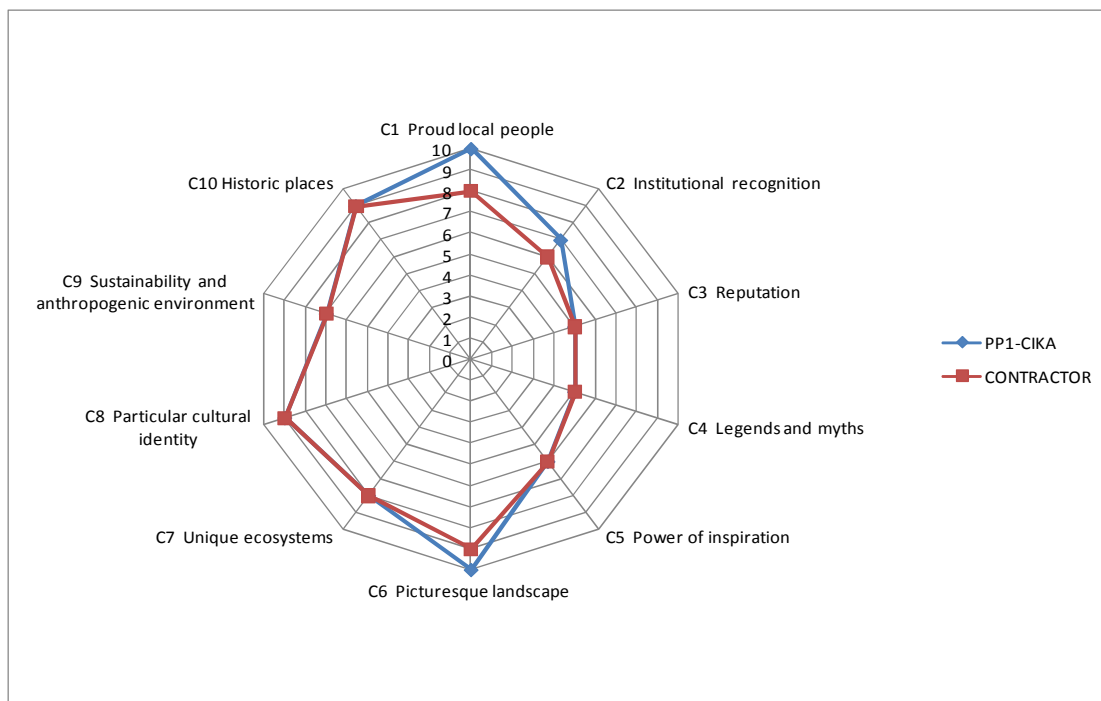
The view of the contractor is that on average the partners provided accurate appraisals. There were only a few cases where we couldn't be quite certain or with a strong same view or doubted by thinking comparatively or thought that a different score is justifiable. Above all of course we are aware of the fact that our input was only a one day on-site research and some several readings of the reports of the partners and most importantly the limited time dedicated to this "exercise" in order to satisfy the work needed.

Hence, the following spider charts visualize simultaneously the self-assessment of the partners (in blue colour) and the contractor (in deep red colour).

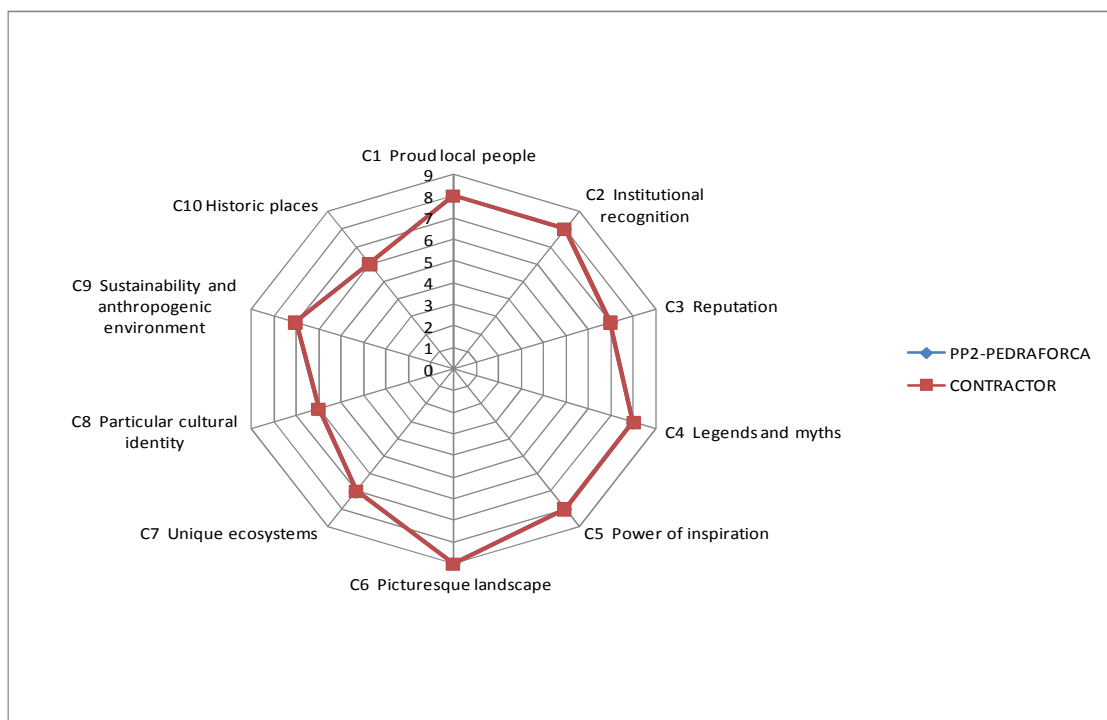
#### CANIGO



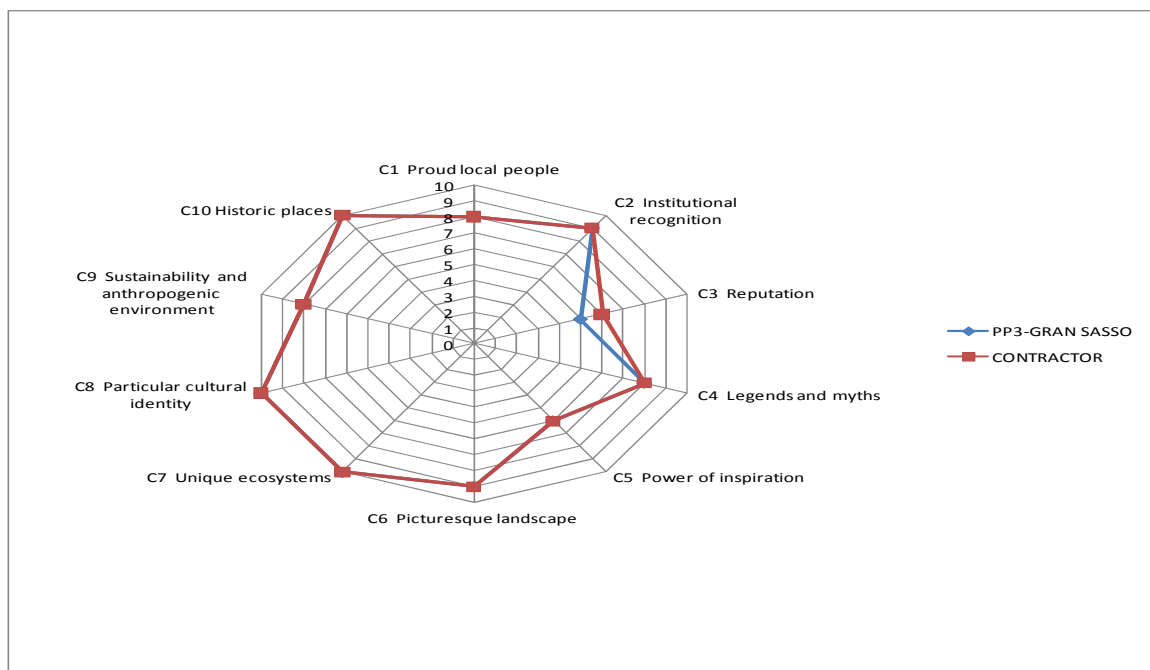
## CIKA



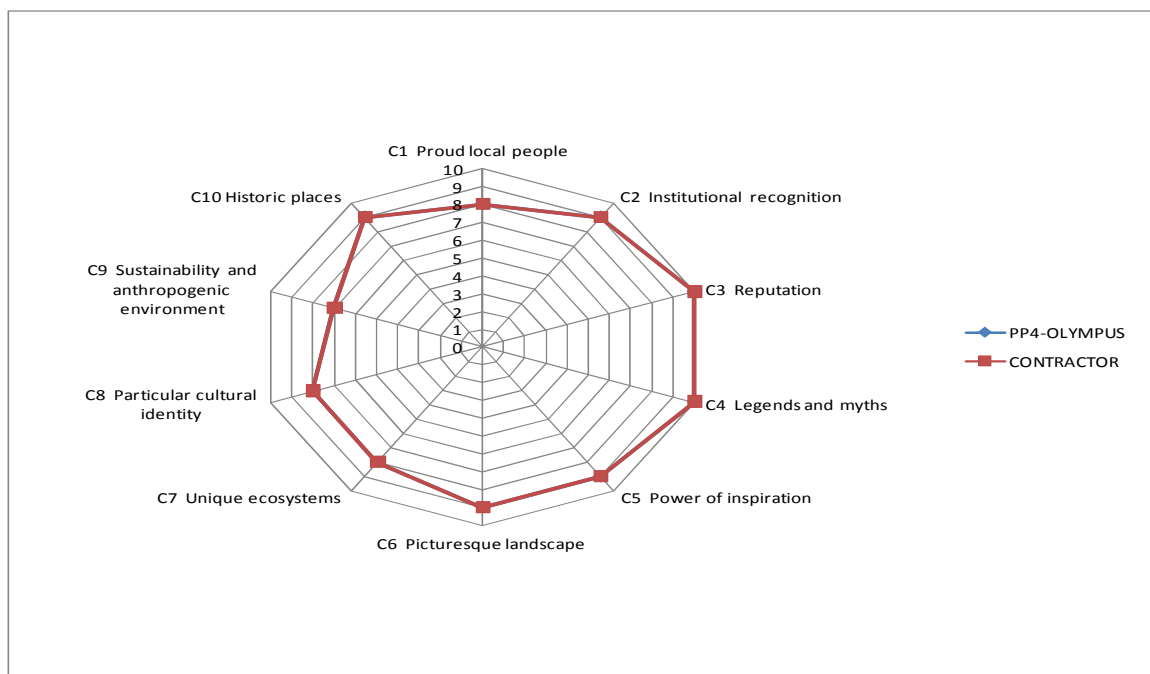
## PEDRAFORCA



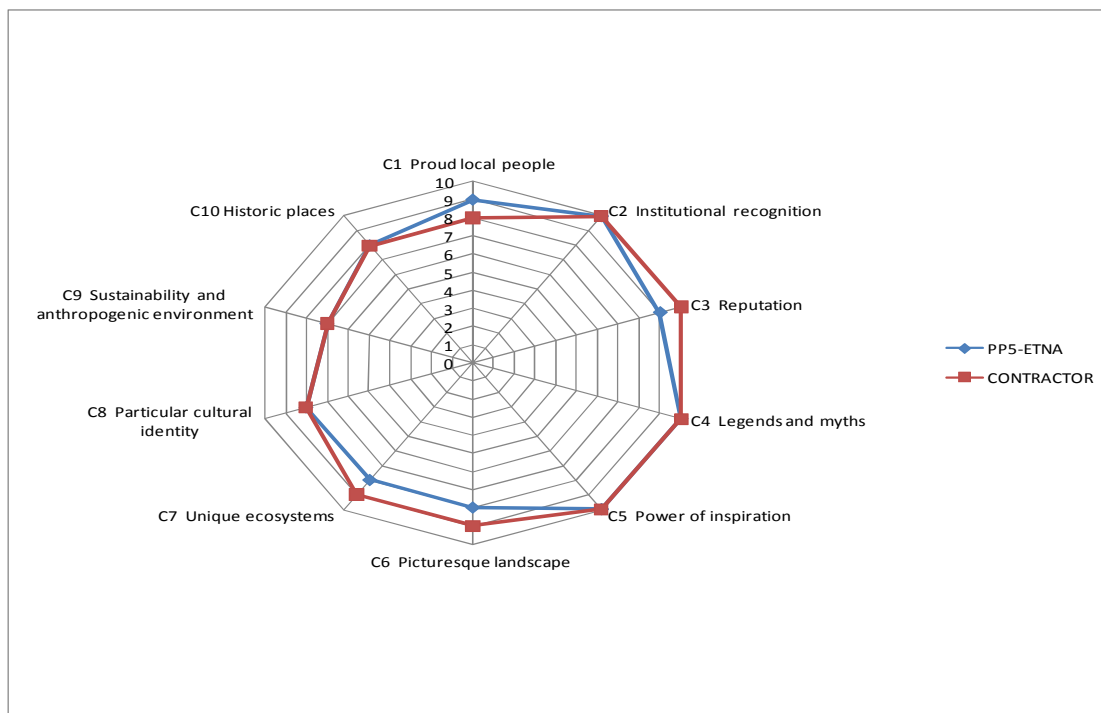
## GRAN SASSO



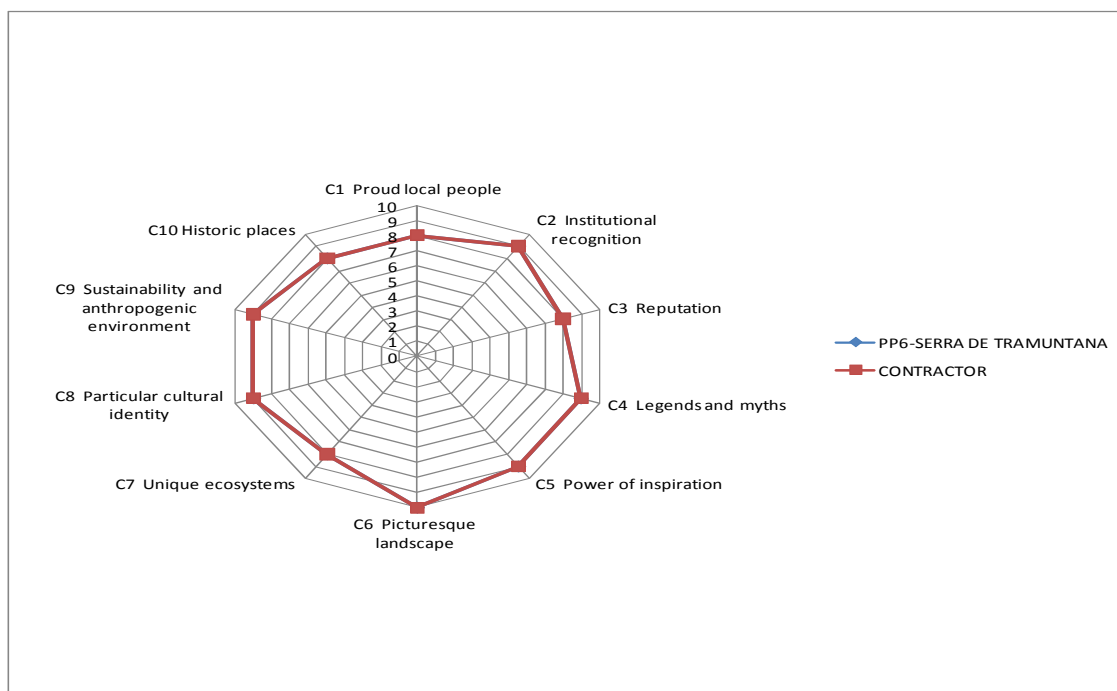
## OLYMPUS



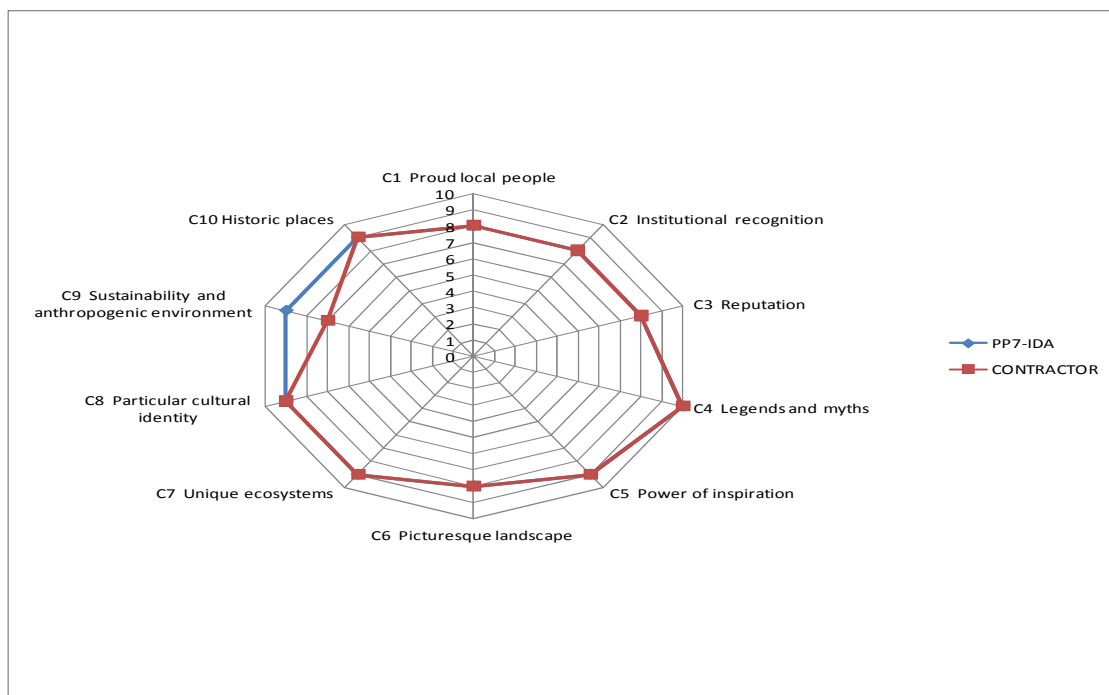
## ETNA



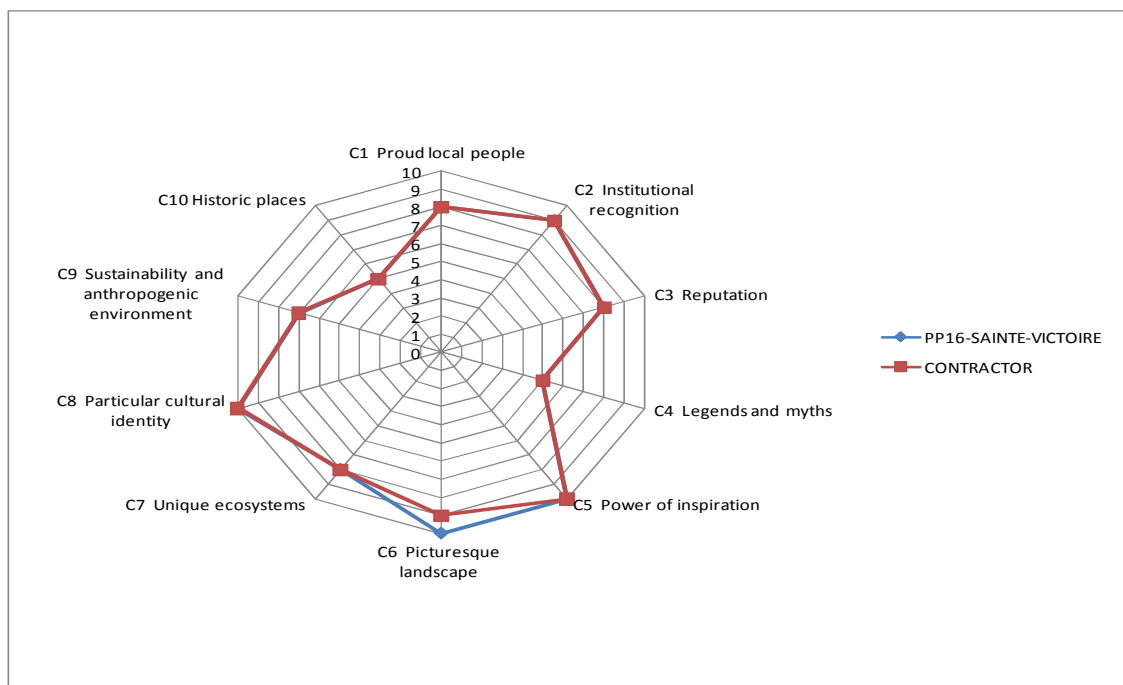
## SERRA DE TRAMUNTANA



## IDA



## SAINTE-VICTOIRE



### 3.4 A preliminary synthesis of values, singularities and differentiating factors of the 9 mountains; common foundation of the emblematic dimension with respect to the environment, society, economy, culture etc.

*Mountains all around me  
reaching out to heaven,  
wild and full of colours  
standing proud forever*  
 Socrates<sup>27</sup>

The **values** of the Network remain clear and strong since the 2013-2015 period. A **sustainable approach** aiming at the **preservation** of the **cultural and natural heritage** is one of the main pillars. Moreover, particular importance has the constant orientation to **reassert and preserve the fragile patrimonial values from endogenous and exogenous threats**, as well as maintain the **intangible elements of the mountains' symbolism** and their **living character**. Beyond a **shared ownership and responsibility** of the local people as guarantors of sustainability and transmission of the inherited capital to future generations, the mountains are **open to visitors respecting certain values and rules**. **Constant improvement, controlled and balanced development protecting the landscape and quality of experience**, is the core of a pursued local development promoting public interest, enhancing the **image** and inspiring **attachment to the place**.

Each of the emblematic mountains is considered a **complex living character**, the combined work of man and nature, **evolving from past to future**. Their visible and tangible character displays an **iconic, unique and distinctive landmark**. Their invisible and intangible character lies in the value of **exemplarity** and the **unique experience of living in an emblematic landscape**. It is part of the inhabitants' **identity**, a matter of **shared**

<sup>27</sup> 1970's music band

**recognition, a mirror of the locals** whose shared **ownership** and **responsibility** for their landscape is strongly related to the unique **sense of place** which among other is a foundation for **slow tourism**. A kind of tourism aiming at securing a balance between **openness** and **protection** or in other words **tourism flows** and **integrity**.

The **singularities** of the mountain correspond to their **rare** and **highly particular emblematic elements**. Their synthesis addresses a great number of elements that robustly highlight the emblematic dimensions of the mountains.

### Synthesis of singularities conceived as the rare and/or highly particular emblematic elements of the 9 mountains

|  |
|--|
| <p><b>C1 Ownership by the local people</b><br/>(people that strongly identify with the mountain)</p>   |
| <p><b>C2 Certifications</b><br/>(e.g. UNESCO Heritage, Storage of Biosphere and Geopark, Grand Site de France, "Countries of Art and History", "Most beautiful villages of France", hiking trails)</p> |
| <p><b>C3 Big number of visitors</b><br/>(e.g. thousands and over a million in one case, popular mountains)</p>   |
| <p><b>C3 Globally known</b><br/>(e.g. Etna, Olympus)</p>   |
| <p><b>C4 Myths and legends</b><br/>(e.g. Dragons and 7 men of Canigo, witchs' mountain, home of Cyclops, Greek mythology, copper Giant Talos)</p>  |
| <p><b>C4 Sacred places</b><br/>(e.g. sacred mountain of Catalans, Paths of Forgiveness, ancient Dion sacred city)</p>  |
| <p><b>C5 Associated with emblematic personalities</b><br/>(e.g. Alexander the Great, Cezanne, Picasso, Chopin, Graves, John Paul II, Elytis, Lord Byron)</p>   |
| <p><b>C5 Power of inspiration</b><br/>(e.g. Cezanne, Picasso, Homer, Nobel winners, several painters, writers, poets and musicians, school curricula)</p>  |
| <p><b>C5 Symbols</b><br/>(e.g. cradle of Catalanity, cradle of climbing and hiking in Catalonia, emblems of supernatural, worldwide symbols, symbols of pride, braveness and freedom)</p>              |
| <p><b>C6 Alpine characteristics</b><br/>(e.g. peaks at high altitude, complex topography, difficult access, cold and harsh climate, snow, glaciers, low vegetation)</p>                                |
| <p><b>C6 High altitudes</b><br/>(e.g. Mediterranean mountains over 2,500 meters)</p>   |
| <p><b>C6 Picturesque landscapes</b></p>  |

(e.g. grandiose landscape, unusual flat terraces on high altitudes, sea and mountain, changing colours, dry stone constructions, amazing plateaus, waterfalls, mountain rising at the sea level)

### **C6 Superlative features**

(e.g. 3,300 meters above sea level, the highest and only active volcano in Europe, perennial presence of ice, highest massif of the Apennines, the only Apennine mountain with dolomite characteristics, the highest number of plants across Europe)

### **C6 Topographic prominence**

(e.g. Cika)

### **C6 Unforgettable spots**

(e.g. Cezanne road, Pedraforca, Etna and Gran Sasso tops, Campo Imperatore, Dry Stone Route GR221)

### **C6 Unique shapes**

(e.g. volcano, lunar landscape, dolomite type of rocks, Pedraforca, Gran Sasso)

### **C7 Contrasting landscapes**

(e.g. sea and mountain, tree covered and deserted, Alpine and Mediterranean, lunar landscape and forests and fertile land, rocks and pastures, cultivated land and forest areas)

### **C7 Fauna and flora**

(e.g. high endemism, world reference for botanists, 20% of French fauna and flora, Alpine and Mediterranean species, majority of species of the Balearic archipelago and majority of endemic plants in Mallorca, Black and Bearded vulture, Cretan wildcat, highest number of plants across Europe, 2300 superior plant species, 25% of the Greek flora, majority of endemic species of Crete, monumental trees with spectacular sizes, Chestnut of Hundred Horses)

### **C7 Natural parks**

(e.g. Catalan Pyrenees, Etna, Gran Sasso e Monti della Laga, Olympus)

### **C7 Natural phenomena**

(e.g. magnetism due to iron concentration, strong weather conditions, active volcano, perennial glaciers, hot-humid microclimate, Fonts Ufanes hydrological phenomenon)

### **C8 Antiquities**

(e.g. ancient Dion, Necropolis of Fossa, Roman sites)

### **C8 Events**

(e.g. fire-related and witches events, bear festival, traditional wedding receptions, poetry games)

### **C8 Outdoor activities**

(e.g. mountain marathons, vias ferratas, speleology, mountaineering, hiking, climbing, paragliding, Nordic ski, mountain bike, horse riding, several spots of outdoor activities, hundreds of referenced practice sites)

### **C8 Popular art and professions under extinction**

(e.g. weaving, basket weavers, boots workshops, coal miners)

### **C10 Medieval towns**

(e.g. at Gran Sasso and Etna)

### **C10 History**

(e.g. Dorians, Hellenistic period, Middle ages, World War II period)

In other words the emblematic dimension is for instance the globally rare features, the assets with global significance, the extraordinary elements in a



global context, anything one and only. It is also the referenced sites, the tangible and intangible heritage, all the unforgettable and “incompatible” features. Moreover it is the beauty and aesthetic appeal and the genuinely authentic Mediterranean character. All these extraordinary elements can be systematically viewed through the prism of a common foundation with respect to the environment, society, economy and culture.

| ENVIRONMENT  | SOCIETY   | ECONOMY   | CULTURE  |
|--|---|---|--|
| e.g. <ul style="list-style-type: none"> <li>▪ Geophysical features</li> <li>▪ Certificates, awards, designations</li> <li>▪ Ecological habitats, endemism, biodiversity</li> <li>▪ Natural phenomena</li> <li>▪ Superlative features</li> <li>▪ High nature value farming</li> <li>▪ Beauty / aesthetic appeal</li> <li>▪ Altitude and prominence</li> <li>▪ Unique animals / wilderness character</li> <li>▪ Contrast / distinctive landscapes</li> <li>▪ Varied relief / range of landforms</li> <li>▪ Thick forests / various forest types</li> <li>▪ Quietness and isolation</li> </ul> etc. | e.g. <ul style="list-style-type: none"> <li>▪ Myths, history, stories</li> <li>▪ Ownership and pride of people</li> <li>▪ Emblematic personalities</li> <li>▪ Past and present time</li> <li>▪ Ordinary people's daily life</li> <li>▪ Food and drinks</li> <li>▪ Human temperament</li> <li>▪ Extraordinary events</li> </ul> etc. | e.g. <ul style="list-style-type: none"> <li>▪ Local economic activity</li> <li>▪ Endemic agriculture</li> <li>▪ Food and drinks</li> <li>▪ Handicraft and popular art</li> <li>▪ Local services</li> </ul> etc. | e.g. <ul style="list-style-type: none"> <li>▪ Certificates, awards, designations</li> <li>▪ Myths, history, stories</li> <li>▪ Art and literature</li> <li>▪ Man-made environment</li> <li>▪ Beauty / aesthetic appeal</li> </ul> etc. |

Hence, in terms of **differentiating factors**, these can be considered as an integrated system of **both rare and not rare features** that correspond to **highly appreciable features** by potential visitors and practically to a **distinctive positioning** of the mountains.

### **Differentiating factors of the 9 mountains conceived as the highly appreciable features**

- C2 institutional recognition of the mountain and/or parts of the mountain
- C3 global or national or regional reputation, high reputation elements, widespread knowledge and beliefs and highly esteemed characteristics
- C3 outstanding universal value
- C4 mythology
- C4 religion, sacred places, spiritual and symbolic elements
- C4 supernatural phenomena
- C5 symbols
- C6 altitude and superlative natural characteristics
- C6 extraordinary shape, spectacular formations, imposing peaks, geotopes and geological exceptional characteristics, rock formations, steep slopes, topographic prominence, varied relief, caves, waterfalls, gorges and valleys
- C6 picturesque landscape, panoramas, graphic and astonishing parts of landscape, scenic pastures, visual integrity and contrasting landscapes
- C7 aesthetic enjoyment, areas of outstanding beauty in nature and build environment
- C7 isolation and natural quietness
- C7 special biotopes and variety of ecosystems, endemism, species richness, particular or symbolic plants and animals, large mammals and birds, freshwater ecosystems, forest diversity, tree cover/density, remarkable trees and high nature value farmland
- C8 cultural characteristics, values and works of the local society, customs, traditional music and dance, dietary habits, local dialect, mentality and temperament of the locals, peoples' special attitude, folklore and any other intangible cultural heritage feature
- C8 economic activity, dominant sectors and branches of the local economy, cultivars and livestock production, quality products (PDOs, PGIs, TSGs, bio), branded products under the name of the mountain, artisanal production and traditional professions

- C8 every day or special human activities, events, fine arts and thematic routes
- C8 outdoor activities, leisure time and fun activities
- C9 aesthetics of the settlements, pleasing urban scenes, architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature
- C9 architectural features, antiquities, notable public works of the past, industrial heritage, traditional authenticity of the anthropogenic environment
- C10 prehistoric and historic places and resources, historic monuments, landmarks, battle fields and heroic accomplishments, emblematic personalities, pilgrim paths, historic towns and districts, traditional trails, sanctuaries

## 4. APPRAISAL OF THE PROPOSED CRITERIA

### 4.1 Suitability of the criteria post the completion of the on-site research, the local meetings and case studies

At an initial stage during the telephone interviews and then afterwards, the partners made their comments on the criteria which were summarized in the **Interim Report** as follow:

*[During the interviews with the partners, most of them provided their comments on the specification of the list of criteria. These comments referred to several issues. Namely on the rationale of setting criteria such as “**spatial cohesion**” and “**mildness**”, the coherence of “**sustainability**” and emblematic dimension, the merge of “**reputation**” and “**institutional recognition**”, as well as “**spatial cohesion**” and “**particular cultural identity**”. Also, it was addressed the link of “**sustainability**” and “**anthropogenic environment**” to **historical traditional activities**, the scope of adding “**governance**” as a criterion, **the removal of “local services**” and the possible **reduction of the number of criteria from 10 to 8**.*

**PP6 (Serra de Tramuntana)** commented: “**spatial cohesion**” and “**mildness**” are not suitable to describe the emblematic dimension of a mountain. Moreover “**sustainability**” is not related to emblematic dimension of the mountain.

**PP7 (Ida)** commented that they considered the number of criteria **big**. Moreover, they highlighted that some of them are interlinked and may have **to be merged (or renamed)**. When it comes to “**spatial cohesion**”, they said that it is a very important criterion. “**Institutional recognition**” could be merged with “**reputation**”, despite the fact that these two criteria are not the same. “**Picturesque landscape**” and “**unique ecosystems**” could be

merged as well. Also, **“sustainability”** and **“particular cultural identity”** may have similarities.

**PP4 (Olympus)** commented that 2-3 criteria are not helpful to describe the emblematic dimension of the Olympus Mountain, however they may be suitable for other mountains of the network.

**PP5 (Etna)** reported that generally they agree with the criteria, but **“institutional recognition”** is more or less the same with **“reputation”**.

**LP1 (Canigó)** commented that ten criteria are too many. They suggested a reduction from 10 to 8. Also, they argued that **“institutional recognition”** and **“reputation”** need to be merged. Moreover **“Spatial cohesion”** can be merged with **“particular cultural identity”**.]

From the **Local Meeting Reports** the contractor recorded the following comments:

### Canigó Local Meeting Report

- *“Feedback on criterion C9 “Sustainability and anthropogenic environment”. Participants were not so clear about this criterion name and suggested: **Sustainability and vernacular activities**”.*
- *Participants commented on the fact that criteria were presented in a **very general way**. They would have appreciated some clearer added distinctions, categories, reading **grids** to direct their reflection but also to create clear factors of comparison with other territories confronted with the same exercise”.*
- *“The participants argued about replacing **reputation** by **notoriety** but the definition proved that it was not justified. “Notoriety: the state of being famous for something bad”. “Reputation: the opinion that people in general have about someone or something, or how much respect or admiration*

*someone or something receives based on past behaviour or character.”*

*“The criterion **reputation** cannot escape **subjectivity** since it is in most cases, hard to define with measured and sound data”.*

### Psiloritis Local Meeting Report

*“Regarding “**Power of inspiration**” it was suggested to include together with the power of inspiration the word “**educational**” or “**learning**”. It was argued that what inspires us should also educate us and that is what the visitor should take with him when leaving from the destination.*

*Also it was 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.*

*It was suggested to include in the **picturesque landscape** 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). Also it was mentioned that in the **picturesque landscape**, the **legends** and the **myths** should be included because they are related to human imagination and the landscape”.*

***Comments of the contractor on the suitability of the criteria post the completion of the on-site research, the local meetings and case studies***

- a. “spatial cohesion” and “mildness” was a field of discussion during last summer. The word “mildness” has been removed then. Regarding “spatial cohesion” it refers to common spatial features, boundaries and delimitation of the certain area, settlements and anthropogenic activities corresponding to the same territory of specific coordinates or boundaries that follow the boundaries of existing protected areas and attributes that convey the emblematic dimension of the territory in its socio-geographic similarities and uniformity.
- b. “sustainability” and emblematic dimension are coherent because without integrity of natural and man-made environment, emblematic dimension is no longer valid.
- c. “reputation” and “institutional recognition” are not the same thing. A territory may have a strong reputation with no institutional recognition. On the other hand an institutionally recognized site is not necessarily famous. Also, a merge of the two would result to double counting of "degrees" of emblematic dimension, or the opposite, i.e. to undervalue emblematic dimension if the one or the other is not considered during an appraisal.
- d. “spatial cohesion” and “particular cultural identity” do not refer to identical things. It may happen that territories with spatial cohesion have, among other things, common cultural identity. Nevertheless, spatial cohesion does not mirror only cultural elements.
- e. “sustainability” and “anthropogenic environment” are definitely linked to historical traditional activities. All three terms were specified precisely, beyond their titles, with the accompanied key words for each criterion.
- f. “governance” is certainly very important in any case. First and foremost to secure integrity. However is not itself a criterion of emblematic dimension.
- g. the removal of the criterion “local services” was done during last summer.



- h. *“reduction of the number of criteria from 10 to 8”*; the single reason for expanding the number of the 2013-2015 period criteria was the scope to incorporate as robustly as possible all emblematic dimensions. Also, the minimization of a number of criteria is always rational as long as they are not getting falsely mixed.
- i. “picturesque landscape” and “unique ecosystems” should not be merged because a picturesque landscape is not necessarily a unique ecosystem at the same time.
- j. *“sustainability and vernacular activities”*; Sustainability is a rather wide and robust concept.
- k. *“Participants commented on the fact that criteria were presented in a very general way. They would have appreciated some clearer added distinctions, categories, reading grids to direct their reflection but also to create clear factors of comparison with other territories confronted with the same exercise”*. For every criterion was developed a respective description which was progressively fine tuned in the successive deliverables. Moreover several key words were defined in order to avoid a single sentence (minimalistic, incomplete) synopsis of each concept. The attempt to provide grids to key words would not be useful because it mostly complicates comprehension by third not familiarized parties.
- l. *“The participants argued about replacing reputation by notoriety but the definition proved that it was not justified. Notoriety: the state of being famous for something bad. Reputation: the opinion that people in general have about someone or something, or how much respect or admiration someone or something receives based on past behaviour or character. The criterion reputation cannot escape subjectivity since it is in most cases, hard to define with measured and sound data”*. All criteria cannot escape subjectivity. This is the reason why they have to be assessed by experts judging credibly and justifying their views according to certain guidelines and provided arguments.



- m. Regarding power of inspiration it was suggested to include the word “educational” or “learning”. It was argued that “what inspires us should also educate us and that is what the visitor should take with him while leaving from the region”. This is indeed correct and the respective key words that clarify the criterion can be enriched accordingly.
- n. Also it was 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”*. The European landscape convention provides indeed an integrated definition of landscape.
- o. It was suggested *“to include in the picturesque landscape 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)”*.

## 4.2 Criteria as finalized by the partnership and ETAM

Based on the discussions held among the partners during the Transnational Meeting in Mallorca in December 2017, the criteria were finalized with the following amendments:

*Criterion 1 “Spatial cohesion” was replaced by the criterion “Proud local people”.*

*Criterion 7 “Unique ecosystems” was renamed “Particular Ecosystem”*

*Criterion 8 “Particular cultural identity” was renamed “Mediterranean cultural identity”.*

Regarding the criterion “Proud local people” it was deemed rather important that the constitution and identity of each territory includes its people. The pride of the local people reveals the identification of people and land over time. The high doses of pride show the noble passion and love for the place. Such expressions of pride might be “pride for their origin”, “pride for the emblematic dimension of the mountain”, “sense of belonging to the territory”, “being our mountain”, “pride to hold a global leadership”, “pride for a particular and different territory”, “pride for the mountain being the marker of their territory”, “a feeling of great belonging”, “feeling the mountain as their home”, “a mountain tied to the soul of the inhabitants” etc.

Subsequently, a new grid was created for this new criteria C1 (replacing the one previously tested: C1 Spatial Cohesion) to guide future applicants when having to elaborate on this criterion in relation to their territory.

| C1 Proud local people   | 10                         | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|----------------------------|---|---|---|---|---|---|---|---|---|
| A strong positive feeling of the local people for their place, a strong sense of belonging to the territory, feeling joy and honour for their homeland, noble feeling of superiority and value for their land of origin, gratified, feeling honoured, satisfied and pleased |                            |   |   |   |   |   |   |   |   |   |
|   | <u>Assessment comments</u> |   |   |   |   |   |   |   |   |   |

Each partner was asked to review and update their D333 Case study to reflect these news decisions:

- The contents of C1 Spatial cohesion was moved I.3 Spatial cohesion
- C1 was renamed Proud local people and new related contents was provided
- C7 was renamed Particular Ecosystem
- C8 was renamed Mediterranean cultural identity: partner were asked to add if needed complementary comments to depict the “Mediterranean” dimension of their identity.
- The following additional keywords were added under C8: “Unique cultural landscape” and “outstanding human features”
- The self-evaluation table was updated with a new score provided for C1 Proud local people to replace the one previously inserted for C1 Spatial cohesion.

Consequently, the set of the ten (10) criteria was finalized as follows:

**C1...Proud local people**

C2...Institutional recognition

C3...Reputation

C4...Legends and myths

C5...Power of inspiration

C6...Picturesque landscape

**C7...Particular ecosystem**

**C8...Mediterranean cultural identity**

C9...Sustainability and anthropogenic environment

C10...Historic places

### **4.3 Scaling of criteria**

The development of internal scaling to make more evident the variance of the scoring 1 to 10 according to the magnitude of the emblematic dimension

proved to be not feasible for most of the criteria because it is not possible to standardize the internal features of each criterion hierarchically (at least for most of them). Nevertheless what proved to be feasible was to expand the definition (wording) of the different scale scoring in order to fit properly more criteria than the just one scaling that was initially specified.

The Methodological Framework and the Toolbox had initially defined the scaling of **1 very small, 2-3 small, 4-5 medium, 6-7 high, 8-9 very high, 10 paramount**, as the first option and this was used in the self-assessments that were done in the Local Meeting Reports and Case Studies.

Given the above restriction regarding the internal scaling, the contractor developed the following extra B to I scalings to enhance the use of further alternative “expressions” of scaling. So together with the first scaling option that was specified (i.e. column A) the two tables below show 8 more possible scalings.

|     | A                 | B                           | C         | D           |
|-----|-------------------|-----------------------------|-----------|-------------|
| 1   | <b>very small</b> | local microzone             | very poor | very small  |
| 2-3 | <b>small</b>      | local                       | poor      | quite small |
| 4-5 | <b>medium</b>     | regional                    | fair      | small       |
| 6-7 | <b>high</b>       | national                    | good      | significant |
| 8-9 | <b>very high</b>  | continental (supranational) | very good | great       |
| 10  | <b>paramount</b>  | global                      | excellent | absolute    |

C1 Proud local people C2 Institutional recognition C3 Reputation C4 Legends and myths C5 Power of inspiration C6 Picturesque landscape C7 Particular Ecosystem C8 Mediterranean cultural identity C9 Sustainability and anthropogenic environment C10 Historic places

|     | E             | F             | G        | H           | I           |
|-----|---------------|---------------|----------|-------------|-------------|
| 1   | local         | very low      | few      | very little | very little |
| 2-3 | regional      | low           | a few    | little      | little      |
| 4-5 | national      | medium        | some     | some        | somewhat    |
| 6-7 | supranational | high          | many     | much        | much        |
| 8-9 | European      | very high     | too many | too much    | very much   |
| 10  | global        | extraordinary | plenty   | great       | extremely   |

C1 Proud local people C2 Institutional recognition C3 Reputation C4 Legends and myths C5 Power of inspiration C6 Picturesque landscape C7 Particular Ecosystem C8 Mediterranean cultural identity C9 Sustainability and anthropogenic environment C10 Historic places

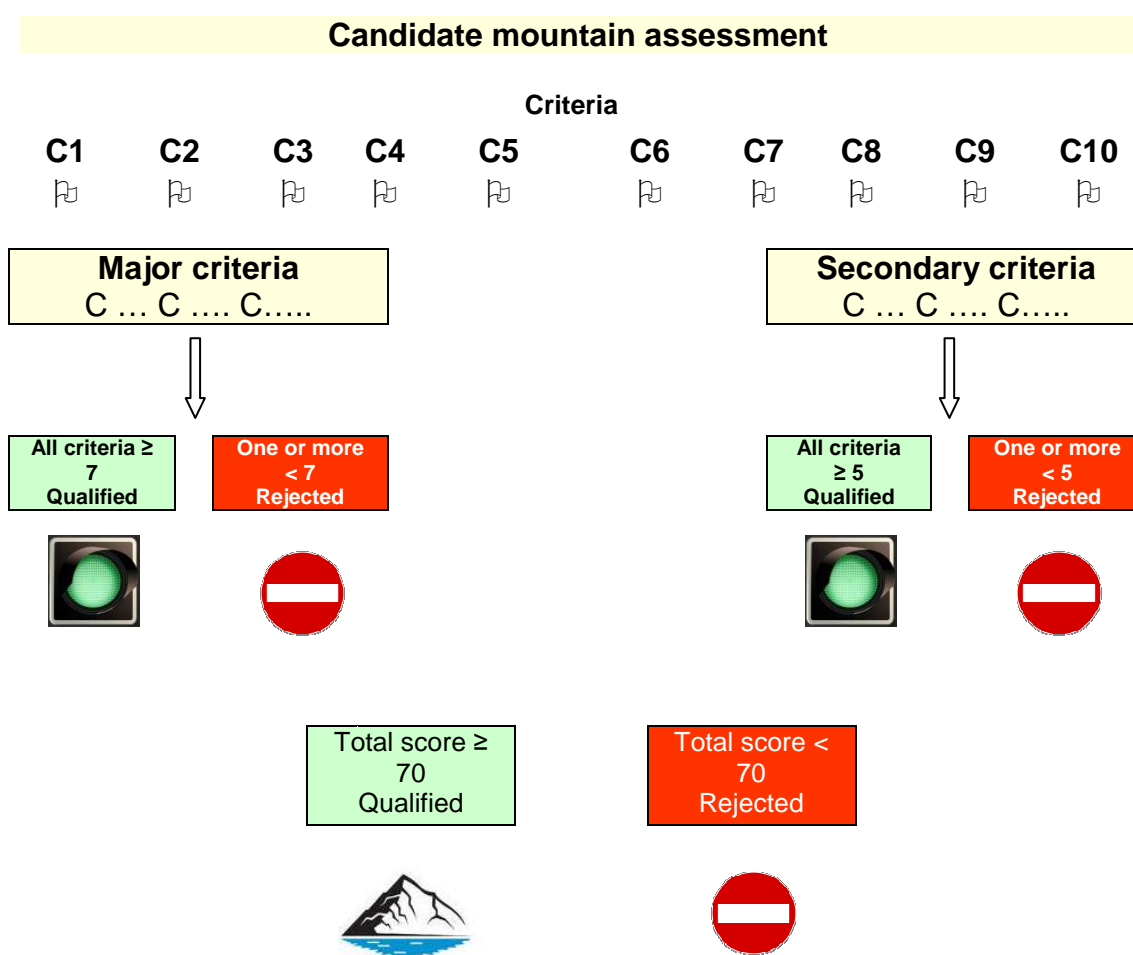
Hence, according to options above, the 10 criteria of emblematic dimension can be scored from 1 to 10 with the following scales.

|     | CRITERIA                                     | SCALES OF SCORING |
|-----|--|-------------------|
| C1  | Proud local people                           | A, F, I           |
| C2  | Institutional recognition                    | A, B, E, F        |
| C3  | Reputation                                   | A, B, D, E, F, H  |
| C4  | Legends and myths                            | A, C, D, E, G     |
| C5  | Power of inspiration                         | A, C, D, F, H     |
| C6  | Picturesque landscape                        | A, C, F, H        |
| C7  | Particular ecosystem                         | A, C, F, H        |
| C8  | Mediterranean cultural identity              | A, C, D, F, H     |
| C9  | Sustainability and anthropogenic environment | A, C, F, H        |
| C10 | Historic places                              | A, C, G           |

## 5. EVALUATION PROCESS FOR FUTURE MEMBERS OF THE NETWORK

### 5.1 Mapping diagram; optical summary of the evaluation process

The optical summary of a candidate mountain assessment can be visualized as a mapping diagram. The **first option** that is described thoroughly in the next 2.2.2 chapter, can be depicted with the following mapping diagram.

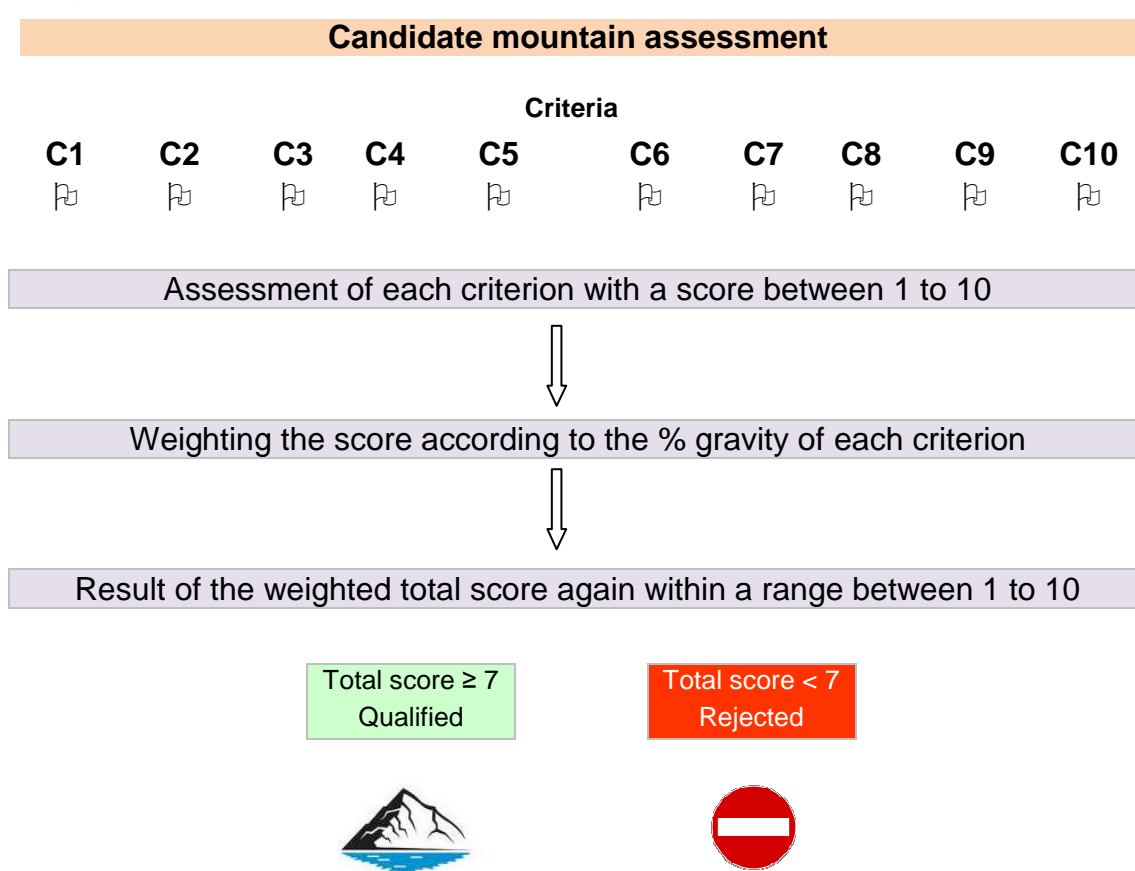


The diagram visualises the application of major and secondary criteria. For the first ones a score equal or greater than 7 is necessary for qualification. For the secondary the necessary threshold is equal or greater than 5. If one of

these two prerequisites is not satisfied the application will be rejected. A total score equal or greater than 70 will be a condition for becoming qualified.

Rejected applicants will be encouraged to apply again in the future if they wish to and correct if possible the fields that substantiated the reasons for which they were initially rejected.

The **second option** is respectively visualized with the following mapping diagram.



As in the previous option, rejected applicants will be encouraged to apply again in the future if they wish to and correct if possible the fields that substantiated the reasons for which they were initially rejected.

## 5.2 Proposed evaluation process

The partnership has a strong view of thinking on that it gives particular importance to certain absolute necessary **qualitative prerequisites** which precede and balance the quantitative scoring which is planned to follow then.

According to this qualitative approach for the future applicants to enter the network, a two (2) stages and four (4) steps process will be applied:

### Stage 1

#### ☒ **Step 1: Eligibility map**

For the North Med area, the Interreg-Med programme eligibility map will be applied while for the South Med area the ENI CBC Med programme eligibility map (see next page for Complementary detailed information).

#### ☒ **Step 2: Letter of motivation to join the network**

Future applicants will have the obligation to submit a letter of motivation including a declaration to respect the values of the network as previously set in 2015 in the charter of the network:

- To apply global sustainable approach
- To preserve cultural and natural heritage
- To be an open mountain

#### ☒ **Step 3: Well developed and illustrated arguments**

The applicant should address well developed and illustrated arguments justifying how it is actively expressing these values on the policies developed and implemented on its territory.

*As soon as the applicants complete step 1 to 3 and the assessors are satisfied with those first three steps, they ask the applicants to complete Step 4 on criteria answers and self-scoring.*



## Stage 2

### ☑ Step 4: Criteria assessment

- ☑ The applicants will have to answer for each criterion with concrete arguments on how well their mountain satisfies the necessary emblematic dimension as well as exercise a self-assessment based on the 10 criteria and the respective scoring scale.

### Complementary information for Stage 1 – Step 1 - Eligibility map:

#### Interreg MED eligible area

*To be used for EMM European countries.*



**Interreg MED 2014-2020  
COOPERATION AREA**

Gibraltar  
United Kingdom  
Ceuta  
Spain  
Melilla  
Spain

The Interreg MED Programme consists of 57 regions divided among 10 EU Member States and 3 countries from the Instrument for Pre-Accession Assistance (IPA).

#### **A. EU Member States**

- Croatia: the entire country
- Cyprus: the entire country



- France: 5 regions – Corse, Languedoc-Roussillon, **Midi-Pyrénées**, Provence Alpes Côte d'Azur, Rhône-Alpes
- Greece: the entire country
- Italy: 19 regions : Abruzzo, Apulia, Basilicata, Calabria, Campania, Emilia-Romagna, Friuli-Venezia Giulia, Lazio, Liguria, Lombardy, Marche, Molise, Piedmonte, Sardinia, Sicily, Tuscany, Umbria, **Valle D'Aoste**, Veneto
- Malta: the entire country
- Portugal: 3 régions: Algarve, Alentejo, **Lisbonne**
- Slovenia: the entire country
- Spain: 6 autonomous regions – Andalusia, Aragon, Catalonia, Balearic islands, Murcia, Valencia – and the two autonomous cities – Ceuta and Melilla
- United-Kingdom: 1 region – Gibraltar

#### **B. IPA countries**

- Albania: the entire country
- Bosnia-Herzegovina: the entire country
- Montenegro: the entire country

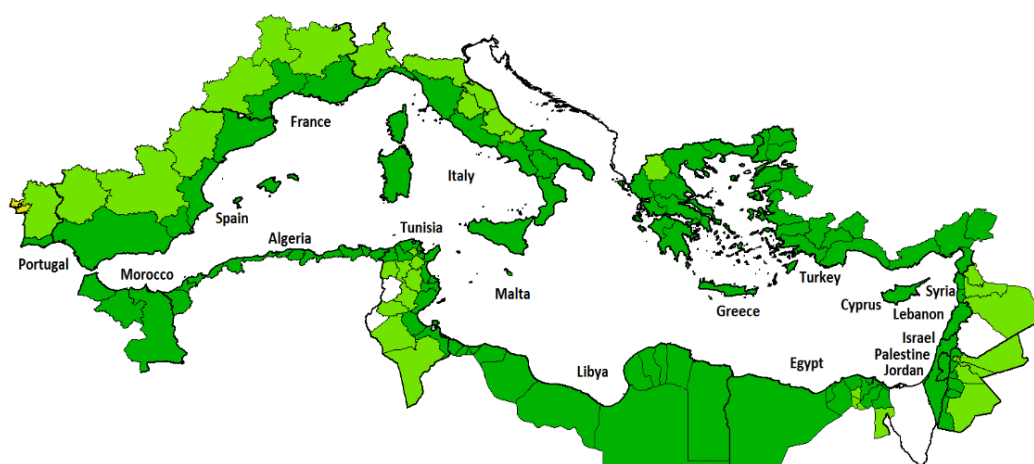
#### *Reference:*

InterregMED webpage(link: <https://interreg-med.eu/explore/the-cooperation-area/> )

### **ENI MED eligible area**

***To be used for Asian and African countries and for the European part of Turkey. For European countries, eligible are the most extended areas of the two programmes (Interreg MED and ENI MED).***

Eligible regions ■  
Adjoining ■  
Major centers ■



### **CORE ELIGIBLE AREA**

Algeria: Tlemcen, Ain Temouchent, Oran, Mostaganem, Chlef, Tipaza, Alger, Boumerdes, TiziOuzou, Bejaia, Jijel, Skika, Annaba, El Tarf

Cyprus: the whole country

Egypt: MarsaMatruh, Al-Iskandanyah, Al Buhayrah, Kafr ash Shaykh, Ad Daqahliyah, Dumyat, Ash Sharquiyah, Al Isma'iliyah, Bur Sa'id

France: Corse, Languedoc-Roussillon, Provence-Alpes-Côte d'Azur

Greece: AnatolikiMakedonia-Thraki, KentrikiMakedonia, Thessalia, Ipeiros, IoniaNisia, DytikiEllada, StereaEllada, Peloponnisos, Attiki, VoreioAigaio, NotioAigaio, Kriti

Israel: the whole of the country

Italy: Basilicata, Calabria, Campania, Lazio, Liguria, Puglia, Sardegna, Sicilia, Toscana

Jordan: Irbid, Al-Balga, Madaba, Al-Karak, Al-Tafilah, Al-Aqaba

Lebanon: the whole of the country

Libya: Nuqat Al Kharms, Al Zawia, Al-Aziziyah, Tarabulus, Tarunah, Al Khons, Zeleitin, Misurata, Sawfajin, Surt, Ajdabiya, Banghazi, Al Fatah, Al Jabal Al Akhdar, Damah, Tubruq

Malta: the whole country

Morocco: Oriental, Taza-Al Hoceima-Taounate, Tanger-Tetouan

Palestine: the whole of the country

Portugal: Algarve

Spain: Andalucia, Catalonia, Comunidad Valenciana, Murcia, Islas Baleares, Ceuta, Melilla

Syria: Al Ladhqiyan, Tartus

Tunisia: Medenine, Gabes, Sfax, Mahdia, Monastir, Sousse, Nabeul, Ben Arous, Tunis, Ariana, Bizerte, Beja, Jandouba

Turkey: TR21 (Tekirdağ, Edirne, Kırklareli), TR22 (Balıkesir, Çanakkale), TR31 (İzmir), TR32 (Aydın, Denizli, Muğla), TR61 (Antalya, Isparta, Burdur), TR62 (Adana, Mersin), TR63 (Hatay, Kahramanmaraş, Osmaniye)

United Kingdom: Gibraltar

## LIST OF ADJOINING REGIONS AND JUSTIFICATION

Egypt: Al Gharbiyah, Al Minufiyah, Al Qalyubiyah, As Suways

France: Rhône-Alpes, Auvergne, Midi-Pyrénées

Greece: Dytiki Makedonia

Italy: Molise, Abruzzo, Marche, Umbria, Emilia Romagna, Piemonte

Jordan: Al-Mafraq, Ma'an, Amman, Ajlun, Jarash, Az Zarqa'

Portugal: Alentejo

Spain: Extremadura, Castilla La Mancha, Aragon

Syria: Hama, Idlib, Homs

Tunisia: Tataouine, Kebili, Gasfa, Sidi Bouzid, Kairouan, Zaghouan, Manouba, Le Kef, Siliana

*Reference: CROSS BORDER COOPERATION WITHIN THE EUROPEAN NEIGHBOURHOOD INSTRUMENT (ENI) MEDITERRANEAN SEA BASIN PROGRAMME 2014-2020 FINAL, Adopted by the European Commission on 17 December 2015, Decision No C(2015) 9133, Including the modified Annex B – Financial Tables (approved on 19 December 2015)*

## Rest areas

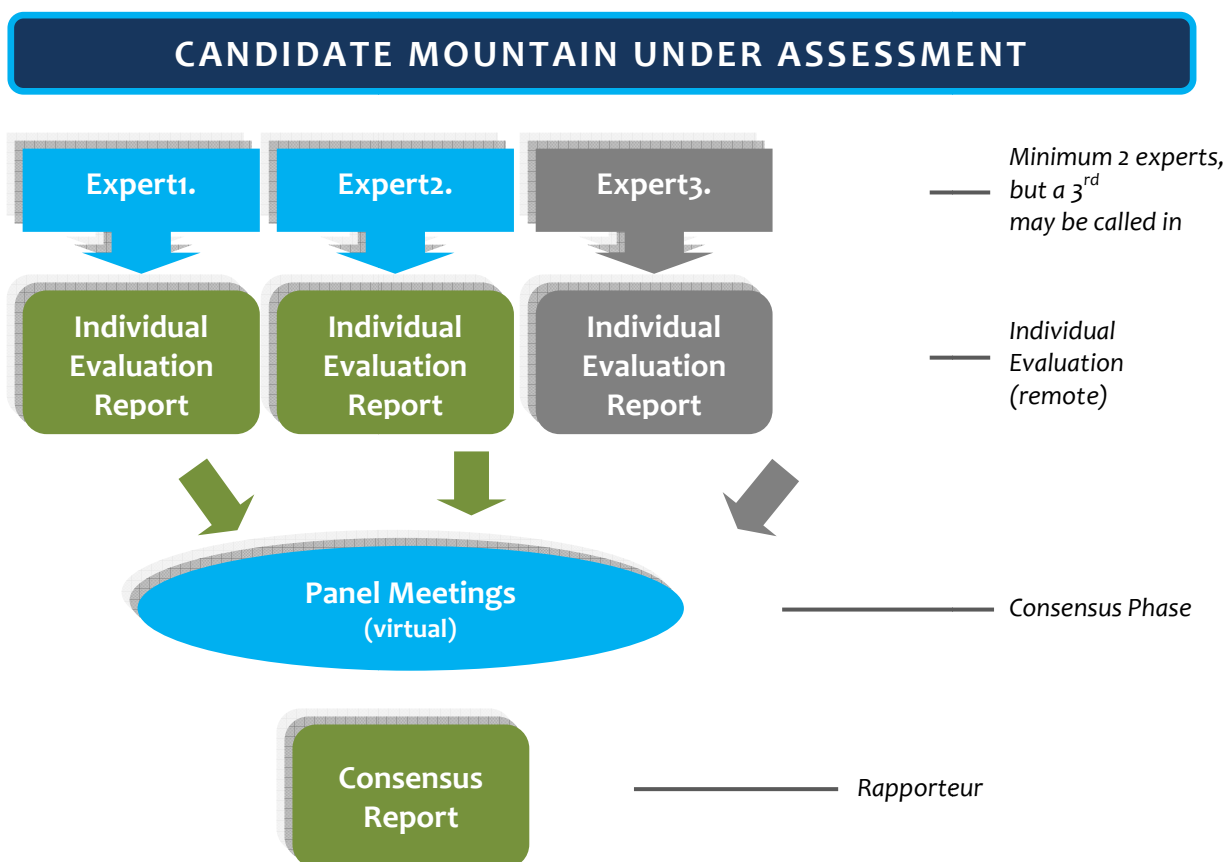
***The Sinai peninsula, not included in the ENI MED eligible programme, is eligible for the EMM network.***

For the **quantitative assessment** of the candidate mountains, it is recommended the widely accepted fair and tested methodology of the European Commission that is applied by DGs and EU Agencies to all competitive calls (e.g. Horizon 2020)<sup>28</sup>, on the one hand, because of its

<sup>28</sup> [http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/from-evaluation-to-grant-signature/evaluation-of-proposals/eval\\_process\\_results\\_en.htm](http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/from-evaluation-to-grant-signature/evaluation-of-proposals/eval_process_results_en.htm)

validity, and on the other, because of its long time implementation, i.e. it is an optimal and very widely accepted method carried out by experts that assess with a systematic approach the content and written arguments provided by the applicants.

*[This recommended approach takes into account a common feature of appraisals to easily vary judgment when this is based only in number scoring to titles of criteria. It is possible for instance the very same evaluator to score an 8 today and a 7 tomorrow. Without justification this is a weak approach. This is why competitive routines applied by the European Commission, Executive and Decentralised Agencies assign experts and request not only scoring, but also justification, both from the applicant and the evaluator].*



Assignment of 2 evaluators and a 3rd one in case of disagreement  
**The creation of a pool of external evaluators is needed; or the assignment of the tasks to some key members of the existent network, as long as enough measures have been taken to communicate publicly that a fair judgment is secured.**

Based on this background, the contractor proposed the following:

The assessment may take place once a year. Each candidate mountain will be evaluated by 2 experts, **keymembers of the existing Network or assigned experts**. The role of them will be, in a first step, to perform the individual assessment according to their expertise, and to write the **Individual Evaluation Report**. This part of the evaluation process will be done remotely. In a second step, experts will be invited to participate in panel meetings (virtual), where the evaluations will be discussed and their final evaluation score will be established. Therefore experts' work will involve both remote

evaluation during the individual phase, and a panel meeting (virtual) for the consensus phase.

In addition, experts will be assigned the role of "Rapporteur". This means that, after the individual phase, experts will be assigned as "Rapporteur" for the /or a/ number of evaluations for which they undertook<sup>29</sup> the individual evaluation and will be responsible for drafting the **Consensus Report** that reflects the views of both experts. The Rapporteur will be responsible for briefly presenting the mountain territory for which s/he is the "Rapporteur" to the panel<sup>30</sup> during the panel meeting to start the discussion on the evaluation. Once the discussion has taken place and consensus reached, the Rapporteur will be expected to complete the Consensus Report with the outcomes of the discussion. The Consensus Report will have to be approved by both experts involved in the panel meeting.

#### **Individual evaluation phase**

*In the initial phase of the evaluation, each expert works individually and gives scores and justified comments for each criterion.*

*During the individual evaluation, there shall be no discussion between the experts.*

*The experts shall undertake the individual remote assessment proposals in accordance with the methodology set and the forms provided by the Network and submit them by the deadlines and time schedule established.*

#### **Third expert evaluation if needed**

*Generally, each candidate mountain is evaluated by two experts, but a third one may be requested if there are significant discrepancies among the scores or if no consensus can be reached between the first two experts.*

*A third expert could be requested to evaluate the candidate's application in the following cases:*

- 1) Upon request of the experts in case they cannot reach a consensus.*
- 2) Upon request of the Network in case of e.g. significant discrepancies in comments or where the Network would like to have a third opinion.*

*Following the third evaluation, the experts with the two evaluations with the closest scores will be asked to reach consensus. The expert with the most divergent scores of the three will not be requested to agree with the Consensus Report.*

#### **Panel meetings**

<sup>29</sup> Imagine for instance that by the end of year 20xx, the Network receives an ..X... number of applications.

<sup>30</sup> The panel's synthesis will be decided by the network.



*Once the experts have completed their individual evaluations, the evaluation progresses to a consensus phase where experts meet (virtually) to present their views, discuss the scores and prepare the feedback to the Network.*

*During the panel meetings experts should discuss more in-depth contentious cases, as well as cases that reach a score near the threshold for approving emblematic dimension.*

*The discussion will be chaired by a Panel Leader. The role of the Panel Leader is to seek to arrive at a consensus between the individual views of experts without any prejudice for or against particular cases, and to ensure a confidential, fair and equitable evaluation according to the required evaluation criteria.*

### **The Consensus Report**

*The outcome of the evaluation is the Consensus Report that takes into account the views as expressed by the 2 experts of the evaluation panel. Each expert will be in charge of drafting the Consensus Report for half the cases s/he evaluated, for which s/he acts as "Rapporteur". In order to prepare for this, s/he will be given a synthesis report containing the opinions of both experts, which s/he can use to complete the Consensus Report.*

*The Rapporteur must provide both the scores and comments in the Consensus Report.*

*If during the panel meeting a serious discrepancy between the evaluations of both experts exists, it will be the responsibility of the Panel Leader in his/her role of "mediator" to facilitate an agreement acceptable to both members of the panel. The Panel Leader is responsible for ensuring that the Consensus Report reflects the consensus reached, expressed in scores and comments.*

What follows is a list of tables to be used by the evaluators both to comment and score accordingly the applications. The scales of scoring presented in chapter 2.1.3 are used according to the findings and arguments included in the candidate's application.

### **SCORING PER CRITERION**

| C1 Proud local people   | 10                         | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|----------------------------|---|---|---|---|---|---|---|---|---|
| A strong positive feeling of the local people for their place, a strong sense of belonging to the territory, feeling joy and honour for their homeland, noble feeling of superiority and value for their land of origin, gratified, feeling honoured, satisfied and pleased |                            |   |   |   |   |   |   |   |   |   |
|   | <u>Assessment comments</u> |   |   |   |   |   |   |   |   |   |



| C2 Institutional recognition of the mountain and/or parts of the mountain   | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|----|---|---|---|---|---|---|---|---|---|
| IUCN designation as Strict Nature Reserve or Wilderness Area or National park, UNESCO World Heritage List, World Network of Biosphere Reserves και 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 |    |   |   |   |   |   |   |   |   |   |
| <u>Assessment comments</u>  |    |   |   |   |   |   |   |   |   |   |

| C3 Reputation  | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|--|----|---|---|---|---|---|---|---|---|---|
| Outstanding universal value, global or national or regional or local reputation of the mountain, principal factors for the reputation, high reputation capital/elements, widespread knowledge and beliefs, highly esteemed characteristics, number of visitors |    |   |   |   |   |   |   |   |   |   |
| <u>Assessment comments</u>   |    |   |   |   |   |   |   |   |   |   |

| C4 Legends and myths  | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|----|---|---|---|---|---|---|---|---|---|
| Mythology, godly presence, haunted places, unknown powers, supernatural phenomena, spiritual, symbolic and other interactions, heroic accomplishments, folktales, sacred plants and animals |    |   |   |   |   |   |   |   |   |   |
| <u>Assessment comments</u>  |    |   |   |   |   |   |   |   |   |   |

| C5 Power of inspiration   | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|----|---|---|---|---|---|---|---|---|---|
| Literature, fine arts, films, theatre, music, contemporary art, design, video games, smartphones applications |    |   |   |   |   |   |   |   |   |   |
| <u>Assessment comments</u>  |    |   |   |   |   |   |   |   |   |   |

| C6 Picturesque landscape  | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|----|---|---|---|---|---|---|---|---|---|
| Extraordinary / uncommon shape, spectacular formations, magnificent scenery, geological exceptional characteristics, rock formations, steep slopes, impressive landscape and panoramas, topographic prominence, graphic and astonishing parts of landscape, aesthetic enjoyment and visual integrity, unique cultural |    |   |   |   |   |   |   |   |   |   |
| <u>Assessment comments</u>  |    |   |   |   |   |   |   |   |   |   |

| C6 Picturesque landscape              | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---------------------------------------|----|---|---|---|---|---|---|---|---|---|
| landscape, outstanding human features |    |   |   |   |   |   |   |   |   |   |

| C7 Particular ecosystem   | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|----|---|---|---|---|---|---|---|---|---|
| Naturalness, intactness and purity of natural systems, special biotopes and geotopes, caves, alpine lakes, unique biodiversity, 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 |    |   |   |   |   |   |   |   |   |   |
| <u>Assessment comments</u>  |    |   |   |   |   |   |   |   |   |   |

| C8 Mediterranean cultural identity   | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|--|----|---|---|---|---|---|---|---|---|---|
| Values and works produced by the local society, cultural richness, customs, music, dance, festivals, dietary habits, local dialect, social characteristics and peoples' special attitude, folklore, artisanal production, traditional professions, ethnicity, religion, intangible cultural heritage, holy places, thematic routes, quality products (PDOs, PGIs, TSGs), local peoples' pride for the mountain, mentality among the locals, architectural works, works of monumental sculpture and painting, locations, elements or structures of an archaeological nature |    |   |   |   |   |   |   |   |   |   |
| <u>Assessment comments</u>   |    |   |   |   |   |   |   |   |   |   |

| C9 Sustainability and anthropogenic environment  | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|--|----|---|---|---|---|---|---|---|---|---|
| Vulnerability, 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, manmade environment profile, man-caused and natural catastrophes wounds, current state of conservation, management of the area, pleasing urban scenes, |    |   |   |   |   |   |   |   |   |   |
| <u>Assessment comments</u>   |    |   |   |   |   |   |   |   |   |   |

| C9 Sustainability and anthropogenic   | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|----|---|---|---|---|---|---|---|---|---|
| architectural features, aesthetics of settlements, antiquities, industrial heritage, notable public works of the past, authenticity |    |   |   |   |   |   |   |   |   |   |

| C10 Historic places  | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|--|----|---|---|---|---|---|---|---|---|---|
| Prehistoric and historic places and resources, historic monuments, landmarks, battle fields, emblematic personalities origin, pilgrim paths, historic towns, traditional trails, sanctuaries |    |   |   |   |   |   |   |   |   |   |
| <u>Assessment comments</u>   |    |   |   |   |   |   |   |   |   |   |

The table below will be used to summarise the score per criterion and totally.

**TOTAL SCORE TABLE**

| CRITERIA / KPITHPIA                             | 10 | 9 | 8 | 7 | 6 | 5 | 4 | 3 | 2 | 1 | Score |
|---|----|---|---|---|---|---|---|---|---|---|-------|
| C1 Proud local people                           |    |   |   |   |   |   |   |   |   |   |       |
| C2 Institutional recognition                    |    |   |   |   |   |   |   |   |   |   |       |
| C3 Reputation                                   |    |   |   |   |   |   |   |   |   |   |       |
| C4 Legends and myths                            |    |   |   |   |   |   |   |   |   |   |       |
| C5 Power of inspiration                         |    |   |   |   |   |   |   |   |   |   |       |
| C6 Picturesque landscape                        |    |   |   |   |   |   |   |   |   |   |       |
| C7 Particular ecosystem                         |    |   |   |   |   |   |   |   |   |   |       |
| C8 Mediterranean cultural identity              |    |   |   |   |   |   |   |   |   |   |       |
| C9 Sustainability and anthropogenic environment |    |   |   |   |   |   |   |   |   |   |       |
| C10 Historic places                             |    |   |   |   |   |   |   |   |   |   |       |
| <b>TOTAL</b>                                    |    |   |   |   |   |   |   |   |   |   |       |

The applicant will finally get a letter by the Network approving or not accordingly. All applicants will be invited to apply again in the future if they wish to. This is why the letter of the Network will provide enough details to facilitate future resubmission.

*Regarding the assessment comments, experts and the letter (positive or negative) by the Network must observe the following guidelines:*

*a) use dispassionate, analytical and unambiguous language,*

- b) use complete, clear and substantiated sentences and avoid ambiguous comments, as well as scores that don't correspond with the comments,*
- c) formulate comments in a polite manner,*
- d) critical comments should be constructive and not offensive,*
- e) avoid any direct comparison with any other application,*
- f) exercise no preferential treatment to any application,*
- g) provide clear feedback on weaknesses and strengths and recommendations in view of future resubmission.*

### 5.3 Gravity of criteria used for evaluation

The first discussion on a possible distinction of the criteria, some as **major** and some as **secondary**, resulted to a certain assessment routine. This was deemed as a first potential choice. Then, another one was developed allocating a **relative gravity** to each criterion.

#### **1<sup>st</sup> potential choice**

A distinction of the criteria some as major ones and others as secondary was done according to the next table:

|   |                  |
|---|------------------|
| C1 Proud local people                           | <b>secondary</b> |
| C2 Institutional recognition                    | <b>major</b>     |
| C3 Reputation                                   | <b>major</b>     |
| C4 Legends and myths                            | <b>secondary</b> |
| C5 Power of inspiration                         | <b>secondary</b> |
| C6 Picturesque landscape                        | <b>major</b>     |
| C7 Particular ecosystem                         | <b>major</b>     |
| C8 Mediterranean cultural identity              | <b>secondary</b> |
| C9 Sustainability and anthropogenic environment | <b>major</b>     |
| C10 Historic places                             | <b>secondary</b> |

Moreover, regarding the following 1st table (scenario 1.1), the logic described below was followed:

For the secondary criteria, the pass limit was set at 4. For the major criteria, the pass limit was set at 6.

- Note: The pass limit 4 and the pass limit 6 can have even greater variability. That is, a pass limit can be set at 3 or 5 (instead of 4) and a pass limit can be set at 7 or 8 (instead of 6). The contractor's proposal is for the secondary criteria the pass limit to be set at 5 and for the main criteria to be set at 7.

The minimum total score when the pass limits are set at 4 and 6 respectively is 50. The minimum total score when the pass limits are set at 5 and 7 respectively is 60. However it is recommended that this should not be considered enough (again following the European Commission approach), but the pass limit for the overall score to be 60 in the first scenario and 70 in the second scenario. Practically, the essence is that "you may get a 4 (5) or 6 (7) as a pass limit for each criterion, but in order to be qualified as a sufficiently emblematic mountain, you have to get a score of 60 (70)". It is important to mention that actually means that the individual (per criterion) pass limit is "tolerable", but **"the Network is truly looking for the best candidates", i.e. emblematic mountains.** Hence, a mountain will be qualified as emblematic if it gets a cumulative score of 60 (70).

**TOTAL SCORE TABLE OF SCENARIO 1.1**

| CRITERIA / KPITHPIA                             | 10 | 9 | 8 | 7 | 6      | 5 | 4 | 3 | 2 | 1 | Score     |
|---|----|---|---|---|--------|---|---|---|---|---|-----------|
| C1 Proud local people                           |    |   |   |   | Pass 4 |   |   |   |   |   | 4         |
| C2 Institutional recognition                    |    |   |   |   | Pass 6 |   |   |   |   |   | 6         |
| C3 Reputation                                   |    |   |   |   | Pass 6 |   |   |   |   |   | 6         |
| C4 Legends and myths                            |    |   |   |   | Pass 4 |   |   |   |   |   | 4         |
| C5 Power of inspiration                         |    |   |   |   | Pass 4 |   |   |   |   |   | 4         |
| C6 Picturesque landscape                        |    |   |   |   | Pass 6 |   |   |   |   |   | 6         |
| C7 Particular ecosystem                         |    |   |   |   | Pass 6 |   |   |   |   |   | 6         |
| C8 Mediterranean cultural identity              |    |   |   |   | Pass 4 |   |   |   |   |   | 4         |
| C9 Sustainability and anthropogenic environment |    |   |   |   | Pass 6 |   |   |   |   |   | 6         |
| C10 Historic places                             |    |   |   |   | Pass 4 |   |   |   |   |   | 4         |
| <b>TOTAL</b>                                    |    |   |   |   |        |   |   |   |   |   | <b>50</b> |

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

**Total score: Pass 60, for emblematic candidates**  
**TOTAL SCORE TABLE OF SCENARIO 1.2**

| CRITERIA  | 10 | 9 | 8 | 7 | 6      | 5 | 4 | 3 | 2 | 1 | Score     |
|---|----|---|---|---|--------|---|---|---|---|---|-----------|
| C1 Proud local people                           |    |   |   |   | Pass 5 |   |   |   |   |   | 5         |
| C2 Institutional recognition                    |    |   |   |   | Pass 7 |   |   |   |   |   | 7         |
| C3 Reputation                                   |    |   |   |   | Pass 7 |   |   |   |   |   | 7         |
| C4 Legends and myths                            |    |   |   |   | Pass 5 |   |   |   |   |   | 5         |
| C5 Power of inspiration                         |    |   |   |   | Pass 5 |   |   |   |   |   | 5         |
| C6 Picturesque landscape                        |    |   |   |   | Pass 7 |   |   |   |   |   | 7         |
| C7 Particular ecosystem                         |    |   |   |   | Pass 7 |   |   |   |   |   | 7         |
| C8 Mediterranean cultural identity              |    |   |   |   | Pass 5 |   |   |   |   |   | 5         |
| C9 Sustainability and anthropogenic environment |    |   |   |   | Pass 7 |   |   |   |   |   | 7         |
| C10 Historic places                             |    |   |   |   | Pass 5 |   |   |   |   |   | 5         |
| <b>TOTAL</b>                                    |    |   |   |   |        |   |   |   |   |   | <b>60</b> |

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

**Total score: Pass 70, for emblematic candidates**

The contractor recommends the 1.2 scenario (total score pass limit at 70).

Also, the view of the contractor is that an even more rigorous approach (with higher thresholds) would be rational, in the sense that the central issue is to qualify “the best” rather than a greater number of mountains with more or less average emblematic characteristics.

## **2<sup>nd</sup> potential choice**

The alternative of choice 1 could be a process of applying a different **gravity** to each criterion corresponding to its **relative importance** in terms of emblematic dimension. For the criteria deemed as more important a higher percentage corresponds to their higher gravity. On the other hand for the criteria deemed as less important a lower percentage corresponds to their lower gravity. Several scenarios were developed at this stage to allow the SSC and/or the partners to express their view.

The total score can vary between 1 and 10. A candidate mountain with a total score greater or equal to 7 will be qualified. A score below 7 means that the candidate is rejected.

### Scenario 1

| CRITERIA  | SCORE<br>1-10 | GRAVITY | WEIGHTED<br>SCORE |
|---|---------------|---------|-------------------|
| C1 Proud local people                           | .....         | 5%      |                   |
| C2 Institutional recognition                    |               | 12%     |                   |
| C3 Reputation                                   |               | 15%     |                   |
| C4 Legends and myths                            |               | 15%     |                   |
| C5 Power of inspiration                         |               | 10%     |                   |
| C6 Picturesque landscape                        |               | 10%     |                   |
| C7 Particular ecosystem                         |               | 8%      |                   |
| C8 Mediterranean cultural identity              |               | 10%     |                   |
| C9 Sustainability and anthropogenic environment |               | 10%     |                   |
| C10 Historic places                             |               | 5%      |                   |

### Scenario 2

| CRITERIA  | SCORE<br>1-10 | GRAVITY | WEIGHTED<br>SCORE |
|---|---------------|---------|-------------------|
| C1 Proud local people                           | .....         | 5%      |                   |
| C2 Institutional recognition                    |               | 10%     |                   |
| C3 Reputation                                   |               | 15%     |                   |
| C4 Legends and myths                            |               | 15%     |                   |
| C5 Power of inspiration                         |               | 10%     |                   |
| C6 Picturesque landscape                        |               | 10%     |                   |
| C7 Particular ecosystem                         |               | 10%     |                   |
| C8 Mediterranean cultural identity              |               | 10%     |                   |
| C9 Sustainability and anthropogenic environment |               | 10%     |                   |
| C10 Historic places                             |               | 5%      |                   |

### Scenario 3

| CRITERIA  | SCORE 1-10 | GRAVITY | WEIGHTED SCORE |
|---|------------|---------|----------------|
| C1 Proud local people                           | .....      | 5%      |                |
| C2 Institutional recognition                    |            | 15%     |                |
| C3 Reputation                                   |            | 15%     |                |
| C4 Legends and myths                            |            | 5%      |                |
| C5 Power of inspiration                         |            | 5%      |                |
| C6 Picturesque landscape                        |            | 15%     |                |
| C7 Particular ecosystem                         |            | 15%     |                |
| C8 Mediterranean cultural identity              |            | 5%      |                |
| C9 Sustainability and anthropogenic environment |            | 15%     |                |
| C10 Historic places                             |            | 5%      |                |

Depending on the resources available in the future, the network has already considered the possibility for:

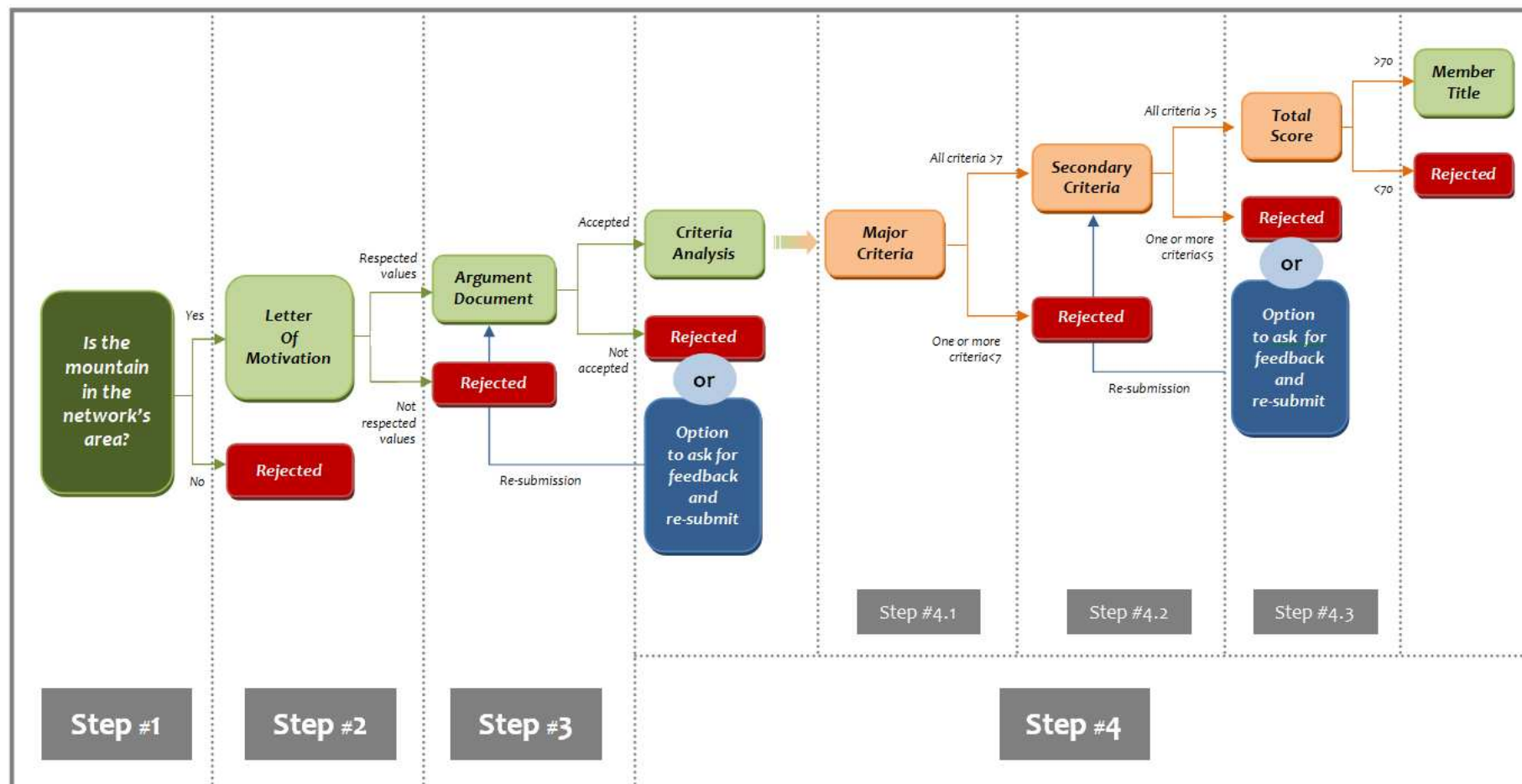
- a. on-site research of the evaluator(s),
- b. interviewing the applicants,
- c. request short and/or long videos introducing and presenting the assets of the mountains applying to enter the network.

The potential choices on gravity of the criteria were tested by the SSC, based on the self-assessment grading of each mountain. It is concluded that the scenarios are applicable and could be operational, their application does not lead to odd results. Moreover, it has to be stated that the gravities selected do not create major variations to the self-assessment total score per mountain, so the 3 scenarios are categorized as conservative (especially scenario 3 which presents the lowest fluctuation compared to self-assessment). Scenarios 1 and 2 present a systemic reaction compared to self-assessment, but are more balanced (especially Scenario 2).

The potential choices mentioned above can be summarized in the following "Evaluation process flow chart diagram.



## Evaluation process flow chart diagram



## 6. ECO ITINERARIES

### 6.1 Eco-itineraries' definition within the context of the Emblematic project

#### 6.1.1 Short theoretical and empirical background on slow tourism and eco-itineraries

Slow tourism emerged as a trend viewed as an alternative to mass tourism, strongly related to sustainable development. The core as well as the concept of the activities practiced in slow tourism is "slowness".

Slow tourism aims to provide authentic experiences and represents the real meaning of easy travelling. It encompasses various forms of tourism such as rural tourism, ecotourism, agritourism and gastronomic tourism and can be used as an umbrella concept.

Ecotourism, according to the International Ecotourism Society (TIES) is defined as *"Purposeful travel to natural areas in order to understand the culture and natural history of the environment, taking care not to alter the integrity of the ecosystem, while producing economic opportunities that make the conservation of natural resources beneficial to local people"*.

An itinerary, according to the Encyclopedia of Tourism (Jaffari 2000), is a planned pattern of travel from start to its completion which contains the details of transportation schedules and accommodation, the departure and the arrival at different places, the duration of journey, the activities at a destination and the type of accommodation booked as well.

Eco-itineraries can be considered to be the products or the resources of ecotourism and must be designed as to focus on protecting the environment and especially the environmentally sensitive areas.

For the contractor, based on its empirical background, an eco-itinerary is a planned route of experience tourism with certain or uncertain duration and stops, along

hinterland area attractions and possibilities for activities offered by local providers. It might be an existent or newly designed trail. A trail though where ecological content is dominant and the experience with body and mind is such that it generously conveys the emblematic character of the territory.

During the Transnational Meeting in Mallorca the partners were invited to express their view on sustainability and particularly on the “eco” part of the itinerary. This resulted to a set of positions which are presented below and they are considered as partners’ strong perceptions on slow tourism and eco-itineraries.

- ☒ *Getting knowledge about the area.*
- ☒ *Carrying capacity.*
- ☒ *Sufficiency, “how much is enough”.*
- ☒ *Structures in harmony with the environment.*
- ☒ *Saving the nature and the tradition.*
- ☒ *Participation: involvement of local people.*
- ☒ *Different laboratory.*
- ☒ *Visitors must be different from simple consumer.*
- ☒ *Experiential activities.*
- ☒ *Positive effect (economic reputation).*
- ☒ *“You give the same than you want to receive”, reciprocity.*
- ☒ *Not necessarily something new.*
- ☒ *Responsibility (to maintain the sustainability).*
- ☒ *Fairness.*
- ☒ *Small size activities.*
- ☒ *Protection of tradition, culture and heritage.*
- ☒ *Local branding of the area (including local products).*
- ☒ *Integrated offer to touch all these principles.*
- ☒ *Holistic product.*
- ☒ *One that improves the situation rather than degrades it.*

The key words provided by the partners to summarize the “eco” dimension of the itinerary were entered into a cloud of words. The size of each word varied according to how many times it had been mentioned. More over in this respect the Lead Partner provided a definition of an eco-itinerary as *“a mean to allow the user to feel the specific EMbleMatiC dimension of each mountain hinterland territory according to our shared common philosophy and principles (sustainability, exemplarity, ...)”*.



### 6.1.2 Eco-itinerary options identified by each site contribution

The present chapter was developed by the contractor by taking as an input the Case studies and the short videos recorded during of the TNM2.

Each partner applied a different pattern of describing its eco-itineraries in the Case studies. The short videos though were illuminative.

What the contractor did was to identify and briefly record the main features of the proposed eco-itineraries.

The “decryption” of the main concept and the particular content of the proposed eco-itineraries yielded the following main points per mountain:

#### Canigó eco-itinerary options

The elements that have been identified by the contractor as the main ones and useful to be highlighted according to the proposed 2 eco-itineraries are summarized in the following typology:

- ⊗ "Terraces eco-itinerary", northern slope terraces.
- ⊗ Different routes to cross by car, foot and cycling.
- ⊗ Possibilities to discover the villages and the wonderful view; view to the sea.
- ⊗ Valorization of heritage and historical heritage; historical and identity aspects of the massif.
- ⊗ Train line gives an opportunity to travel without car.
- ⊗ “Fork” type options of different routes.
- ⊗ Should link the sea and the mountain; “initiativ way” of starting from the sea.
- ⊗ Targeted audiences; the local people, as well as the visitors.
- ⊗ Soft mobility (cyclo-tourism, electrical bicycle for rent, hiking) and public transport (with 1 euro bus and train networks).
- ⊗ All around the year itinerary.
- ⊗ Enriches the traditional beach offer.
- ⊗ Tourism offices from the coast to promote it.
- ⊗ Valorisation of mining heritage in connection with the project of enhancement of the remains of an old mining settlement.

- ⊗ Landscape interpretation itinerary.
- ⊗ Guides visitors to experience a landscape interpretation on one of the balconies/terraces facing the massif.
- ⊗ Aim to facilitate the stay of visitors by offering information related to accommodation, panoramic viewpoints, accommodation and catering facilities and historical heritage sites.
- ⊗ Landscape interpretations tools (orientation table, explanations, drawing illustrations), drawing facilities to engage the visitor (drawing table, metal frames/easels to fix the point of focus), leads to prompt interpretations, crest line, overall silhouette, point of details, etymological clues.

***Content / first elements of a proposed future eco-itinerary as the respective partner presented it at the TNM in Mallorca***

- *Itinerary Based On The Balcony /Terraces Of The Canigó Mountain (Northern Part).*
- *Itinerary By Car, Cycling Or Hiking Aiming At Making People Discovering The Different Villages And The Panoramic View-Points On The Sea And On The Peak Of Canigó.*
- *Itinerary Based On The Historical And Cultural Heritage - The Potential Routes (Notably The Hiking Ones) Will Be Organized According To The Train Station To Provide The Opportunity For People To Discover The Area Without A Car. Then The Different Option Will Begin From The Different Train Station All Along The Train Line (Almost 40 Km).*
- *Duration: Each Option Is Possible In 1 Day But Combination With All The Options Is Possible In 3 Days*
- *By Hiking, 2 Days By Cycling*
- *Option Based On Existing Road But Enhancement Of Viewpoints Needed. Paths Also Exist But We Have To Collect The Authorizations from the owners and to put the signalization to organize all the hiking possibilities.*



### Cika eco-itinerary options

The Cika eco-itinerary elements can be summarized in the following list:

- ⊗ National Park of Llogara
- ⊗ Establishment of stationary spots
- ⊗ Faint mule-trail
- ⊗ Hiking trails
- ⊗ Paragliding
- ⊗ Traditional settlements
- ⊗ Hotel-restaurant facilities within the national park of Llogara

***Content / first elements of a proposed future eco-itinerary as the respective partner presented it at the TNM in Mallorca***

- Existing national park and national road, which goes from the sea to the national park through villages.
- 2 existing short hiking itineraries (4 hours and 10 hours walking) => one is until the peak. Only one-way itinerary.
- Existing activities: paragliding, traditional villages
- Lack of itinerary entrances (only one in national park, one in the village), of information and signage, tables, of safety (for several parts), of car parks.
- Distance from villages to mountains : from 5 to 10 km; Villages are between the sea and the peak.

### Pedraforca eco-itinerary options

The elements that have been identified as worth to be highlighted in the proposed 2 eco-itineraries can be summarized in the following set of notes:

- ⊗ One nature oriented eco-itinerary and one cultural, historical and anthropological itinerary
- ⊗ Center of Natural Park
- ⊗ Historical centers of medieval origin
- ⊗ River
- ⊗ Shelter
- ⊗ Possibilities to climb to the summit
- ⊗ Good perspective of Pedraforca, Cadí, Moixeró, Ensija and Vall del Pedraforca, Landscape observation points; very good views to the Gresolet valley

- ⊗ Night watch of the quality sky
- ⊗ Center for the interpretation of the Massif of Pedraforca and the Mining of Salades
- ⊗ Castle
- ⊗ Church
- ⊗ Snowshoeing
- ⊗ Medieval town and village
- ⊗ Picasso Centre; painting workshop related to Picasso
- ⊗ Bridge
- ⊗ Visit a cheese-maker and tasting of products
- ⊗ Nordic ski resort
- ⊗ Monastery
- ⊗ Various points of geological interest
- ⊗ Routes for the geological, palaeontological and miner heritage
- ⊗ Practice ferrata, climbing, canyoning
- ⊗ Spectacular views of the cliffs
- ⊗ Interpretative itineraries of the local cultural heritage; interpretation centre about dinosaurs and palaeontology
- ⊗ Abandoned town
- ⊗ Museum of the mines
- ⊗ Dam where nautical activities can be performed
- ⊗ Difficult to reach the destination / only by own car / propose 4X4 taxi of the Natural Park
- ⊗ Guided tour; small walking tours
- ⊗ Focus not at the top of the mountain; prefer the valley
- ⊗ Combination with a lot different trekking routes or only one itinerary
- ⊗ Offer a big itinerary or small pieces
- ⊗ With only walking is difficult to engage a lot of stakeholders
- ⊗ Aromatic and medicinal herbs in Tuixent
- ⊗ Museu de les Trementinaires in Tuixent
- ⊗ Same finish of the 2 itineraries





**Content / first elements of a proposed future eco-itinerary as the respective partner presented it at the TNM in Mallorca**

- *Itinerary only feasible by car (no train, no bus): the proposition is foreseen by four-wheeled taxi from national park*
- *2 days trip*
- *Day 1: based on natural resources, notably the Cadi Moixeró natural park combining the taxi (guided tour) with small walking trips (ex: along the river...), including the discovering of the various panoramic view-points on the Pedraforca mountain. This part of the itinerary avoids going up to the peak and is based on the valley. It finishes with Gósol (small village where Picasso stays one summer), Josa (where there is handcraft, producers of cheese) and Tuixent (aromatic herbs)*
- *Day 2: focused on cultural heritage (medieval places with palomera), the dinosaur's interpretation center and the mining sites. It finishes at the starting point.*
- *Possible combination of these 2-days trip with several existing trekking routes.*
- *It's also possible to do only one part of this itinerary.*

### Gran Sasso eco-itinerary options

The elements that have been identified in the 1<sup>st</sup> proposed eco-itinerary can be summarized as follows:

- ⊗ Ancient / historical sites
- ⊗ Several monumental buildings
- ⊗ Fortresses
- ⊗ Several religious places
- ⊗ Gorge
- ⊗ Adjacent mountains
- ⊗ Fortified village
- ⊗ Valley
- ⊗ Human settlements since prehistoric times
- ⊗ Cave
- ⊗ Horseback and mountain bike crossings
- ⊗ Funicular, alpine skiing tracks and free cross-country skiing
- ⊗ Campo di Imperatore plateau
- ⊗ Highest Abruzzo ski resort
- ⊗ Numerous hiking routes
- ⊗ Mountaineering on the central massif.

The highlights that have been identified in the 2<sup>nd</sup> proposed eco-itinerary are summarized below:

- Valley of the Tirino River
- Beautiful medieval sites and villages; Castel del Monte, Santo Stefano, Calascio, Castelvechio, Capestrano
- “heart” of the Gran Sasso-Laga National Park
- The itinerary consists of several stages that can be used both by walkers and by lovers of the two wheels
- Several religious places (churches, monasteries)
- Castles
- Archaeological sites; the necropolis of Capestrano
- Abruzzo oven
- Lakes
- Magnificent high altitude pastures
- Ex-center of wool trade
- Traditional shops
- Panoramas; the itinerary allows you to climb the Vado di Corno (1924 meters) to admire the high peaks of the Gran Sasso massif
- Forests of oaks and pines
- Medieval walls.

***Content / first elements of a proposed future eco-itinerary as the respective partner presented it at the TNM in Mallorca***

- 28 km long
- Itinerary by foot: 2 days needed (or 1 if it's divided in two different parts)
- Includes 8 villages
- Linear itinerary from bussi sul tirino to campo - imperatore (or inversely)
- Different stops with various activities and services: bussi sul tirino (tirino river, climbing, cycling historical places), castello del monte (foods, handcraft, historical places and small accommodation places), santo stefano di sessanno (historical and traditional village), campo imperatore (hiking tours)

- Location of campo imperatore: 60 km far from l'aquila

### Olympus eco-itinerary options

The elements that have been identified as worth to be highlighted in the proposed 2 eco-itineraries are summarized in the following list:

- ⊗ Itinerary for nature lovers, traditional settlements and hotels, rich natural environment; itinerary to the shelters, more difficult, shelters at different altitudes, walk around the shelters, plateau with best view at the top, Pantheon throne of Zeus and Mytikas; itinerary base of the mountain, cultural route, Ancient Dion, traditional villages, monasteries, products, ancient Leveithra, Platamon castle, a lot of view points to the top; option for one cyclical route of merged itineraries, 3 days walk (no car)
- ⊗ Section of the international E4 mountaineering path.
- ⊗ Reaches the highest peak.
- ⊗ Combines myths and local products (herbs, tea, cheese, wine).
- ⊗ Water concentrations (streams, rivers, deepers).
- ⊗ Gorges.
- ⊗ Several refuges at different altitudes and several very high peaks.
- ⊗ Access from touristic spots.
- ⊗ Taverns and restaurants.
- ⊗ Forests; holly and plane trees, thick pine trees with beech and fir trees, impressive age-old Bosnian pine trees.
- ⊗ Chapels.
- ⊗ Listed monuments.
- ⊗ Ancient Dion, Ancient theater of Dion, Dion Museum.
- ⊗ Mosaic Center.
- ⊗ Archaeological sites.
- ⊗ Historic city.
- ⊗ Touristic villages.
- ⊗ Hostels, rooms to let and hotels.
- ⊗ National Park.



- ⊗ Ancient Leivithra, homeland of the mythical Orpheus.
- ⊗ Ancient settlements.
- ⊗ Prehistoric to Hellenistic times.
- ⊗ Magnetic field.
- ⊗ Macedonian architecture.
- ⊗ Traditional settlements.
- ⊗ Stone-built houses of the 17th and 18th centuries mostly in traditional settlements of Low Olympus.
- ⊗ Byzantine churches, historic monastery.
- ⊗ Panoramic landscape.
- ⊗ Valley of Levithides Muses.
- ⊗ Invaluable Byzantine monument.
- ⊗ Religious history; hagiographical masterpieces.
- ⊗ Mountaineering routes to the high peaks.
- ⊗ Frequent hiking path part of the E4.
- ⊗ Source of the Enipea River.
- ⊗ Plateaus.
- ⊗ Alpine landscape with low vegetation.
- ⊗ Springs.
- ⊗ Cave of Vasilis Ithakisios, great artist of Olympus.
- ⊗ Stunning view in all directions.
- ⊗ Highest built chapel in the Balkans.
- ⊗ Castle.
- ⊗ Olympus National Park Information Center/ Museum of Natural History.

***Content / first elements of a proposed future eco-itinerary as the respective partner presented it at the TNM in Mallorca***

*3 options of eco-itineraries identified with various local stakeholders (investors and nature lovers) which can be combined in 1*

*=> Only Hiking options*

*=> 2 or 3 days needed for the 3 options*

*Option1 (for nature lovers): "Traditional settlement"-*



- *Starting point: the bottom of Olympus*
- *Hiking route to go from traditional settlements to others with small traditional hotels; Paths in a very rich nature environment with fauna and flora.*  
*Option2: "The route of shelters": more difficult paths with different shelters all along until the peak or not (below the top, there is a plateau where there is the best view on the peak!)*  
*Option 3: "The base view cultural route" on the bottom of Olympus, closed to the sea*
- *Starting point: from the archeological site of Dion, where there is the international Olympus festival*
- *Following stops: traditional villages and monasteries until Litochoro (shelters, traditional products...), then Lenithra and Platamonas Castle*
- *A lot of viewpoints all along the itinerary*

### Etna eco-itinerary options

The basic elements that have been identified in the case of Etna are summarized in the following set of brief notes:

- ⊗ Car-bus-train transport options.
- ⊗ Start from the coast with a historic train.
- ⊗ Rural sightseeing bus.
- ⊗ "Simeto" and "Alcantara" rivers.
- ⊗ Alcantara river, gorges, typical "gurnes".
- ⊗ Important historical sites and heritage e.g. Byzantine church.
- ⊗ Walking tour.
- ⊗ Traditional village.
- ⊗ Vineyards for DOC wines.
- ⊗ Door to the Etna, 4X4 to the top or hiking.
- ⊗ Ski center.
- ⊗ 2-3 days needed for the territory.
- ⊗ Not a uniform territory, from a lunar and desolate environment to a forest of pine and beech trees and areas cultivated with fine vineyards, orchards, pistachios etc.
- ⊗ Several ancient villages with castles and beautiful historic centers.
- ⊗ Rich and multifaceted landscape.
- ⊗ Rich offer of local products, cheese and various sweets and regional recipes.

- ⊗ Itinerary that integrates both the use of cars and walking routes, with ecological and even public transport.
- ⊗ Alternatives: valleys and rivers, historic villages, cultivated areas, mountain forests and the unmissable volcano crater.
- ⊗ First itinerary begins with the discovery of the Alcantara river and its famous gorges and “gurne” (particular little lakes of Alcantara river); trekking to visit historical monuments along the river; ride or bike to discover the valley; part of the itinerary with historic train.
- ⊗ Typical products and famous wine of the territory (Etna rosso).
- ⊗ The itinerary ends with a visit to the crater (north side); crater tour possible either on foot or by authorized 4x4 cars following local guides.
- ⊗ Opportunity to stay at one of the mountain hideaway at the slopes of Etna.
- ⊗ A second itinerary starts from the southern part of the volcano, from the pistachio crops, crossing the territories and forests of the southern area.

**Content / first elements of a proposed future eco-itinerary as the respective partner presented it at the TNM in Mallorca**

- Located in the North-East side of Etna
- By foot, train and rural sightseeing bus
- 2 or 3 days needed
- Starting point: coastal village of Riposto with an historical train, which goes from this village to the hinterland (Randazzo: historical center – 800 meters)
- Following stops: a) Randazzo → Alcantara river by rural sighting bus through villages around Etna; b) from Alcantara: walking tour with historical sites (byzantine churches and famous Alcantara canyon and lakes, the village of Castigione, famous vineyards); c) from Alcantara → Linguaglossa by rural sighting bus; it's one of the 2 doors for Etna; d) Linguaglossa → 2000 meters by bus; Then 2 options: by bus until the peak or hiking tour until the peak via sky station.

### Serra de Tramuntana eco-itinerary options

The main features that have been identified are listed below:

- ⊗ Eco-itinerary around Puig de Galatzó mountain; more than half is open (10 km left to be opened).
- ⊗ Dry stone technique.
- ⊗ The Dry Stone Route GR 221 runs already by the western slopes of Galatzó peak.

- ⊗ An ideal eco-itinerary in the area would be a hiking trail that links the three main villages that are at the bottom of the Galatzó peak going over ancient mountain paths.
- ⊗ Ideal way to discover the region.
- ⊗ One refuge open (in the future maybe another one).
- ⊗ Positive impact on the three municipalities.
- ⊗ Part of the itinerary is open and is included in the Dry Stone Route GR 221 trail, but there are abandoned sections, that should be defined and recover.
- ⊗ Important works of restoration are probably required to recover part of the not open section.
- ⊗ Stakeholders to be involved in the implementation of the eco-itinerary are the three municipalities with the support of the Consortium of Serra de Tramuntana UNESCO World Heritage Site.

**Content / first elements of a proposed future eco-itinerary as the respective partner presented it at the TNM in Mallorca**

- Located around the emblematic mountain (Puig de Galatzó), South sector, 1000 meters of altitude
- Concerns 3 municipalities: Estellencs, Puigpunyent and Calvià
- Hiking path around the mountain peak (20 km already open, 10 km to be opened)
- Circular itinerary: Estellencs => Puigpunyent => Galilea => Galatzó => Estellencs. One part is included in the dry stone path and one refuge already exists. Another one should be created in the Galatzó part.
- 31 km long

### Psiloritis eco-itinerary options

The elements that have been identified in the Trail A1 can be summarized in the following typology:

- |   |  |
|---|--|
| ⊗ Fields with geological interest as well as suitable for rock climbing | ⊗ Geotopes                                     |
| ⊗ Archeological sites; Minoan antiquities                               | ⊗ Sky observatory                              |
| ⊗ Gorges  | ⊗ “Acquaintance” with emblematic personalities |
|   | ⊗ Popular arts like loom, traditional          |

- |                              |                                     |
|------------------------------|-------------------------------------|
| ⊗ Volcanic rocks             | Cretan boot makers and              |
| ⊗ Churches                   | glassblowing workshops              |
| ⊗ Mitata (Shepherds' houses) | ⊗ Hiking trails                     |
| ⊗ Plateaus                   | ⊗ Traditional taverns and stores to |
| ⊗ Historical monuments       | buy local products and folk-art     |
| ⊗ Museums                    | ornaments                           |

The main elements that have been identified in the Route A6 include:

- |  |                                  |
|--|----------------------------------|
| ⊗ Starts outside the coastal<br>touristic city of Rethimno | ⊗ Impressive tall stone bridge   |
| ⊗ Archaeological and historical sites                      | ⊗ Artificial lake                |
| ⊗ Pottery-ceramics   | ⊗ Byzantine churches             |
| ⊗ Panoramas  | ⊗ Ancient olive trees forest     |
| ⊗ Ancient religious centers                                | ⊗ Paleochristian Basilica church |
| ⊗ Geotopes   | ⊗ Archeological site             |
| ⊗ Caves  | ⊗ Monastery                      |
| ⊗ Road asphalt as well as hiking<br>parts                  | ⊗ Castle                         |
|  | ⊗ Drive through the villages     |

The elements that have been identified in the Route B2 are summarized in the following typology:

- |  |   |
|--|---|
| ⊗ Museum of Domenicos<br>Theotokopoulos (El Greco) | ⊗ Archaeological site                                 |
| ⊗ Ottoman fountain                                 | ⊗ Paleochristian Basilica church,<br>Byzantine church |
| ⊗ Sculptures of nature                             | ⊗ Geotope "Talea Ori Section"                         |
| ⊗ Hiking   | ⊗ Traditional village                                 |
| ⊗ Monastery  | ⊗ Venetian fortress                                   |
| ⊗ Cave   | ⊗ Production of coal                                  |
| ⊗ Underwater springs                               | ⊗ Bali coast  |
| ⊗ Museum of ceramics                               | ⊗ Ancient Eleftherna                                  |



- |                     |                                  |
|---------------------|----------------------------------|
| ⊗ Pottery workshops | ⊗ Paleochristian Basilica church |
| ⊗ Gorge             | ⊗ Beach                          |
| ⊗ Hiking E4         |                                  |

The elements that have been identified in the Route B4 are presented in the following set:

- |                                     |  |
|-------------------------------------|--|
| ⊗ Monasteries                       | ⊗ Off-road parts accessible only         |
| ⊗ Plateau Livada                    | with a 4 X 4 vehicle                     |
| ⊗ Watermills                        | ⊗ Folklore museum                        |
| ⊗ Folklore museum                   | ⊗ Restored watermill                     |
| ⊗ Archaeological site               | ⊗ Archaeological site                    |
| ⊗ Hiking: "Pies of the old lady"    | ⊗ Chapel                                 |
| ⊗ Gergeri Museum of Natural History | ⊗ Gergeri notable folk artists workshops |
| ⊗ Venetian village                  | ⊗ Impressive canyon                      |
| ⊗ Lake Votomos                      | ⊗ Traditional watermills                 |
| ⊗ Sternas springs                   | ⊗ Hike at the E4 trail                   |
| ⊗ Skete of Saint Euthymius          | ⊗ Walks and places for picnics           |
| ⊗ Geotope, "Faults of Krousonas"    |  |

**Content / first elements of a proposed future eco-itinerary as the respective partner presented it at the TNM in Mallorca**

*objective: attract people in the mountain until the birthplace of Zeus (the Bethlehem of antiquity)*

- Road and hiking paths planned in the eco-itinerary
- Starting point: rethymno (north cost of crete, very touristic)
- All along the itinerary: combination of archeological sites, historical monuments (monasteries), hellenistic archeological site with museum, village of margaritas famous for traditional handcraft (ceramic and pottery), fauna and flora everywhere, the village of anogia where there are small hotels and view-points on the psiloritis (this is the balcony of psiloritis), unesco geopark with big caves

## Sainte Victoire eco-itinerary options

The elements that have been identified as the major ones in the proposed 2 eco-itineraries at Sainte Victoire can be summarized in the following brief set of characteristics:

- ⊗ Based on the industrial and historical heritage
- ⊗ The mountain is more beautiful when seen from a distance
- ⊗ Local producers have been identified; honey, goat cheese, olive oil, fruits and vegetables, wine estates, and craftsmen.
- ⊗ Infrastructures in full development with the creation of a hiking trail 120 km long for which a GR® country approval application was filed and a cycling loop of 54 km.
- ⊗ Establishment of 2 itineraries structured and linked to other territories.
- ⊗ Cycling and hiking projects; the idea is to use the existing cycling network as much as possible and very low traffic roads in order to reach balconies offering stunning views towards Sainte-Victoire.
- ⊗ The 2 routes intersect at different points.
- ⊗ Collaborative work involving all local stakeholders complementary to the flagship destinations Marseille and Aix-en-Provence.
- ⊗ Develop outdoor activities.
- ⊗ Discover villages points, thematic loops.
- ⊗ Local daily usage.
- ⊗ To promote the particular offer, various actions of accompaniment and animation of the professionals will be realized.
- ⊗ Multi-partner initiative of public and private actors.

### **Content / first elements of a proposed future eco-itinerary as the respective partner presented it at the TNM in Mallorca**

- *Basis Of The Itinerary: To Share The Values Of Sainte Victoire As A Lighthouse To Illuminate The Surrounding Area. The Regional Tourism Organization Has Created A New Brand Of Which The Baseline Is "Enjoy The Unexpected". For Us, The "Unexpected" Part Of Sainte Victoire Is Not To Climb On The Mountain But To Go Far Away In Order To See It And To Enjoy The Most Beautiful View.*
- *The Future Eco- Itinerary Will Be Thematic But The Topic Not Decided Yet: Dinosaurs? Environment?*
- *The Future Eco- Itinerary Should Complete The 2 Existing Offer/Itineraries: Local Hiking Path Under Development, Cycling Routes... Both Of Them Offer Beautiful Views Points On Saint Victoire And Gather Different Potential Attractive Points: Historical Mining Museum, Handcraft Center, Local Products*

## 6.2 Recommendations for future emblematic eco-itineraries

The eco-itineraries proposed by the partners were specified through a collaborative work with the local stakeholders. This means that they fit with the local needs and specificities. What would be useful at this point is to address a set of initial considerations in the form of indicative reasonable questions on certain concerns:

- *Do these eco-itinerary options promote enough the global singularities of the respective territories and the whole range of emblematic assets?*
- *Do these eco-itinerary options are hinterland eco-itineraries or rural eco-itineraries?*
- *Do they fit to the needs and attitude of the modern eco-tourist and the tourist visiting to the wider area?*
- *Do they target one or several target groups?*
- *Do they facilitate the tourism flows from the coast to the hinterland and enhance the possibilities for overnight stays?*
- *Do they have the necessary “eco” characteristics and give priority to protection?*
- *Do they safe-guard cultural values and the particular values of the network?*
- *Do they correspond to a quality experience?*
- *Do they engage enough local stakeholders and entrepreneurs?*
- *Do they support the local prosperity and quality of life?*

Further to such considerations and for the scope of specifying necessary recommendations, the next two chapters are dedicated to highlight horizontal and “personalized” recommendations.



### 6.2.1 Horizontal recommendations

#### *Horizontal recommendations on the particular elements of the emblematic dimension of the territories*

A **first set** of recommendations is addressed **horizontally** with respect to what elements are necessary to promote **as robustly as possible**. So what is deemed necessary to robustly promote refer to the next particular elements of emblematic dimension which have to be on the top of priorities:

- ☑ The values of the network itself.
- ☑ Outstanding universal values, principal factors for reputation and highly esteemed characteristics.
- ☑ Institutional recognitions, designations and awards.
- ☑ Particularly authentic features.
- ☑ Legends and myths, supernatural phenomena, spiritual and symbolic elements.
- ☑ Arts of any kind (painting, sculpture, architecture, music, literature, dance, photography, design, mosaics etc).
- ☑ Spots of panoramas, long distance views and graphic settlements, picturesque and grandiose landscapes, spectacular formations, geotopes and topographic prominence, scenic pastures, gorges and valleys.
- ☑ Unique ecosystems, endemism, species richness, threatened species, emblematic plants and animals.
- ☑ Freshwater ecosystems, forest diversity, remarkable trees, high nature value farmland.
- ☑ Particular cultural identity, values and works of the local society, cultural richness, customs, festivals, gastronomy, quality and designated products, artisanal production, traditional professions, peoples' special attitude and temperament, pride of local people, folklore, religion, holy places, intangible cultural heritage.
- ☑ Architectural features, pleasing urban scenes and industrial heritage.
- ☑ Prehistoric and historic places, historic monuments, landmarks, battle fields, heroic accomplishments, emblematic personalities, historic towns and sanctuaries.



### Horizontal recommendations on the design and management of the eco-itineraries

A **second set of horizontal recommendations** concerns a **broader set of necessary considerations** for all the eco-itineraries in the sense that it is a list not completely needed by all partners, but certainly these recommendations **should be examined whether they are already or not satisfied**. This set of recommendations covers the fields **Modalities, Strategy, Design, Local Communities and Stakeholders, Market and promotion and Management**.

## MODALITIES

- ☑ Consider two possible modalities: LINEAR eco-itinerary (with a starting point and a finishing one) or ORBITAL eco-itinerary (series of emblematic elements/ingredients located in the hinterland area that the visitor can discover and combine following his taste and feeling). The second option is better favoured by the partners: therefore, this reinforces the need to clearly define a strong common shared foundation base for these eco-itineraries (values, principles of actions- take inspiration from the ones defined into the EMM Network charter).

## STRATEGY

- ☑ Get support to develop a multi-year strategy for the destination; carry out necessary studies.
- ☑ Reassess your strategy periodically.
- ☑ Creatively adopt already applied successful initiatives of your colleagues in the network.
- ☑ Support small businesses investments close or along the itinerary to enrich local services, boost demand for local production and generation of income.
- ☑ Move forward carefully; maintain realism and avoid developing a narcissus “microcosm”; be demanding first of all to yourselves; safeguard the credibility of your offer and the whole network.



## DESIGN

- ☑ Secure quality readiness, infrastructure availability, diverse activities during day and night and number of beds.
- ☑ Provide an integrated offer (eat-see-sleep-visit-services-activities...); design as much as possible a multi-experience of “seeing”, “tasting”, “watching” “participating”, “learning”, “buying”, “touring”, “having fun” etc.
- ☑ Estimate costs of construction and on-going management.
- ☑ Emphasise on the nature oriented character of the eco-itinerary.
- ☑ Ensure a friendly entry with availability of information about the itinerary; design it with different parts; upgrade those parts already existing; create different lengths and degrees of difficulty in order to provide high-quality experiences to different types of visitors; match the degrees of difficulty and the selected target groups.
- ☑ Build sustainable infrastructure and integrate it in harmony to the wider territory and with other types of tourism and sectors of the economy; create connections and linkages to other itineraries, facilities and attractions.
- ☑ Enhance the accessibility and provide resting areas and other soft infrastructure (toilets, refuges) as well as reasonable accommodation offer for people with disabilities and seniors.
- ☑ Focus on elements of global importance, unique and unforgettable and most important features; provide access to the most important features while avoiding very sensitive ecosystems or wildlife habitats; integrate rare and not rare emblematic assets to build a concrete offer; communicate effectively to visitors the special qualities of the area; enrich educational features, interpretation and learning experience for the visitors; promote the values of the territory with a strong interpretation both to well educated people and not.
- ☑ Grade the difficulty of the different parts of the eco-itinerary, mark the respective routes, use clear, visible and frequent marking and information boards with rich interpretive information, establish enough direction, interpretative and safety signs, in local language and English and if possible at least one other widely spoken language; provide information regarding distance, degree of difficulty and average time required, pay attention to junctions where the traveler could leave the marked

path by mistake; for long sections without junctions provide reassurance marks; pay attention to the signing in built-up areas, and in sections leaving built-up areas.

- ☑ Provide necessarily opportunities for fun and activities, diverse experience and variety of alternatives along the eco-itinerary; provide year round activities; enhance existent possibilities for entertainment and socialization activities.
- ☑ Emphasise on the experience in unusual conditions; integrate a sense of wildness in the experience; at the same time allow visitors without interest or possibilities to exercise difficult activities to equally enjoy the eco-itinerary.
- ☑ Provide opportunities to visitors to meet and interact with locals.
- ☑ Provide possibilities to approach water concentrations, waterfalls and other water features that turn people enthusiastic.
- ☑ Name-label the eco-itinerary while you consider it useful for its branding; attach to a territorial brand; consider branded signage (e.g. the network's emblem) possibilities together with route marking to facilitate visitors no matter their nationality.
- ☑ Promise true expectations regarding experience and local services; provide all visitors a high quality experience in all aspects of their visit to enhance their fulfillment and positive “word of mouth”.
- ☑ Ensure that all interpretive information provided at natural and cultural sites is accurate, respectful to different cultural values, developed with community collaboration, and communicated in most relevant languages.
- ☑ Satisfy hiking beginners, as well as seniors and children by including parts with not long length and altitude differences; consider the range of age of potential visitors; include parts with low difficulty
- ☑ Test drive the itinerary to secure necessary infrastructure and signage; test it in different seasons and with different people (both with regular and outdoors enthusiasts)



## **LOCAL COMMUNITY AND STAKEHOLDERS**

- ☑ Think about the locals as much as the visitors; put emphasis on the harmonious coexistence of locals and tourists; respect the daily life and convenience of the local people; ensure that the eco-itinerary supports and does not deteriorate the quality of life of local residents.
- ☑ Identify immediate and long term potential partners (e.g. Tourism Authorities and Organizations, Municipal authorities, Unions of Municipalities, Regional Authorities, Management bodies of protected areas, Associations of catering professions, Clubs of outdoor sports and activities, Tourist agencies/operators, Professional guides, Hoteliers, rent a car/bike businesses); promote the participation of the local community and entrepreneurship in the tourism offer; organise suppliers, develop partnerships with mountain practitioners (mountaineers, hikers, bird watchers, paragliders etc), as well as mobilise the indifferent local actors; involve actors and services such as information offices, departments of local authorities etc.
- ☑ Encourage debate and feedback by the locals.
- ☑ Strongly involve tour operators to gain from their good sense of the market and maintain in a long term a collaborative relationship with them.
- ☑ Educate business operators and upgrade professionalization; remember always and communicate that “hospitality begins in the heart” (of entrepreneurs and locals who behave as hosts).

## **MARKET AND PROMOTION**

- ☑ Interpret market trends and attitude of tourists and tour operators.
- ☑ Define how many and what kind of tourists are welcomed; define and prioritise the target groups, understand the users’ needs and respond to their modern needs.
- ☑ For a comprehensive territorial marketing consider separately the tourism flows from close areas, but also the flows from the whole country and abroad
- ☑ Provide complete and accurate pre-trip information.
- ☑ Facilitate the stay of visitors by offering information related to accommodation, facilities, activities, purchasing and entertainment.



- ☑ Facilitate the use of on-line and mobile tools and applications, exploit the internet and mobile technologies to promote effectively the itinerary and the wider territory.
- ☑ Plan the development of promotional material and low cost e-promotion.
- ☑ Exploit all possibilities for communication aiming to enhance the flows from coastal areas to the hinterland; place information boards at crowded coastal areas guiding towards the eco-itineraries; communicate and cooperate with hoteliers, local travel agencies, tourist bus services etc.
- ☑ Target and attract nationals, new groups and nationalities to diversify demand than in the past.
- ☑ Promote the inherent values of the network; natural and slow life.
- ☑ Emphasize on what easily brings popularity and publicity (e.g. major events, mountain races, inviting travel journalists).
- ☑ Introduce off-high season events.
- ☑ Ensure that promotion is accurate with regard to the itinerary and its related services
- ☑ Take advantage of wider (regional or national) fam trips for travel journalists, travel and lifestyle columnists, travel bloggers, alternative travel and e-journalists, tour operators and travel agents.
- ☑ Consider at some time joint participation in tourism fairs.
- ☑ Loan a Google street view trekker backpack or a street view app-compatible 360° camera to visualize and virtually mark your itinerary.

## MANAGEMENT

- ☑ Do not put at risk at any time the claim “emblematic”; serve your ambitions and safeguard the credibility of the network.
- ☑ Apply if wanted and when possible for eco-itinerary certification (e.g. Leading Quality Trails, Greenways) suited to the specificities of the itinerary (or parts of it).
- ☑ Plan the means for feedback management and collection of data on visitor satisfaction; emphasise on the repeatability of travelers.
- ☑ Work steadily on the improvement of trail configuration and infrastructure.
- ☑ Plan the route maintenance and regular update of information.



- ☑ Facilitate and promote all season use, as well as manage the carrying capacity of the area in the high season; estimate the destination's carrying capacity and the variables that affect the maximum capacity; monitor and influence visitor flows to reduce negative impacts.
- ☑ Deal with the planning of littering and waste management.
- ☑ Set the responsables for coordination; identify suitable bodies that will also take responsibility.
- ☑ Consider maintenance matters; develop a maintenance schedule.
- ☑ Use an existing DMO management structure or (if necessary) engage with stakeholders to create one.
- ☑ Monitor the number of visitors and overnight stays, the jobs sustained and estimate the generation of employment and income.
- ☑ Prioritise and organise a system to communicate, monitor and respond to safety hazards; enhance safety and emergency response and engage rescuers and well-trained guides.
- ☑ Ensure readiness for extreme weather conditions.
- ☑ Prevent the degradation of the current situation.
- ☑ Take measures to minimize by all means the impact of the visitors on nature; manage car traffic and noise; raise awareness about the fragile environment of the mountain ecosystem and contribute to conservation of ecosystems and socio-cultural authenticity; engage travelers to conservation with guidelines for proper visitor behavior; make sure that visitors are adequately informed about relevant sustainability issues in the destination including environmental, cultural and social issues.
- ☑ Support sustainable transport, soft and eco-friendly mobility (e.g. electric cars, bicycles, frequent public transport) for a low impact transportation.
- ☑ Create conditions to attract and spread the visitors across the territory.

### 6.2.2 “Personalised” recommendations

The partners applied a different pattern of developing and describing their eco-itineraries. We firstly aimed to address all weaknesses they reported and specify respective recommendations. We also aimed to highlight what emblematic assets were perhaps missed to integrate or prioritise by comparing the tables of rare and not rare emblematic assets with the eco-itineraries they described. The sum of the personalized recommendations, together with the not already covered horizontal recommendations, result a concrete set of considerations for each partner.

#### **Recommendations for Canigó**

- ⊗ Demand and/or facilitate where necessary the improvement of accessibility options to reach the destination.
- ⊗ Facilitate together with local stakeholders and entrepreneurs the increase of overnight stays of travelers with joint promotion and management and enhancement of possibilities for an enjoyable stay day and night.
- ⊗ Promote emblematic elements such as: Grand Site de France certification, UNESCO heritage (Villefranche de Conflent), flat terraces, designations like “Countries of Art and History” and “Most beautiful villages of France”, botanical interest of the territory, storytelling about myths and legends etc.
- ⊗ Examine the integration of a real or virtual starting point or part of the eco-itinerary close to the sea.
- ⊗ Examine the development of a transnational emblematic eco-itinerary e.g. Pedraforca, Canigo and Sainte Victoire, linking assets and experiences across borders.
- ⊗ Enhance the cooperation with the local authorities.
- ⊗ Upgrade, mark and enhance the experience at stops, viewing points and balconies.
- ⊗ Set up a local event in each settlement connected with the mountain; create a series of events all year round (e.g. mountain feasts or other more appropriate themes).
- ⊗ Train local entrepreneurs to mountain-related activities and increase awareness on the importance of the mountain for sustainable development.
- ⊗ Keep strong awareness of the local population to safeguard the values of the territory and familiarize with slow tourism.



- ⊗ Turn the network of mines into tourist attractions; due to the proximity collaborate with Pedraforca for a common tourist product.

### **Recommendations for Cika**

- ⊗ Create at least 2 info-points and parking sites.
- ⊗ Improve the signage infrastructure.
- ⊗ Establish an access point (base) from the road to start the hiking (eco-itinerary entrance).
- ⊗ Install panels and information tables about itineraries and difficulties.
- ⊗ Establish a parking site.
- ⊗ Create a via ferrata and one zip line to deal with currently unsafe parts of the trail.
- ⊗ Support paragliding; examine other spots to exercise it; exchange experience with Sainte Victoire.
- ⊗ Promote myths and storytelling about the mountain as well as emblematic elements such as the mountain's prominence, its Geotope character, the rise right from the sea level, the Llogara National Park, the cultural heritage etc.
- ⊗ Create a tourist calendar of events and activities throughout the year.
- ⊗ Sensitize and inform the local population regarding the welcoming of tourists and protecting the mountain.
- ⊗ Support infrastructure and provision of services at the foot of the mountain.
- ⊗ Mobilise all neighboring local authorities and examine the possibility for a forest village and a DMO organisation.
- ⊗ Adopt best practices on developing and managing destinations sustainably.

### **Recommendations for Pedraforca**

- ⊗ Facilitate where necessary the improvement of accessibility options to reach the destination.
- ⊗ Promote intensively the responsible hiking/mountaineering in order to decrease the number of serious accidents.
- ⊗ Enhance the means and intensity of promotion of the territory to French citizens.



- ⊗ Request the improvement of internet connectivity to cover remote parts of the territory.
- ⊗ Promote emblematic elements such as: climbing and hiking possibilities, “witch mountain”, Picasso way cultural route, fire-related events, unique silhouette of the top, monumental trees and trees with spectacular sizes, quality night sky spots, network of signpost paths etc.
- ⊗ Examine the integration of a real or virtual starting point(s) or part of the eco-itinerary close to the sea and/or across the riviera.
- ⊗ Examine the development of a transnational emblematic eco-itinerary e.g. Pedraforca, Canigo and Sainte Victoire, linking assets and experiences across borders.
- ⊗ Locate and mark highly dangerous parts and spots of the road network to ensure its safety; develop a printed or electronic guide for safe travelling across the roads and off-road.
- ⊗ Promote the rareness of quality night sky and assess the possibilities for a long term sustainable tourist product.
- ⊗ Turn the mines into tourist attractions; collaborate with Canigo for a common tourist product
- ⊗ To manage car traffic at the bottom of the mountain, assess where relevant a. establishing remote parking facilities, b. applying smart e-solutions for road alerts, c. attracting visitors to various spots or different honeypots spreading them across the territory, d. applying different zones for access close to highly sensitive areas or heavily crowded and even restrict access, e. escorted visits for groups without individuals approaching beyond some point, f. charging to access beyond some point.

### **Recommendations for Gran Sasso**

- ⊗ Safeguard silence; pay particular importance on the noise produced by motor transport at Campo Imperatore and other very sensitive ecosystems; examine stricter speed limits and other means to secure the integrity of the natural environment.
- ⊗ Intensify the efforts to engage the managing body of the National Park in the eco-tourism development.

- ④ Apply smart e-solutions for road alerts to manage overcrowding at major sites and viewpoints; increase parking facilities together with the provision of regular small bus services.
- ④ Plan a set of actions to enhance information provided to visitors, e.g. interpretive information boards and on-line information.
- ④ Examine the possibilities for a more tourism friendly opening hours of stores and restaurants.
- ④ Raise the issue of the abandoned and closed buildings that communicate a depressive atmosphere; request a plan for improvement without damaging the traditional character of the settlements.
- ④ Secure availability of beds all around the year close to the mountain.
- ④ Build small sustainable infrastructure for safe stops across the itinerary.
- ④ Enhance citizens awareness on tourism, eco-tourism and "emblematic Gran Sasso"
- ④ Build monitor infrastructure to watch wildlife.
- ④ Provide a concrete experience and activities at a high altitude as it is quite easy to reach.
- ④ Examine the integration of a real or virtual starting point or part of the eco-itinerary close to the sea and close to L' Aquila.
- ④ Promote emblematic elements such as: the dolomite characteristics, the intact natural environment, the awarded natural park, the thousand plant species, the most beautiful villages designation, the plateau of Campo Imperatore and several other small plateaus, the "Small Tibet" characterization, certified companies with the Ospitalità Italiana brand, slow food and specialities, the Paths of Transhumance, the religious itineraries and heritage, the Horse Riding Trail etc.

### **Recommendations for Olympus**

- ④ Enhance fire protection measures and public awareness (of locals and visitors) to prevent fires.
- ④ Enhance safety measures and intensify visitors' awareness; promote responsible hiking/mountaineering; develop an electronic guide (for internet and mobile use) for safe travelling across the territory.

- ⊗ Promote emblematic elements such as: UNESCO Storage of Biosphere, the Greek mythology with tangible experience (e.g. multimedia animations), antiquities, biodiversity, Marathon races, branded products etc.
- ⊗ Promote school tourism from Southern Greece and abroad.
- ⊗ Examine the integration of a real or virtual starting point(s) or part of the eco-itinerary close to the sea and urban areas.
- ⊗ Orient local entrepreneurship to profitable businesses related with the mountain.
- ⊗ Facilitate the organization of University summer schools.
- ⊗ Promote a number mountain settlements (spread along the territory) to become points of reference.
- ⊗ Examine the possibility for a DMO.

### **Recommendations for Etna**

- ⊗ Propose parts of the road network where upgrade is urgent.
- ⊗ Plan the establishment of at least 3 information desks across the territory.
- ⊗ Organise a local consultation with the aim to increase the opening hours of plenty of sites of tourist interest.
- ⊗ Design a campaign to enhance professionalism in service provision and facilitate communication of training possibilities.
- ⊗ Provide a rich experience regarding the volcano and at high altitude.
- ⊗ Pay particular importance on the target group of national and international students examining at the same time possibilities for an attractive pricing policy to increase off-season school tourism.
- ⊗ Provide strong interpretation e.g. guides as well as a network of information boards.
- ⊗ Ensure clean public spaces and facilities by reinforcing local authorities' and stakeholders' engagement.
- ⊗ Raise the issue of the abandoned and closed buildings that communicate a depressive atmosphere; request a plan for improvement without damaging the traditional character of the settlements.
- ⊗ Promote safe bike ascending of the mountain through the woods' cool atmosphere
- ⊗ Build small sustainable infrastructure for safe stops across the itinerary.



- ⑦ Enhance citizens awareness on tourism, eco-tourism and "emblematic Etna" belonging to all those that globally respect it.
- ⑦ Promote hoteliers training; engage their association among other involvement also towards maturing a formal or informal cluster in order to operate cooperatively.
- ⑦ Engage a commonly accepted Mayor to lead a new mentality of municipalities thinking their own territory as a product that is part of the broader and recognisable "Etna territory".
- ⑦ Examine the integration of a real or virtual starting point(s) or part of the eco-itinerary from other sides of Etna.
- ⑦ Promote emblematic elements such as: UNESCO designation, the 3 Regional Natural Parks, medieval towns, the contrasting landscapes, the variety of ecosystems and cultivars, the hundreds wines cellars, the mountain marathon races etc.

### **Recommendations for Serra de Tramuntana**

- ⑦ Apply smart e-solutions for road alerts to manage overcrowding at major sites and viewpoints; attract visitors to various places to spread them across the territory.
- ⑦ Work together with relevant local stakeholders on the improvement of public transport where needed.
- ⑦ Maintain the strategy for balancing seasonal tourism demand.
- ⑦ Specify the conditions to increase the low accommodation offer during the low season together with the stakeholders of certain areas where that will be easier to achieve or effective in terms of the total number of beds.
- ⑦ Promote emblematic elements such as: UNESCO designation, Dry stone route, rich biodiversity and rare species of flora and fauna, network of lengthy signposted routes, ice houses, emblematic personalities etc.
- ⑦ Locate and mark highly dangerous and difficult parts of the road network.
- ⑦ Facilitate the profession of mountain guides escorting interested people towards enhancing collaboration with the official guides to promote their activity and to reduce professional interference.



## **Recommendations for Psiloritis**

- ② Set the Geopark as a theme of reference emphasising to the enhancement of promotion of the particular attractions and conceptualising the experience at many different parts of the territory linked at the same time with parallel activities, as well as necessary access facilitation and interpretation.
- ② Promote the incompatible hospitality of the locals and bring travelers close to them.
- ② Upgrade road signage infrastructure and road safety; establish signage for dangerous parts of the road network.
- ② Enhance e-promotion of the territory.
- ② Support the upgrade of taverns where needed to mitigate cases or areas with low quality offer.
- ② Emphasize on culinary experience and special dietary habits.
- ② Create more safe stops at viewpoints.
- ② Start counting / estimating the number of visitors.
- ② Promote responsible driving of locals.
- ② Upgrade the quality of existing refuges and examine locations for new ones.
- ② Engage visitors in traditional activities (e.g. sheep mowing, local spirit production, wedding receptions) with the support of local operators.
- ② Improve quality and accessibility of existign paths; prioritise those supposed to provide higher added value.
- ② Strongly promote the rich mythology associated with the territory.
- ② Upgrade inelegant folklore services and activities and settlements' image (aesthetics).
- ② Develop parking facilities inside big settlements and close to areas attracting hundreds of visitors.
- ② Enrich the offer of activities all around the year to prolong the stay of visitors.
- ② Promote emblematic elements such as: the Geopark designation and related major geological sites, the very top of the mountain experience, the Sky observatory, the network of caves, mythology and timeless presence of people providing a tangible experience (e.g. video animations), antiquities (e.g. Zominthos, Eleutherna, Zeus cave), incompatible traditional poetry, music and dance with an elegant and modern



experience, the network of 300 shepherd dry stone houses, the mountain races, the people temperament, self-sarcasm and humour etc.

- ⑦ Enhance the involvement of AKOM-M in the management of tourism and Geopark and the consolidation of unorganized and fragmented efforts of promoting tourism.

### **Recommendations for Sainte Victoire**

- ⑦ Promote emblematic elements such as: Grand Site de France certification, “territory of painters”, biodiversity, mining activities of the past, lengthy marked trails, wine tasting, the “every day” character etc.
- ⑦ Make sure to allow a branch of the eco-itinerary to provide access to the emblematic Cezanne “territory” ; route mark accordingly.
- ⑦ Further enhance facilities for the disabled and promote the existent and newly build network available for citizens of close urban areas.
- ⑦ Examine the integration of a real or virtual starting point or part of the eco-itinerary close to the sea and/or coastal urban areas.
- ⑦ Examine the development of a transnational emblematic eco-itinerary e.g. Pedraforca, Canigo and Sainte Victoire, linking assets and experiences across borders.