

## Transnational Cooperation Project, sub-Measure 19.3, RDP 2014-2020 “Emblematic Mediterranean Mountains network 2 (EMbleMatic 2)”

### International conference – 16<sup>th</sup> May 2024 (morning)

**Objectives:** presentation of emblematic 2 projects results on sustainable tourism: good practices, lessons learnt, exchanges on needs and challenges to improve sustainable tourism in mountains areas

**Targets:** stakeholders working on the field of sustainable tourism and involved in territories networks

*Timeslots are based on Greek hour.*

<https://us06web.zoom.us/j/89977391890?pwd=c1Vhb0ZDjzV0nKH6BzURAKZH96CjMq.1>

Meeting ID: 899 7739 1890

Passcode: 4SdyqW

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|---------------|---|
| 09.00 - 09:30 | <b>Welcome of the participants</b><br>Representatives of Region, Municipality, Forest Department of Pieria  |
| 09:30 - 09:45 | <b>Introduction speech A.01</b><br>Reminder of the projects objectives and main actions, by Dr. Konstantinos Zapounidis-Pieriki Anaptixiaki S.A.-O.L.A.   |
| 09:45 – 10:10 | <b>Focus on the emblematic Labs on sustainable tourism: first lessons learnt</b><br>=> Tourism and local products, by Hara Papailiou - AKOMM <b>A.02</b><br>=> Accessibility (inclusive tourism) and mobility, by Rosa Colomer-Bergueda agency (Spain) <b>A.03</b><br>=> Diversification of tourism, by Christos Toptsis- ANESER <b>A.04</b>  |
| 10:10 - 10:40 | <b>Towards an emblematic sustainable tourism : ANESER's Eco-itinerary at Lailias-Vrontou mountain</b><br>=> Analysis and transfer of the emblematic approach on ANESER areas, by Alexis Sancho Reinoso, Academic External Expert <b>A.05</b><br>=> Feedback from ANESER area: what has changed in terms of sustainable tourism? What is the added-value and the main challenges?, by Christos Toptsis- ANESER & Thomas Varveris-EFB <b>A.06</b><br>=> Exchanges |
| 10:40 - 11:00 | <b>Certification of tourism itineraries among Europe: which opportunities?</b><br>By Ramon Serrat, Academic External Expert <b>A.07</b>   |
| 11:00 – 11:10 | <b>Questions and answers</b>  |
| 11:10 – 11:25 | Coffee break  |
| 11:25 – 12:45 | <b>What are the main challenges for sustainable tourism in the next years?</b><br><b>How could territories networks improve sustainable tourism policies?</b><br>Keynote Speakers <ol style="list-style-type: none"> <li>Professor Kyritsis Ioannis, Assoc. Professor, School of Economics, A.U.Th. <b>A.08</b></li> <li>Zacharopoulos Athanasios, Civil Engineer/Regionalist <b>A.09</b></li> <li>Claudia Bruno, GAL Tirreno Eolie <b>A.10</b></li> </ol>      |

13:00 – 14:30 Lunch

**Site visit – The 16th May 2024 (afternoon)**

15:00 – 20:00 **Site visits:**

***How to manage tourism flows?***

***What is the bearing capacity of tourism areas?***

15.00-15.10	Transfer: Litochoro to Checkpoint 1 (entrance to Protected area: Ecojourney 1)
15.10-15.30	Visit: Checkpoint 1 (entrance to Protected area: Ecojourney 1)
15.30-16.00	Transfer: Checkpoint 1 to Prionia (end of Ecojourney 1, start of ascent to summit)
16.00-16.30	Visit: Prionia
16.30-17.00	Transfer: Prionia to Checkpoint2: Myloi (entrance Ecojourney 1)
17.00-17.15	Visit: Myloi (entrance Ecojourney 1)
17.15-17.45	Transfer: Myloi to Palios Panteleimonas (entrance to Ecojourney 3)
17.45-19.00	Visit: Palios Panteleimonas (entrance to Ecojourney 3)
19.00-19.30	Transfer: Palios Panteleimonas to Litochoro
20.00	Dinner