

EMbleMatiC-2

Emblematic Mediterranean Mountains as Coastal destinations of excellence - 2

Standing on the shoulders of giants

EMbleMatiC Heritage goes Lailias–Vrontou Mountain

May 16, 2024

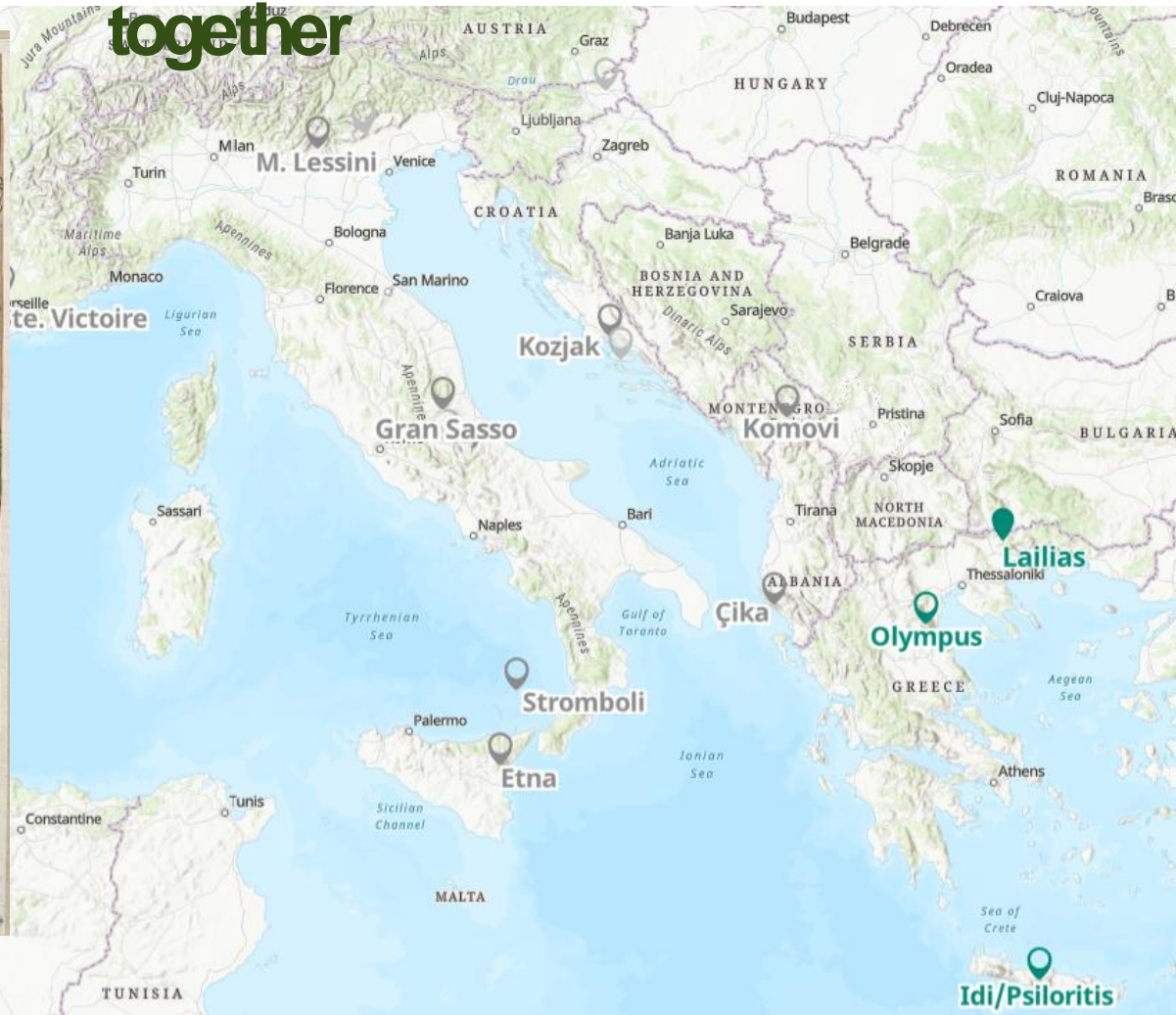
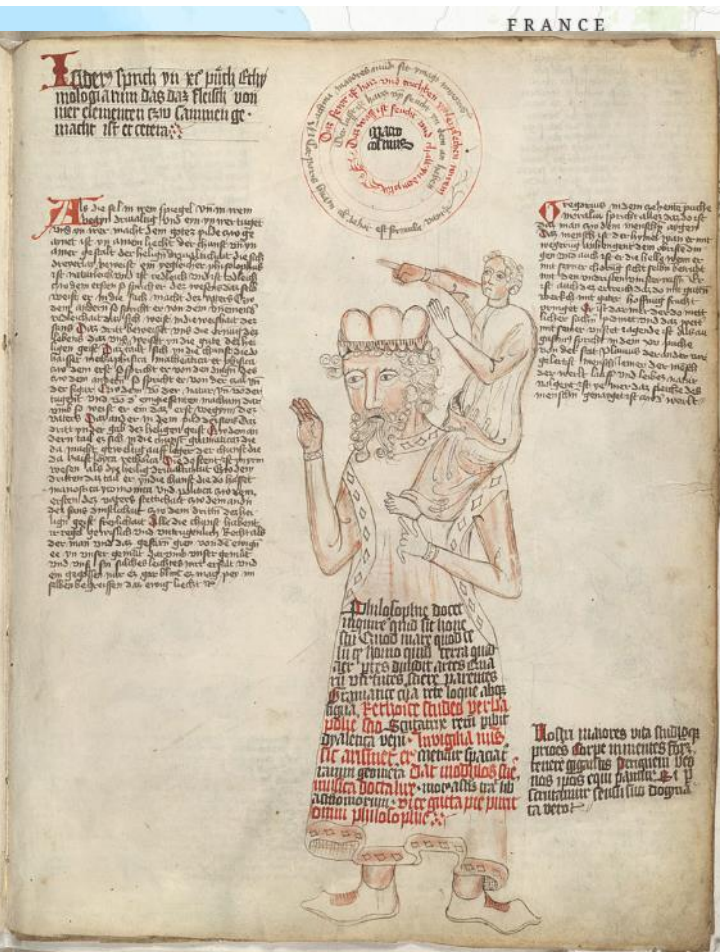
Alexis Sancho Reinoso



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The EMM Network: More than 10 years walking together



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What we do

We create **Eco-itineraries**

- Located in the coastal **hinterland** area
- Based on our **singularities**
- Involving **local actors** and inhabitants
- Combining sustainable tourism flows management with valorisation of natural/cultural aspects



We promote **Ecojourneys** – slow tourism products/packages to come and enjoy slow tourism routes



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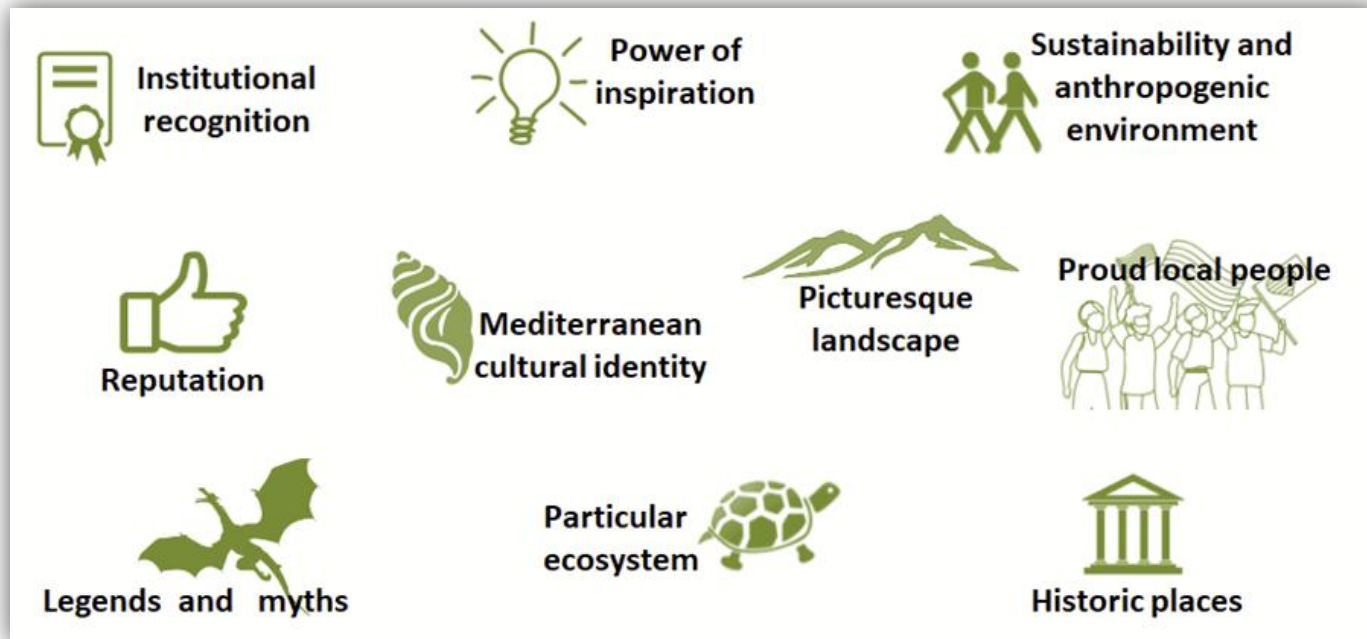


The EMM-2 LEADER Project

Analysis and Transfer of the EMbleMatiC Approach on Lailias–Vrontou Mountain

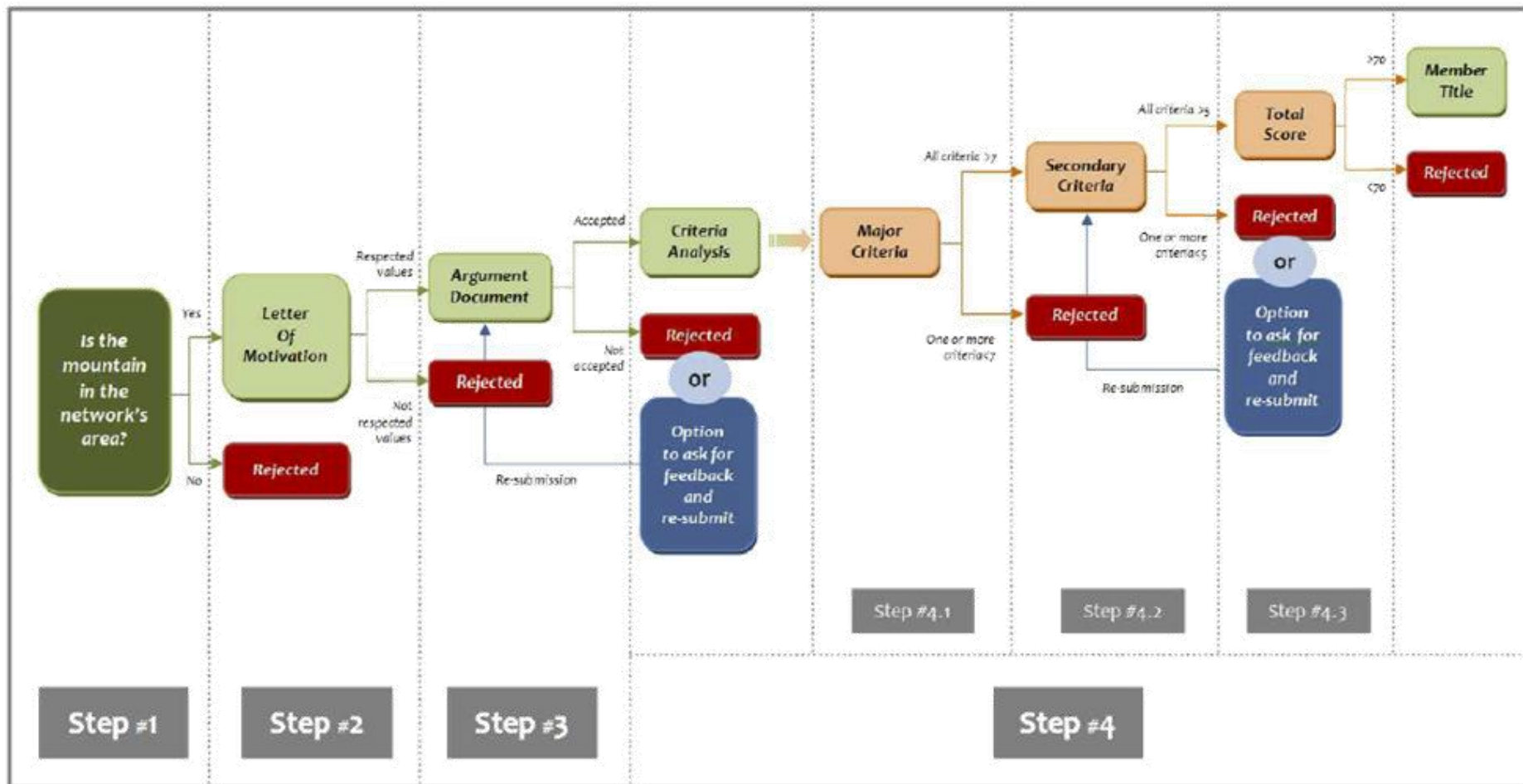
Activity A.4.1 – “Implementing the EMbleMatiC tools to the new mountain.”

A4.1.1 - Criteria checking process



A4.1.1 Criteria checking process

Evaluation process flow chart diagram



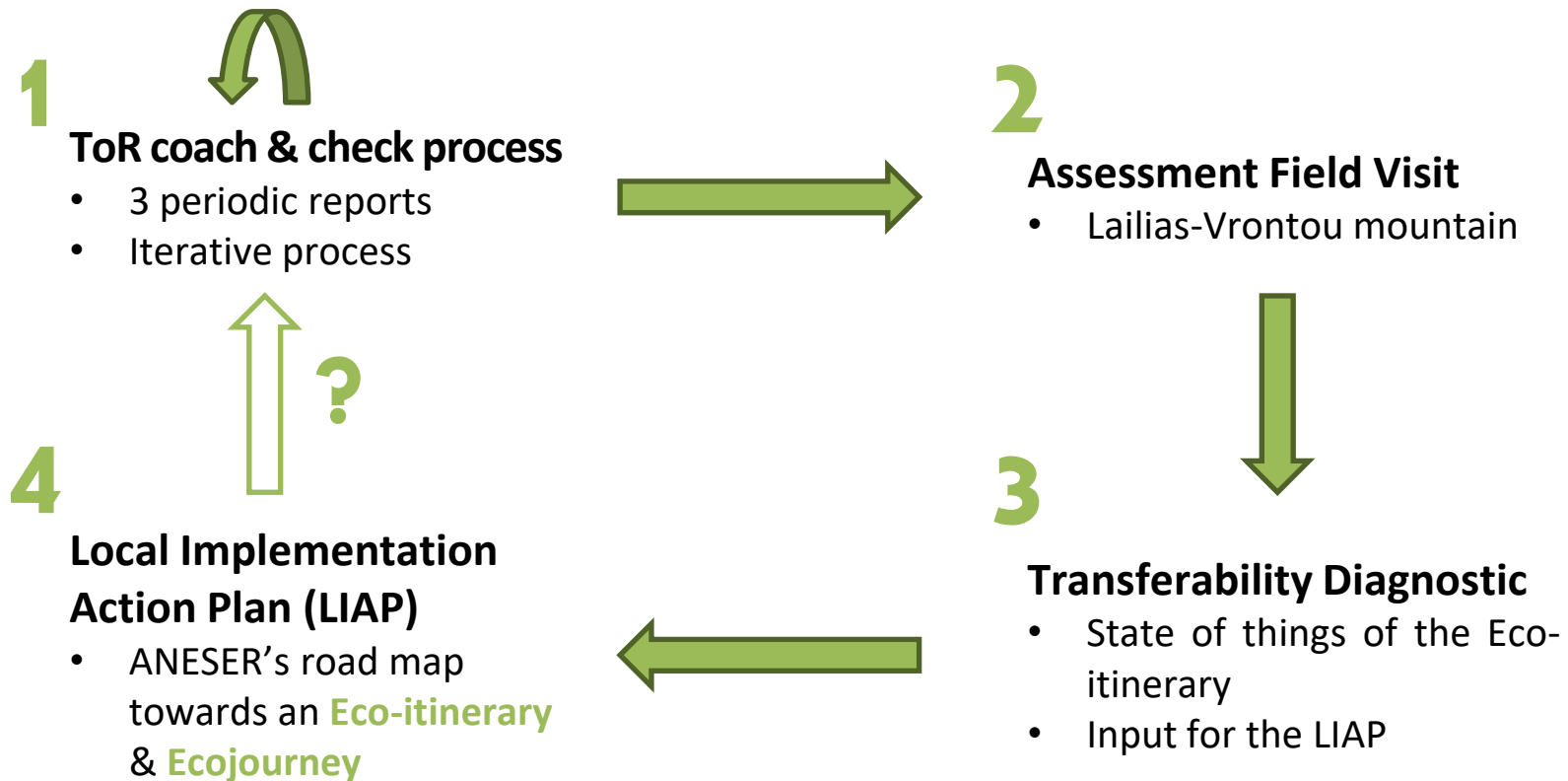
Source: [Study Report](#) (Synthesis)



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A4.1.2 Transferring process (ToR check)

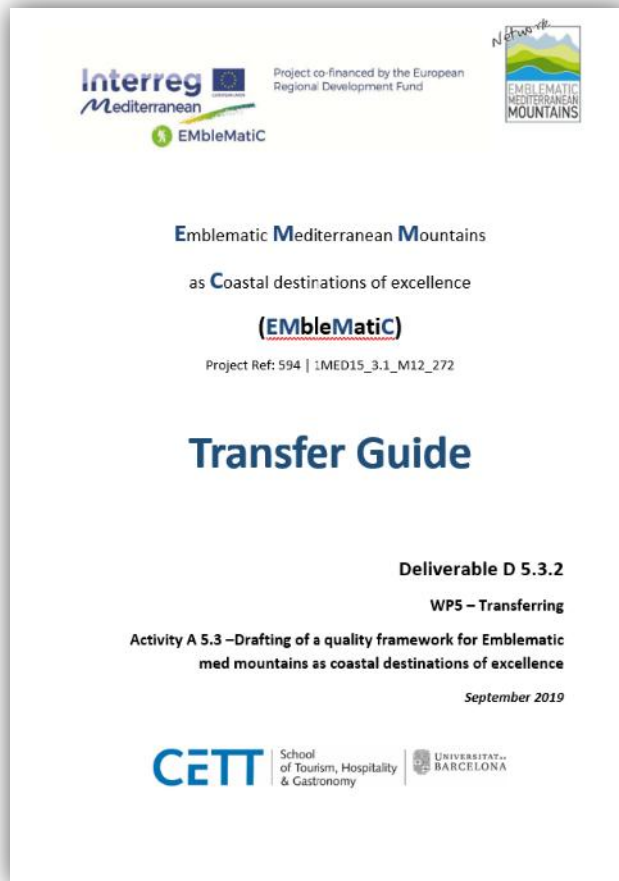


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A4.1.2 Transferring process (ToR check)

1 ToR coach & check process



30 attributes



Topic 1: Basic characteristics of the itinerary x7

Topic 2: Associated Services x8

Topic 3: Ethics & Sustainability x6

Topic 4: Management & Governance x5

Topic 5: Marketing x4



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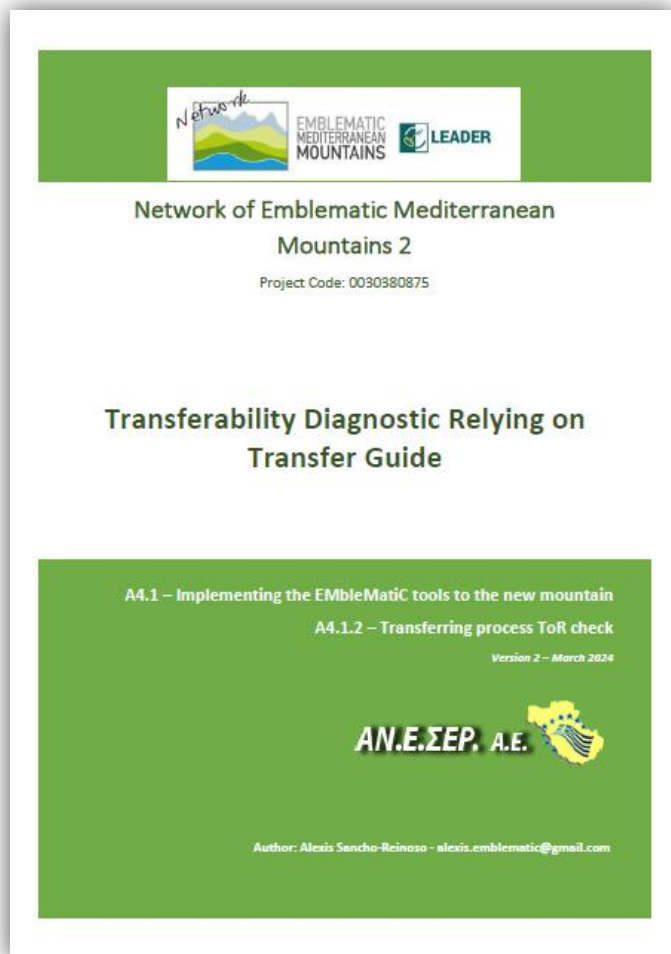
A4.1.2 Transferring process (ToR check)

2 On-Site Assessment Field Visit to Lailias-Vrontou Mountain (May 2023)



A4.1.2 Transferring process (ToR check)

3 Transferability Diagnostic



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A4.1.2 Transferring process (ToR check)

3 Transferability Diagnostic

Main Statement: ANESER's *Eco-itinerary* proposal fits the EMM Network philosophy, values and principles

Relatively high **compliance** degree with the majority of the ToR attributes (part. topics 1, 2)

The proposal lacks a certain identity

Attractions showed no or very weak connection among them

Uncertainty around the path network (shape)

The process of conception and development of an Eco-itinerary has been deeply marked under the circumstances surrounding the project

Low exchange level, fragmented workflow



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A4.1.2 Transferring process (ToR check)

3 Transferability Diagnostic

Strengths
<ul style="list-style-type: none">• Closeness between the urban centre (Serres) and the mountain foothills.• Pre-existence of routes.• Presence of material cultural heritage, notably monasteries and stone bridges.• Extraordinary landscape diversity.• Well-preserved cultural landscape.• High quality of local gastronomy.• Presence of well-organised mountaineering associations.

Opportunities
<ul style="list-style-type: none">• Relatively unexploited area in touristic terms.• Huge potential for development an own touristic brand.• Huge potential for attracting local, regional and international visitors, particularly from the Balkan area (Bulgaria, North Macedonia).• Region's "anonymity" as main attraction potential.

Weaknesses
<ul style="list-style-type: none">• Bad shape of paths.• Low maintenance of paths and viewpoints.• Lack of touristic infrastructure, especially outside the town of Serres.• Weak links among local stakeholders.• Lack of investors.• Informal character of tourist activity.• Lack of well-defined communication strategy among local producers.• Weak public transportation system outside the urban area.

Threats
<ul style="list-style-type: none">• Possible massification in winter time in the ski resort.• Global warming will certainly make ski activities in Lailias impossible in a relatively short period of time.• General political and social instability.



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A4.1.2 Transferring process (ToR check)

3 Transferability Diagnostic

Recommendations for the Local Implementation Action Plan (LIAP)

Topic 1: Basic characteristics of the itinerary

To consolidate the physical infrastructure by ensuring proper signposting and reliable infrastructure, including well-equipped panoramic viewpoints and essential facilities and infrastructure.

Topic 2: Associated Services

Local guiding services have not yet been fully identified; eco-friendly activities can take place only in a very limited manner, since the adventure centre is not in a good shape to host most of the activities it once offered to the public. Picnic services are lacking,



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A4.1.2 Transferring process (ToR check)

3 Transferability Diagnostic

Recommendations for the Local Implementation Action Plan (LIAP)

Topic 3: Ethics & Sustainability

The whole bulk of work is still to be done, namely start working with local stakeholders to raise awareness about sustainability aspects

Topic 4: Management & Governance

Major challenge: To implement monitoring tools to improve the sustainable performance of the destination

Topic 5: Marketing

Once the Eco-itinerary is finish, you might proceed with the Ecojourney. For this purpose, identity markers and some storytelling are needed → Stone bridges?



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Thank you for your attention

Σας ευχαριστώ για την προσοχή σας