



EMBLEMATIC
MEDITERRANEAN
MOUNTAINS



Agència de
Desenvolupament
del Berguedà

Transnational Cooperation Project, sub-Measure 19.3, RDP 2014-2020 Emblematic Mediterranean Mountains network ② (EMbleMatic②)

European emblematic - lab 3 "Alternative Tourism": Thursday 11 May 2023, Serres

Introduction of the session - Welcoming words by the hosting partner:

The different speakers mention that they are very happy to be part of a network gathering 14 different emblematic mountains and more specifically of this project involving 3 mountains partners. It's a great cooperation.

On the Lailias Mountain area, the LAG and the municipalities support the development of 4 seasons tourism: ecotourism activities, hiking mountains biking, etc.
For this area, the EMM2 goal is to create the conditions of being part of this EMbleMATiC network.

The network of Emblematic Mediterranean Mountains 2: the Cooperation project

Ms. Eleni Triantafyllou, General Manager of ANESER S.A.

The first workshop was in Creta, then in Spain and today in Serres: there are opportunities because it provides us useful tools for the development of our area. Our objective is to create a destination of excellence on the basis of the previous work of emblematic network with a benefit for local people. And we have applied to being part of another new emblematic project in the framework of INTERREG.

We have now the first deliverable called: sustainable tourism handbook. It's a useful deliverable.

Astronomical Park of A. Vrontou and organization of cultural events and activities, Mr. Kalfoglou Anastasios, President of Ano Vrontou Cultural Association

This association has been created in 1996 to promote the cultural heritage. Our village is located at 1600 meters and the lack of light pollution led us to create astronomic activities in 2007. Then, we built an observatory to allow visitors to see the night sky. But we need money to manage the place and increase the awareness for visitors. Then, we created an astronomical event. The first edition has been held in 2007. A famous scientist has participated and contributed to make this event famous. Young people and children are the main targets.

Then, a real astronomic park has been created with the support of the LEADER programme: financial support for equipment (telescopes, projectors, computers...). The creation of an astronomy museum and a center of research are planned for the end of the 2023 year. We will also try to develop other events. Next year, we will have educational programme for school through a cooperation with the university of Serres and other educational organizations.

=> What we succeed: we have extended the public interested in astronomy.

=> Keys to success: there is not only a scientist involved during the event but the involvement of the area, who manage everything all along the year.

Possibilities of alternative hiking and climbing on Olympus, Ms. Thomi Soldatou

Mount Olympus is famous and is a mountain with a difficult access. It benefits from a wonderful fauna and flora and from a rich history. There are European paths, extensive network of trails, 7 organized mountain shelters and 6 emergency shelters.

The Olympus mountains faces a rapid growth of mountains tourism: visitors have tripled in the last 10 years (this trend is accelerating since the COVID pandemic. That's why, the area tries to diversify the activities:



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- Mountaineering and

trekking: special equipment is needed and there are many trekking and hiking companies, with unclear legal framework. Everybody wants to go to the summit and there are some accidents.

- Hiking activities: walking with no special equipment. But the majority of visitors move along the most famous paths. The challenge is then to develop and promote other paths.
- Climbing activities: more demanding and more dangerous.
- Skiing: there is a ski resort but we need to adapt and to develop rather autonomous ski activities=> mountaineering ski
- Trail running
- Canyoning
- Mountain bike and downhill: less developed but there are opportunities
- Paragliding, horse riding...

70% of the Greek territory is mountainous; it provides a great potential but:

- we need strategic planning and measures for the environmental protection
- we need: mountainous/aerial rescue

Eat the stars. Combining gastronomy with astronomy, Ms. Marinella Mosquera, Member of Pedratour (tourist agency of Berguedà)

Our main challenge is to create tourism products, which are attractive and competitive by putting into value natural and cultural heritage: development of nature based tourism and sustainable tourism with a wide range of targets.

One of the product is called "Eat the stars": this activity has been developed during the pandemic because the other activities were restricted in terms of numbers of participants.

The idea is to combine astronomy and gastronomy: there are view points, and an observatory in Saldes. We have also a naturalist, who provides nature education. The star observation is guided. Main clients: couples from 40 to 60 years old, who wants to have dinner under the stars (From 3 to 4 hours). This product is a business window: people look for it and it's another target to be reached (older and richer). They have a certification for sky: delivered by the Catalan government).

Green challenge - Promotion and reward of sustainable behavior of visitors/tourists, Ms. Marinella Mosquera, Member of Pedratour (tourist agency of Berguedà)

The Green challenge is based on the idea to go further to classical activities. For example, the objective is not only to walk in the nature but to know better the nature and to be careful with it. It aims to reward the tourist's sustainability with positive-impact practices (ex: a tourist can take a photo of the number of garbage collected all along the hiking path). At the end of each season, the participants with the highest scores will receive a prize such as a discount for one of the off-season packages, a 1-day activity, etc. The Green challenge competition is managed through an app, on which visitors can discover everything on the area: tourism activities.

This Green Challenge aims to integrate environmental and sociocultural education into adventure tourism in a fun, non-conventional way to enhance the tourists' bonding with the territory and thus their desire to protect it. Then, they have developed tourism packages involving all the tourism professional such as hotels, restaurants... These packages are based on activities (which are not ski) and developed all along the year.

Recovering vineyards and workshops based on medicinal plants, Advisor on Tourism and Culture - Communication and organization activities

This activity is proposed by a small company, which proposes activities included in tourism package.

Our main objectives are:

- to recover an agricultural landscape
- to recover the dry stone walls and huts
- to recover the cultivation of wine



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- to



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generate new opportunities

and to create jobs

- to recover the ancient knowledge of the use of wild plants as remedies and food
- to produce high quality organic wine and other products coming from the area
- to create synergies with companies and entities

This company develops also workshops to transform flora in parfum (cosmetics...) and they have future projects: creation of new products based on these natural products.



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