



**SOUTH EAST
EUROPE**
Transnational Cooperation Programme



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EUROPEAN UNION

- **European Cultural Tourism Network *International Conference:***
'Cultural Tourism in the Experience Economy'
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Cultural Values Accessibility improvement through awards and social media

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ΣΥΜΒΟΥΛΕΥΤΙΚΗ ΕΠΕ**
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EKΠΟΑ

- **Cultural Values and historic landscapes** - important assets

The **benefits** of improving access **go beyond meeting pure legal requirements** or fostering equal opportunities

The **CLEAR** (**C**ultural values and **L**eisure **E**nvironments **A**ccessible **R**oundly – for all) project in the South East Europe (SEE) transnational cooperation programme of the European Union addresses the above issues.



1. **“The Return of the Argonauts”** as a Cultural Route for inclusion in the Council of Europe Cultural Routes and contributing to ‘European Heritage Label’ initiative of EU
2. **‘Little Train of Pelion’** - a heritage railway contributing to «European Heritage Label» initiative of EU

Communication from the Commission COM (2010) 352:

Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe

ACTION 1: Develop a coherent strategy for diversifying the promotion of tourist services and capitalise on Europe's common heritage, particularly by creating a European Heritage Label, alongside actions such as European Heritage Days or the European Union Prize for Cultural Heritage. Encourage the integration into tourism strategies of 'natural' heritage, which will also benefit from labelling initiatives.

ACTIONS 6: Provide a voluntary tourism exchange mechanism between Member States, enabling in particular certain key groups such as young or elderly people, people with reduced mobility and low-income families to travel, particularly during the low season. Develop a voluntary online information exchange mechanism to improve the coordination of school holidays in the Member States, without prejudice to their cultural traditions. |

THE ARGONAUTICA

AFTER APOLLONIUS OF RHODES



● Outward journey ● Return journey

Map © Jason Colavito. Satellite composite from NASA

Argonautica footprint in SEE

- Similar boats in Black Sea Coast settlements (Mesimvria-Nesebar, Sozopolis-Sozopol, Anghialos-Pomorie)
- Through Danube river from Black Sea to Adriatic Sea
- Boat in the Woods in Gabrovo, near Danube, Bulgaria
- Jason as founder of city of Ljubljana (capital of Slovenia)
- Festivals on the Adriatic Dalmatia Coast in Croatia down to Corfu (Drepano island in ancient times)
- Po river in Italy (old Eridanos river)
- Route through Rhone river to Mediterranean Sea (Marseille, European Capital of Culture 2013)



EKPOL's task

Timeframe 01/06/2011 - 30/05/2013

All the PPs will realise a Pilot Experience (PE) on CV accessibility.

Description of activity:

PE n5 by PP4-EKPOL: New Media tools (Facebook, Social Media etc) Informative Campaign related to accessibility of CVs for gaining new CV visitors & increase CV knowledge & fresh perception of heritages.

Role of partner:

*PP4-EKPOL GR - realisation of Pilot Experience n. 5 -
New Media tools Campaign*



Facebook: Argonauts Return – 437 friends



**Cultural Values &
Tourist Development of the Volos-
Milies Pelion
Narrow Gauge Heritage Railway in
Greece**

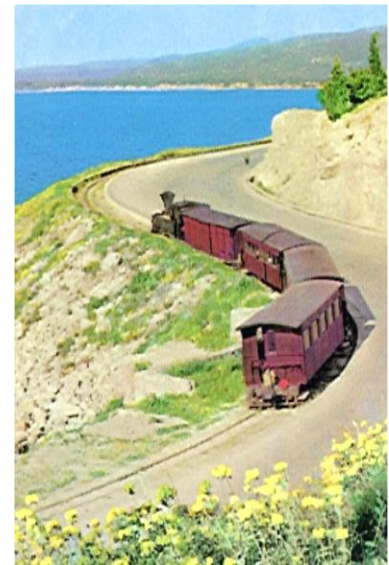
2nd Pilot Experience

Description of the Railway

- Volos Station – Anavros (km 3):
Urban section



- Anavros-Agria (km 5):
Coastal Section



Description of the Railway

- Agria - Ano Lechonia (km 5)
Uphill section



- Ano Lechonia - Milies (km 15)
Mountainous section



74. Το τριάνκι του Πηλίου περνώντας τη γέφυρα της Κουφάλας, 12 χλμ. από το Βόλο, ταχυδρομικό δελτάριο. (Φωτ. 1905).

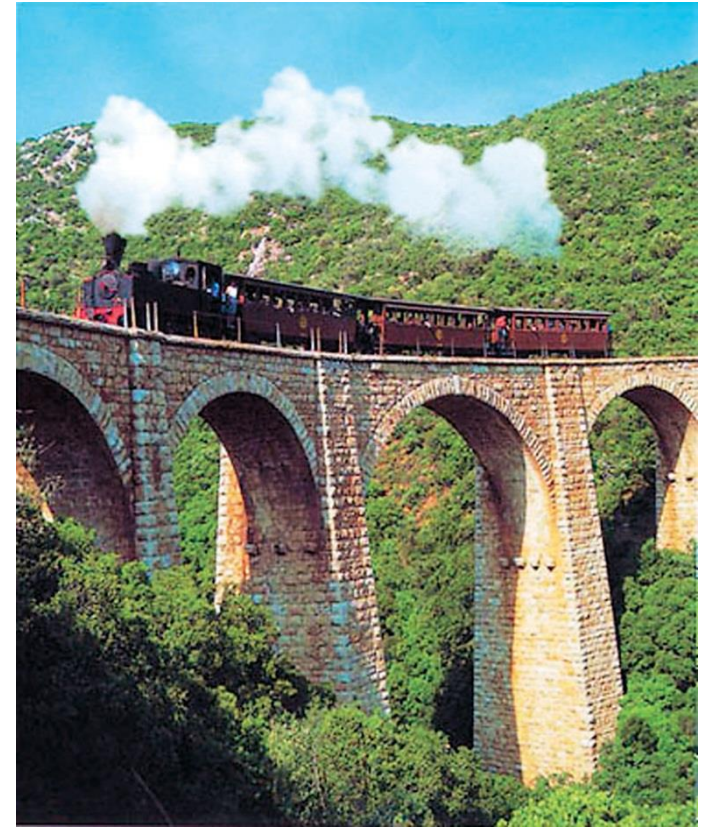


PHOTO BY WWW.KAPETANANIS.ORG





Cultural Values for Tourism Development

First-Class Tourism Product and Attraction due to:

- Rolling stock of great heritage value
- Natural beauty of the route (sea views, olive groves, green mountainous terrain)
- Aesthetics of the line infrastructure and bridges
- Reconstructed station buildings
- Unique combination of urban tramway (3 km), peri-urban coastal railway (9 km) and mountainous railway (16 km).
- Pan-European character (Italian engineer, French designer of iron bridge, Belgian and French steam engines, local Greek masonry craftsmanship of bridges and stations, new Swiss diesel engines)
- Strong links with local cultural heritage, history and mythology; outstanding local architecture
- Portrayed in the paintings of Giorgio de Chirico
- Neighbouring the Sporades islands and the rest of Mount Pelion

Cultural Tourism Potential

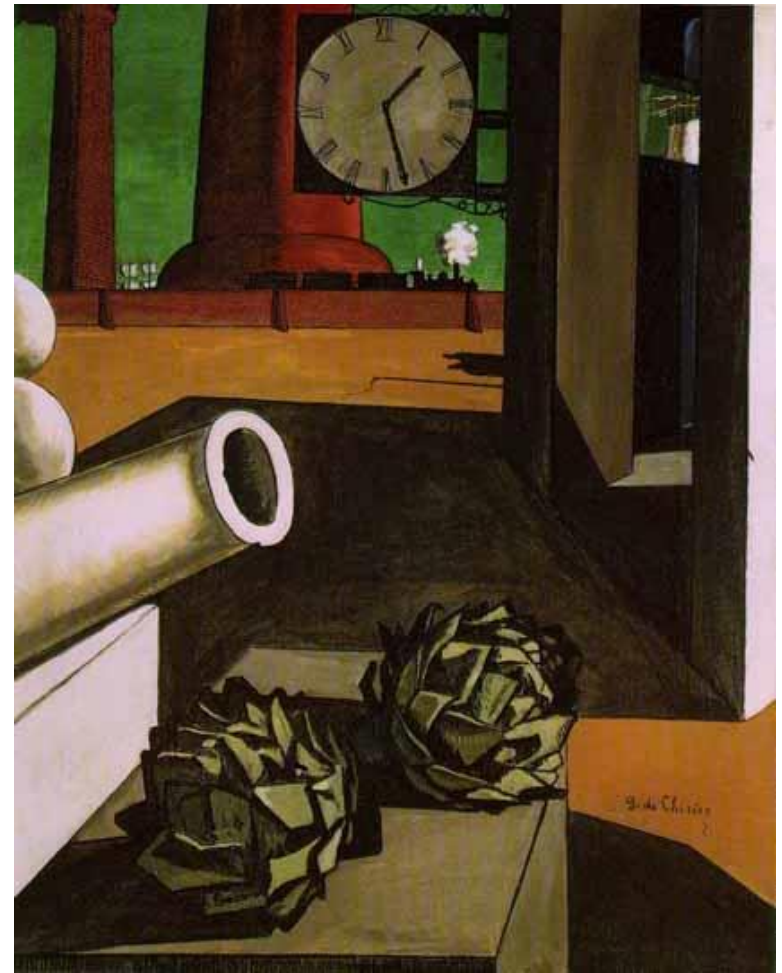
Special Interest tourism:

- Railway and Steam tourism
- Industrial Heritage tourism
- Cultural tourism (including popular art, painting and architecture)
- Ecotourism
- Mountaineering
- Gastronomy.

General tourism:

- Day visitors from nearby beach resorts in the summer, from Chania ski-centre in the winter,
- Excursions by groups from Greece and abroad
- Cruisers (port of Volos)





Regional Development Benefits

- **New employment opportunities**
- **Available carrying capacity of the Pelion Peninsula and Volos utilised by eco-cultural tourism through the railway and helping to spread the tourist demand both spatially (eg away from congested beaches) and through time (by extending the tourism period).**
- **Local produce, handicrafts, accommodation and catering businesses will earn extra income**
- **Combination of the railway with other forms of tourism is expected to promote alternative forms of tourism and generate further tourist demand in the region**
- **Full integration in the Implementation Plan developed as part of the EU CHARTS INTERREG IVC project in South Pelion Municipality (LP), is expected to assist towards sustainable regional development through tourism as a catalyst**

Conclusions

- **Cultural Values of Industrial Heritage with great European significance**
- **Good candidate for 'European Heritage Label' award**
- **A viable tourist attraction with expected socio-economic and regional development benefits**
- **Legacy of the EU CHARTS project: Regional development through sustainable and cultural tourism**



Trainaki Piliou: 1,826 Friends