

**EUSAIR TSG2 (TRANSPORT) AND TSG4 (TOURISM)**  
**BACK-TO-BACK WITH EUSDR PA3**

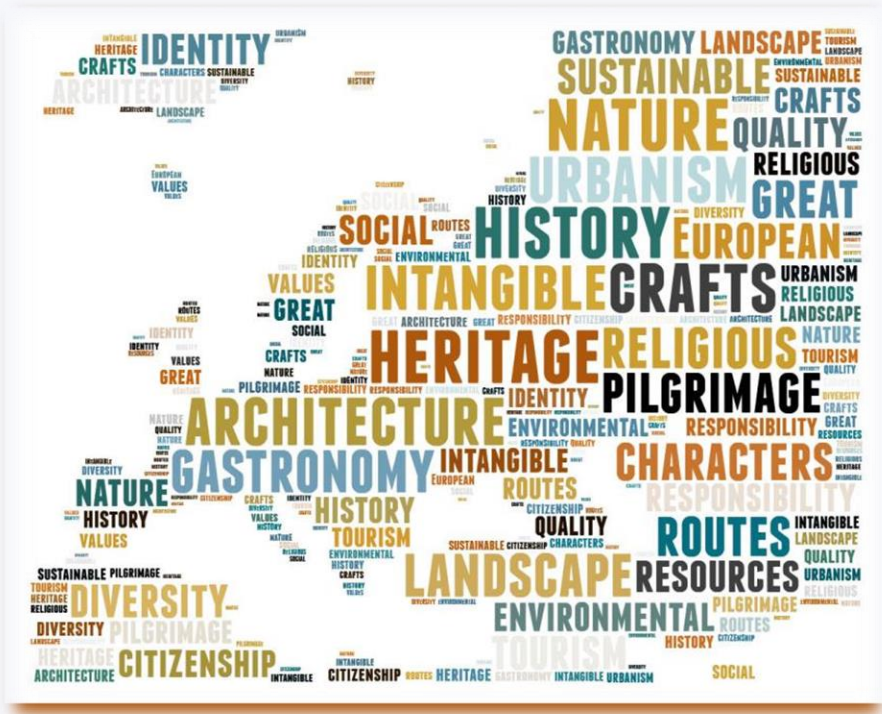
# **CYCLING TOURISM AND CULTURAL ROUTES**

## **WORKSHOP**

**The Routes of the Olive Tree:**  
**Connecting Cycling Routes in Greece**

## The Hellenic Ministry of Culture and the cultural tourism

- Cultural Routes Program of the Council of Europe.
- **The Directorate of International Relations and European Union** (Department of International Relations), constitutes the focal point in Greece for:
- **Cultural Routes Program of the Council of Europe.**
- Greece participates in the Governing Board of the Enlarged Partial Agreement since the EPA's establishment (1.1.2011)
- a) keep abreast of the transnational latest progress and changes of the Council's cultural policies
- b) promote Greek proposals (ex: The Routes of the Olive tree)
- **EUSAIR, Pillar IV – Sustainable Tourism** / Cultural issues, member in TSG-4, Coordinated by the Hellenic Ministry of Tourism, Directorate of Strategic Planning.



## Cultural Routes as potential for cultural tourism initiatives in local communities

- Touristic product, tourist destinations as per example the Olive or the Touristic Regions (Crete, Corfu etc.)
- Culture: Cultural heritage, creative cultural industries, cultural democracy



Common Cultural products and tourist destinations - Creation of Cultural routes

## Why interest in inter-Cultural Routes grown in AI? What is that special thing for local communities?

- Establishment of strong tri-angles networks to promote cultural products:
- Outstanding example of **collaboration between the Civil Society and a governmental body** in AI (Olive Trees Route, Cycling, Thermal Towns route, Association of European Cemeteries)
- **Collaboration with scientific community in national and regional level** – Academia and Experts (Harokopeion University, Panteion University and University of Crete – EUSAIR Platform), strengthening in European level (European Institutions and Universities)
- **Relations between our Directorates with AI national and local governmental bodies, also enabling environment for cooperation with the Civil Society**

## Greek contribution to AIR inter-Cultural Routes grown

**Greek Presidency of the Ministerial Council of the Council of Europe**  
**May – November 2020**

Promotion of Greek Cultural Routes  
(13 Cultural Routes passing through Greece):

development of cooperation - networking  
creation of a brochure  
audiovisual material

to be shown and disseminated in local communities

- **Greek Presidency activities, link:**  
<https://coegreekchairmanship2020.gov.gr/?lang=en>

**Cooperation between Cultural Routes on common thematic:**

### *Cycling and Olive*

- **The Routes of the Olive Tree**  
*(The Greek Cultural Route Certified by the Council of Europe)*

**Interlinkages with:**

- EUROVELO 13 (Greek part)
- The Phoenician's Route (Greek partner) and the new Initiatives - Chamber of Commerce of Xanthi - 8<sup>th</sup> labour of Hercules.

*A bottom up approach initiative with active engagement of local community bodies*



## The Example of “The Routes of the Olive Tree”: A common tourist product for macro regions



### Benefits and impact:

- ▶ **Contributes to the development of local market economy**
- ▶ **SMEs tourism sector development**
- ▶ **Creation of network of thematic tourism**
- ▶ **Networking and Expansion to trans-border communities**

## THE 'ROUTES OF THE OLIVE TREE', CULTURAL ROUTE OF THE COUNCIL OF EUROPE IN THE ADRIATIC-IONIAN MACRO-REGION CYCLING ROUTES PROPOSAL

Several Points of Interest linked to the olive tree all along the Ionian Adriatic coast identified.

in the framework of **the Routes4U project**, allow a connection between them offering a better tourist visibility for the olive groves and the local producers.

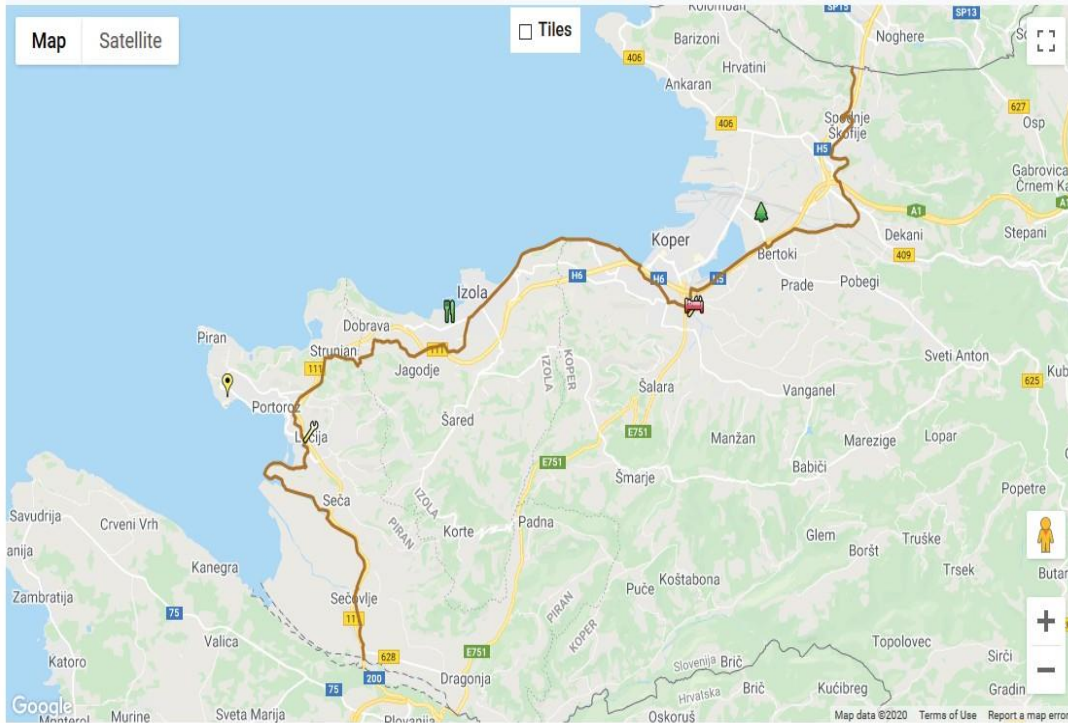
The Cultural Foundation "Routes of the Olive Tree", leader of the international network OTRoutes (OliveTreeRoutes), based in Greece, proposes the discovery of this part of the olive tree world, by setting up national and transnational cycling routes.

The OTRoutes, strongly wishing the development of this type of routes, **is** currently carrying out a work of inventorying the possible actors that know the 'terrain' whose collaboration would be invaluable for the establishment of a "Route of the Olive tree" **across the Ionian Adriatic coast in bike.**

Here are some results of this research from the Italian borders towards Slovenia, Croatia and Greece...

# Slovenia

## Cycling along the Adriatic coast (proposed by EuroVelo)



The route in Slovenia known as Parenzana  
(the path of health and friendship)

runs along the former narrow gauge railway.

Total Distance: 33.34 km

**EV8 Stages:**

Italian Borders – Koper - Izola - Piran - Croatian  
Borders



## **CROATIA** Cycling along the Adriatic coast from Istria to Dubrovnik (proposed by EuroVelo)

- 1116 km
- 20 daily route sections 40 to 60 km
- 8 alternative route sections
- 8 UNESCO sites

- 1 European Capital of Culture in 2020 – Rijeka
- 3 National Parks
- 4 Nature Parks
- 7 idyllic and mighty rivers

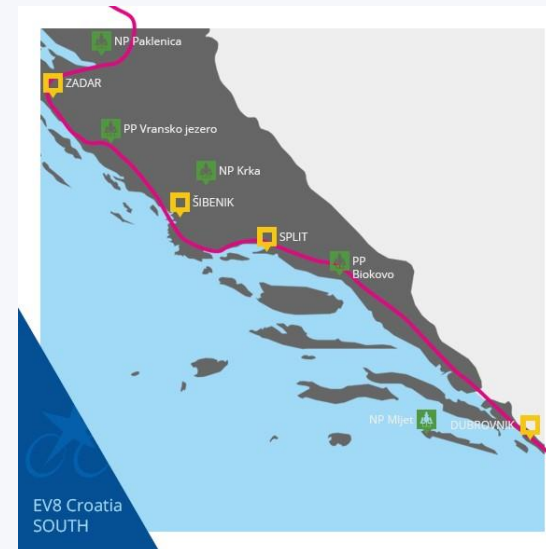


### EV8 Sections North



- 01 Plovanija - Vrsar 02 Vrsar - Pula  
03 Pula - Nedešćina 04 Nedešćina - Rijeka 05 Rijeka - Bater  
6. Bater - Krasno Polje 7. Krasno Polje - Vrila Gacke 08 Vrila Gacke - Gospić  
09 Gospić - Lovinac 10 Lovinac - Maslenica 11 Maslenica - Dnres  
A1 Zagorje - Dnres  
A2 Cres - Rab  
A3 Rab - Poveljana  
A4 Poveljana - Krneza

### EV8 sections south



- 12 Zadar - Pakoštane  
13 Pakoštane - Šibenik 14 Šibenik - Trogir  
15 Trogir - Split  
16 Split - Makarska  
17 Makarska - Ploče/Trpanj 18 Ploče/Trpanj - Ston  
19 Ston - Dubrovnik  
20 Dubrovnik - Vitaljina  
Alternative Sections

- A5 Zadar - Biograd na Moru A6 Pakoštane - Šibenik  
A7 Šibenik - Kaštel Stari A8 Split - Potomje

## Greece: Cycling along the Ionian & Corinthian Gulf coast from Igoumenitsa to Athens (proposed by EuroVelo)

the route crosses Western Greece, through very beautiful paths, often by the sea, then crosses Antirio-Rio bridge to Peloponnese and follows the old National Highway all the way to Isthmos before reaching Athens.

### EV8 Greek sections

#### **IGOUMENITSA – ARTA 112 km**

Igoumenitsa – Ammoudia – Vrachos – Kanali – Arta

#### **ARTA – ASTAKOS 146 km**

Arta – Amfilochia – Vonitsa – Mytikas – Astako

#### **ASTAKOS – PATRAS 92 km**

Astakos – Aitoliko – Messolonghi – Antirrio – Patras

#### **PATRAS – AIGEIRA 60 km**

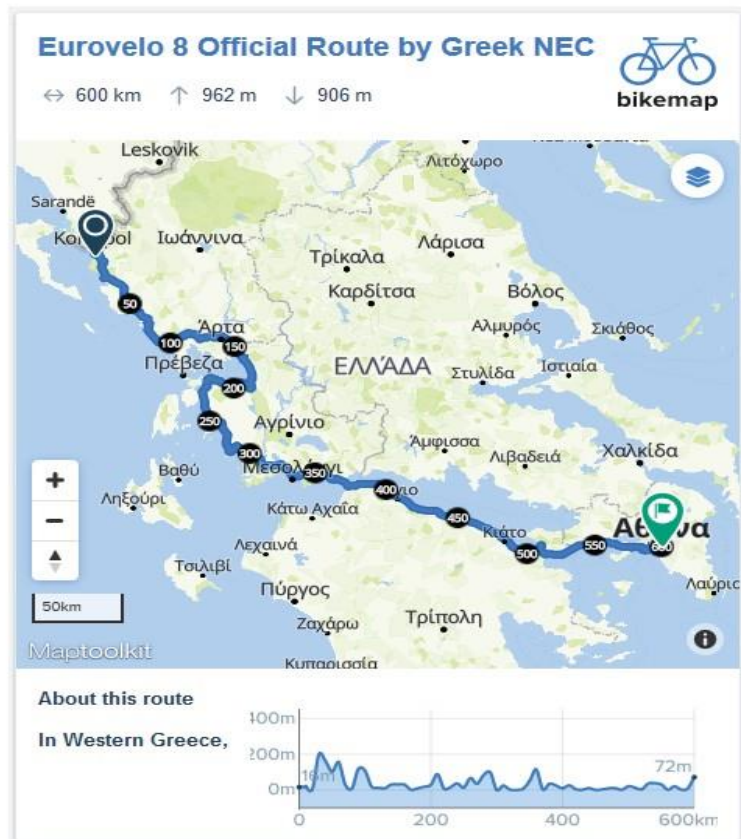
Patras – Aigio – Aigeira

#### **AIGEIRA – CORINTH 62 km**

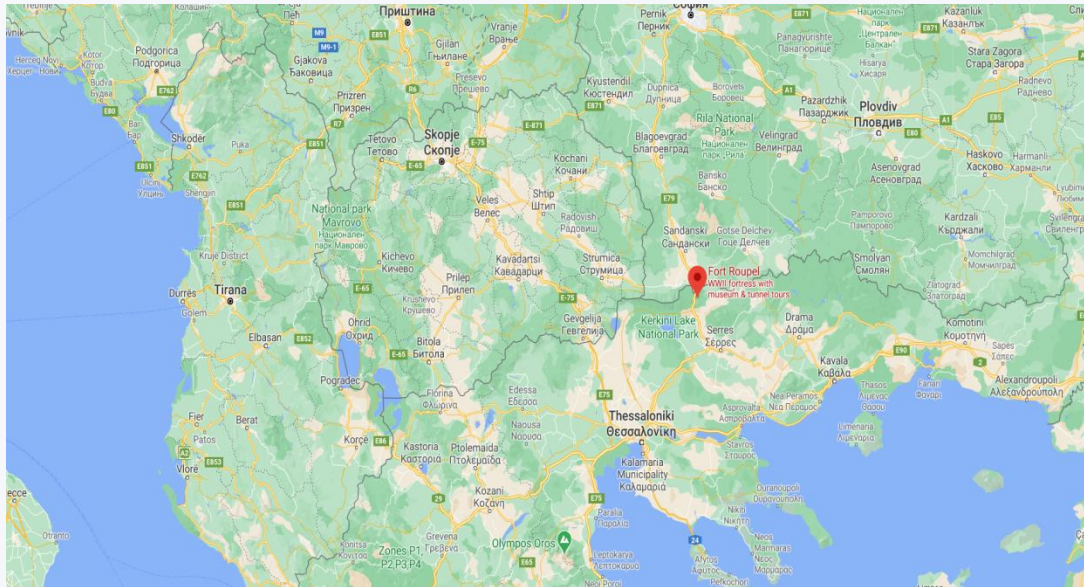
Aigeira – Xylokastro – Kiato – Corinth

#### **CORINTH – ATHENS 93 km**

Corinth – Loutraki – Megara – Salamina – Athens



## Eurovelo 13, “Iron Curtain Trail” – Greek distances



The Cities for Cycling non-profit organization is the Eurovelo National Coordinator for Greece.

- ***Regions of Central Macedonia, East Macedonia and Thrace (From North East borders to North West borders***
- Enters Greece near Roupel fortress (Central Macedonia: German invention enter road during 1941)
- Re-enters Greece in Adras river flows, Greek Bulgarian border
- Passes West to Petrota village, follows Evros river (Greek borders)
- Enters Turkey from Kastanies town.



## The Phoenicians Route – 8<sup>th</sup> Labor of Hercules Xanthi Chamber of Commerce Initiative (Thrace)

**Cycling Route (45 points of Interest)**

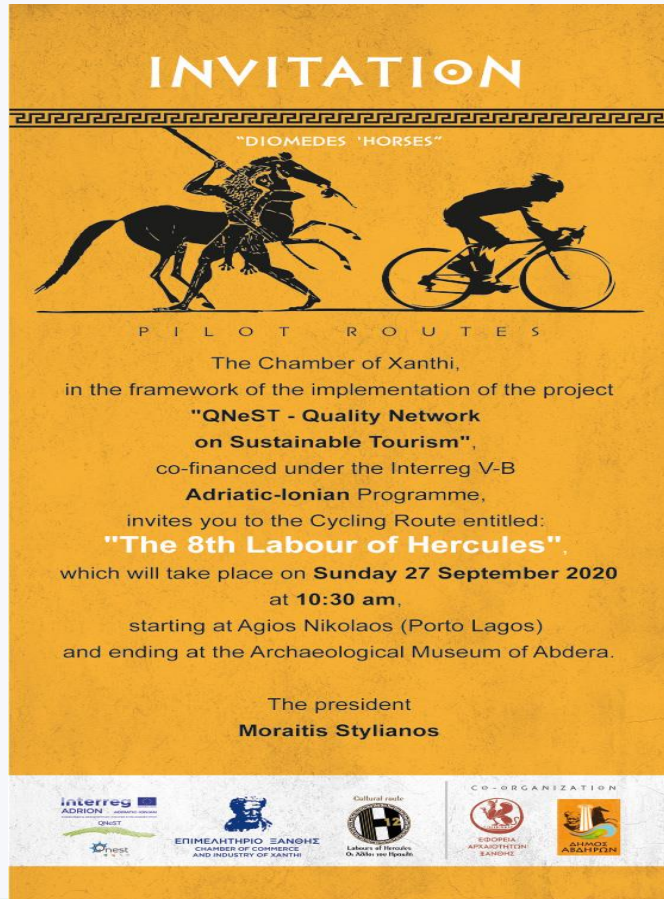
**– Pilot Route organized on 27<sup>th</sup> September 2020 in Xanthi**

“Diomedes Horses”: The 8<sup>th</sup> labor of Hercules (22 points of interest)

From St. Nicolas (Vistonida Lake) to Archeological Museum of Avdara (Xanthi) (38km)

Initiative undertaken in Cooperation with the Avdara Archeological Museum

- **Forthcoming event: 2<sup>nd</sup> cycle route in November:** “Through Myths and Culture” (25 points of interest) - 48km ending in the city of Xanthi



## Next proposed Steps

- **Financing: Assess the challenges**

- Inclusion in EUSAIR flagship projects:  
AIR Culture and CulTourAIR
- EU – CoE Funds: ERDF - Routes4U?

- **Cultural Routes’  
Formal and Informal Initiatives**

- Strengthening the linkages between the three referred Cultural Routes in connection with AIR relevant initiatives
- Development of cultural tourism destination material
- Further assessment for inter-Cultural Routes cooperation actions within the EUSAIR framework





**HELLENIC REPUBLIC**  
**MINISTRY OF CULTURE AND SPORTS**  
**DIRECTORATE OF INTERNATIONAL RELATIONS AND EU**  
**DEPARTMENT OF INTERNATIONAL RELATIONS**



**THANK YOU FOR YOUR ATTENTION....**

**IN COOPERATION WITH "THE ROUTES OF THE OLIVE TREE"**