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:

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 - 8th 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

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

EV8 Sections North

01 Plovanija - Vrsar 02 Vrsar - Pula
03 Pula - Nedešćina 04 Nedešćina - Rijeka 05 Rijeka - Bater
09 Gospić - Lovinac

Alternative Sections
Maslenica 11
Mljet Islands - Nature
A2 Cres - Rab
A3 Rab - Povljana
A4 Povljana - Krneza

EV8 sections south

12 Zadar - Pakoštane
13 Pakoštane - Šibenik 14 Šibenik - Trogir
15 Trogir - Split
16 Split - Makarska
17Makarska - 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 – 8th Labor of Hercules
Xanthi Chamber of Commerce Initiative (Thrace)

Cycling Route (45 points of Interest)
– Pilot Route organized on 27th September 2020 in Xanthi

“Diomedes Horses”: The 8th 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: 2nd 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
THANK YOU FOR YOUR ATTENTION....

IN COOPERATION WITH “THE ROUTES OF THE OLIVE TREE”