



Cultural Routes of the Council of Europe

COUNTRY MAPPING DOCUMENT FOR GREECE



2024

Commissioned by the
Enlarged Partial Agreement
on Cultural Routes of the
Council of Europe (EPA)

COUNCIL OF EUROPE



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of the Council of Europe**

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DOCUMENT
FOR GREECE**

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Ministry of Culture*
2024

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1. EXECUTIVE SUMMARY

Greece's over 5,000-year history has significantly influenced human artistic, political, and scientific evolution, contributing to significant milestones in civilization development and human history. Greece is a member-state of the Enlarged Partial Agreement since its establishment (2011) and participates in its Governing Board through the Directorate of International Relations and European Union of the Hellenic Ministry of Culture.

In March 2023, the Hellenic Ministry of Culture requested the preparation of a Council of Europe Country Mapping Document on Cultural Routes (CMD) conducted by an external expert, which aims, in particular, to map the current Cultural Routes of the Council of Europe present in the country and identify potential for extension as well as emerging themes for new Cultural Routes at national level. The objective of this Country Mapping Document is to establish a "state of play" of the Cultural Routes at national level, to identify the potential for the extension of the «Cultural Routes of the Council of Europe» and the different emerging heritage themes that could initiate new Cultural Routes on the territory. The report is prepared in close consultation with the Hellenic Ministry of Culture.

National heritage policies and legislation

The national **heritage legislations in Greece** have evolved over time to protect and manage the country's rich cultural heritage. The legal framework dates back to the Greek Revolution, with the establishment of the State Archaeological Service in 1833. Constitutional provisions and specific laws ensure the protection of cultural heritage, including historical artefacts, traditional areas, and aspects of the creative industries. The primary legislation that governs the protection of cultural heritage in Greece is Law 5021/2023. This aims at modernising the policies of museums and enhancing the management of cultural heritage across the country. This law, published in the Official Gazette (A 31) on 15th February 2023, also includes amendments to the existing code of law

regarding antiquities, addressing various aspects of cultural heritage management and protection regarding movable and immovable monuments and artefacts and the intangible heritage. Greece has also ratified several international conventions, emphasising its commitment to preserving cultural assets and heritage. This legal framework is designed to preserve Greece's rich and diverse cultural legacy for future generations.

In terms of the **Institutional and Political Framework** of Cultural Heritage Protection, Greece was the first country to legislate the first basic guidelines for the exercise of cultural administration in 1834. The establishment of the Ministry of Culture and Science in 1971 centralised cultural management. Post-1981 modernization aligned Greek legislation with international standards, focusing on human-centered, sustainable, and decentralised cultural management. The International Relations Department of the Ministry of Culture engages in global cultural cooperation, overseeing relationships with international bodies and managing cultural scholarships for foreign students. The Department of International Relations of the Directorate of International Relations and the European Union of the Ministry of Culture functions as the primary contact for the Cultural Routes of the Council of Europe program in Greece, providing information and support to relevant entities about all matters related only to the program of the Cultural Routes of the Council of Europe including the Certification process. This role, however, is specifically limited to the Council of Europe's program and does not encompass all initiatives outlined in this country mapping.



Peloponnese, Epidaurus © GNTO / K. Vergas

International/European heritage labels and initiatives

Heritage, as the embodiment of our collective past, defines the tapestry of our identity. It is a legacy woven through the fabric of time, shaping our present, and entrusted to be passed on to future generations. In the context of Greece, this analysis delves into the rich mosaic of International/European Heritage Labels and Initiatives that elevate the nation's cultural and historical significance.



Epirus, Ioannina, Moni Kopinas © GNTO / Y. Skoulas

Greece boasts a remarkable portfolio, including two European Heritage sites, 19 World Heritage Sites, each a testament to the country's profound contributions to humanity and global cultural heritage. Beyond tangible heritage, the exploration extends to the preservation of intangible cultural elements, with 10 inscribed on the Intangible Heritage list, safeguarding the living heritage of the Greek people. UNESCO Chairs and UNITWIN Networks, numbering 18, reflect Greece's active participation in UNESCO's university cooperation programme, fostering knowledge exchange and academic collaboration. Furthermore, Greece's role as the World Book Capital, part of a global network promoting literacy and a sense of community, underscores its commitment to nurturing a lasting legacy of readership. Last but not least, Greece has taken a proactive stance in protecting and celebrating its cultural heritage by actively engaging in both national and regional initiatives.

Inventory of Cultural Routes in Greece related activities

National presence in the programme is growing, with two Greece-based routes, i.e. the Routes of the OliveTree and the Historic Cafés Route, and 18 routes with network members in the country. All the routes The first two Cultural Routes Fora were held in Delphi in 2006 and 2010, before the establishment of the Enlarged Partial Agreement. In 2022, the 11th Annual Advisory Forum was held in Greece (Chania, Crete, 5-7 October), on the theme of safeguarding European Values, Heritage and Dialogue. Over the last three years, the Cultural Routes of the Council of Europe in Greece initiated and participated in a series of significant events, each highlighting the diverse and rich cultural heritage of Europe through Greece's unique lens. These events, ranging from forums to workshops, have not only promoted cultural exchange and preservation but also emphasised Greece's role in enhancing and developing these cultural routes, which crisscross the landscape, weaving a tapestry of history, art, and shared European values. To enhance the understanding of the Cultural Routes of the Council of Europe within Greece an [interactive virtual map](#) was created by the independent expert for the purposes of this mapping document.



Peloponnese, Nafplio © GNT0 / GFilippini

Greece has significant potential participating in existing Routes

The Cultural Routes of the Council of Europe in Greece are expanding, with potential additions like the Prehistoric Rock Art Trails, showcasing Neolithic petroglyphs from various Greek locations. The European Route of Megalithic Culture could include Greece's ancient stonework sites, while the Le Corbusier Destinations may align with Greece's modern architecture heritage. Additionally, the Women Writers Route may incorporate Greece's rich literary history, celebrating contributions from ancient and contemporary female Greek authors. These potential extensions highlight Greece's diverse cultural and historical significance within Europe.

New ideas for Cultural Routes that may emerge from Greece

Greece has a great potential to expand its involvement in the Cultural Routes of the Council of Europe. Routes like «In the Footsteps of St Paul» and «Via Eurasia» highlight its rich history and diverse cultural landscape. Other possibilities include «Cultural Route of Seamanship - Maritime Heritage 18 TH century onwards» reflecting Greece's maritime heritage. Greece has also the potential to initiate and contribute to several thematic cultural routes with European significance. These include the European Civilizations Route, highlighting Greece's ancient ruins and extending to significant sites across Europe; the Mythological Trails Route, encompassing Greece's mythological locations and expanding to other European

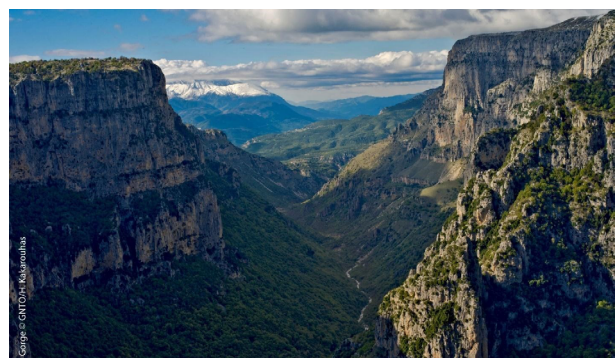
mythologies; the Philosophers and Thinkers Route, linking Greece's philosophical heritage with influential European intellectual centers; and the Mediterranean Gastronomy Route, showcasing the diverse culinary traditions of the Mediterranean region, with a focus on Greece's contributions. Each route offers a unique perspective on Europe's rich cultural tapestry.



Athens, Stavros Niarchos Foundation © GNT0 / Y. Skoulas

Review of national financing instruments

In Greece, Cultural Routes have diverse funding sources, including EU programs like Creative Europe, Horizon Europe, and Erasmus+, as well as national initiatives like the National Strategic Reference Framework (NSRF). The European Cultural Foundation (ECF) also plays a significant role in cultural project funding. Additionally, Greek cultural routes benefit from the Recovery Fund, state and private funding through initiatives like Cultural Sponsorship. Various national and regional programs support culture and creative industries, and the Greek Investment Law offers aid for such sectors. These funding mechanisms support the development and promotion of Greece's rich cultural heritage.



Epirus, Ioannina, Vikos Gorge © GNT0 / H. Kakarounhas

Surveys & Field analysis

To understand the impact and dynamics of the Cultural Routes of the Council of Europe, a comprehensive study was conducted, including two surveys, a focus group discussion and a field analysis.

The **first survey targeted members/participants of the Cultural Routes of the Council of Europe in Greece**, aiming to collect insights on their evaluation and perspectives on potential expansion. This survey saw significant engagement with 26 participants providing valuable feedback. Overall, the survey reflects enthusiasm for expanding cultural routes, emphasising cooperation, and incorporating diverse cultural elements into Greece's tourism framework. There's a clear opportunity for growth and enhancement, particularly in innovation, economics, and sustainability, to further enrich the cultural tourism experience in Greece.

The **second survey focused on broader stakeholders**, including state, regional, and local agencies, the general public, and businesses, to gauge their awareness and knowledge of the Cultural Routes. This survey received a robust response from 250 stakeholders, offering a broad view of the cultural routes landscape in Greece. The results reveal a widespread acknowledgment of the possible unexplored potential held by cultural routes. Various strategies have been suggested for their advancement and promotion, highlighting the importance of community engagement, sustainability, and cultural preservation.

Additionally, a **focus group discussion involving members and participants of the Cultural Routes of the Council of Europe** provided a platform for sharing good practices and discussing future developments. Participants in the session (23 in number) highlighted the significance of cooperation and good practices among members engaged in cultural routes, stressing the need for collaborations to enhance effectiveness. They advocated for the use of digital tools and innovative approaches in route development and suggested collaborating with Greek environmental companies to integrate sustainability practices. While acknowledging the importance of tourism, they prioritised the protection of cultural heritage and proposed the creation of tourism packages for sustainable and ethical development. Strengthening structures for

collaborations and addressing financial challenges were recommended, along with adopting a unified branding approach and mapping additional routes for comprehensive coverage.

As part of the country mapping for Greece, a **field analysis was conducted in the region of Western Greece** from January to February 2024. Western Greece, one of the thirteen regions of Greece that spans the north-western part of the Peloponnese peninsula and a south-western chunk of mainland Greece. Olympia, the legendary birthplace of the Olympic Games and still the location of the ritual of lighting the torch before the modern games begin, is located in Western Greece. Contacts were established with governmental bodies, institutions, local tourism organisations, NGOs, associations, businesses, and regional-level organisations. Meetings were conducted to gather insights and perspectives from key stakeholders.

A complete list of key stakeholders contacted during the field mission is in the Appendix (IV). The field research indicates that Western Greece holds significant potential for joining the Cultural Routes of the Council of Europe, despite a notable lack of awareness among local stakeholders about the program. Despite this, stakeholders expressed keen interest in participating in existing routes or initiating new ones, underscoring the region's enthusiasm for collaboration and development. Olympia's historical significance as the birthplace of the Olympic Games enhances the appeal of any Cultural Route it is part of, attracting global attention and fostering sustainable tourism development. Additionally, Olympia's inclusion in the Cultural Routes program strengthens its integration into the broader European identity, promoting unity and cohesion among European nations.



Lefkada © GNT0 / G. Filippini

Recommendations

Council of Europe EPA and European Cultural Routes Institute: To strengthen the Council of Europe's Cultural Routes, establishing a committee of external experts from the EPA and European Cultural Routes Institute, with diverse skills in cultural management, marketing, finance, and tourism, is proposed. This committee would collaborate closely with Ministries of Culture, including Greece, to enhance management frameworks for sustainable development, ensuring alignment with the Council's goals of cultural diversity, intercultural dialogue, and heritage preservation. Additionally, initiatives like training programs, educational material development, and annual events targeting key policy representatives can raise awareness and foster collaboration. Gathering conclusions and recommendations from member countries' reports to develop common policies would further enhance the program's effectiveness and inclusivity, addressing diverse challenges and opportunities.

National Level:

To enhance the oversight and management of Cultural Routes activities, it's crucial to strengthen the workforce within the Department of International Relations of the Directorate of International Relations and EU of the Hellenic Ministry of Culture, both quantitatively and qualitatively, by increasing staff numbers and providing training opportunities. Additionally, fostering collaboration among ministries responsible for culture, tourism, and education is essential for comprehensive route development.

Following relevant Ministerial initiatives and Strategies, an inclusive consultation for the Development of a dedicated National Strategic Master Plan and Roadmaps should be useful as tool, also subject to periodic modifications as per needs, that would provide further guides to the Ministries for the development of clear objectives and action plans, strengthening sustainable development efforts and resource allocation. Forming a working committee of external experts under the Ministry of Culture would further support route sustainability through consultation, funding exploration, and monitoring.

Establishing a dedicated national funding mechanism akin to the NSRF would bolster cultural heritage enhancement and cross-border cooperation. A tailored Strategic Marketing Plan focusing on authenticity and sustainability, along

with a robust online platform and stakeholder database, would enhance engagement and collaboration. Moreover, prioritising educational programs, presentations, and distributing key documents in Greek would increase awareness and stakeholder involvement, ultimately integrating Cultural Routes into national strategies for heritage and tourism development.

Regional Level (Local governments & other institutions, including tourism organisations):

Efforts to enhance the effectiveness of cultural routes should prioritise collaborative structures across regional bodies, fostering partnerships between stakeholders and encouraging innovation. Improving coordination among regional stakeholders for resource allocation and operational management, coupled with region-specific marketing strategies and community engagement, can bolster awareness and participation. Embracing adaptive approaches tailored to regional characteristics, leveraging digital tools for promotion, and emphasising eco-friendly practices are essential for sustainable development within regional cultural route initiatives.



Thrace, Sarakatsanol © GNT0 Y. Skoulas

Recommendations at University Level:

To advance cultural tourism and route development in Greece, it is essential to encourage continued research efforts by institutions like the University of Piraeus, emphasising cultural tourism and route studies. Additionally, the creation of a national online database can streamline inventory compilation, facilitating easier access and research. Hosting workshops and seminars focusing on the latest trends and challenges in route development is crucial, drawing insights from survey results. Integrating cultural route studies into academic curricula through specialised courses and programs is recommended. Collaborating with local communities and organisations for

field research and involving students in route development through internships and projects can enhance practical engagement. Exploring joint grant applications for European funding further supports cultural route projects' sustainability and development.

The report also incorporates **General Recommendations for Cultural Routes & Recommendations for Cultural Tourism Enhancement** that merit consideration, as they offer a comprehensive overview of the current situation gleaned from the survey findings of the CMD and propose potential next actions.

Conclusion

Greece is a significant participant in the Cultural Routes of the Council of Europe program, featuring 20 certified routes, including two Greece-based routes, i.e. the Routes of the OliveTree and the Historic Cafés Route. These routes cover diverse themes like culture, heritage, architecture, landscape, and gastronomy, showcasing the richness of Greek culture and its pivotal role in European history. Greece's active engagement in the program, facilitated by the the Department of International Relations of the Directorate of International Relations and the European Union of the Greek Ministry of Culture, aims to expand its involvement and highlight its heritage and creativity. With expertise in crafting cultural routes and strong interest from local governance, Greece has the potential to serve as a best practice model in Europe. To maximise this potential, collaboration among stakeholders is crucial, along with embracing diversity, engaging local communities, and utilising digital tools for sustainability and enhanced visitor experience. Advocating for cultural routes at national and European levels can solidify Greece's position as a leader in cultural heritage preservation and promotion, inspiring other European countries and setting high standards.



Crete, Chania, Balos © GNT0 / Y. Skoulas

2. FRAMING AND CONTEXT OF THE REPORT

The Country Mapping Document represents a significant endeavour aimed at evaluating the potential and advancing the Cultural Routes of the Council of Europe Programme within the Member States of the Enlarged Partial Agreement on Cultural Routes (EPA). The conclusive report is intended for the benefit of EPA Member States and the custodians of the «Cultural Routes of the Council of Europe.»

2.1 Background and Purpose of the Country Mapping Report for Greece

The «Country Mapping report for Greece» is crafted with the primary goal of assessing the potential for extending existing Cultural Routes of the Council of Europe and exploring emerging themes for the creation of new cultural routes in Greece. The report's intended recipients include EPA member States and Cultural Routes managers, with the overarching objective of advancing the Cultural Routes of the Council of Europe program within Greece. The present study's geographical scope is exclusively limited to Greece.

This comprehensive report is meticulously prepared in strict accordance with, and adheres to the call for independent experts set forth by the Enlarged Partial Agreement on Cultural Routes (EPA) Secretariat, ensuring a standardised and methodical approach.

Significantly, the Country Mapping report for Greece is developed in close collaboration with the relevant Ministry of the country, ensuring that it accurately represents Greece's cultural heritage and aligns with its future aspirations in cultural route development.

To facilitate this process, two integral primary

surveys and a focus group discussion were conducted to investigate the cultural routes in Greece:

- a Survey to Cultural Routes of Council of Europe in Greece Members/Participants, aimed to glean insights from those actively engaged in the cultural routes, unravelling their perspectives, challenges, and aspirations.
- a Focus Group Discussion on the members/participants involved in various cultural routes of the Council of Europe in Greece
- a Survey to Cultural Routes Stakeholders (State, Regional, and Local Agencies, General Public and Businesses) aimed to investigate the level of awareness and knowledge about the Cultural Routes of the Council of Europe among various stakeholders, gathering data on activities that have already been implemented in relation to cultural routes by different stakeholders, and seek their interest to collaborate with the Cultural Routes of the Council of Europe program.
- A field analysis in the region of Western Greece.

on Cultural Routes (EPA) is a testament to its commitment to the promotion of cultural heritage and intercultural dialogue within Europe.

This report serves as an indispensable tool for the advancement of the Cultural Routes of the Council of Europe in Greece, with the mission of promoting its rich cultural heritage and encouraging the creation of new cultural routes to further enrich the cultural landscape. In conclusion, this report is dedicated to the EPA member State and Cultural Routes managers with the primary objective of furthering the development of the Cultural Routes of the Council of Europe program within Greece. The geographical focus of this study is exclusively on Greece, and the report was meticulously prepared in close consultation with the Hellenic Ministry of Culture.

2.2 Greece as a member of the enlarged partial agreement on cultural routes (EPA)

Greece is a member-state of the Enlarged Partial Agreement since its establishment (2011) and participates in its Governing Board through the Directorate of International Relations and European Union of the Ministry of Culture. Greece's participation in the Enlarged Partial Agreement



Kos, «Abduction of Europe» © GNT0 Y. Skoulas

3. GREECE AS A MEMBER OF THE ENLARGED PARTIAL AGREEMENT ON CULTURAL ROUTES (EPA)

Greece is a member-state of the Enlarged Partial Agreement since its establishment (2011) and participates in its Governing Board through the Directorate of International Relations and European Union of the Ministry of Culture. Greece's participation in the Enlarged Partial Agreement on Cultural Routes (EPA) is a testament to its commitment to the promotion of cultural heritage and intercultural dialogue within Europe.

The country's involvement in the EPA is facilitated by the Ministry of Culture, which plays a pivotal role in fostering cultural routes that traverse its diverse landscapes and rich historical heritage.

The Ministry of Culture in Greece is actively engaged in the EPA, working in alignment with the Council of Europe's vision to strengthen cultural cooperation among member states. Greece, as an EPA member, contributes to the development and maintenance of certified Cultural Routes of the Council of Europe. Those routes not only celebrate Greece's unique cultural heritage but also foster

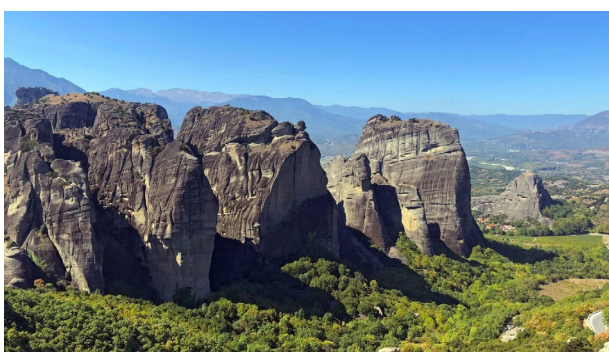
connections with other European nations.

One of the key responsibilities of Greece within the EPA is to support the evaluation and certification of cultural routes that pass through its territory. These routes often highlight the nation's contributions to European culture and history, making Greece an essential partner in the EPA's mission.

As a member state, Greece participates in the decision-making processes of the EPA, collaborating with other nations, especially in matters related to cultural tourism, sustainable development, and

the preservation of Europe's common cultural identity. The Ministry of Culture is instrumental in representing Greece's interests within the EPA and ensuring the country's active involvement in the program.

In summary, Greece's membership in the EPA underlines its dedication to safeguarding and promoting cultural heritage and its vital role in fostering intercultural dialogue within Europe. The Ministry of Culture continues to collaborate with other member states to facilitate the objectives of the EPA and further strengthen Greece's connection to the Cultural Routes of the Council of Europe.



Thessaly, Meteora © GNTD D. Iliadi

2.1 Greece's Role as a Member of the EPA

Greece plays a significant role as a member of the Enlarged Partial Agreement on Cultural Routes (EPA), a Council of Europe initiative aimed at promoting cultural heritage, intercultural dialogue, and sustainable cultural development. Greece's active participation in the EPA is facilitated through the Ministry of Culture.

Here is an overview of Greece's role within the EPA:

Promotion of Cultural Routes: Greece actively participates in the development of certified Cultural Routes of the Council of Europe and is a founding member of the EPA. These routes traverse Greece's diverse landscapes, showcasing the nation's rich cultural and historical heritage. By contributing to these routes, Greece promotes its cultural identity within the broader European context.

Evaluating and Certifying Cultural Routes: Greece is involved in the evaluation and certification of cultural routes that pass through its territory.

This process helps ensure that these routes meet the criteria set by the EPA and are aligned with the goals of preserving and promoting cultural heritage.

Decision-Making and Collaboration: As an active member of the Enlarged Partial Agreement (EPA) on Cultural Routes of the Council of Europe, Greece participates in decision-making processes and collaborates with other member states. The Hellenic Ministry of Culture, particularly through its Directorate of International Relations and European Union, plays a crucial role in representing Greece's interests. This collaboration focuses on promoting cultural tourism, sustainable development, and the preservation of Europe's shared cultural heritage. Notably, a member from the Greek Ministry of Culture has served as Vice President in the EPA Governing Board, underscoring Greece's involvement and influence in the program.

Enhancing Intercultural Dialogue: Greece's active role in the Enlarged Partial Agreement (EPA) promotes intercultural exchange in Europe. Engaging in activities that highlight cultural pluralism and shared heritage, Greece upholds the Council of Europe's ideals. Notably, Greece hosted the first two Cultural Routes Fora in Delphi (2006, 2010), instrumental in establishing the EPA. Additionally, the successful 11th Annual Advisory Forum in Chania, Crete, in 2022 (5-7 October), focused on preserving European values, heritage, and dialogue, further exemplifying Greece's commitment.

In summary, Greece's role as an EPA member is pivotal in promoting cultural heritage and intercultural dialogue within Europe. Through its active participation and collaboration with other member states, Greece continues to strengthen its connection to the Cultural Routes of the Council of Europe. This engagement aligns with the broader objectives of the EPA, ensuring the preservation and promotion of Europe's diverse cultural heritage.

To obtain more comprehensive information regarding Greece's involvement, please refer to the Ministry of Culture [website](#).

2.2 Cultural Routes significance for Greece

Cultural routes and particularly the Council of Europe Cultural Routes play a pivotal role for Greece. For the Greek Ministry of Culture, cultural

routes serve as vehicles for preserving, promoting, and transmitting cultural heritage, fostering a deeper understanding and appreciation of diverse cultural identities and histories while integrating culture into people's lives.

Greece actively participates in the Cultural Routes of the Council of Europe program, demonstrating its commitment to preserving and promoting its rich cultural heritage. The country's engagement is evidenced by its involvement in various activities, such as hosting the 11th Cultural Routes Annual Advisory Forum in Chania, Crete, where stakeholders from across Europe convened to discuss cultural routes. Through its active participation, Greece contributes to the program's central goal of fostering intercultural dialogue, enhancing understanding of European cultural identity, and promoting sustainable tourism development. This involvement underscores Greece's dedication to preserving its cultural legacy and fostering collaboration on a pan-European level.

Another proof that the Cultural Routes hold immense significance for the Ministry of Culture in Greece, is that it has been included in the proposals to the Recovery Fund under the leadership of Minister Lina Mendoni ([Argophilia Travel News](#) - May 12th, 2021). These routes epitomise Greece's rich heritage, comprising five emblematic paths that span the entirety of Greek history and geography. From tracing the footsteps of the Apostle Paul to exploring the cultural significance of the Egnatia Road, from embarking on a journey from Homer to Cervantes to unravelling the monumental works of Cyclops during the Mycenaean Era, and from delving into the network of castles from Byzantium to the Ottoman Empire, these routes offer thematic narratives that encapsulate Greece's cultural evolution. Covering almost the entire Greek territory, they serve as conduits for preserving and promoting Greece's diverse cultural heritage. Furthermore, the Ministry of Culture is actively executing over 33 projects across 18 prefectures as part of this initiative, fostering regional development and cultural preservation throughout the country.



Pelion, Milies © GNT0 / Y. Skoulas

4. NATIONAL HERITAGE POLICIES AND LEGISLATIONS

The preservation of Greece's cultural heritage has always been of utmost importance, dating back to the years of the Greek Revolution. By decree of the Minister of the Interior (10-2-1825) of the government of the revolutionaries, antiquities are to be collected. In addition, the State Archaeological Service was established in 1833 to take care of the cultural heritage.

3.1 Legal Framework for the Protection and Management of Cultural Heritage in Greece

In modern Greece, the protection of cultural heritage is regulated, guaranteed and protected in principle constitutionally by virtue of no. 18 par. 1 of the Constitution «1. Special laws regulate the ownership and disposition of mines, mines, caves, archaeological sites and treasures of thermal

waters, streams and underground waters and generally underground wealth. and of no. 24 of the Constitution: «1. The protection of the natural and cultural environment is an obligation of the State and a right of everyone. For its preservation, the State has an obligation to take special preventive or repressive measures... (paragraph 1). Monuments, traditional areas and traditional elements are protected by the state...» (paragraph 6).



Thrace, Evros Delta © GNT0 / H. Kakarounhas

The protection of the cultural environment performs three functions: 1) It aims at the preservation of the cultural heritage (past); 2) it aims at a high quality of life in view of contemporary cultural values (present) and 3) it seeks the continuation of modern culture as a cultural heritage (in the future). However, in any case, when those imposed by the above provisions of the Constitution, as well as by the provisions of articles 10 et seq. Law 3028/2002 «For the protection of Antiquities and Cultural Heritage in general» and previously by Law 5351/1932 «On antiquities» restrictions constitute a substantial binding of the property which affects the core of the right, it is born directly from the Constitution itself obligates the Administration to compensate the injured owner (Coll. S.t.E. 1097/1987, S.t.E. 727/2002 and 1822/2001).

Over time, the protection of the cultural environment in Greece is ensured by the following laws:

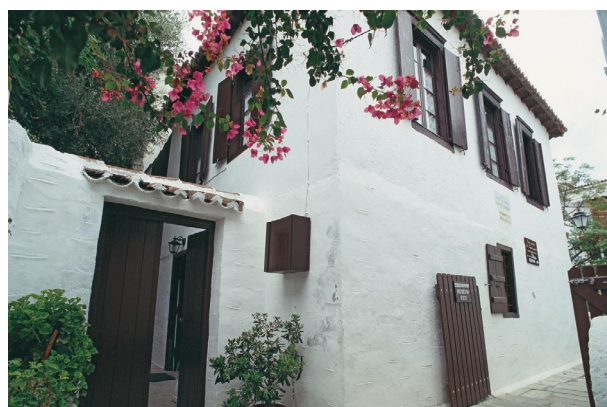
1. Law 5351/1932: «On Antiquities» which concerns civil works up to the year 1830.
2. Law 1469/1950: «On the protection of a special category of buildings and works of art after 1830».
3. Law 1103/1980, by which Greece ratified the UNESCO Convention of 14/11/1970.
4. Law 1126/1981, by which Greece ratified the Convention for the Protection of the World Cultural and Natural Heritage of 1972.
5. Law 1127/1981, with which our country ratified the European Convention for the Protection of the Archaeological Heritage of 1969.
6. Law 1158/1981 concerns the organisation and administration of the Higher Artistic Education schools, the State Theater Award, and the abolition of the Practice License. Each school must have a name in Greek, writing «ANOTERA PRIVATE SCHOOL» in its name. In addition, the law includes provisions for the establishment of Higher Private Schools of Art and the licensing process for their establishment.
7. Law 1218/2.10.1981 created the Chamber of Visual Arts of Greece, regulating its operation. It is subordinate to the Ministry of Culture. Law 1218/1981 allows members of the Chamber to undertake and perform works of art. Established in 1944, with changes in 1981. The provisions of Law 1218/1981 refer to the creation and placement of visual works in public spaces.
8. Law 2039/92, Convention for the Protection of the Architectural Heritage of Europe (1985). Official Gazette 61/A/13.04.1992
9. Law 2121/1993: INTELLECTUAL PROPERTY, related rights. Gazette A 25/4-3-1993
10. Law 2557/1997 refers to institutions, measures and actions of cultural development in Greece. This law includes provisions for the promotion and highlighting of cultural heritage, as well as for intellectual property issues, as referred to in Article 6 par. 4. This law has been in force since December 1997 and concerns important issues of cultural promotion and protection in Greek society.
11. Law 3028/2002 concerns the protection of Antiquities and Cultural Heritage in Greece. Issued on June 28, 2002, Official Gazette A 153/28-06-2002. It defines the terms for the excavation, the raising, and the management of antiquities. It concerns all bodies related to the excavation and preservation of antiquities. The law refers as « Archaeological Law 3028-2002»
12. Law 3521/2006, published in Official Gazette 275/A/22-12-2006, concerns the ratification of the UNESCO Convention for the Protection of Intangible Cultural Heritage. This law is of great importance for the protection of cultural heritage in Greece.
13. Law 3525/2007 concerns Cultural Sponsorship in Greece. It was issued on 26 January 2007 and includes definitions for its application. It is an important institution that has its roots in ancient Athens and is being revived in modern times with success. This law provides

the legal framework for cultural sponsorship, specifying the relevant changes and regulations. The implementation of the law is of great importance to the cultural sector in the country.

14. Law 3658/2008: Measures for the Protection of Cultural Properties and other provisions (Government Gazette A' 70/22.04.2008)
15. Law 3905/2010 concerns the strengthening and development of cinematographic art. It was issued on 23 December 2010 and contains various provisions. The law was amended by Law 4975/2022. It covers topics such as signatures, case law, and other aspects related to cinema. the current consolidated version is from on October 5 , 2022
16. Convention for the protection and promotion of the diversity of cultural expressions in Paris (France, 21/10/2005), Ratified by Greece L. 3520/2006 (Government Gazette 274/A/22-12-2006)
17. The 2010 European Convention on Landscape (N 2010-3827) aims at the protection, management and planning of landscapes, as well as the coordination of European cooperation. Approved by Law 3827/2010 in Official Gazette A 30/25.02.2010. It recognizes the landscape as a key component of European natural and cultural heritage. The Convention provides for cross-border cooperation and the exchange of information between the contracting parties.
18. Law 4019/2011 concerns the Social Economy and Social Entrepreneurship in Greece. It was approved on September 30, 2011 and aims to strengthen social entrepreneurship. It includes provisions that regulate the conditions for the operation of social economy schemes as of February 9, 2012 (No. 2.2250/oc. 4.105) for the Maintenance and operation of the General Register of Social Economy.
19. Law 4229/2014 Permit for installation and operation of performance space – Permit for performance and other provisions. This law regulates the conditions and the procedure for the licensing of places of public assembly, in which theatrical or musical performances can be given or other similar forms of art, in particular audio-visual, can be presented
20. Law 4355/2015 Adaptation of Greek legislation to the provisions of Directive 2014/60/EU of the European Parliament and of the Council of May 15, 2014 regarding the return of cultural

goods, which have been illegally removed from the territory of a member state and other provisions

21. Law 4430/2016 concerns the «Social and Solidarity Economy and development of entities» in Greece and aims to create a legislative framework for the promotion of the Social and Solidarity Economy as an alternative form of economic activity.
22. Law 4481/2017, Gazette A 100 regarding Collective management of intellectual property rights and related rights.
23. Law 4858/2021 was approved for the protection of antiquities and cultural heritage in Greece. The law responds to the rules of international law and sets measures for the preservation of cultural assets. It includes provisions for the restoration, maintenance and protection of antiquities, as well as for the regulation of construction works and other activities affecting the cultural heritage. The sanction of law done on November 19 , 2021.
24. Law 4996/2022 Defining rules regarding the exercise of intellectual property rights and related rights applicable to certain online broadcasts of broadcasting organisations and retransmissions of television and radio programs, while maintaining a high level of protection of intellectual property rights and related rights in digital single market and with the right of public borrowing and the reproduction of an additional copy by non-profit libraries or archives - Amendment of Law 2121/1993 and Law 4481/2017 - Incorporation of Directives (EU) 2019/789, (EU) 2019/790 and 2006/115/EC.
25. Law 5021/2023: Modernization of museum policy, establishment of museums, amended code of law of antiquities, etc. Gazette A 31/15.02.2023.



Sporades, Skiathos, PapadiamantiHouse © GNTO / Y. Skoulas

At the same time, there is an abundance of International and European legislation concerning the protection of cultural heritage. Some of the most important and their sanction in Greece are the following:

1. International Convention of The Hague (1954) «for the protection of cultural property in the event of armed conflict», which has been ratified by Law 1114/1981,
2. Paris International Convention (1970) on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property, « concerning the measures taken to prohibit and prevent the illegal import, export and transfer of ownership of of cultural goods», which has been ratified by Law 1103/1980 (Official Gazette 297/A/29-12-1980),
3. European Educational Convention of Paris (1954), which has been ratified by N 4194/1961
4. International Convention of Paris (1972) «for the protection of World Cultural and Natural Heritage», which has been ratified by N . 1127/1981 (Official Gazette 32/A/10-02-1981),
5. European Convention of London (1969) «for the protection of the Archaeological heritage», which has been ratified by Law 1127/1981, f). The Declaration of Amsterdam (1975 – Acceptance European Map Architecture Inheritance)
6. European Convention of Granada (1985), for the protection of the architectural heritage of Europe which has been ratified by Law 2039/1992 (Government Gazette 61/A/13-04-1992),
7. Recommendation of UNESCO 15/16-11-1989 and
8. Malta Convention for the Protection of the Archaeological Heritage (1992), which has been ratified by Law 3378/2005 (Government Gazette 203/A/19-08-2005)
9. Unidroit Convention on Stolen or Illegally Exported Cultural Property in Rome (Italy), 1995), Sanctioned by Greece L. 3348/2005 (Government Gazette 144/A/23-06-2005)
10. Protocol II to the 1954 Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict, Ratified by Greece Law 3317/2005 (Government Gazette 45/A/23-02-2005)
11. Convention for the Protection of Intangible Cultural Heritage in Paris (France, 03/11/2003), Ratified by Greece Law 3521/2006 (Government Gazette 275/A/22-12-2006)
12. Convention for the protection and promotion of the diversity of cultural expressions in Paris (France, 21/10/2005), Ratified by Greece L. 3520/2006 (Government Gazette 274/A/22-12-2006)
13. Nicosia Convention on Offenses Related to Cultural Property (2017), Ratified by Greece L.4744/2020
14. Council of Europe Convention on Cinematographic Co-productions (Revised) Ratification by Greece L.4880/2022
15. Regulation (EC) no. 116/2009 of the Council of 18 December 2008 on the export of cultural goods (Codified version)
16. Regulation (EU) 2019/880 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 17 April 2019 on the entry and importation of cultural goods



Macedonia, Thessaloniki, FolkArtMuseum © GNTO H. Kakarouhas

3.2 Institutional and Political Framework of Cultural Heritage Protection in Greece

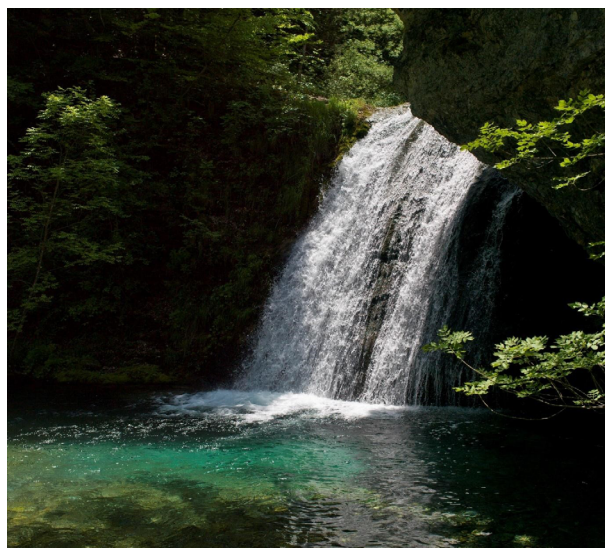
Greece was the first country to legislate the first basic guidelines for the exercise of cultural administration in 1834, followed by other countries such as Spain (1860), Italy (1872), and Great Britain (1882). The Greek Law 10/22.05.1834 «On scientific and technological collections, on the discovery and preservation of antiquities and their use», is generally acknowledged to be a pioneering piece of legislation drafted by Georg Ludwig von Maurer

in which it is defined that the set of antiquities located inside and outside the country's borders is «the work of the ancestors of the Greek people» and therefore «the national property of all Greeks in general». In addition, the State Archaeological Service was established in 1833 to take care of the cultural heritage.

Gradually, however, the Greek State began to realise the necessity of having a state agency that would deal exclusively with the field of culture, as it began to deal with an increasingly wide range of cultural needs. Thus, with Legislative Decree 957/1971, a Ministry with exclusive responsibility for culture, the Ministry of Culture and Science, was established for the first time in Greece, as the first Central body for the management of culture in Greece. Extremely interesting for us is the formulation of modern national strategic goals that are ultimately served by the Ministry of Culture, which - according to the current legislation - also has the staff planning for the exercise of cultural administration. The Ministry of Culture has as its main mission: the protection and management of the country's cultural heritage and the strengthening of modern cultural creation.

The modernization of the Greek legislation in matters of cultural management and the exercise of cultural administration planned and promoted by the Ministry of Culture, mainly after 1981, has brought about many changes in the field of culture. The harmonisation of the Greek legislative framework with the International and European institutional environment leads to changes with a clear human-centered, sustainable and decentralised orientation. In continuation of the aforementioned, there follows a new series of actions in the field of cultural administration that are again linked to the policies of the European Union which are diffused and reflected through the funded actions of the « Culture 2000» Program. Greece, taking advantage of the possibilities provided by the eligible costs of the Program in question, promotes many proposals which are mainly implemented through the local government which, thanks to the decentralisation being attempted, now has an expanded role in the field of cultural management and administration. Indicatively, we note that in 2006, when the New Code of Municipalities and Communities was ratified, it is defined that: «Municipal and Community authorities manage and regulate all local affairs, in accordance with the principles of subsidiarity and proximity, with the aim of protecting, developing and the relative improvement of the interests and quality of life of the local community».

At the same time, it is stipulated that the responsibilities of the Local Government organisations (hereafter OTAs) are divided into thematic areas. In this way, Greece seems to promote the transition from the traditional «top - down « models of regional cultural administration that accepted the state as the main political subject of action to the «bottom - up « models that consider the management of culture a «total phenomenon». In this way, although the economic crisis experienced by the country in the last decade did not help to establish stable, well-staffed cultural administrative structures in the region, it emerges that thanks to the participation of not only local communities through private collective initiative bodies (foundations, unions, clubs, cultural industries, businesses), but also organisations of the intermediate space of Civil Society such as Non-Profit organisations (NGOs), Social Economy organisations and Voluntary Sector organisations many and noteworthy cultural management projects are carried out. In addition, the impact of the funded programs managed by the OTAs, such as « Culture 2000» and « Creative Europe « implemented with the contribution of the aforementioned local bodies under the auspices of the Ministry of Culture contributed the most to the formation of a stable network of decentralised cultural management that now has a dominant position in national cultural management strategies.



Macedonia, MtOlympos © GNT0 / H. Kakarouhas

The services of the ministry responsible for the management and protection of monuments are divided into:

Central Services: They supervise and monitor the work of the Regional Services and ensure the coordination of activities and a common approach

when dealing with cultural heritage issues. The Central Services directly related to the protection of cultural heritage are:

General Directorate of Antiquities and Cultural Heritage: It is responsible for the overall protection and management of cultural heritage.

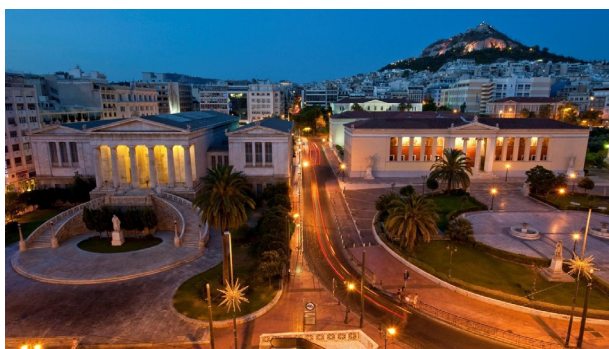
General Directorate of Restoration, Museums and Technical Works: In cooperation with the competent services of the Directorate General of Antiquities and Cultural Heritage, it is responsible for the study and implementation of protection, stabilisation, restoration and enhancement work on architectural monuments and monumental complexes.

Local level: The Regional Services include:

- the Ephorates of Antiquities, responsible for the protection of cultural heritage dating up to 1830
- the Services of Modern Monuments and Technical Works, responsible for the modern architectural heritage.

A key role in policy-making for cultural heritage protection and in the approval of major interventions at monuments, sites and state museums is played by three collective bodies of the Ministry of Culture:

- Central Archaeological Council,
- Central Council of Recent Monuments and
- Council of Museums.



Athens, National Library © GNT0 / Y. Skoulas

The Department of International Relations of the Directorate of International Relations and European Union of the Ministry of Culture is responsible for many international organisations and initiatives, including the Council of Europe

and the Cultural Routes. According to the new organisation of the Ministry of Culture (P.D. 4/2018 - Official Gazette A'7/22.1.2018), «The operational objectives of the Directorate of International Relations and European Union are the monitoring, participation and promotion of Culture and Sports at a European and international level». Specifically, the Department of International Relations has the following responsibilities:

1. The monitoring of Culture issues discussed at the international level and the drawing up of Agreements for Executive Programs of Bilateral and/or Transnational Cultural Cooperation of Greece with foreign countries,
2. The coordination of the country's participation in events related to Culture abroad, and the cooperation of the Ministry of Culture with foreign diplomatic authorities and foreign Cultural Institutions in Greece.
3. The participation and representation of the Ministry of Culture in the processes of drawing up cultural policy and cooperation programs and in the context of the bodies of international organisations.
4. The monitoring and evaluation of the data related to the achievement of the Sustainable Development Goals. In this context, the Administration coordinates co-competent services of the Ministry of Culture and provides technical assistance to the other service units.
5. Organisation of the International Program of Greek Language, History and Culture for the purpose of granting Ministry of Culture Scholarships to foreign students of Modern Greek Studies.

The Department of International Relations, Directorate of International Relations and EU of the Hellenic Ministry of Culture, serves as a contact/focal point in Greece for the Cultural Routes of the Council of Europe program, but this mandate should be clear that it refers only to the Cultural Routes of the Council of Europe program and not all the initiatives mentioned in this Country mapping. The mapping has provided a very significant and detailed description of initiatives in general, a large number of cultural routes that could potentially be part of the Cultural Routes of the Council of Europe but, in many cases, do not meet the criteria or do not have a legal entity established. Therefore, the Department of International Relations provides information and support to relevant entities about all matters related only to the program of the Cultural Routes of the Council of Europe including the Certification process.



Epirus, Ioannina © GNTO / Y. Skoulas

3.3 Policy Framework for Sustainable Development and Tourism in Greece

The [Greece Tourism Marketing Plan for 2023-2024](#) developed by the Hellenic Ministry of Tourism outlines a comprehensive strategy focused on sustainable development and tourism, especially cultural tourism. The Plan is centered around sustainable development and tourism, particularly emphasising cultural tourism. Its objectives include consolidating Greece as a premier tourist destination while promoting sustainable practices. Key elements of the strategy focused on sustainable development and tourism include:

1. Mitigation of seasonality through product differentiation. Promotion of special and alternative forms of tourism with emphasis on the sustainable management of natural and cultural resources, taking advantage of the opportunities provided by the development tool of the Recovery and Resilience Facility (RRF).
2. Strengthening the reputation of Greece as a destination of unique and multi-thematic experiences and as a health-safe destination (if conditions require it).
3. Balanced geographical promotion of the Greek tourism product aiming at the geographical dispersion of visitors.
4. Emphasis on the authenticity and sustainability of the destination, highlighting the various aspects of rural tourism and promoting the mainland.
5. Promotion of special forms of tourism giving priority to rural (mountainous) tourism, wellness, gastronomic and cultural tourism (among others).

6. Emphasis on the uniqueness of experiences and the element of exploration.
7. Special emphasis on the cultural experience of the destination with the promotion of museums, events, festivals, etc.

Overall, the Greek Tourism Marketing Plan aims to strengthen the reputation of Greece as a destination of unique and multi-thematic experiences, including cultural tourism. The plan seeks to promote the cultural experiences of Greece through various means, including museums, events, festivals, and online games. Additionally, the plan aims to showcase the authenticity and sustainability of the destination, with an emphasis on rural tourism and the promotion of the mainland.

Cultural routes are an integral part of this, as they showcase Greece's rich heritage and contribute to sustainable tourism. The cultural routes of the Council of Europe in Greece focus on diverse themes, promoting cultural and historical awareness while supporting local economies. They align with the Greek policy framework's goals of balanced regional development, cultural preservation, and tourism diversification. This approach supports sustainable and balanced regional development while enhancing the cultural experience for tourists and preserving its rich heritage for future generations.



Chios, Pyrgi by GNTO G. Filippini



Melos, Sarakiniko © GNTO / K. Kouzuoni

5. INTERNATIONAL/EUROPEAN HERITAGE LABELS AND INITIATIVES IN GREECE

This section of the report delves into the rich mosaic of International/European Heritage Labels and Initiatives that elevate Greece's cultural and historical significance.

Greece boasts a remarkable portfolio, including two European Heritage sites, 19 World Heritage Sites, each a testament to the country's profound contributions to humanity. Beyond tangible heritage, the exploration extends to the preservation of intangible cultural elements, with 10 inscribed on the Intangible Heritage list, safeguarding the living heritage of the Greek people. UNESCO Chairs and UNITWIN Networks, numbering 18, reflect Greece's active participation in UNESCO's university cooperation programme, fostering knowledge exchange and academic collaboration. Furthermore, Greece's role as the World Book Capital, part of a global network promoting literacy and a sense of community, underscores its commitment to nurturing a lasting legacy of readership. But Greece has also actively

engaged in national and regional initiatives to preserve and promote its rich cultural heritage.

In the following pages, a comprehensive overview of the various labels at both the international and regional levels that highlight Greece's rich cultural heritage. These labels represent a spectrum of initiatives and recognitions that underscore the significant historical and cultural contributions of Greece. For a detailed analysis, please refer to the Appendix I, offering a deeper insight into these prestigious acknowledgments.

4.1 International Cultural Route Labels and Initiatives

European Heritage Label

European Heritage sites are milestones in the creation of today's Europe. Spanning from the dawn of civilisation to the Europe we see today, these sites celebrate and symbolise European ideals, values, history and integration. Greece has registered two sites in this program:

1. The Heart of Ancient Athens (included in 2014): The Acropolis and the surrounding archaeological sites constitute an architectural ensemble of outstanding significance.
2. Archaeological Site of Nemea (included in 2021): The archaeological site of Nemea is emblematic due to the organisation of the Nemean Games in antiquity.



Epirus, Metsovo © GNT0 / Huawei / J. Topaloglou

Council of Europe Initiatives for the Protection of the Archaeological Heritage of Europe and the European Landscape

Council of Europe Initiatives for the Protection of the Archaeological Heritage of Europe and the European Landscape. The 1969 Convention is mainly concerned with archaeological excavations and the extraction of information from those excavations. Greece entered into force on 20 November 1970. Greece is also a member of the Council of Europe Protocol amending the European Landscape Convention (Strasbourg, 2016) as of 1 April 2020. Greece approved to become a party to the Convention with Greece on 16/01/1992 and ratified on 10/07/2006.

World Heritage List in Greece

World Heritage Sites are landmarks or areas deemed by UNESCO to have cultural, historical, scientific, or other forms of significance. In Greece, there are 19 such sites (17 cultural, 2 mixed), each representing a piece of our collective global heritage. These sites serve as a testament to our shared history, illustrating the richness and diversity of human culture and achievement. The UNESCO World Heritage List in Greece encompasses a diverse array of cultural and natural sites, recognized for their outstanding universal value. The notable sites are mentioned on the official UNESCO page for Greece.

UNESCO Chairs and UNITWIN Networks

Greece's strategic location at the crossroads of diverse cultures has left an indelible mark on its architecture, daily life, and on almost all manifestations of art and culture. Greece is privileged to participate in the List of monuments of human heritage. UNESCO Chairs and UNITWIN Networks are part of UNESCO's university cooperation program. With 18 such entities ([as for 4 August 2023, accessed](#)), Greece engages in collaborative initiatives to advance knowledge and research in areas critical to sustainable development and intercultural understanding. The first monument to be included in the UNESCO list was the Temple of Epicurean Apollo, in 1986, while Zagorochoria is the 19th and last Greek monument to be included in the list.

Memory of the World International Register

Greece owns two Memory of the World International Registers:

1. Greece has inscribed the [Derveni Papyrus](#) in the UNESCO «Memory of the World» list since 2015.
2. The [lead tablets of the Dodona Oracle](#), a unicum in the ancient Greek world, dated from the 6th century BC to the mid-2nd century BC.

Biosphere reserves

The Man and the Biosphere programme aims to establish a scientific basis for enhancing the relationship between people and their environments. There are 3 biosphere reserves in Greece:

1. [Gorge of Samaria Biosphere Reserve](#)
2. [Mount Olympus Biosphere Reserve](#)
3. [Asterousia Mountain Range Biosphere Reserve](#)

UNESCO Global Geoparks

A UNESCO Global Geopark uses its geological heritage, in connection with all other aspects of the area's natural and cultural heritage, to enhance awareness and understanding of key issues that affect society, such as using our earth's resources sustainably, mitigating the effects of climate change and reducing natural hazard-related risks. At present, 8 geoparks are found in Greece (UNESCO, accessed <https://www.unesco.org/en/igpp/geoparks>).



Crete, Lasithi, Selekano, Beehives © GNT0 / Y. Skoulas

Ramsar sites

The Ramsar Convention on Wetlands of International Importance, especially as Waterfowl Habitat, is a global treaty aimed at conserving and sustainably using wetlands. Regarding Greece, it acceded on 21 December 1975 and has 10 Ramsar sites as of May 2022, with a total surface area of 1,635 square kilometres (Ramsar Organisation, accessed <https://www.ramsar.org/country-profile/greece>). A visual representation of the Ramsar Sites in Greece can be accessed in the official Ramsar website here.

United Nations Convention on Biological Diversity (UNCBD)

Greece actively participates in related international agreements, including the Convention on Migratory Species and the International Union for the Conservation of Nature (IUCN). Greece boasts exceptional biodiversity due to its Mediterranean location, with stable land cover trends [<https://www.cbd.int/countries/profile/?country=gr>].

Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property

The [UNESCO 1970 Convention](#) focuses on preventing the illicit import, export, and transfer of ownership of cultural property. Greece ratified the Convention on 05 June 1981.

UNWTO Routes in Greece

The United Nations World Tourism organisation (UNWTO) has been actively involved in various tourism-related initiatives and projects in Greece. Here are some key points related to UNWTO's involvement in Greece:

- **The Silk Road:** the greatest trading route in history. Trans-boundary tourism projects are growing, trade and consumer interest in the Silk Road continues to rise and the UNWTO Silk Road Programme is now working with over 33 Member States, including Greece. UNWTO, in collaboration with the Ministry of Tourism of Greece and the region of Eastern Macedonia and Thrace, have organised capacity-building workshops related to the Western Silk Road route in Greece.
- **Venetian Routes:** The Venetian Route forms an important part of the network of routes of the Maritime Silk Road, linking four countries: Italy, Slovenia, Croatia and Greece. For more information, visit <https://www.unwto.org/project/verotour-project>
- **Holy Grail Route:** The Holy Grail Route is a European cultural itinerary full of traditions, mysteries, legends and emblematic places, by the sea from Bulgaria across Crete (Greece) and Malta until Spain. For more information, visit <https://microsites.bournemouth.ac.uk/etourism-lab/research-projects/current-projects/project-holy-grail-route/>

4.2 Other International Cultural Route Initiatives

Greece participates in several other international cultural route initiatives:

The [St. Paul the Apostle Cultural Route](#) in Greece integrates previous initiatives, promoting cultural heritage and European values. It is an initiative from the Region of Central Macedonia from Greece, the Lazio Region from Italy, the Pafos Regional Board of Tourism from Cyprus, and the European Cultural Tourism Network based in Brussels, Belgium. This new European Cultural Route has been launched, by the Cult-RInG project partners, as a candidate route for certification by the Council of Europe.

[Via Egnatia](#) Initiative: The connections the route has been providing over time and space to communities, ideas, languages and religious practices have resulted in a wealth of tangible and intangible heritage shared among four stakeholders: Greece, the then Former Yugoslav Republic of Macedonia, Albania and Türkiye.

«[Cultural Lands](#)» is a EU joint initiative between Greece and Albania, focusing on developing a cross-border cultural route for tourists.

[i-Thea/](#) Integrated Approaches for Cultural Heritage Promotion: The overall objective of the project is the creation and management of the 'Ancient Theatres and Sites Route' as a Branded Destination. The beneficiaries will be the local communities, authorities, stakeholders and entrepreneurs on tourism, students and of course tour operators and potential travellers-tourists.

4.3 Intangible heritage initiatives

The UNESCO Intangible Heritage List includes elements crucial to our cultural identity, such as traditions, rituals, and craftsmanship. With 10 elements inscribed (UNESCO, accessed at February 19, 2024 on <https://ich.unesco.org/en/state/greece-GR?info=elements-on-the-lists>), Greece has been proactive in safeguarding its cultural heritage, adopting the term «intangible cultural goods» as early as 2002. Greece is involved in international and national initiatives that preserve and celebrate its rich intangible heritage (full list and details at the official website <https://ayla.culture.gr/en/introduction/>). This demonstrates the country's recognition of the

importance of preserving intangible aspects of its culture. Moreover, Greece, as one of the first countries to ratify the Paris Agreement, is not only known for its ancient cultural heritage but also for its commitment to preserving a wealth of cultural heritage spanning from antiquity to modern times. This commitment extends to intangible heritage. These initiatives not only preserve Greek culture but also contribute to its vibrant tourism and cultural sectors. For more information, you can explore the [UNESCO page on Greece's intangible heritage initiatives](#).

4.4 National and Regional Initiatives – Activities

Greece's cultural routes epitomise a rich tapestry of regional initiatives, reflecting its profound historical and cultural legacy. Some regional examples include the Cultural route in Kallithea Konitsa (in the context of [INCULTUM](#) project 2021-2024 is financed by the H2020), the «[Oedipus Cultural Route](#)» launched by the Region of Central Greece for cultural tourism, site promotion, tourism enhancement, and entrepreneurship, [Iperiou Cultural Route](#) in Ioannina, Epirus, showcases hidden Greece, providing off-the-beaten-track experiences, ect. There is also the [Greek Paths of Culture Programme](#), initiated by the Hellenic Society for the Environment and Cultural Heritage, that aims to connect historical and natural sites through footpaths. In 2019, the "Greek Paths of Culture" were honoured with the European Heritage Awards / Europa Nostra Award in the awareness category.

Overall, Hellenic Cultural Foundations (eg. [Diazoma](#), Initiative for Heritage Conservation - [HERITAGE](#), [Paths of Greece](#), ect.) whether public or private, conduct cultural routes, research, exhibitions, conferences, and education programs related to cultural heritage, both in Greece and abroad. All these routes and initiatives, diverse in themes ranging from architecture, gastronomy, to intangible heritage, are not just tourist trails but narratives that weave through the nation's past and present. They highlight Greece's commitment to preserving and showcasing its cultural heritage, while fostering sustainable tourism and community development. These initiatives serve as a testament to Greece's dedication to cultural preservation and its role in shaping a shared European identity.



Evia, Aidipsos © GNTO / Y. Skoulas

6. CURRENT CULTURAL ROUTES OF THE COUNCIL OF EUROPE IN GREECE

In Greece, cultural routes and initiatives showcase a blend of its deep-rooted heritage and contemporary methods in promoting culture. These activities are essential for preserving and promoting cultural identity, enhancing intercultural dialogue and promoting creativity.

6.1 Overview of Existing Cultural Routes in Greece

Every destination in Greece boasts a rich history, mythology, and local traditions. These locations offer unparalleled cultural experiences that include top archaeological sites, museums, as well as authentic seaside and mountain villages.

Greece is a member-state of the Enlarged Partial Agreement since its establishment and participates in its Governing Board through the Directorate of International Relations and European Union of the Ministry of Culture. National presence in the

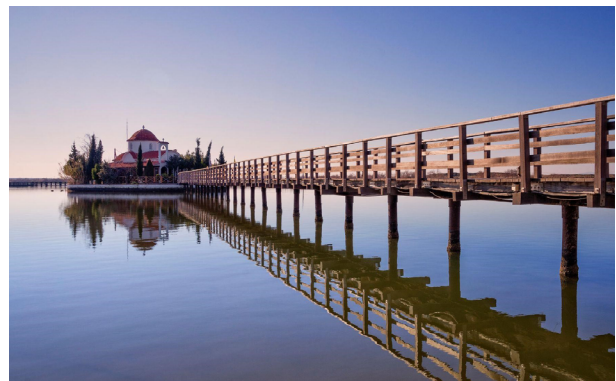
programme is growing, with two Greece-based routes, i.e. the Routes of the OliveTree and the Historic Cafés Route, and 18 routes with network members in the country. The first two Cultural Routes Fora were held in Delphi in 2006 and 2010, before the establishment of the Enlarged Partial Agreement. In 2022, the 11th Annual Advisory Forum was held in Greece (Chania, Crete, 5-7 October), on the theme of safeguarding European Values, Heritage and Dialogue. More information on the Forum, which was a great success, can be found on the dedicated Forum [webpage](#).

The Cultural Routes, as established by the Council of Europe as a model for comprehensive

and sustainable development supporting collaborations and externalisation, align perfectly with the strategic goals of the Ministry of Culture. According to these goals, Greece's cultural sector constitutes not only an element of national identity but also a factor for prosperity, development, and social cohesion. The Cultural Routes inherently constitute a privileged and dynamic field that promotes interdisciplinary research and collaborations between central and regional structures, organisations, and entities. Both the number and variety of the themes of the Routes connected to Greece serve as further evidence of the richness of Greek culture and the role of Greece in all significant aspects of European history.

The Greek Ministry of Culture aims to enhance Greece's involvement in the European Cultural Routes program by connecting with additional routes. This initiative will spotlight significant aspects of Greek cultural heritage and contemporary creativity. Such engagement reinforces Greece's pride and optimism about its role in promoting and celebrating Europe's diverse cultural landscape.

became a full member of the Phoenicians' Route. The Chamber tries to contribute to the strengthening of the region through the utilisation of all the mythological, historical and cultural elements both in the Thracian Sea and inland. The region of Thrace is distinguished for its multiculturalism and the long history of the city is determined by the "meeting" of West and East as due to its geographical location it had the opportunity to come into contact with different cultures and perceptions. Moreover, the Municipality of Corinth, the administrative body of the town of Corinth (Peloponnese) is a member of the Phoenicians' Route since 2020.



Phoenician's Route, Porto Lagos, Xanthi © GNTO / P. Merakos

6.2 Cultural Routes of the Council of Europe with network members in Greece

Greece, a land steeped in rich history and cultural heritage, plays a pivotal role in the network of Cultural Routes established by the Council of Europe. With 20 certified routes covering diverse themes such as architecture, landscape, religious influences, gastronomy, and intangible heritage, Greece stands as a prominent contributor to the cultural tapestry of Europe. The official webpage section for [Cultural Routes of the Council of Europe - Greece](#) serves as a central hub for Cultural Routes of the Council of Europe in Greece, providing information and resources about the routes. Additionally, the 2020 [document Cultural Routes of the Council of Europe Crossing Greece \(ENG-GR\)](#) delves deeper into the cultural richness of Greece, offering a nuanced perspective on the intersections of heritage and transnational cooperation.

Phoenicians' Route - 2003

Among the 47 Cultural Routes of the Council of Europe, the Phoenicians' Route is the Route of the Mediterranean Intercultural Dialogue. In 2017, the Chamber of Commerce and Industry of Xanthi

Among the 47 Cultural Routes of the Council of Europe, the Phoenicians' Route is the Route of the Mediterranean Intercultural Dialogue. In 2017, the Chamber of Commerce and Industry of Xanthi became a full member of the Phoenicians' Route. The Chamber tries to contribute to the strengthening of the region through the utilisation of all the mythological, historical and cultural elements both in the Thracian Sea and inland. The region of Thrace is distinguished for its multiculturalism and the long history of the city is determined by the "meeting" of West and East as due to its geographical location it had the opportunity to come into contact with different cultures and perceptions. Moreover, the Municipality of Corinth, the administrative body of the town of Corinth (Peloponnese) is a member of the Phoenicians' Route since 2020.

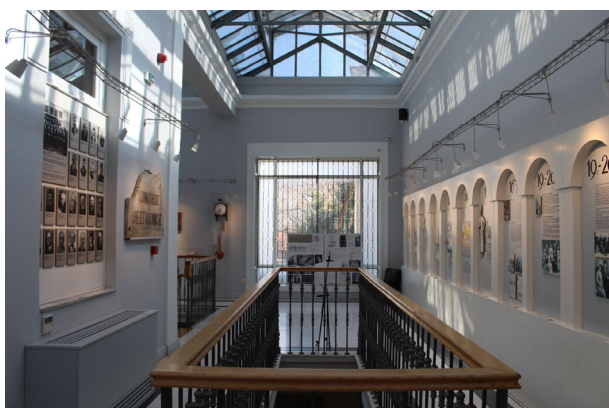
The Phoenicians' Route journey traverses through various Mediterranean nations, encompassing numerous North African and Middle Eastern countries, thereby reinforcing deep-rooted historical ties. These linkages are embodied by a substantial legacy that traces its roots back to ancient Mediterranean civilizations. This heritage is evident in a multitude of archaeological, ethnic, anthropological, cultural, and naturalistic sites across Mediterranean countries, along with a notable intangible Mediterranean heritage.

European Mozart Ways - 2004

The Greek Mozart Society of Loris and Ida Margaritis (GMS) participates selectively in the field of action of the cultural route and the Network "European Mozart ways" of the Council of Europe, at the points of connection of the Mozart's creative work spirituality with the Greek spirit, history and living people as a journey through space and time. At the same time, good practices of highlighting these points are supported through concerts, seminars, interpretations and workshops with visits to Greek historical mythical places where Mozart and other important European composers met spiritually and creatively. The aim is to strengthen the cultural tourism but also the special musical scientific interest. It should be noted that the participation of Greece is currently inactive.

European Route of Jewish Heritage - 2004

The Jewish people are an integral part of European civilisation, having made a unique and lasting contribution to its development through the millennia right up to today. The Cultural Routes programme is an innovative and exciting way of bringing this remarkable story to the attention of a wider audience. The European Jewish heritage is extensively represented across Europe, marked by significant archaeological sites, historic synagogues, cemeteries, ritual baths, Jewish quarters and monuments. In addition, the route includes many archives and libraries, as well as specialised museums focused on the study of Jewish life. This route promotes understanding and appreciation of religious and everyday objects, as well as recognition of the important role the Jewish people played in European history.



Liberation Route Europe © Jewish Museum of Thessaloniki

In Greece the European Route of Jewish Heritage is represented by the Jewish Community of Athens. The Jewish Community of Athens is working to raise

awareness of Jewish culture to the local Athenian society, as well as other visitors. This effort is aimed at combating anti-Semitism and fostering research and educational initiatives focused on Holocaust remembrance. It also seeks to uphold the cultural rights of the Jewish population in Greece, ensuring their freedom to fully engage with and celebrate their own cultural heritage.

Routes of the Olive Tree - 2005

The first and unique cultural route internationally recognized which started from a Greek initiative is active in more than 20 countries and proposing routes to discover the olive tree heritage with points of interest such as: olive tree museums, olive mills of different eras, traditional soap factories, archaeological sites and natural landscapes with specific characteristics, such as millennial olive trees, etc. The 'Routes of the Olive Tree' are itineraries aimed at valorising the olive tree civilisation and creating synergies between cultural heritage, tourism and sustainable development. The route proposals are complemented by tastings of Mediterranean traditional products and gastronomy and continually expanded with systematic research to unregistor olive tree heritage in collaboration with Universities and research centers. The 'Routes of the Olive Tree' are itineraries aimed at valorising the olive tree civilisation and creating synergies between cultural heritage, tourism and sustainable development.

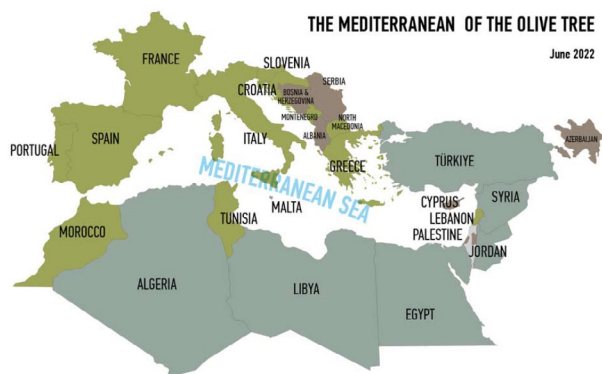


An olive tree. The Mediterranean tree in Ancient Messina
© The Routes of the Olive tree.

The 'Routes of the Olive Tree' are organised by an international network of organisations headed by the homonymous Cultural Foundation based in Greece, the NILEAS organisation, the General Directorate of Agricultural Development (Kyparissia, Greece) and the University of Peloponnese. They have been recognized by the Executive Board of UNESCO as "World Route of Intercultural Dialogue

& Sustainable Development” (166th SESS, ExCo 2003), by the Council of Europe as “European Cultural Route” (2005) and honoured with many international awards.

Below is the spatial representation of the route (Source: [Official website of the Routes of the Olive Tree](#)):



Visual representation of the Routes of the Olive Tree
© The Routes of the Olive Tree

In 2005, the ‘Routes of the Olive Tree’ were certified as a Cultural Route of the Council of Europe. This certification allows the ‘Routes of the Olive Tree’ to act as a gateway to new cooperation between territories and brings together organisations, Universities and actors of civil society, fellow travellers, scientists, researchers, artisans, producers and artists from several olive-growing countries, as well as Chambers of Commerce, companies and also other Euro-Mediterranean networks. Through proposals for itineraries to discover the world of the olive tree, exhibitions, cultural events, entrepreneurial meetings, social actions, forums, artistic competitions, research and publications around the olive tree (history, symbolism, landscapes, products), the ‘Routes of the Olive Tree’ connect Europe and value one of its common heritages: the olive tree. The relationship between this tree and human civilisation has created a rich cultural heritage, embedded in the daily habits of the Mediterranean people. From gastronomy, with the influence of olive oil, to art and traditions, the social development of these regions has been shaped to a large extent by the presence of the olive tree.

To date, our Cultural Route crosses more than 10 Mediterranean countries Greece, Italy, Spain, France, Portugal, Lebanon, Morocco, Tunisia, Slovenia, Croatia... and extends even beyond the civilization cradle of the olive tree, the Mediterranean Sea. Additionally, the Routes4U project funding to Olive Tree Route led with remarkable contribution to the

expansion to the EUSAIR macro-region (Croatia, Slovenia, Italy, Albania etc) plus strengthening the referred Cultural Route.

During the 11th Annual Advisory Forum on Cultural Routes of the Council of Europe, held from 5-7 October 2022 in Chania, Crete, Greece, a special session was dedicated to the European Union Strategy for the Adriatic and Ionian Region (EUSAIR) Cultural Routes (CRs). This session was an integral part of the forum’s broader agenda, focusing on enhancing and promoting the cultural and historical heritage within the Adriatic-Ionian region. The Greek cultural routes, particularly the «Routes of the Olive Tree», play a significant role in the framework of the European Union Strategy for the Adriatic and Ionian Region (EUSAIR). These routes contribute notably to promoting the rich cultural heritage and identity of the Mediterranean region, with a special emphasis on the olive tree, a potent symbol of this cultural landscape. The contribution of Greek cultural routes, especially the «Routes of the Olive Tree», to the EUSAIR framework is multifaceted, encompassing cultural preservation, sustainable tourism, economic development, and regional cooperation, all while celebrating the rich cultural tapestry of the Mediterranean region.

Iter Vitis Route - 2009

ITER VITIS is the cultural tradition associated with vine growing, winemaking and vineyard landscapes is an essential part of the European and Mediterranean food heritage. The Region of Central Macedonia ([Region of Central Macedonia Directorate of Tourism](#)) has been participating in the ITER VITIS cultural route since 2008. The purpose of its participation is to cooperate and exchange best practices with other wine producing regions of Europe for the promotion of visitable wineries and wine routes of Central Macedonia. To achieve this goal, the Region of Central Macedonia is collaborating with the wine producers’ network entitled “The Wine Roads of Northern Greece. At the initiative of the members of the network, two strong and well-known institutions have been created in the last decade: “The Wines of Northern Greece” and “The Thessaloniki International Wine Competition”.

The above actions are good practices for the dissemination and promotion of wine and wine tourism are promoted through the ITER VITIS Cultural Route and its members. Other members of the ITER VITIS cultural route are: [Municipality of Naoussa, Crete – PLOIGOS -Educational Development of Crete - PLOIGOS, Parnonas – Malvasia Myth Project, Municipality of Kastoria, Association of Winemakers](#)

[of North Greece](#), Archaeological Museum of Heraklion, Archaeological Museum of Thessaloniki, Municipality of Acharnon-Asterousia (Heraklion Prefecture - Crete), and the 8th Kindergarten of Larisa.



Vineyard Vogiatzi at Velvento-Kozani © Wines of Greece

The substantial and constantly expanding Greek participation in the Cultural Route ITER VITIS, which aims to highlight, promote, and utilise vine-growing and wine-producing locations through mapping and preservation of historic vineyards, winemaking methods, and the entire material and intangible culture associated with them, is considered foreseeable and entirely expected. Important elements of intangible heritage associated with vineyards ([e.g. the cultivation of black currant \(Korinthian\)](#)) and wine-making heritage ([e.g. the vine-culture of Santorini](#)) can be included and promoted through ITERVITIS enhancing the historic and multifaceted connection of Greece with wine. The Ministry of Culture is particularly pleased that two significant Greek museums, the Archaeological Museum of Thessaloniki and the Archaeological Museum of Heraklion, have joined the route, being confident that their scientific contribution will be significant.

On October 27, 2023, the [Greek Ministry of Culture was awarded as the 'Best Public Institution promoting the value of wine and vine culture and cultural tourism development'](#) during the Award Ceremony of the Cultural Route of the Council of Europe ITER VITIS. The event was organised in collaboration with the interprofessional association of Southeastern French winemakers and took place in the historic headquarters of the Toulouse Region. The award ceremony was part of the first official celebration of the European Day of Wine hosted in Toulouse as the first European Wine City.

European Cemeteries Route - 2010

The European Cemeteries Route is a Cultural Route Certified by the Council of Europe with a mission to preserve and promote European Cemeteries' high artistic or historical value as a fundamental part of the heritage of Europe. The Route is managed by the Association of Significant Cemeteries in Europe (ASCE), a non-profit entity and includes members from 20 countries. Greece became a member of the European Cemeteries Route of the Council of Europe in 2011 through the First Cemetery of Athens, Athens Municipality, whereas in 2014 Skiathos Cemetery became a member of ASCE, following an initiative of the Cultural Association "The Skiathos". Over the last years Kifissia and Syros-Ermoupolis Municipalities have also become members of the Route, whereas Argostoli and Tripoli Municipalities have become ASCE members. ASCE's Greek members have record a number of information and dissemination initiatives on the significant importance of the cultural route to the local sustainable development. In 2017 ASCE's Steering Committee Meeting took place in Skiathos Island, Greece (11-12 May 2017), and the Annual General Meeting and Conference took place in Athens, Greece (an initiative organised by the Harokopio University, 5-7 October 2017), under the auspices of the Hellenic Ministry of Culture. Since then, numerous other activities have highlighted the importance ascribed to the rich cultural heritage related to cemeteries.



The First Cemetery of Athens © Cemeteries Route

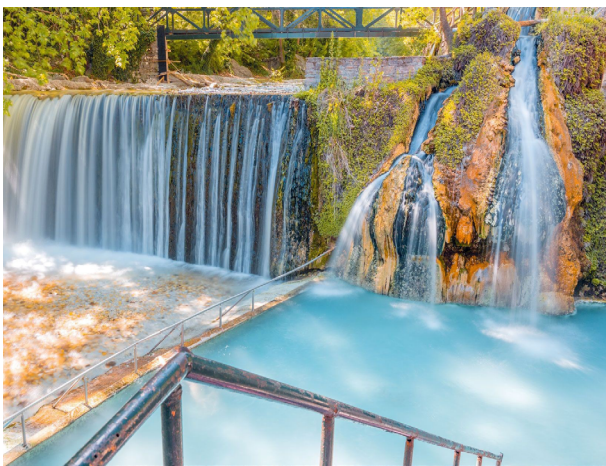
European Route of Historic Thermal Towns - 2010

Thermalism - the therapeutic use of hot springs - has been prevalent in Europe from ancient times to the present day. The most famous towns reached the height of their renown during the 18th and 19th centuries, when a wide range of new medical and health treatments were developed. This history, common memory and tradition of the spa culture

is shown and promoted by the European Historic Thermal Towns Association (EHTTA) through the development of the European Cultural Route. The Greek presence in the European Historic Thermal Towns Association began in 2015. This year the Hellenic Association of Municipalities with Thermal Springs joined the network as an associated member. The following years joined the network as active members of the municipalities of Loutraki, Loutra Pozar, Istiea-Aedipsos and the Hellenic Association Of Municipalities With Thermal Springs as Associate Member. In Greece two General Assemblies were organised, the first in the municipality of Loutraki in October 2018 and the second in the municipality of Almopia in March 2019.



Top part of the clay chimney in use on Sifnos island © European Route of Ceramics



Pozar-Loutraki Thermal Springs © Discover Greece

European Route of Ceramics - 2012

Greece has a rich tradition of ceramics production, and there are mentions of registrations in the [National Intangible Cultural Heritage Index](#). The Municipality of Sifnos and its Municipal Enterprise of Sifnos (D.I. K.E.S) have joined the Route since 2023. Ceramics is one of the landmarks of the Island of Sifnos, so much so that in 2021 Sifnos Ceramics became part of the Intangible Cultural Heritage of UNESCO. Over time the adjective 'Sifnian' came to mean a person practising the profession of a 'tsikalas' (a Sifnian word for potter), 'aggeioplastis' (pot-maker or potter), or 'kanatas' (pitcher or jug maker). Since 2022, the Municipality of Sifnos has been collaborating with the Greek Ministry of Culture to establish a ceramics school in Sifnos, near the Sifnos Ceramics Museum, which is currently being renovated.

ATRIUM - (Architecture of Totalitarian Regimes of the 20th Century in Europe's Urban Memory) - 2014

The totalitarian regimes which characterised much of Europe during the central decades of the twentieth century had a major impact on the urban landscape. These regimes founded and rebuilt cities often drawing on the most advanced architectural and urban design projects that existed at the time. While today democratic Europe firmly opposes these totalitarian regimes, their built heritage remains on our streets as an uncomfortable heritage. The cities involved all display examples of architecture or urban design deriving from a totalitarian period, often with strong connections to the regimes.



The Cinema next to it is the former hotel Albergo Roma which opened its doors in 1938 © Markos Spanos

Greece is participating with the Municipality of Leros, School of Architecture, Technical University of Crete and the Athena Research And Innovation Center. The ATRIUM cultural route allows you

to explore the sociological, ideological and geographical complexity of the history of these regimes through the prism of urban landscapes in different cities. The traveller can discover extensive information about the different sites through the route's website, including multiple sources such as photographs, videos, audio files and oral testimonies.

Destination Napoleon - 2015

The Municipality of Central Corfu and Diapontian Islands, wishing to promote the cultural identity of the Imperial French Rule (1807- 1814) which is still present in the island, decided to participate in the Cultural Itinerary "Destination Napoleon". Leaving behind a huge legacy, which today is not only national, but also a common European heritage. The impact of the Napoleonic period on the cultural heritage of modern Europe includes sites, buildings, monuments, monuments, furniture, works of art and laws, as well as a vast intangible heritage associated with the Napoleonic legend. Through the Napoleon Destination, some 50 cities in more than 10 countries are showcasing their Napoleonic historical heritage in its European dimension.



Corfu, Old Town © Discover Greece

The purpose of this Cultural Route, which involves 60 European cities, is to bring together all the cities of Europe that have some relation with the Napoleonic period and wish to highlight this relationship. The presence of the French in Corfu is connected with the spread of the Enlightenment principles, the development of education, the installation of the first printing house in Greece, the foundation of the Ioniki Academia, precursor of the Ionian Academy, and the formation of the Liston building complex at the lower part of the Spianada Square.

Impressionisms Routes - 2018

The «Impressionisms Routes» has members in 8 countries: France, Germany, Spain, Italy, Croatia, the Netherlands, Slovenia and Greece. The route Management Agency is the "Eau & Lumière" Association, a network founded in 2009 connecting the places where European Impressionists lived, created and were inspired, as well as the cities where their work is displayed through museums, exhibitions and related cultural events, promoting the value of Impressionism in terms of deeper knowledge and preserving our European cultural heritage.

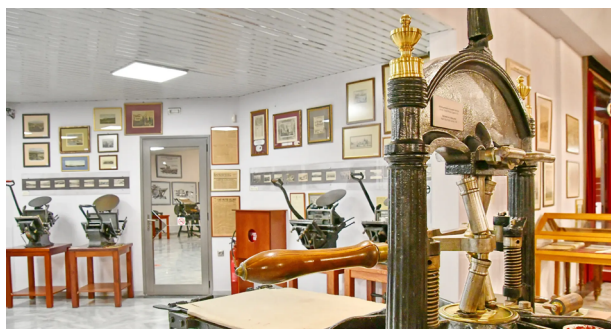


Thalia Flora-Caravia (1871-1960), «Daisies». Oil on cardboard, 36 x 27 cm. Georgios I. Katsigras collection. Municipal Art Gallery of Larissa - G.I. Katsigras Museum © Impressionisms Routes

The central core of the Municipal Art Gallery of Larissa–G.I. Katsigras Museum is the G.I. Katsigras Collection, unique for the standards of the Greek province, and one of the most remarkable collections of artworks in Greece. The G.I. Katsigras Collection includes 781 paintings, carvings and drawings of great Greek artists from the mid-19th to the middle of the 20th century. The museum also features the famous Heinrich Schliemann's furniture, designed by Ernst Ziller.

European Route of Industrial Heritage - 2019

With over 1800 sites throughout Europe, the European Industrial Heritage Route, which was founded in 2008, promotes the richness and diversity of Europe's industrial history, and some of its most important monuments and sites of significant historical, technological, social, architectural or scientific value. Over 100 anchor points, 20 regional routes and 14 theme routes currently present the legacy of industrialization of Europe.



Museum of Typography in Chania, Crete. © typography-museum.gr

Today, significant Greek organisations participate in the network:

- the Industrial Gas Museum in the Technopolis of the Municipality of Athens, highlights the history of Greek industry, through buildings, machinery and human stories. The Museum is a rare monument that preserves all the mechanical equipment in situ.

- the Industrial Museum of Hermoupolis is housed in the old Katsimantis paintworks (1888) and forms the core of the Hermoupolis Technical Culture Centre. The Industrial Museum of Hermoupolis houses the historic documents, objects, restored machines and tools, products of the local industries, and other remarkable exhibits such as the electric car Enfield 8000, which was produced here.

- the Telecommunications Museum of the OTE

Group, a unique Museum narrating the history of technological evolution in Greece.

- the Typography Museum of Giannis and Eleni Garedaki in Chania, the Museum focuses on highlighting the historical value of typography and printing and their importance for the progress of humanity and in saving typographic machinery and objects

- The Water Supply Museum of Thessaloniki, that is placed in a historic building complex for the city's water supply in the area of Sphagia, in the old Central Pumping Station of the former Thessaloniki Water organisation, and

- The Piraeus Bank Group Cultural Foundation (PIOP) that supports the preservation and showcasing of Greece's cultural heritage, with an emphasis on its artisanal and industrial technology, and promotes the connection of Culture with the Environment

Iron Curtain Trail - Eurovelo 13 - 2019

For almost half a century, Europe was forcibly divided into East and West. EuroVelo 13 retraces this 'Iron Curtain', a border stretching from the Barents Sea to the Black Sea. Following this route for more than 10.000 km is a living history lesson but also provides a welcome reminder of the peace and reconciliation that have followed the fall of the 'Curtain'.

EuroVelo 13 enters Greece near the Roupel fortress, famous for its defence during the German invasion of Greece in April 1941. The route passes through the Eurovelo 13, Region of Central Macedonia and the Region of East Macedonia and Thrace. «The Cities for Cycling» non-profit organisation is the Eurovelo National Coordinator for Greece.



Trail in Greece © Visit Greece

Liberation Route Europe - 2019

The Liberation Route Europe is a historical path commemorating key figures and events that

contributed to Europe's freedom from Nazi occupation during World War II. This route spans multiple countries, including Greece. Greece's participation involves the Pass Partout Tourism Marketing program, a collaborative effort between France and Greece to boost tourism and cultural exchanges. This initiative facilitates joint events, seminars, and workshops, emphasising the cultural richness of both nations and fostering cross-cultural understanding among European travellers. The Neohellenic Architecture, City and Culture Lab at the School of Architecture of the Polytechnic of Crete has recently commenced establishing a collaboration with the Liberation Route initiative, focusing on the Battle of Crete as a key aspect of their collective cultural route initiative.



Fort Roupel © Thessaloniki.travel

European Route of Historic Gardens - 2020

Historic gardens have shaped European culture and identity throughout time. They have always been related to places of great significance like royal estates, urban units or monasteries, nobility and bourgeois villas, that is, the residences and decision-making centres of historical figures. Transmitted from one region to another throughout Europe, shaping gardens and landscapes contributed to the development of professions around landscaping, engineering and gardening know-how and have also been inspirational sites for great artists and traditional events of society. The visit to historic gardens, as a multi-layered experience, helps to raise social awareness of the importance of the natural environment, not only in our daily life but also for future generations. The route brings together gardens that comply with the definition of "Historic Garden" as established in the 1981 Florence Charter, adopted by ICOMOS in 1982. Greece participates in the route through the National Garden of Athens (Athens Municipality

/ National Garden Metropolitan Green SA) and Naoussa Municipal Park (Municipality of the Heroic City of Naoussa).



Naoussa Municipal Park © European Route of Historic Gardens

Cyril and Methodius Route - 2021

Saints Cyril and Methodius, the co-patrons of Europe, are symbols of cultural dialogue between Eastern and Western Christianity. The participation of Greece is with the Municipality of Thessaloniki. Thessaloniki, being their birthplace, honours their contribution through various activities and landmarks. The city has temples dedicated to Cyril and Methodius, showcasing the deep connection between these saints and the region. These sites are part of a broader cultural route that highlights their missionary work and its impact on the Christianization of the Slavs. The Municipality's efforts in promoting the legacy of Cyril and Methodius not only preserve the historical and cultural significance of these figures but also reinforce Thessaloniki's position as a crucial site for understanding the roots of European civilization and the dialogue between different cultures and religions.

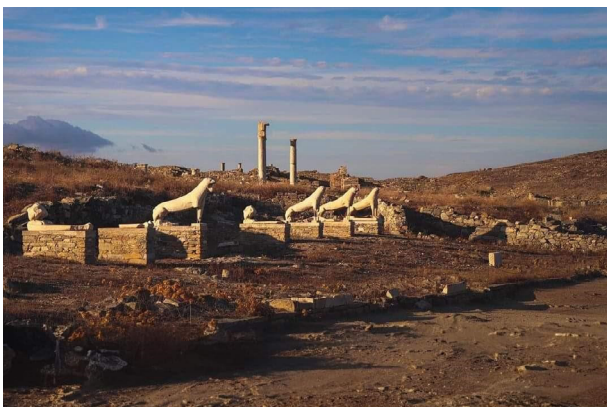


Statue of Saints Cyril and Methodius in Thessaloniki, Greece
© Cyril and Methodius Route

The [Center for the Study of the Cultural Heritage of Cyril and Methodius](#) has organised significant events and conferences, such as the Annual Meeting of the Route in Thessaloniki (May 4, 2023) and the International Student Conference (November 30, 2023).

Aeneas Route - 2021

Legendary “father” of Roman civilisation and a timeless source of inspiration for the artistic and cultural creation of European mankind through the centuries, the Trojan hero Aeneas remains a symbol of European identity. The Aeneas Route is an archaeological route that stretches from the coasts of Türkiye (North-West Aegean Sea) to the shores of Latium Vetus in Italy through a maritime and, at places, overland path. This route is inspired by the legend of Aeneas as it was narrated by the Latin poet Virgil. With his father and son, Aeneas fled from the burning city of Troy and went on a long journey through civilisations, cultures and landscapes to build a “new Troy”. The Greek participation is managed by the Municipality of Mykonos. Last year, the Mayor of the Municipality of Mykonos Konstantinos Koukas and the President of the Aeneas Route Association Giovanni Cafiero met at the town hall to discuss this common goal To restore cultural tourism in one of the stops of Aeneas’ journey from Troy to the Lazio coast. With its archaeological and landscape beauties, Delos is one of the symbolic places of Aeneas’s Route. From the Archaic period to the Roman period, Apollo’s sacred island was a melting pot of different cultures. Then, after alternating historical events, Delos reached its maximum splendour. The meeting was also the occasion to discuss the organisation of an Aeneas Route Summit.



Terrace of the Lions - Archaeological Site of Delos, Mykonos
© Discover Greece

Historic Cafés Route - 2022

The Historic Cafés Route, the second Greek Cultural Route (CR) initiative certified by the Council of Europe in 2022, stands as a significant cultural project,

showcasing the rich historical and cultural heritage of historic cafes across Europe. This route serves as a testament to the role cafes have played as centers of social interaction, artistic inspiration, and intellectual discourse, contributing profoundly to Europe’s cultural and historical tapestry. The certification of the Historic Cafés Route underscores Greece’s dedication to preserving and promoting European cultural heritage. Moreover, its significant contribution was highlighted when it co-organized the 11th Annual Advisory Forum on Cultural Routes in Chania, Crete.



Café Kipos (est. 1870), Chania, Greece © The Historic Cafés Route

From the eighteenth century to the twentieth century, the growth in coffee consumption led to an expansion of cafés across the towns and cities of Europe. Cafés quickly became important centres of cultural and political exchanges, appreciated by the emerging middle classes. Despite the closure of many of them, Europe still possesses a rich legacy of still functioning historic cafés. Each one reflects the architecture, art and design of its time, and conveys the stories of prominent patrons of the political, literary and artistic worlds, preserved within its walls.

The cultural route by the name “Historic Cafés Route” is of Greek inspiration and initiative and aims to be a “bridge” of cultural interconnection of Historic Cafes ensuring the protection & preservation of their cultural, architectural and artistic heritage. It also aims to officially place Historic Cafes among the most important places to visit in a city, in the context of alternative cultural tourism. The Inspiration of the Route is Vasilis Stathakis, owner of the business Historic Café “Kipos” in Chania, Greece & Founder and President of the European Historic Cafes Association (EHICA) who envisioned the union of the most emblematic Historic Cafes in the world. [15 countries](#) with significant cafés (list [here](#)) are Route members. The 8 historic cafés in Greece on the Historic Cafes Route provide a fascinating journey through time, showcasing the country’s rich cultural and historical heritage: Chania, Greece - [Café Kipos \(est. 1870\)](#), Komotini, Greece - [Lesxi Komotinaion \(est. 1921\)](#), Tripoli, Greece - [Megalo Kafeneio \(est. 1840\)](#), Mytilini, Greece - [Kafeneion “O Ermis” \(est. 1800\)](#), Athens,

Greece - [Oraia Ellas \(est. 1839\)](#), Kythira, Greece - [Astikon \(est.1908\)](#), Rhodes, Greece - [Stou Plastira \(Pernos\)\(est. 1968\)](#), and Kifissia, Greece - [Varsos \(est. 1892\)](#).

European Fairy Tale Route - 2022

The European Fairy Tale Route is based on our common tangible and intangible heritage, bringing together fairy tale books and their renowned authors, vernacular stories and oral traditions of the past. In a journey suspended between space and time, visitors can explore the enchanted places that housed their favourite fairy tale characters, but also delve into the fairy tales literary culture or experience an amusement park in the European fairy tale tourist destinations linked by the Route. Greece participates with the University of Patras, Department of Education and Early Childhood Education, Adrachti, Kachta, Narrative Events, Aisopos group, and Dream Workers. It is worth mentioning here the possibilities of expanding Greek participation through the promotion of Aesop.



The Milkmaid & her pail (Aesop's fables) © Word & Sorcery

Transhumance trails - 2023

Transhumance has played an essential role in shaping European culture. It has given rise to a varied heritage, both tangible and intangible, which has nurtured a cultural landscape of pastures and meadows meticulously tended by humans, in harmony with nature, for thousands of years. The transhumant livestock farming (i.e. the annual movement of flocks of sheep and goats between summer and winter quarters) has been inscribed on the National Inventory of Intangible Cultural Heritage of Greece, since 2017. The well-established system of transhumance routes forms an interconnected network of cross-border routes that cross through Europe and even extend to more distant regions such as Latin America, North Africa, and the Middle East. This network fosters cultural links between communities that share a common history. Greek participation is headed by the Network of Transhumance Livestock Breeders. Transhumance, the

seasonal droving of livestock inscribed in 2023 on the Representative List of the Intangible Cultural Heritage of Humanity, following the submission of a relevant by Austria, Greece and Italy. There is a great potential to include in the Route various parts of Greece, such as Crete (see following link: [Shepherding and the shepherd's world in Psiloritis](#)), Epirus, Thrace and Macedonia and a rich [inventory of heritage elements](#) to be promoted.



Shepherding and the shepherd's world in Psiloritis
© National Union of Agricultural Cooperatives

6.3 Inventory of actions organised by the Cultural Routes of the Council of Europe with network members in Greece over the last 3 years

Over the last three years, Greece has been a vibrant hub for the activities of the Cultural Routes of the Council of Europe. This period has witnessed a series of significant events, each highlighting the diverse and rich cultural heritage of Europe through Greece's unique lens. These events, ranging from forums to workshops, have not only promoted cultural exchange and preservation but also emphasised Greece's role in enhancing and developing these cultural routes, which crisscross the landscape, weaving a tapestry of history, art, and shared European values.

During the challenging period of 2020-2021, marked by the Covid-19 pandemic, the sphere of cultural activities, particularly those related to the Cultural Routes of the Council of Europe, underwent significant adjustments. For example, Greece hosted a series of webinars addressing the impact of the pandemic on Cultural Routes, demonstrating resilience and adaptability in maintaining cultural dialogues and collaboration.

Specifically:

- 26th June, 2020, an [online webinar titled «Cultural Routes Dialogues: Challenges and Opportunities](#)

[Post Covid-19](#)» was held, marking the fourth in its series. This event, focusing on Cultural Routes in Greece, delved into the post-pandemic challenges and opportunities. Organised by the EPA Secretariat, the European Institute of Cultural Routes (EICR), and the Hellenic Ministry of Culture / Directorate of International Relations and EU, it was part of the activities under the Greek Chairmanship of the Committee of Ministers of the Council of Europe.

- 5th November 2020 - Publication of Bilingual Brochure [«On the Road. Cultural Routes of the Council of Europe crossing through Greece»](#). This bilingual brochure was released by the Ministry of Foreign Affairs and the Ministry of Culture of the Hellenic Republic, in collaboration with the EPA Secretariat and other key Greek cultural institutions. Aimed at promoting the rich cultural heritage represented by the Cultural Routes of the Council of Europe in Greece, this initiative highlighted Greece's commitment to cultural tourism and showcased the diverse cultural experiences offered by the certified Cultural Routes in the country.
- On October 14, 2021, in Chania, Crete, a significant event took place for the promotion of cultural heritage and tourism in Greece: the [signing of the Organisation Agreement for the 2022 Annual Advisory Forum on Cultural Routes of the Council of Europe](#). This event set the stage for the 11th Annual Advisory Forum, which was scheduled to be held in Chania from October 5 to 7, 2022. This event underlined Greece's commitment to promoting cultural tourism and highlighted the collaborative efforts of various stakeholders in enriching the cultural landscape of the country.



Peloponnese, Mani, Limeni © GNT0 / Y. Skoulas

In 2022, Greece hosted several significant events emphasising the importance and development of cultural routes:

- [11th Cultural Routes Annual Advisory Forum \(5-7 October, Chania, Crete\)](#): Organised by the Enlarged Partial Agreement on Cultural Routes of the Council

of Europe (EPA) and the European Institute of Cultural Routes, in cooperation with the Hellenic Ministry of Culture, the Hellenic Ministry of Tourism, the Greek National Tourism organisation, the Region of Crete, the Municipality of Chania, the Chamber of Industry and Commerce of Chania, and the Historic Cafés Route. This forum was patronised by the President of the Hellenic Republic. It gathered over 400 participants, including representatives from 37 member states of the EPA, 48 certified Cultural Routes, international organisations, academics, and tourism professionals.

- [Posidonia 2022](#), International Shipping Exhibition (6-10 June, Athens): Organised under the auspices of various Greek maritime authorities and supported by the Municipality of Piraeus and the Greek Shipping Cooperation Committee, this event at the Athens' Metropolitan Exhibition Centre highlighted the connection between the sea and Greek culture. The Hellenic Ministry of Culture showcased a booth and a photo/video exhibition focusing on the Cultural Routes of the Council of Europe crossing Greece and Greek sites listed in UNESCO's World Heritage Catalogue.
- i-Thea Project, a Greece-Albania cross-border consortium, is part of the INTERREG-IPA CBC Greece-Albania EU program 2014-2020 and co-funded by the EU and National Funds of Greece & Albania. The Project hosted two key events. The first, a webinar workshop on April 6, focused on the cultural routes of ancient theatres in Epirus, emphasising their social impact and contribution to sustainable cultural tourism. The second event, a [final conference](#) on October 21 in Ioannina, Greece, presented an overview of these cultural routes, highlighting the project's role in promoting ancient theatres as unique tourist destinations.



Magnisia, Volos © GNT0 Y. Skoulas

In 2023, the Cultural Routes of the Council of Europe in Greece experienced a dynamic range of activities and initiatives. These efforts, driven by the network members, have played a pivotal role in fostering

cultural heritage and intercultural dialogue. Spanning various themes and regions, these events and projects showcase Greece's dedication to preserving and celebrating its rich historical and cultural diversity. This report will separately detail the activities and initiatives of the two Greece-based routes:

The Routes of the Olive Tree (2023):

Based in Greece, The Routes of the Olive Tree is a prime example of active engagement and best practices in cultural and cooperative activities. In 2023, it organised and participated in numerous events with a focus on cultural, educational, and environmental themes, underlining its commitment to sustainable development, cultural heritage, and ecotourism. Such events, ranging from international conferences to local workshops and cultural festivals, not only promote the olive heritage but also foster international collaboration and cultural exchange. The following events were organised by the Routes of the Olive Tree:

- Annual Meeting of the member countries of the RECOMED Mediterranean Olive Oil Towns Network (Kalamata, Greece, 14 January 2023).
- 5-day training seminar for trainers and managers of Council of Europe cultural routes, YOUTH4CULTURE ERASMUS+ (Kalamata, Greece, 27 February- 3 March 2023).
- Work meeting of Italian and Greek partners (CNCA, PALMI KOINSEP, Cultural Foundation " Routes of the Olive Tree", The Garden of Lyssos, Kalamata Equestrian Club, FarmaFifa) (Kalamata, Greece, 19 April 2023) - co-organized with CNCA
- "Kalamata: gastronomic destination based on the PDO Kalamata olive", local community awareness event for World Olive Day (Kalamata, Greece, 26 November 2023)
- Celebration of World Olive Day: Olive oil tasting and parallel events for the creation of a wider, national network dedicated to olive tourism (Portugal, 26 November 2023)- co organised with Polytechnic Institute of Leiria, Portugal.

Some of the activities the route participated are as follows (full list here):

International Events:

- 2nd Euro-Mediterranean Conference of the CLUSTER SERVAGRI project in Syracuse, Italy.

- Discovering Hidden Mediterranean Destinations event in Jabal Moussa, Lebanon.
- Olea Mundi: Culture, Nature, Science» conference in Lugnano in Teverina, Italy.
- INSULEUR Forum in Athens, Greece.

Seminars and Workshops:

- Seminar on European funding opportunities for cultural institutions in Kalamata, Greece.
- Festivals and Cultural Events:
- Festival of the Young Olive Oil» in Koper, Slovenia.
- Celebration of World Olive Day in Mallorca, Spain and other locations.

Meetings and Assemblies:

- Local stakeholders meeting at the Leigh Fermor residence in Kardamili, Greece.
- General Assembly of the RECOMED Network in Matera Basilicata, Italy.

Overall, the Routes of the Olive Tree's activities stand as a model for other cultural routes, showcasing the dynamic blend of culture, education, and environmental stewardship.



Florina City © GNT0 / Huawei / G. Bozouris

The Historic Cafés Route (2023):

The Historic Cafés Route, the second of the cultural routes based in Greece, has been actively engaged in various events throughout 2023 despite being a relatively new addition to the cultural routes. These activities include a summer event at Brukenthal Palace Café in Avrig, celebrating café culture with a fashion show by designer Catalin Botezatu. A conference on «Historic Cafés Route – tangible and intangible heritage» was held in Turin, featuring a certification ceremony. Additionally, the route participated in various activities such as training seminars for candidates seeking the «Cultural Route of the Council of Europe» certification organised by the Secretariat of the Cultural Routes of the Council of Europe. It has also signed Collaboration Agreements (with the Women Writers Route, and the European Fairy Tale Route) to promote cultural heritage. For more detailed information and more activities, visit Historic Cafés Route [website](#).

Historical Cafes have been registered in the [National Register of Intangible Cultural Heritage](#). Historic Cafes have been placed, as an element, on the country's Intangible Cultural Heritage list, by order of the Hellenic Ministry of Culture. This is an official acknowledgement of the efforts made by "Historic Cafés Route" to defend, preserve, highlight, and promote the intangible cultural heritage of Historic Cafes, which have always been the custodians of the tradition of Cafes and of the creation of culture through them. This recognition highlights their importance as places that have historically served as meeting points for writers, poets, politicians, intellectuals, and people from various social backgrounds. In addition, the documentation provided in the specific link can be used in the context of mapping to present the possibilities of the Route for expansion within Greece. The inclusion in the national list of Intangible Cultural Heritage is the first step for the final goal, the inscription on the International List, considering there are already countries that, together with Greece, are interested to submit an application for international registration. Austria and Greece are the two countries with the element Historic Cafes listed at the national list of intangible heritage and we soon Italy will apply for the same recognition. It is worth mentioning that the application for inscription on the International List has been an initiative put forward by Greece.

5.4 Mapping representation of the Cultural Routes of the Council of Europe with network members in Greece

This section presents a comprehensive overview of the geographic distribution and participation of various Greek regions in the Council of Europe's Cultural Routes.

To enhance the understanding of the Cultural Routes of the Council of Europe within Greece an interactive virtual map was created by the independent expert and her team. This digital tool provides comprehensive insights into the geographic distribution and participation of various Greek regions in these Routes, and allows users to visually navigate the Cultural Routes of the Council of Europe with network members across Greece. Each point of interest on the map represents a member or participant organisation. By tapping on these points, users can delve into detailed insights about each organisation, encompassing the name of each organisation and area of activity. .

We believe that this tool, beyond just being a resource, highlights Greece's rich cultural heritage and explores the possibilities for future expansion and improved representation across the country's diverse landscapes.

The mapping indicates that Central Macedonia leads in participation as the region with the most entries, followed by Crete and the Peloponnese. Each periphery contributes uniquely to the rich tapestry of Cultural Routes across Greece.



Trikala, Neraidochori © GNTO Y. Skoulas

On the other hand, the following peripheries in Greece are missing from the list:

- Epirus
- North Aegean
- West Greece
- Thessaly (other than Larissa, as only one municipality from Thessaly was mentioned)
- West Macedonia (other than Kastoria, as only one municipality from West Macedonia was mentioned)

The peripheries of Epirus, North Aegean, West Greece, and parts of Thessaly and West Macedonia, currently underrepresented in the Cultural Routes of the Council of Europe program in Greece, offer significant opportunities for inclusion. Epirus, with its rich history and diverse cultural landscape, including the ancient theaters and traditional stone bridges, could contribute to the promotion of cultural and historical heritage. The North Aegean, known for its maritime history and unique island culture, could enhance the program's diversity. West Greece, with its emblematic historical sites like Ancient Olympia, and the less-represented regions of Thessaly and West Macedonia, also present unique cultural elements that could be integrated into the Cultural Routes program, enhancing the representation of Greece's diverse heritage and cultural richness.

6.5 Participation and Collaboration with the University Network for Cultural Routes Studies

Since 2021, the [Department of Tourism Studies](#) at the University of Piraeus, Greece, has been a member of the University Network for Cultural Routes Studies. This participation involves a General Framework Agreement for Collaboration with the [European Institute of Cultural Routes \(EICR\)](#). Stefano Dominioni, Executive Secretary of the Enlarged Partial Agreement on Cultural Routes and Director of the EICR, is an advisory committee member, contributing to the department's development. This collaboration is marked by engaging cultural routes members like Georgios Karabatos (President of The Routes of the Olive Tree) and Department of International Relations at Hellenic Ministry of Culture representatives as guest speakers in relevant events. Additionally, students gain hands-on experience in researching and developing proposals for cultural routes through courseworks and workshops. Finally, the department contributed through presenting their research to the second Cultural Routes Academic Workshop ([book of abstract, p.17](#)), held on December

7, 2023, further underlining their commitment to this field.

Apart from the University of Piraeus, various Greek academic institutions have actively engaged in research related to the Cultural Routes of the Council of Europe. For instance, the National Technical University of Athens has shown interest in the Réseau Art Nouveau Network, and conducts ongoing research and events contributing to the understanding of Art Nouveau architecture in Greece. University of Macedonia, Hellenic Open University and Panteion University are only some of the academic institutions that have conducted research focused on the field. Notable studies have examined The Olive Tree Route, the Cyril and Methodius route, the cultural management and marketing of less developed regions (e.g., Symi island), the promotion of cemeteries as cultural routes, etc.

Appendix III provides a selection of research studies centered on the Cultural Routes of the Council of Europe in Greece. It's important to note that this list is not comprehensive but serves as an illustration. These studies underscore the multifaceted opportunities presented by cultural routes in Greece, emphasising their capacity to foster tourism growth and safeguard cultural heritage.



Corfu, Achilleion © GNT0 / S. Mourelatou

7. OVERVIEW OF POTENTIAL EXTENSION OF EXISTING OR NEW CULTURAL ROUTES

7.1 Overview of potential extension of existing Cultural Routes

Prehistoric Rock Art Trails

Prehistoric rock art in Greece showcases the country's rich heritage from the Neolithic period, dating back approximately 8,500 to 5,000 years ago. Significant examples include petroglyphs at Asphendou in Crete, and notable sites on the islands of Lemnos, Astypalaia, and Andros, as well as in the mainland regions such as Evros and the Pangaion Hills. These ancient artworks reflect the early human settlements and cultures in Greece, offering valuable insights into the lives and artistic expressions of prehistoric communities. The accessibility, tourism infrastructure, protection measures, and interpretation at the sites of prehistoric rock art in Greece vary. Some sites are well-developed tourist destinations with adequate facilities and information for visitors, while

others might be less accessible and have limited infrastructure. These sites therefore may qualify to join the Prehistoric Rock Art Trails Route.

The European Route of Megalithic Culture

The European Route of Megalithic Culture explores the mystique of prehistoric stonework complexes, offering a journey through Europe's oldest cultural monuments. Greece could potentially join the European Route of Megalithic Culture, given its rich history and archaeological sites. Examples of megalithic sites in Greece include the [Drakospita](#) (Dragon Houses) of Evia, which are ancient structures made of large stone slabs and the Cyclopean Walls found in several locations in Greece, notably at Mycenae and Tiryns (e.g., [Pyramid of Argos](#)), which are characterised by their large limestone boulders. Although not yet part of this route, Greece's inclusion holds great potential.

Le Corbusier Destinations

Greece could potentially join the Le Corbusier Destinations Route, given its interest in modern architecture and its connections to influential architects. Le Corbusier, a major figure in modern architecture, was profoundly influenced by his visits to Greece, especially the Parthenon. During his stays, he would spend hours observing and sketching the Parthenon from various perspectives. Greece has a rich architectural heritage that includes both ancient and modern structures. Examples of modernist architecture in Greece that could align with the spirit of the Le Corbusier Route include the mid-century Modernist buildings in Athens. Moreover, the composer Iannis Xenakis, was involved in several Le Corbusier designs, including the Convent of Sainte Marie de la Tourette, the Maison de la Culture at Firminy, and probably most famously, the Philips Pavilion at the Brussels World Fair in 1958 (Bridoux-Michel, 2018). [The Athens Charter](#) (UNESCO, 2015), which revolutionised thinking on architecture and urban planning in the 20th century, is associated with Le Corbusier's works. Finally, there is ongoing research and activities from the National Technical University of Athens (and a dedicated [website](#)).

The Women Writers Route

Greece could potentially join the Women Writers Route. This route celebrates the contributions of women writers to European cultural heritage. Greece, with its rich literary history and renowned female authors, could contribute significantly to this route. Examples include Sappho, the ancient poet from Lesbos known for her lyric poetry, and more contemporary writers like Penelope Delta, known for her historical novels and children's literature. Including Greek female writers would enhance the diversity and richness of the Women Writers Route. There is also a [collaboration agreement](#) since June 2023 between the, based in Greece, Historic Cafés Route and the Women Writers Route in Greece, further confirming Greece's involvement in these cultural routes.

The Art Nouveau Network

Greece's potential membership in the Art Nouveau Network of the Council of Europe could enhance its cultural and architectural recognition on an international scale. Art Nouveau, known for its ornate and innovative designs, flourished across Europe in the late 19th and early 20th centuries. Greece's architectural heritage, including its

neoclassical and modernist buildings (e.g., Folklife and Ethnological Museum of Macedonia Thrace, Benaki Museum, and Thessaloniki Architecture), aligns with Art Nouveau principles and aesthetics, making it a fitting candidate for membership.



Macedonia, Thessaloniki Ano Poli © GNTO H. Kakarounhas

7.2 Overview of potential new cultural routes with relevance to Greece

In the Footsteps of St Paul, the Apostle of the Nations – Cultural Route

The 'In the Footsteps of St Paul, the Apostle of the Nations – Cultural Route' was -twice- a candidate for certification by the Council of Europe. However, it did not succeed in obtaining the accreditation yet. St Paul is a figure who is internationally renowned and revered and considered a preacher of universally accepted values. The geographic areas that the Route traverses are of unique cultural importance and natural beauty. The Route network currently comprises four members from four different countries, namely Belgium, Cyprus, Greece and Italy. The journey of the Apostle Paul to Greece is a journey that moves today not only the pious believer, but also anyone who loves history and culture. The "Footsteps of the Apostle Paul" go through all the places that the Apostle taught and are an ideal combination of pilgrimage and tour in some of the most beautiful places in Greece. The legal body established as responsible for the Route is a European Grouping of Territorial Cooperation (EGTC), homonymous to the Route. Despite the rejection of the candidacy, the Route has excellent potential for growth and expansion, if it deals effectively with its shortcomings, creating a strong core and diverse approaches and outputs (Council of Europe, [Independent expert report](#) of candidate route, 2021-22. The route has been included in the proposals

to the Recovery Fund under the leadership of Minister Lina Mendoni.

Cultural Route of Seamanship - Maritime Heritage 18th century onwards

Having the Sea as main parameter, the “Cultural Route of Seamanship - Maritime Heritage 18th century onwards” aims to serve as a compass for navigating through the maritime achievements of European civilization across its recent history combining heritage, thematic tourism, educational exchange, as well as intercultural activities and events of groups of people with similar history, lifestyle, and experiences, using both conventional means and state-of-the-art technology. The Route is an initiative undertaken by the Municipality of Oinousses in 2019, the local authority of a maritime island of Europe with owned vessels recording the highest density of ship tonnage capacity in Europe. The Route focuses on the significant role of seamanship in European cultural heritage, highlighting its impact from 1800 AD onwards. The route emphasises the historical, humanitarian, economic, scientific, and educational contributions of maritime activities. It aims to showcase the common maritime history and experiences of different communities, embracing innovation and technological evolution. Membership is open to various entities connected to maritime life and history. The route will promote cooperation, solidarity, and inclusion, recognising the diverse contributions of sea communities to European civilization.



Pelion, Zagora © GNTO / Y. Skoulas

Greece, can also initiate and contribute to several thematic routes with European relevance:

Mythological Trails Route: The Mythological Trails Route/Democracy would start with Greece’s mythological sites like Mount Olympus and extend to include Rome’s mythological landmarks, embracing the rich tapestry of ancient mythologies.

Example:

The **Labours of Hercules route:** will offer a captivating journey through the legendary tasks assigned to the Greco-Roman hero Hercules by King Eurystheus. Beginning with the first labour, where Hercules slays the invulnerable Nemean Lion, and concluding with his twelfth and final task of capturing the ferocious Cerberus from the underworld, this route immerses travellers in the heroic exploits and mythological adventures of Hercules. Each labour represents a unique challenge, from defeating the Hydra to capturing the Erymanthian Boar, showcasing Hercules’ strength, courage, and resourcefulness. As travellers follow in the footsteps of Hercules, they will traverse ancient landscapes, encounter mythical creatures, and uncover the richness of Greek mythology.



Amorgos, Chozoviotissa © GNTO / N. Kontos

Philosophers and Leaders Route: The Philosophers and Thinkers Route connects Greece’s ancient philosophical heritage with key European locations associated with influential European leaders. This route would not only include Greece’s classical philosophical sites but also expand to significant destinations in Europe.

Example:

The **Ioannis Kapodistrias Route:** will trace the visionary journey of Greece’s first head of state, Ioannis Kapodistrias, in shaping the nation’s borders and identity. Born in Corfu, Venetian-held at the time, Kapodistrias’ upbringing on this picturesque island shaped his early years. His European travels and diplomatic endeavours took him to various sites across the continent where he served in prominent

positions. The route would highlight key locations associated with Kapodistrias' life and career, such as Corfu, where he was born and raised, and other European sites that Kapodistrias visited or lived in, providing a comprehensive journey through the interconnected history and culture of Greece and Europe.

The **Nikos Kazantzakis Route**: To honour the legacy of Nikos Kazantzakis, a prominent writer, journalist, politician, poet and philosopher, a cultural route could include significant landmarks associated with Kazantzakis, such as the Venetian Walls and Tomb of Nikos Kazantzakis in Heraklion. Along the route, interpretive signage and multimedia installations could provide context and deepen visitors' understanding of Kazantzakis' literary contributions and philosophical ideas. Additionally, guided tours and educational workshops could be organised to engage visitors and promote cultural awareness. Kazantzakis's enduring impact on literature, philosophy, and cultural exchange underscores his significance as a European cultural icon, fostering dialogue and understanding across borders.

Additional Routes could include local elements for a **Mediterranean Gastronomy Route** (e.g. the Cheese or Honey Route) or a combination of elements (eg. Traditional Plates of Europe) or a **European Civilizations Route** to extend to several notable sites in Europe such as Ancient Olympia in Greece, Italy's Roman Colosseum, the ancient city of Pompeii in Italy, Diocletian's Palace in Croatia, etc.

These routes, rooted in Greek culture, can offer a comprehensive experience of Europe's diverse cultural heritage.



Athens, National Library © GNT0 / Y. Skoulas

8. REVIEW OF FINANCING INSTRUMENTS AT INTERNATIONAL AND NATIONAL LEVEL

The Cultural Routes of the Council of Europe in Greece have various potential funding instruments and budgetary provisions at international, national, regional, and local levels.

In the previous period (2014-20), 120 organisations from Greece participated in Creative Europe (approximately 3.56% of all organisations, [dianeosis, 2023](#)). Cultural activities are also financed by wider programs, such as Horizon Europe, which finances academic research and will support the New European Bauhaus as well as the well-known Erasmus+. Enterprises of the Cultural and Creative Sectors also often draw money from programs for small and medium enterprises in Greece through the NSRF. Finally, the resources of the Recovery Fund are a valuable funding resource of cultural routes and organisations, which in its fourth pillar (private investments) has a code dedicated to «culture as a driver of development». In fact, in the Greek plan, investments in culture seem to reach

the target set by the EU Cultural Deal for 2% of the National Plans for culture (https://www.dianeosis.org/wp-content/uploads/2023/10/culture_final.pdf).

Specifically, the potential funding instruments and budgetary provisions are of three types and are listed below:

1. European Cultural Foundation (ECF): The ECF is instrumental in supporting cultural projects and initiatives. It plays a vital role in empowering civil society with regards to cultural heritage.
2. European Union (EU) Funding: The EU offers

both direct and indirect funding. Direct funding is through grants, while indirect funding comes via national/regional authorities or financial intermediaries. These funds support activities aligned with the Europe 2020 Strategy, which focuses on socio-cultural and economic development, education, and cultural tourism.

- [NEIGHBOURHOOD, DEVELOPMENT AND INTERNATIONAL COOPERATION](#)
- [ASYLUM AND MIGRATION FUND \(AMF\)](#)
- [JUSTICE, RIGHTS AND VALUES FUND](#)
- [TENDER OPPORTUNITIES](#)
- [EUROPEAN SOLIDARITY CORPS](#)
- [INVESTEU](#)
- [EUROPEAN URBAN INITIATIVE](#)

Specific EU Funding Programs for Culture and Heritage can be found below:

EUROPEAN UNION FUNDING:

- [EUROPEAN FUNDING](#)
- [CREATIVE EUROPE PROGRAMME 2021-2027 \(CULTURE AND MEDIA\)](#)
- [HORIZON 2021-2027](#)
- [CITIZENS, EQUALITY, RIGHTS AND VALUES \(CERV\)](#)
- [DIGITAL EUROPE](#)
- [INTERREG](#)
- [URBACT IV](#)
- [ERASMUS +](#)
- [EACEA- EUROPEAN EDUCATION AND CULTURE EXECUTIVE AGENCY](#)
- [EUROPEAN HERITAGE DAYS \(EHD\)](#)
- [EU PRIZE FOR CULTURAL HERITAGE /EUROPA NOSTRA AWARDS](#)
- [EUROPEANA](#)

TOURISM–CULTURE–ENVIRONMENTPROGRAMS:

- [EDEN – EUROPEAN DESTINATION OF EXCELLENCE](#)
- [RECOVERY AND RESILIENCE FACILITY \(RRF\)](#)
- [EUROPEAN AGRICULTURAL FUND FOR REGIONAL DEVELOPMENT \(EAFRD\)](#)
- [EUROPEAN REGIONAL DEVELOPMENT FUND \(ERDF\)](#)
- [EUROPEAN SOCIAL FUND+ \(ESF+\)](#)
- [JUST TRANSITION FUND \(JTF\)](#)
- [DIGITAL EUROPE](#)
- [REACT-EU](#)

EXTERNAL RELATIONS AND DEVELOPMENT- EUROPEAN NEIGHBOURHOOD POLICY AND ENLARGEMENT NEGOTIATIONS – CITIZENSHIP- ENTERPRISE AND INDUSTRY:

- [SUPPORT BY THE EUROPEAN BANK FOR RECONSTRUCTION AND DEVELOPMENT \(EBRD\)](#)
- [COSME PROGRAMME](#)
- [CONNECTING EUROPE FACILITY \(DIGITAL, ENERGY AND TRANSPORT\)](#)

The [Vademecum on Sources of Funding for the Cultural Routes of the Council of Europe](#) (European Institute of Cultural Routes, 2019) provides additional information and guidance on accessing these resources.

3. External Funding at national, regional, and local levels: Apart from EU and ECF funding, the Cultural Routes can also seek external funding. This can include good practice collection and project implementation. In Greece, there are various funding programs available, including those that support culture and creative industries.

The [MINISTRY OF CULTURE - NSRF Staff Structure of the Ministry of Cultures \(EDEPOL\)](#): This Hellenic Ministry of Culture's service provides funding and support specifically for cultural projects, playing a pivotal role in the promotion and preservation of Greek cultural heritage. The [NSRF Staff Structure of the Ministry of Culture](#) has as its mission the support of the relevant Ministry and the bodies supervised by it in the identification, prioritisation and specialisation of the needs in the areas of political responsibility of the Ministry, as well as the strengthening of their administrative capacity in relation to the NSRF programs 2021-2027. It continues to exercise responsibilities regarding the 2014-2020 Programming Period as well as other responsibilities described in more specific legislation or in more specific regulatory provisions. In 2023, the Service and EDEPOL assumed responsibilities in the Recovery and Resilience Fund.

Additionally, The Ministry of Culture in Greece has initiated a program called [«Cultural Sponsorship»](#) which is aimed at attracting private funding to support cultural activities in the country. This program is an initiative, adopted by the Greek state, which aims at attracting private funding in support of culture. Cultural Sponsorship is not related to the subsidies offered by the Ministry of Culture, which have public funds as their source.

Apart from the state funding potentials, there is a variety of national and regional funding programs in Greece, including programs for culture and creative industries:

- [CREATIVE EUROPE OFFICE IN GREECE](#) : This office assists in accessing EU's Creative Europe programme funds, which are crucial for cultural and creative sectors.
- [Greek Investment Law](#): This program supports various sectors of the Greek economy and includes funding opportunities for culture, creative industries and sustainable tourism. The new Development Law 4887/2022, introduces for the first time 13 thematic schemes of state aid and provides different types of incentives for private investments in various sectors of business activity.
- [National Strategic Reference Framework \(NSRF\)](#): NSRF offers funding for a wide range of projects, including those in the culture and creative industries[2]. The NSRF 2021-2027 consists of 22 Programs, of which 9 are Sectoral and 13 Regional. In addition, in the framework of the period 2021-2027, 5 Territorial Cooperation Programs are being implemented.
- Cultural & Creative Industry Programs: ESPA offers funding programs specifically dedicated to the cultural and creative industries. [General Secretariat for Research and Innovation - GSRI](#): GSRI funds R&D projects in cultural and creative industries, promoting innovation and technological advancement in these sectors. Supervision of Research Centers and Technology Bodies: GSRI supervises research centers and technology bodies that specialise in producing knowledge and boosting innovation, particularly in cultural and creative fields. Horizon 2021-2027, managed by the GSRI, focuses on research and innovation, including projects that can enhance cultural routes and heritage.
- [LIFE \(Greece\)](#): The LIFE programme supports environmental, nature conservation, and climate action projects, which can include cultural heritage conservation efforts.
- [State Scholarships Foundation \(IKY\)](#): State Scholarships Foundation (IKY) is aiming to offer young scientists grants for postgraduate studies, abroad and within Greece, in order to broaden their horizons, utilize their skills and offer better services to the society. It is also the national office for Erasmus+ programs in Greece.
- Support for the Establishment and Operation of New SMEs: The [Innovative Entrepreneurship Observatory](#) of the Region of Crete has created a comprehensive directory of funding opportunities in all sectors, including Culture (and Tourism).
- Greek startups funding: Greek startups have been experiencing significant growth and attracting funding in recent years. The Greek government has initiated the «Elevate Greece», the official platform and leading resource for in-depth information on the Greek Startup Ecosystem, aspiring to help it grow and expand. There are several top venture capital funds in Greece that provide financing opportunities for startups, see the funding opportunities [here](#).
- Private Sponsorships of Cultural Institutions and Corporate Sponsorships: A well established initiative since the ancient times in Greece where private entities can sponsor significant cultural performances and events, eg. the [Megaron Athens Concert Hall](#) and the [Greek National Opera](#).



Evia, Aidipsos © GNT0 / Y. Skoulas

9. SURVEYS TO CULTURAL ROUTES MEMBERS AND STAKEHOLDERS

In the pursuit of understanding the impact and dynamics of the Cultural Routes of the Council of Europe, a comprehensive exploration was undertaken through distinct lenses. The project orchestrated two integral surveys and a focus group discussion, each casting a unique spotlight on the intricate web of stakeholders involved.

A. Survey to Cultural Routes of Council of Europe in Greece Members/Participants ¹

The first, a Survey to Cultural Routes of Council of Europe in Greece Members/Participants, aimed to glean insights from those actively engaged in the cultural routes, highlighting their perspectives, challenges, and aspirations. Here is the [Link to Questionnaire](#) (in greek) & [Link to English Questionnaire](#).

The research goals of this survey were the following:

- Cultural Routes of Council of Europe in Greece Evaluation: Investigate insights and opinions from members/participants regarding the evaluation of existing cultural routes. Identify key criteria and metrics used in the assessment process.
- Prospects for Expansion/Proposals: Explore participants' perspectives on the potential expansion of cultural routes of the Council of Europe in Greece. Gather information on proposed routes, considering geographic, historical, and cultural aspects.

¹ Member (President, Director, Manager, Member, Technical Assistant, organisations, ect.), Participant (part of an international cultural route but not in charge)

The survey conducted among Cultural Routes of Council of Europe members/participants in Greece achieved a significant response, with 26 participants from all routes of Council of Europe in Greece providing valuable feedback. This comprehensive feedback is pivotal for enhancing and expanding the cultural routes in Greece.

Key Findings:

Unique Aspects of Cultural Routes:

- Cultural Heritage Monuments (77%), emphasising cultural attractions.
- Long history associated with cultural heritage (50%).
- Natural Environment and Landscape (35%).
- Local Traditions and Gastronomy (31%).
- Visitor Experiences and Activities (27%).

Success in Various Aspects:

- Customer Orientation: Majority (66.7%) perceive routes as successful.
- Innovation: Varied degrees of success, with room for improvement.
- Economics: Mixed responses, indicating potential for greater impact.
- Partner Relations: Generally positive but varied.
- Sustainability: Strong emphasis, yet areas for enhancement.

Quality Standards in Heritage and Resources:

- Mixed ratings in areas like conservation/restoration and international partnerships.
- Generally high ratings for tangible and intangible heritage.
- Varied responses for accommodation facilities and marketing.
- High ratings for thematic appeal and tourist environment.

Suggestions for Tourist Development:

- Focus on cultural festivals, partnerships, and preservation.
- Utilisation of public/private sectors and event organisation.
- Emphasis on online promotion, international collaboration, and regional cooperation.

Challenges:

Management challenges include:

- Acknowledgment of significant challenges necessitates ongoing improvement, especially in underdeveloped areas.
- Stronger support from the Council of Europe and local administration is crucial for stability and growth.
- Enhancement of the role of Ministry of Culture
- Collaboration with other entities, both public and private, is essential for successful management.
- Insufficient human resources pose a significant challenge, emphasising the need for additional staffing.
- Active member participation and understanding of administrative responsibilities are crucial for effective functioning.
- Continuous self-improvement through training and embracing digital tools is necessary.

Marketing challenges include:

- Lack of visibility due to the absence of structured marketing plans.
- Financial constraints hinder comprehensive marketing campaigns, suggesting the need for alternative funding sources.
- Utilising branding opportunities and integrating with the local economy are crucial.

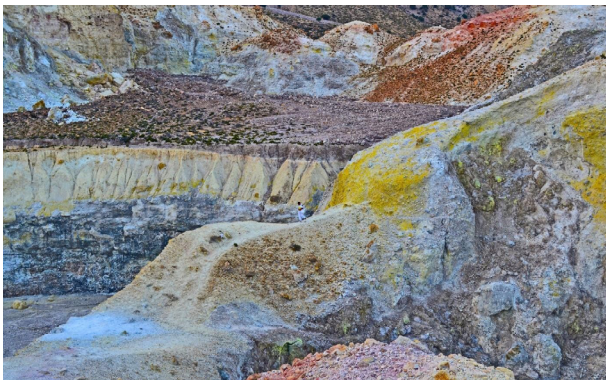
Human resource challenges involve:

- Specialised workforce requirement and lack of financial funding for training.
- Continuous training and development are essential for staff and volunteers.

Additional Comments/Suggestions:

- Need for collaboration with other cultural routes.
- Interest in networking, revitalising rural villages, and expanding routes.

This survey reflects enthusiasm for expanding cultural routes, emphasising cooperation, and incorporating diverse cultural elements into Greece's tourism framework. There's a clear opportunity for growth and enhancement, particularly in innovation, economics, and sustainability, to further enrich the cultural tourism experience in Greece.



Nisyros © GNT0 / E. Fili

B. Survey to Cultural Routes Stakeholders (State, Regional, and Local Agencies, General Public and Businesses)

The second, a **Survey to Cultural Routes Stakeholders (State, Regional, and Local Agencies, General Public and Businesses)** aimed to investigate the level of awareness and knowledge about the Cultural Routes of the Council of Europe among various stakeholders of tourism and culture in Greece, gathering data on activities that have already been implemented in relation to cultural routes by different stakeholders, and seek their interest to collaborate with the Cultural Routes of the Council of Europe program. Here is the [Link to Questionnaire](#) (in greek) & [Link to English Questionnaire](#).

The research goals of this survey were the following:

- **Awareness of Cultural Routes:** Investigate if stakeholders are informed about the Cultural Routes of the Council of Europe. Understand the level of awareness and knowledge among key entities.

- **Implemented Activities:** Collect information on activities already implemented related to cultural routes by stakeholders. Assess the scale, impact, and success of these initiatives.
- **Potential for Development:** Explore stakeholders' beliefs regarding the area's potential to develop cultural routes or collaborate with the Cultural Routes of the Council of Europe program. Identify perceived benefits and ways stakeholders envision their involvement in these developments.

The reception of 250 responses from a diverse group of tourism and culture stakeholders in Greece for the Survey to Cultural Routes Stakeholders is deemed highly significant and representative. This substantial response rate across the country ensures a broad and inclusive perspective, enhancing the reliability and generalizability of the findings. Such a wide range of inputs from various regions and sectors provides a comprehensive understanding of the cultural routes landscape in Greece, making the survey's results a valuable resource for exploring the potential of the cultural routes of the Council of Europe in Greece.

Key Findings Summary:

Awareness of Cultural Routes Program: Approximately 57.5% of respondents lacked awareness of the Cultural Routes Program, while the remaining 42.5% had varying levels of familiarity. Sources of awareness were diverse, with respondents citing workplaces, emails, seminars, internet sources, and personal interest, each contributing to awareness by approximately 5.56% of respondents.

- **Past Activities Related to Cultural Routes:** Mentioned by about 39.02% of respondents, including designing routes, participation in projects, digitisation of heritage, and organising cultural events.
- **Potential to Develop Cultural Routes: Belief in Potential:** Strong belief among respondents, with examples of potential routes provided, showcasing historical and cultural significance.
- **Further Development Envisioned: Diverse Activities:** Expansion of cultural activities, promotion, collaboration, community engagement, infrastructure development, and educational initiatives envisioned.
- **Participation in Council of Europe's Cultural Routes: Strategies:** Event organisation,

media promotion, community engagement, content creation, collaboration, leveraging partnerships, and overcoming challenges identified.

- **Perceived Benefits of Participation:** Positive Perception: Strong agreement on benefits including heritage preservation, tourist development, community benefits, international cooperation, education, sustainable development, brand strengthening, networking, and cultural diplomacy.

Perspectives and Suggestions for Development:

- **Awareness Gaps:** Need for more education about cultural routes.
- **Restoration and Integration:** Opportunity for integrating routes with natural restoration.
- **Diversification:** Incorporating diverse attractions for broader appeal.
- **Promotion and Visibility:** Clear marking and online promotion emphasised.
- **Sustainable Development:** Routes seen as vital for sustainable local growth.
- **Community Engagement:** Activation of local communities as hosts.
- **Interconnection and Education:** Integration into tourist packages with educational programs suggested.

These findings indicate a significant lack of awareness about the Cultural Routes Program while there is a broad recognition of the potential of cultural routes, with diverse strategies proposed for their development and promotion, emphasising community involvement, sustainability, and cultural preservation.



Larissa, Ampelakia © GNT0 / Y. Skoulas

C. Focus Group Discussion on Cultural Routes

In addition to the primary survey on the members/ participants involved in various cultural routes of the Council of Europe in Greece, a Focus Group Discussion on Cultural Routes took place. It was an online gathering dedicated to fostering cooperation, sharing good practices, and discussing future developments in the field of cultural routes.

This meeting, attended by 23 esteemed members and participants involved in various cultural routes of the Council of Europe in Greece, aims to facilitate a vibrant exchange of ideas and experiences. Our agenda was set to explore a range of topics, including the enhancement of collaboration across different cultural routes, the identification and dissemination of effective practices, and strategies for future growth and development.

The Focus Group Discussion on Cultural Routes in Greece revealed several key findings and recommendations:

- **Cooperation and Good Practices:** Participants emphasised the importance of fostering cooperation and sharing good practices among members involved in various cultural routes.
- **Collaborations:** There was a consensus on the necessity of collaborations in routes to enhance the effectiveness and impact of cultural routes.
- **Smartness and Innovation:** The discussion suggested the use of digital tools and innovative approaches to cultural route development.
- **Environmental Companies Cooperation:** Collaboration with Greek environmental companies was suggested to integrate environmental sustainability practices into cultural route management.
- **Balancing Tourism and Protection:** The importance of tourism was acknowledged, but protection of cultural heritage remained a priority, advocating for very mild forms of tourism. Participants proposed the creation of tourist packages to ensure the sustainability of cultural routes, emphasising the need for balanced development.
- **Strengthening Structures for Collaborations:** Participants recommended strengthening structures to facilitate collaborations, providing specifications for effective cooperation.

- **Financial Challenges:** Financing was identified as a significant challenge, indicating the need for participating in innovative funding mechanisms.
- **Single Branding and Visibility:** A unified branding approach was suggested to enhance visibility and facilitate marketing efforts for cultural routes.
- **Mapping Additional Routes:** Participants proposed mapping additional routes beyond those recognized by the Council of Europe, indicating a desire for comprehensive coverage and expanding collaboration.

Overall, it was a productive and insightful session, where every participant's contribution will be invaluable in shaping the future direction of the cultural routes of the Council of Europe in Greece. These insights from the focus group discussion provide valuable guidance for the development and management of cultural routes in Greece, emphasising collaboration, sustainability, and strategic planning.



Peloponnese, Ilia, Kaiafas beach © GNT0 / Stefosi

10. SWOT ANALYSIS FOR CULTURAL ROUTES IN GREECE

This integrated SWOT analysis combines the insights from both surveys, providing a comprehensive view of the current state, potential, and challenges of Cultural Routes in Greece under the Council of Europe's program.

It provides a comprehensive overview of the strengths, weaknesses, opportunities, and threats related to Greece's cultural routes. The strengths highlight Greece's rich historical and cultural heritage, ecological integration, emphasis on local identity, and robust tourism infrastructure. The weaknesses identify areas such as the need for increased awareness, expanding knowledge, and strengthening management practices.

Strengths

- Greece Historical and Cultural Richness: From democracy and philosophy to monuments, sites, and narratives, Greece's historical significance is profound.
- Greece is a top global tourism destination: Greece consistently ranks among the top global tourism destinations, attracting millions of visitors each year.
- Emphasis on Local and Authenticity: Local Identity that allows visitors to immerse themselves authentically in Greek culture.
- Varied and Engaging Experiences: Greece offers a diverse range of visitor experiences, from lively festivals to interactive cultural activities, ensuring each visit is unique and

memorable.

- Narratives and Myths: Greek cultural routes serve as storytelling avenues, bringing ancient myths and legends to life and connecting visitors to the region's rich heritage.
- Hospitality and Warmth: Greek hospitality, known as «Philoxenia,» enhances visitors' experiences, making them feel welcome and fostering a deeper connection with the country and its culture.
- Robust Tourism Infrastructure: Ongoing developments in tourism infrastructure enhance the accessibility and enjoyment of Greece for all types of travellers.
- Contemporary Influence: Greece's cultural and creative industries are reflecting a culture that not only honours its past but also actively shapes the present and future.

Weaknesses

- Greece's strong connotation as a summer holiday destination has led the country's touristic sector to focus almost exclusively on the islands and seaside places
- Increase Awareness challenges for further involvement in the Cultural Routes of the Council of Europe Programme.
- Challenges in establishing and strengthening effective partnerships.
- Management and Innovation Challenges: Certain routes seem to lack innovation, affecting their appeal to new market segments.
- Absence of structured marketing and communication plans: Most routes seem not fully aware of tailoring experiences to meet and exceed visitor expectations.
- Financial Constraints: dependence on self-financing and low knowledge for diversifying funding sources available.
- Strengthening existing cooperation with the Ministry of Tourism in Cultural Routes Program challenges

Opportunities

- Tourism Development: Potential for enhancing tourism development through cultural festivals, partnerships, and integration with local economies.
- Promotion and Smart Solutions: Emphasis on promoting cultural routes for greater visibility. Leveraging new technologies for route promotion and engaging visitors online.
- Networking and Collaboration: Increased collaboration can foster knowledge exchange and resource sharing, enhancing the overall effectiveness of cultural routes.
- Support from Both Public and Private Sectors: Leveraging resources from both sectors for route development.
- Sustainable Development and Community Engagement: Cultural routes are seen as vital for sustainable local development and cultural interactions and engagement.

Threats

- Competition in Cultural Tourism: Increasing competition in the cultural tourism sector.
- Dynamic Market Demands: Need to adapt to evolving cultural and sustainable tourism trends and diversified visitor needs and expectations.
- Bureaucratic Challenges: Recognition of bureaucratic difficulties that need addressing for successful implementation.
- Changing Local Dynamics: Issues like ageing populations and emigration affecting the human resources available for cultural route initiatives.
- Challenges in securing resources: Securing funding and other resources pose significant challenges for sustaining cultural routes.



The head priestess raises the Olympic Flame moments before the torch relay begins in the Stadium.
© Hellenic Ministry of Culture / Ephorate of Antiquities of Ilia

11. FIELD ANALYSIS

As part of the country mapping for Greece, a field analysis was conducted in the region of Western Greece from January to February 2024. Western Greece, one of the thirteen regions of Greece, comprises three regional units: Aetolia-Acarnania in Central Greece, and Achaëa and Elis in the Peloponnese. It spans the north-western part of the Peloponnese peninsula and a south-western chunk of mainland Greece.

Olympia, the legendary birthplace of the Olympic Games and still the location of the ritual of lighting the torch before the modern games begin, is located in Western Greece.

The motivation behind focusing on this region stems from the geographic distribution and participation of various Greek regions in the Council of Europe's Cultural Routes. It was observed that West Greece is absent from the list of participating peripheries in Greece. The region of Western Greece boasts a

diverse mosaic of natural and cultural resources that perfectly align with the routes of the Council of Europe.

Here's an overview:

- Olympia: As the birthplace of the Olympic Games, Olympia holds immense cultural significance. In light of the significance of

Olympia as a UNESCO World Heritage Site and the birthplace of the Olympic Games, it is imperative to include Western Greece, particularly Olympia, in the routes of the Council of Europe. This inclusion would not only highlight the historical and cultural significance of the region but also contribute to promoting sustainable tourism and preserving cultural heritage.

- **Ancient Theaters:** Western Greece is home to several well-preserved ancient theaters, such as the Ancient Theater of Epidaurus. These theaters are not only architectural marvels but also venues for cultural events and performances, showcasing Greece's rich heritage.
- **Historic Towns:** Picturesque towns like Nafpaktos and Missolonghi offer glimpses into Greece's past with their cobblestone streets, traditional architecture, and historic landmarks. Visitors can immerse themselves in the local culture and heritage while exploring these charming towns.
- **Natural Landscapes:** The region's natural beauty, including rugged coastlines, lush forests, and scenic mountains, adds depth to the cultural experience. Travellers can engage in outdoor activities like hiking, biking, and sailing while appreciating the stunning landscapes that have inspired Greek mythology and art.
- **Gastronomy and Intangible Heritage:** The culinary traditions of Western Greece, characterised by fresh seafood, olive oil, and locally sourced ingredients, offer a taste of the region's cultural identity. Food festivals and gastronomic tours provide opportunities to savour authentic Greek cuisine and learn about its cultural significance.

Prior to the field analysis the Provincial Directorates of Culture and Tourism of the three units were contacted, who made necessary arrangements and invited relevant local representatives to the meetings (see Appendix VI for a detailed list of field research contacts).

The Objectives of the Field Analysis:

- ***Educating Stakeholders:*** The primary aim was to inform stakeholders about the Cultural Routes of the Council of Europe program, its criteria, local-level benefits, and certification procedure.

- ***Exploration of Participation:*** Explore the potential participation of various units by assessing their tangible and intangible cultural heritage, identifying existing routes for potential inclusion, and proposing new route themes.
- ***Identification of Challenges:*** Identify any challenges or problems related to participation and obtain concrete proposals and suggestions for overcoming them.

Contacts were established with governmental bodies, institutions, local tourism organisations, NGOs, associations, businesses, and regional-level organisations. Meetings were conducted to gather insights and perspectives from key stakeholders. These participants represent a diverse range of expertise and perspectives, including government officials, cultural heritage experts, tourism industry leaders, researchers, and local business owners. Their involvement adds substantial value to the field research, ensuring comprehensive insights and actionable recommendations for the development of cultural routes in Western Greece. A complete list of key stakeholders contacted during the field mission is in the Appendix (IV).

Outcomes of these meetings:

All stakeholders contacted believe that Western Greece has multilayered potentials for joining the Cultural Routes of Council of Europe and believe that it will be extremely beneficial for the region. Except for the institutions and experts involved in some way in the activities related to Cultural Routes (like Ephorate of Antiquities and cultural experts), almost all local stakeholders, like local authorities, tourism organisations or private actors do not have information about Cultural Routes of the Council of Europe programme. Even those actors that have basic information about Cultural Routes of the Council of Europe are not clear about the benefits of joining the routes or the ways in which they can join them.

Participants expressed interest in joining existing routes or initiating a new Cultural Route. Mrs. Kollia, Director of Ephorate of Antiquities Iliia (Ancient Olympia), recommended expanding the existing Cultural Routes for the Olympia and Iliia region by considering the Cultural Route of the Olive Tree, highlighting its relevance to the region. Additionally, she proposed exploring the European Civilizations Route and Mythological Trails Route as potential new cultural routes for the

region. The Ephorate has already done significant work in developing local and international cultural routes. As Mrs. Kollia shared, Olympia has already become part of the UNESCO's [Ancient Europe cultural route](#), along with seven other significant World Heritage sites/monuments in Europe.

Moreover, the Mayor of Ancient Olympia Municipality, Mr. Aris Panagiotopoulos, demonstrated a keen interest in collaborating with the Council of Europe Cultural Routes by requesting an immediate connection with the Olive Tree Route. Olympia's involvement in the Council of Europe Cultural Routes signifies its commitment to preserving its cultural heritage, promoting tourism, and fostering international cooperation and dialogue. At the level of the Elis Prefecture, Mrs Katerina Zouni, architect, proposed the marking of the following routes, among others, showcasing the cultural landscape of Ancient Olympia:

(a) the route "Following Pausanias", which has a narrative nature since it is traced according to the descriptions of Pausanias and it unifies the lagoon of Kaiafa with Olympia, and

(b) the route "NATURA areas" which moves around the theme of ecology and it connects the Ancient Olympia with the Foloji oak forest, protected areas that belong to the European Network of Natura 2000.

Mrs. Moutousi, Director of Ephorate of Antiquities Achaia, believe that Achaia region can easily join the network of ITER VITIS, not only because dozens of farmhouses that have been excavated in Patras, but also because the entire countryside of Achaia, with wine processing and production facilities, but also because of the relevant exhibits of the Archaeological Museum of Patras.



Achaia Clauss Winery © Achaia Clauss. Photo: Kon. Tsachrelias

The Ministry of Culture Director of Antiquities, Olympia Vikatos, and the Ephorate of Antiquities

of Aetolia-Acarnania and Lefkada Director, Foteini Saranti, highlighted the diverse attractions of the Aetolia-Acarnania region:

- **Stunning Landscapes:** The region boasts breathtaking landscapes, including mountains and wetlands such as those found in Messolonghi and Amvrakikos.
- **Outdoor Activities:** Visitors can engage in various outdoor activities like hiking, kayaking, birdwatching, and spa experiences amidst the natural beauty of the area.
- **Rich Cultural Heritage:** Aetolia-Acarnania is steeped in rich cultural heritage, evident in its ancient archaeological sites, traditional villages, Byzantine and Venetian castles (like Nafpaktos-Vonitsa- Aktion), monasteries, and other historical landmarks.

The Aetolia-Acarnania region has the potential to join many Council of Europe's cultural routes like the Routes of the Olive Tree, Iter Vitis Route (In Greek mythology, Oeneus was a king that introduced wine-making to Aetolia, which he learned from Dionysus), European Route of Historic Gardens (The Garden of Heroes in Mesolongi is the equivalent of the Elysian Fields for modern Greece), transhumance route, and Aeneas Route (he visited Aktio, on the west coast of Greece, where he competed in honour of Apollo). A new cultural route centered around wetlands, leveraging the region's stunning rivers and lakes, could be developed. The Ephorate has already made significant progress in creating a digital portal under this theme.



A part of the mosaic floor with a scene of a wine press and the god Pan treading grapes. 3rd cent. CE. Patras, New Archaeological Museum. © Hellenic Ministry of Culture / Ephorate of Antiquities of Achaia.

Overall, during the meetings it came evident that the three units of Western Greece -Aetolia-Acarmania, Achaea, and Elis- offer a diverse tapestry of natural, cultural, and tourism resources, making the region ideal for inclusion in the Cultural Routes of the Council of Europe:

1. **Aetolia-Acarmania:** This region features stunning landscapes, including mountains, wetlands (rivers, and lakes) of Messolonghi and Avrakikos, offering opportunities for outdoor activities such as hiking, kayaking, and birdwatching, spa. Its rich cultural heritage is reflected in ancient archaeological sites, traditional villages, and Byzantine and Venetian castles (Naupaktos-Vonitsa- Aktion) monasteries.

2. **Achaea:** Known for its coastal charm, Achaea's cultural diversity is evident in its historic cities, mediaeval castles, and archaeological sites. Additionally, Achaea is renowned for its winemaking tradition, offering wine tasting experiences and vineyard tours.

3. **Elis:** Home to Olympia, the birthplace of the Olympic Games, Elis holds immense historical and cultural significance. Visitors can explore the archaeological site of Olympia, including the Temple of Zeus, one of the Seven Wonders of the Ancient World, and the ancient stadium. The region also features lush greenery, including the Foloji oak forest (the only one in the Balkan area, and one of the largest, and oldest, in Europe) and the Kaiafas lake (a significant natural site recognised for its ecological importance and protected status under various international agreements, such as NATURA 2000, Ramsar Convention and Corine Land Cover inventory), providing opportunities for ecotourism and nature exploration.

The combination of these natural landscapes, historical sites, and cultural traditions creates a rich tapestry of experiences that align perfectly with the objectives of the Cultural Routes of the Council of Europe, offering visitors a comprehensive journey through Greece's heritage and diversity.

Summarising, the key outcomes from the field research are the following:

1. **Potential for Participation:** All stakeholders believe that Western Greece has significant potential for joining the Cultural Routes of the Council of Europe, which would greatly benefit the region.

2. **Lack of Awareness:** There is a notable lack of awareness among local stakeholders regarding

the Cultural Routes of the Council of Europe program.

3. **Interest in Participation:** Despite the lack of awareness, stakeholders expressed interest in joining existing routes or initiating new cultural routes, highlighting the region's eagerness for collaboration and development.

4. **Significance of Olympia for the Council of Europe's Cultural Routes:** Olympia holds immense historical importance as the birthplace of the Olympic Games, serving as a symbol of ancient Greek culture and civilization. Olympia's association with the Olympic Games ensures global recognition and interest, amplifying the appeal of any Cultural Route it is part of. The Games' prominence drives significant online searches, surpassing searches for Europe every four years (Source: [Google Trends](#), 2024). Leveraging this brand awareness, Cultural Routes that include Olympia attract tourists seeking to explore the birthplace of the Olympics, fostering sustainable tourism development. Moreover, Olympia's inclusion in the Cultural Routes program symbolises its integration into the broader European identity. It reinforces the notion of shared values, history, and cultural heritage among European nations, strengthening unity and cohesion. Finally, Olympia's inclusion in the European Cultural Route of Sport (ECROS) that is now in the process of applying to the certification "Cultural Route of the Council of Europe" significantly enhances its candidacy as Olympia is the birthplace of the ancient Olympic Games, which laid the foundation for modern sports culture worldwide.

Overall, the field research revealed promising opportunities for Western Greece to engage with the Council of Europe's Cultural Routes program, fostering cultural preservation, tourism development, and international cooperation.



Attica, Olympic Athletic Centre of Athens © GNTO K. Kouzouni

12. PROPOSALS FOR THE COUNCIL OF EUROPE'S CULTURAL ROUTES IN GREECE AT DIFFERENT POLICY LEVELS

Council of Europe EPA and European Cultural Routes Institute:

- Appointing a committee of external experts within the EPA and European Cultural Routes Institute, composed of academics and professionals skilled in cultural management, marketing, finance, and tourism, is a strategic approach to bolster the Council of Europe's Cultural Routes. This committee would work closely with Ministries of Culture across member states, including Greece, aiming to enhance and solidify management frameworks, ensuring sustainable development. The varied expertise of these experts would be instrumental in effectively implementing policies and projects, ensuring they align with the Council of Europe's objectives of promoting cultural diversity, intercultural dialogue, and heritage preservation. This step would ensure more effective collaboration between
- member states and the EPA Secretariat and the European Institute of Cultural Routes, and improved coordination, resource allocation, and operations.
- Enhance the awareness of educational programs through training the trainers program involving participation in existing routes, promoting idea development, certification process, governance, and effective management.
- Develop informative and educational material, both online and in print, in collaboration with the Ministry of Culture, covering topics to address issues like lower eligibility for EU funds that can create barriers to Cultural Routes in Greece.
- EPA should consider organising an annual event presentation of the Cultural Routes

program targeted at key policy representatives and agents per country, such as diplomats and agents. Such an initiative would be instrumental and serve as a crucial platform for advocacy, education, and collaboration, ultimately strengthening the Cultural Routes program's awareness, impact and reach.

- EPA should finally consider gathering conclusions and recommendations from member countries' reports to develop common policies for Cultural Routes. This approach would ensure a unified strategy aligning with the Council of Europe's policy guidelines and promote consistency in managing and certifying these routes. Collecting diverse insights and practices from different countries can enhance the program's effectiveness, cultural diversity, and intercultural dialogue. It would also aid in addressing varied challenges and opportunities presented by each country, leading to more holistic and inclusive cultural route management.



Thrace, Mesti, Railway station © GNTO / Y. Skoulas

National Level:

- Strengthening the workforce within the Department of International Relations of the Directorate of International Relations and the European Union of the Ministry of Culture to oversee Cultural Routes activities. This can be achieved through both quantitative and qualitative measures, including increasing the number of employees and providing training and upskilling opportunities. This will not only enhance the implementation and management of Cultural Routes but also strengthen the country's engagement and collaboration with international partners, ultimately contributing to the program's success and impact on a national and European scale.
- Enhance the already existing Ministry Cooperation by fostering collaboration

between the ministries responsible for culture (Ministry of Culture), tourism (Ministry of Tourism), and education (Ministry of Education) to develop cultural routes comprehensively.

- It is imperative to develop a dedicated National Strategic Master Plan and Roadmap every two to three years. This plan would outline strategic objectives, action plans, and milestones for the systematic development, management, and preservation of cultural routes. Additionally, the roadmap would provide a clear path forward, guiding decision-making processes, resource allocation, and monitoring efforts to safeguard cultural heritage, promote sustainable tourism practices, and foster cross-cultural exchange.
- Forming a Working committee of external experts under the Ministry of Culture to focus on: (a) Consulting and Education to assist current routes in developing sustainable models for long-term viability, (b) Investigate and provide guidance on funding opportunities for Cultural Routes, and (c) Monitoring and exploring opportunities for Greek participation. This interdisciplinary team, with expertise in cultural management, marketing, finance, and tourism, will strengthen management frameworks and promote sustainable development of Cultural Routes.
- Establishment of a dedicated funding mechanism at the national level for cultural routes projects, like existing programs, such as the National Strategic Reference Framework (NSRF) for the period 2021–2027, would be highly beneficial. This separate funding stream, tailored specifically for cultural routes initiatives, could provide targeted financial support to the enhancement of cultural heritage, foster innovation in cultural tourism, and facilitate cross-border cooperation.
- Plan focused on attracting a discerning audience aligned with the ethical and sustainable tourism principles advocated by cultural routes. This plan should prioritise authenticity, cultural preservation, and environmental sustainability while leveraging digital platforms and innovative marketing techniques to reach the target audience effectively.
- Developing a Cultural Routes Stakeholder Portal/ social media & Database: It's essential to build a robust online platform and database catering to the general public and engaged and potential stakeholders in Cultural Routes at the national level. This initiative involves establishing a comprehensive website and

digital presence to facilitate engagement and collaboration. Maintaining an updated database of stakeholders, including potential partners, local stakeholders, the tourism private sector, and media outlets, is vital for fostering meaningful connections and enhancing collaboration within the Cultural Routes program.

- Strengthen the existing and develop targeted Educational Programs, Presentations and Events would promote Cultural Routes and invite stakeholder participation. Such an initiative would be instrumental in addressing the knowledge gaps and enhancing awareness and recognition of the Cultural Routes program. These also would encourage potential collaborations and networking.
- Distributing CMD and other Council of Europe Reports: This increases awareness and stakeholder engagement.
- Translating Key Documents: Making information accessible in Greek increases local understanding and involvement.
- Prioritising Cultural Routes in National Programs: Integrating them into national strategies is important for heritage and tourism development.



Kythira © GNTO / GFilippini

Regional Level (Local governments & other institutions, including tourism organisations):

- Focus on collaborative structures across different regional bodies should be considered to support cultural routes effectively.
- Improve coordination among various regional stakeholders for efficient resource allocation and operational management.
- Foster strong partnerships between regional authorities, local communities, and private stakeholders.
- Develop region-specific marketing strategies and engage local communities to increase awareness and participation.
- Encourage innovative and adaptive approaches in developing cultural routes tailored to regional characteristics.
- Utilise digital tools for promoting regional cultural routes and engaging communities.
- Emphasise eco-friendly practices and sustainable tourism within regional cultural route initiatives.

Recommendations at University Level:

- Continued Research Focus: Encourage the University of Piraeus and other Greek universities to persist in their research in cultural tourism and cultural routes.
- National Database Development: Consider developing a national online database to compile these inventories and facilitate easier access and research.
- Offer Workshops and Seminars: Conduct regular events focusing on the latest trends and challenges in cultural route development, based on the survey results mainly.
- Integrate Cultural Routes Studies into Curricula: Include specialised courses and programs on cultural routes management and development.
- Establish Partnerships for Field Research: Collaborate with local communities and organisations for practical field research on cultural routes.

- Student Involvement in Route Development: Engage students in the development and promotion of cultural routes through internships and projects.
- European Grant Applications: Examine opportunities for joint applications for European grants to support cultural route projects.



Thessaly, Kardissa © GNT0 / Y. Skoulas

General Recommendations for Cultural Routes:

The conclusions and recommendations presented in this section of the report merit consideration, as they offer a comprehensive overview of the current situation gleaned from the survey findings of the CMD and propose potential next actions.

a. Management and Governance:

1. Establish a Comprehensive Management Framework: Given the survey's emphasis on management challenges in support, collaboration, and operational efficiency and the need for stronger support from cultural institutions, a structured management framework integrating roles across ministries and agencies is essential to meet the following challenges:
 - Management Challenges: The surveys indicate a need for stronger support from cultural institutions and more effective collaboration with various bodies. This underscores the necessity of a comprehensive management framework to address these gaps.
 - Integration of Roles: The diverse roles and responsibilities across different ministries and agencies, as identified in the surveys, highlight the importance of integrating

these roles under a unified management framework.

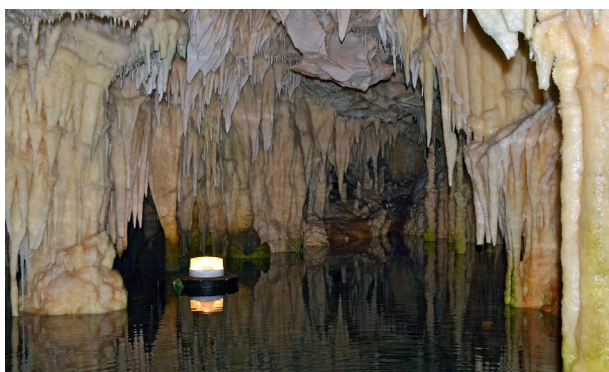
- Improving Effectiveness: The surveys point to the need for improved coordination, resource allocation, and streamlined operations. This aligns with the goal of the proposed management framework to enhance the overall effectiveness of managing Cultural Routes.
2. Enhance Management and Operational Efficiency: Addressing management challenges identified in the survey, focusing on collaboration, human resource constraints, and member participation is crucial. This suggests enhancing management practices like the following:
 - Collaboration with Other Bodies: The importance of cooperation with public and private entities is highlighted, indicating a need for improved collaborative management.
 - Human Resource enhancing: The surveys reveal challenges related to human resources in both quantity and expertise, suggesting a focus on improving staffing and expertise in route management.
 - Active Member Participation: There's an emphasis on ensuring active participation of members in administrative responsibilities, pointing to the need for better engagement strategies within management.
 - Need for Continuous Improvement and Training: The surveys suggest ongoing self-improvement and training in new technologies and resource acquisition for management staff, indicating a requirement for continuous professional development programs.

b. Marketing and Public Engagement:

1. Develop Integrated Marketing and Engagement Strategies: The survey highlights the absence of structured marketing and communication plans, necessitating holistic marketing strategies that combine various channels. This calls for the development of holistic marketing strategies that effectively integrate various channels to reach a broader audience and increase engagement.
2. Develop Strategic Marketing and Promotion:

There is a need for targeted marketing initiatives to address the limited visibility and underdeveloped marketing plans of the Cultural Routes. This involves crafting specific marketing approaches to enhance the routes' appeal and recognition. Crafting targeted marketing initiatives becomes imperative to address the survey's finding of limited visibility and marketing plans.

3. **Strengthen Awareness and Involvement:** The survey indicates low public awareness and involvement in the Cultural Routes. It is essential to implement comprehensive campaigns to increase public knowledge and participation, thus boosting engagement with these cultural offerings. Implementing campaigns to increase public knowledge, considering the survey's indication of low awareness and involvement in cultural routes.



Peloponnese, Mani, Diros cave © GNT0 / E. Fili

c. Innovation and Adaptation:

1. **Innovate and Adapt Cultural Routes:** Encourage innovation in response to the survey's findings of certain routes lacking innovation and the need to attract new market segments. This calls for:
 - **Creative Development of Routes:** Exploring fresh ideas and themes, possibly inspired by diverse cultural, historical, and natural aspects of Greece.
 - **Targeting New Audiences:** Identifying and engaging new demographics or interest groups that have not been the focus of existing routes.
 - **Utilising Modern Technologies:** Implementing digital tools and platforms to enhance the experience and reach of the routes.

2. **Encourage Innovation and Adaptation:** Promote new approaches in developing and managing Cultural Routes, as suggested by the diverse levels of effectiveness in innovation found in the survey. The surveys indicate diverse levels of effectiveness in innovation across different routes. This highlights the need for:
 - **Promoting New Approaches:** Introducing innovative concepts and methodologies in developing and managing cultural routes to make them more appealing and relevant.
 - **Adapting to Changing Demands:** Adjusting the routes to meet current and future cultural, historical, and social trends.
 - **Enhancing Route Management:** Implementing dynamic and flexible management strategies that can respond to evolving needs and expectations.

d. Digitalization and Community Involvement:

1. **Enhance Digital Presence and Local Community Involvement:** The surveys underscore the importance of using digital tools for enhancing online presence and engaging local communities. This suggests a significant opportunity to employ technologies like social media, websites, and apps to increase awareness and participation in cultural routes.
2. **Leverage Digitalization for Promotion:** The necessity of digital tools for route promotion is a key focus of the surveys. This points to the importance of utilizing digital marketing strategies and platforms, such as SEO, content marketing, and online advertising, to increase the visibility of cultural routes.

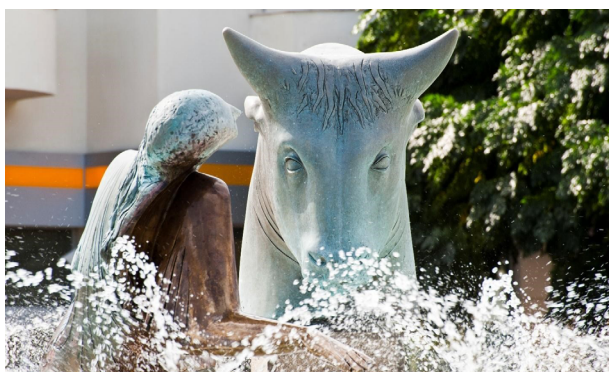
1. **Involve Local Communities:** The surveys highlight the crucial role of local community involvement in making cultural routes more relevant and successful. This involves engaging local stakeholders in the planning and management process, and ensuring that routes reflect local culture and heritage.

e. Sustainability and Development:

1. **Prioritise Continuous Improvement and Visibility:** Focus on ongoing development, as the survey indicates the need for continuous

self-improvement and training. Such an approach is essential to keep up with evolving trends and challenges in the field, ensuring that sustainable practices are not only implemented but also continuously enhanced and made visible to all stakeholders involved.

2. **Address Financial and Resource Constraints:** Addressing financial and resource constraints by seeking diverse funding sources is a crucial strategy. The survey findings point towards the limitations of relying solely on self-financing and the need for diversifying financial resources. This could involve exploring various funding options such as grants, partnerships, sponsorships, or crowdfunding. Diversifying funding sources can provide more stability and sustainability for projects, allowing for greater flexibility and resilience in the face of financial challenges.
3. **Tailor Experiences to Visitor Expectations:** The surveys highlight a need to customise experiences to better meet visitor needs. This involves understanding and addressing the specific preferences and expectations of different visitor segments to enhance customer satisfaction.
4. **Prioritise Sustainable Tourism Development:** The surveys emphasise the importance of sustainable development in tourism. This suggests focusing on eco-friendly practices, such as minimising environmental impact and promoting conservation, to align with evolving sustainability trends.
5. **Build Effective Partnerships:** The importance of collaborative efforts is underscored in the surveys. Establishing strong partnerships with local communities, government bodies, and other stakeholders can contribute significantly to the effective management and success of tourism initiatives.



Kos' Abduction of Europe by GNTO Y. Skoulas

General Recommendations for Cultural Tourism Enhancement in relation with the Cultural Routes:

Cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination (UNWTO & UNDP, 2017). It aims to promote cultural exchange, preservation of heritage, and mutual understanding between visitors and host communities. Overall, cultural tourism plays a vital role in promoting cultural diversity, fostering sustainable development, and generating economic benefits for communities by showcasing and preserving their unique cultural identity and traditions.

As destinations reevaluate their tourism strategies in response to the evolving landscape, the post-pandemic era presents an opportunity for the cultural tourism sector to adapt and innovate, embracing resilience and sustainability as guiding principles for future growth and development. For the cultural routes of the Council of Europe in Greece this entails highlighting local cultural expressions through targeted marketing strategies to attract new audiences while promoting ethical and responsible travel.

In addition to focusing on existing audiences, there's a need to attract new visitors to the cultural routes in Greece:

Sustainable tourists are mindful travellers who prioritise minimising their environmental impact, supporting local communities, and preserving cultural heritage (Bagaria and Nirmala, 2023). When engaging with cultural routes, sustainable tourists respect the cultural authenticity of destinations, participate in responsible tourism practices, and contribute to the conservation of historical sites and traditions. Their actions align with the principles of sustainable tourism, ensuring that their exploration of cultural routes benefits both the local communities and the environment.

Slow tourists, inspired by the slow food movement, emphasise quality over quantity and seek meaningful, immersive experiences (Oh, Assaf, and Baloglu, 2016). In the context of cultural routes, slow tourists take the time to deeply engage with the heritage, history, and traditions of the places they visit. They value authenticity and connection, preferring to explore cultural sites at a leisurely pace, interact with locals, and savour the unique flavours and traditions of each destination. Slow tourism encourages a deeper appreciation for

cultural diversity and fosters sustainable tourism practices.

Ethical tourists (Dangi and Petrick, 2021) and mindful tourists (Stankov, Filimonau, and Vujičić, 2020) prioritise ethical considerations, such as respecting local customs, supporting fair trade practices, and minimising their ecological footprint. In the context of cultural routes, ethical tourists engage in activities that promote cultural understanding, respect cultural norms, and contribute positively to the well-being of local communities. They seek out authentic experiences that prioritise cultural exchange and mutual respect, striving to leave a positive impact on the destinations they visit.

In Greece, these tourist types enrich cultural routes by promoting responsible tourism practices, fostering cultural exchange, and preserving heritage and traditions. Sustainable tourists ensure their exploration benefits both local communities and the environment. Slow tourists value authenticity and connection, interacting with locals and savouring unique flavours, contributing to cultural appreciation. Ethical and mindful tourists engage in activities that promote mutual respect and cultural understanding, leaving a positive impact on destinations. Together, these tourists sustain the vitality of cultural routes, ensuring their enjoyment for future generations.

Conclusion

Greece stands as a vital participant in the Cultural Routes of the Council of Europe program, boasting 20 certified routes -with two Greece-based routes, i.e. the Routes of the OliveTree and the Historic Cafés Route- covering diverse themes like culture, heritage, architecture, landscape, and gastronomy. Both the number and variety of the themes of the Routes connected to Greece serve as further evidence of the richness of Greek culture and the role of Greece in all significant aspects of European history. The preservation of Greece's cultural heritage has always been of utmost importance, dating back to the years of the Greek Revolution. Greece was the first country to legislate the first basic guidelines for the exercise of cultural administration in 1834. Greece's active participation in the EPA is facilitated through the Department of International Relations of the Directorate of International Relations and the European Union of the Greek Ministry of Culture. The Ministry of Culture fully supports the program and aims to expand Greece's engagement in the program, spotlighting its rich heritage and contemporary creativity, underscoring Greece's role in promoting

Europe's diverse cultural landscape.

The country mapping experience indicates that Greece possesses considerable expertise in crafting diverse cultural routes, with substantial interest from top-level governance to establish new thematic Cultural Routes. Furthermore, field analysis in Western Greece reveals a keen and knowledgeable local governance and other relevant stakeholders, expressing eagerness to engage in the Cultural Routes of the Council of Europe program.

Overall, Greece has the potential to serve as a best practice and role model for the Cultural Routes program in Europe. To maximise this potential, fostering collaboration among participants and stakeholders is crucial for promoting innovation, sustainability, and cultural preservation, thereby enhancing the effectiveness and impact of cultural routes. Additionally, Greece should emphasise embracing diversity by incorporating various cultural elements into its tourism framework, attracting a targeted audience and promoting cultural exchange. Engaging local communities in the development and promotion of cultural routes ensures authenticity and sustainability, while utilising digital tools and innovative approaches enhances the visitor experience and expands outreach.

Taking a leadership role in advocating for the importance of cultural routes at the national and European levels will further solidify Greece's position in the Program. With its existing achievements, Greece has the potential to serve as a beacon of excellence, inspiring other European countries and setting a high standard for cultural heritage preservation and promotion of Cultural Routes of the Council of Europe.



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APPENDIX

Appendix I - INTERNATIONAL/EUROPEAN HERITAGE LABELS AND INITIATIVES IN GREECE

Heritage, as the embodiment of our collective past, defines the tapestry of our identity. It is a legacy woven through the fabric of time, shaping our present, and entrusted to be passed on to future generations. In the context of Greece, this analysis delves into the rich mosaic of International/European Heritage Labels and Initiatives that elevate the nation's cultural and historical significance. Greece boasts a remarkable portfolio, including 19 World Heritage Sites, each a testament to the country's profound contributions to humanity. Beyond tangible heritage, the exploration extends to the preservation of intangible cultural elements, with 10 inscribed on the Intangible Heritage list, safeguarding the living heritage of the Greek people. UNESCO Chairs and UNITWIN Networks, numbering 18, reflect Greece's active participation in UNESCO's university cooperation programme, fostering knowledge exchange and academic collaboration. Furthermore, Greece's role as the World Book Capital, part of a global network promoting literacy and a sense of community, underscores its commitment to nurturing a lasting legacy of readership. This analysis unravels the intricate layers of Greece's engagement with international heritage initiatives, revealing a nation dedicated to preserving, celebrating, and sharing its rich cultural tapestry on the global stage.

World Heritage List in Greece

World Heritage Sites (19): World Heritage Sites are landmarks or areas deemed by UNESCO to have cultural, historical, scientific, or other forms of significance. In Greece, there are 19 such sites, each representing a piece of our collective global heritage. These sites serve as a testament to our shared history, illustrating the richness and diversity of human culture and achievement.

The UNESCO World Heritage List in Greece encompasses a diverse array of cultural and natural sites, recognized for their outstanding universal value. The following are some notable sites mentioned on the official UNESCO page:

Cultural (17):

- Acropolis, Athens (1987)
- Archaeological Site of Aigai (modern name Vergina) (1996)
- Archaeological Site of Delphi (1987)
- Archaeological Site of Mystras (1989)
- Archaeological Site of Olympia (1989)
- Archaeological Site of Philippi (2016)
- Archaeological Sites of Mycenae and Tiryns (1999)
- Delos (1990)
- Medieval City of Rhodes (1988)
- Monasteries of Daphni, Hosios Loukas and Nea Moni of Chios (1990)
- Old Town of Corfu (2007)
- Paleochristian and Byzantine Monuments of Thessalonika (1988)

- Pythagoreion and Heraion of Samos (1992)
- Sanctuary of Asklepios at Epidaurus (1988)
- Temple of Apollo Epicurius at Bassae (1986)
- The Historic Centre (Chorá) with the Monastery of Saint-John the Theologian and the Cave of the Apocalypse on the Island of Pátmos (1999)
- Zagori Cultural Landscape (2023)

Mixed (2):

- Meteora (1988)
- Mount Athos (1988)

Intangible Heritage

The Intangible Heritage List includes elements crucial to our cultural identity, such as traditions, rituals, and craftsmanship. With 10 elements inscribed (update 2023, UNESCO), Greece actively participates in safeguarding living heritage. This involves recognising, preserving, and transmitting traditions that contribute to the cultural wealth of humanity.

Below are listed the Elements on the Lists of Intangible Cultural Heritage (update 2023, UNESCO, accessed at <https://ich.unesco.org/en/state/greece-GR?info=elements-on-the-lists>):

Table - Elements on the Lists of Intangible Cultural Heritage of UNESCO

2023	Transhumance, the seasonal droving of livestock along migratory routes in the Mediterranean and in the Alps
2022	August 15th (Dekapentavgoustos) festivities in two Highland Communities of Northern Greece: Tranos Choros (Grand Dance) in Vlasti and Syrrako Festival
2020	Polyphonic Caravan, researching, safeguarding and promoting the Epirus polyphonic song
2019	Byzantine chant
2018	Art of dry stone walling, knowledge and techniques
2017	Rebetiko
2016	Momoeria, New Year's celebration in eight villages of Kozani area, West Macedonia, Greece
2015	Tinian marble craftsmanship
2014	Know-how of cultivating mastic on the island of Chios

2013

Mediterranean diet

Source: UNESCO, 2023 <https://ich.unesco.org/en/state/greece-GR?info=elements-on-the-lists>

Chairs and UNITWIN Networks

(18, as for 4 August 2023)

Greece, due to its geographical location, has been a crossroads of cultures that have left their traces everywhere and have marked the architecture of monuments and settlements, daily life, eating habits and much more. Every visitor has a unique opportunity to experience the awe-inspiring patterns of cultural heritage sites, and to explore historical and artistic routes. These tours offer an immersive experience that allows one to delve into the rich cultural heritage of the region.

According to UNESCO's official website, "monuments included in the World Heritage List are selected on the basis of their value as the best examples of human creative ingenuity. They are examples of an important exchange of human values and provide a unique testimony of a civilization that is still alive or has disappeared. They are directly connected to important stages of human history and for this reason they have a very important value and are part of the common heritage of humanity".

Greece is privileged to participate in the List of monuments of human heritage. UNESCO Chairs and UNITWIN Networks are part of UNESCO's university cooperation program. With 18 such entities, Greece engages in collaborative initiatives to advance knowledge and research in areas critical to sustainable development and intercultural understanding.

The first monument to be included in the UNESCO list was the Temple of Epicurean Apollo, in 1986, while Zagorohoria is the 19th and last Greek monument to be included in the list. Greece takes care to preserve and highlight all this wealth and travellers can enjoy these great monuments.

New ID	Region	Country	Type	Chair/Network Title	University/Institution	Year of establishment	All keywords	Chairholder(s)	Web Site
2020GR1404	Europe and North America	Greece	Chair	UNESCO Chair on Geoparks and Sustainable Development of Insular and Coastal Areas	University of Aegean	2020	Sustainable Development	Nikolaos Zouros	
2021GR1482	Europe and North America	Greece	Chair	UNESCO Chair on Threats to Cultural Heritage and Cultural Heritage-related Activities	Ionian University	2021	Cultural Development	Stavros Katsios	
2022GR1545	Europe and North America	Greece	Chair	UNESCO Chair on Green Innovation and Circular Economy	The National Technical University of Athens	2022	Energy; Ecology	Konstantinos Aravossis	http://arvis.simor.ntua.gr/
2022GR2052	Europe and North America	Greece	Chair	UNESCO Chair on Digital Methods for the Humanities and Social Sciences	Athens University of Economics and Business	2022	Artificial Intelligence; Digital transformation; Higher Education; Innovative technologies; Digital Humanities	Panos Constantopoulos	https://www.aueb.gr/
2022GR2101	Europe and North America	Greece	Chair	UNESCO Chair in "Creative Cities in Motion": Urban Sustainable Mobility and Utilization of Cultural Resources	University of Piraeus (UNIP)	2022	Science, Technology and Innovation; Sustainable societies; Education for Sustainable Development; Digital skills; Innovative technologies	Dimitrios D. Vergados	https://www.unipi.gr
2023GR1673	Europe and North America	Greece	Chair	UNESCO Chair on Anthropology of Traditional Music: Representing and Repositioning Intangible Cultural Heritage	National and Kapodistrian University of Athens	2023	Intangible Heritage; Traditional Music; Performing Arts; Ethnomusicology; Multi-culturalism	Pavlos Kavouras	https://en.uoa.gr/
2003GR0618	Europe and North America	Greece	Network	UNESCO Chair/International Network of Water-Environment Centres for the Balkans on "Sustainable Management of Water and Conflict Resolution"	Aristotle University of Thessaloniki	2003	Water science; Climate action; Education; Environment Protection; Biodiversity	Jacques Ganoulis	https://www.auth.gr/en/
2004GR0654	Europe and North America	Greece	Chair	Chaire UNESCO de politique interculturelle pour une citoyenneté active et solidaire	University of Macedonia	2004	Cultural diversity; Media and information literacy; Inclusive, equitable and quality education; Human Rights; Intercultural dialogue	Despoina Anagnostopoulou	http://www.uom.gr/chaireunesco
2008GR0799	Europe and North America	Greece	Chair	UNESCO Chair in Information and Communication Technologies (ICTs) in education for sustainable development	University of Crete	2008	Education for Sustainable Development; Innovative technologies; Climate action; Teacher Training; Higher Education	Vassilios Makrakis	http://ptde.edc.uoc.gr/eng/
2010GR0905	Europe and North America	Greece	Chair	UNESCO Chair in Human Rights, Democracy and Peace	The Panteion University of Social and Political Sciences	2010	Inclusive, equitable and quality education; Human Rights; Teacher Training; Digital transformation; Inclusive, just and peaceful societies	Maria Daniella Marouda	http://www.panteion.gr/
2010GR0909	Europe and North America	Greece	Chair	UNESCO Chair in Adolescent Health Care	National and Kapodistrian University of Athens	2010	Health and wellbeing; Gender issues; Resilience; Inclusive, equitable and quality education; Higher Education	George P. Chrousos	http://ephebiatrics.med.uoa.gr/
2012GR0983	Europe and North America	Greece	Chair	UNESCO Chair on Sustainable Development Management and Education in the Mediterranean	National and Kapodistrian University of Athens	2012	Sustainable Development	Michael Scoulios	http://en.uoa.gr/
2015GR1113	Europe and North America	Greece	Chair	UNESCO Chair on Solid Earth Physics and Geohazards Risk Reduction	Hellenic Mediterranean University (former Technological Educational Institute of Crete)	2015	Disaster risk reduction and resilience; Natural resources and ecosystems; Science, Technology, Engineering and Mathematics; Education for Sustainable Development; Earth Physics	Filippos Vallianatos	https://earth-phys.hmu.gr/en/home/
2016GR1159	Europe and North America	Greece	Chair	UNESCO Chair on Conservation and Ecotourism of Riparian and Deltaic Ecosystems	International Hellenic University (former Eastern Macedonia and Thrace Institute of Technology)	2016	Tourism; Environment Protection	Dimitrios Emmanoueloudis	
2018GR1294	Europe and North America	Greece	Chair	UNESCO Chair on Women, Peace and Security: Building Capacity and Resilience through Education and Research	University of Macedonia	2018	Gender equality; Gender transformative education; Resilience; Africa; Higher Education	Fotini Bellou	
2019GR1329	Europe and North America	Greece	Chair	UNESCO Chair on Futures Research	Foundation for Research and Technology Hellas (FORTH)	2019	Futures Literacy	Epaminondas Christofilopoulos	www.forth.gr
2019GR1339	Europe and North America	Greece	Chair	UNESCO Chair on Climate Diplomacy	National and Kapodistrian University of Athens	2019	Climate action; Education for Sustainable Development; Lifelong Learning; Environment Protection; Sustainable Development	Emmanuela Doussis	https://www.uoa.gr/

Source:

<https://www.unesco.org/sites/default/files/medias/fichiers/2023/08/List%20of%20UNESCO%20Chairs%20and%20UNITWIN%20Networks%2004%20August%202023.pdf>

Memory of the World International Register

Greece owns one Memory of the World International Register for “The lead tablets of the Dodona Oracle”. The lead tablets of Dodona are a unicum in the ancient Greek world dated from the 6th century BC to the mid-2nd century BC. They are small pieces of lead strips (measuring not more than ca. 13,20 cm long and 6,70 cm wide), on which questions were inscribed, addressed either only to Zeus or to him and Dione, his cult partner at Dodona. In total, more than 4,000 lead tablets have been discovered, scattered within the temenos of Dodona. The lead tablets give us a direct and unbiased access to the concerns of enquirers: marriage, divorce, birth and survival of children, travel, professional plans, health and healing, military service, purchase of slaves, manumission. The tablets do not only attest to different dialects, but also different handwritings given the multitude of people that visited the oracle over the centuries. Due to the typological variety of the questions and the very diverse origins of the inquirers, the tablets are a set of finds that not only allows a unique insight into the cult practice of the Oracle but also offers instructive information about socio-historical and political contexts and backgrounds, as well as epigraphy and dialectology. More at <https://www.unesco.org/en/memory-world/register2023>

Biosphere reserves

The Man and the Biosphere programme aims to establish a scientific basis for enhancing the relationship between people and their environments.

The Man and the Biosphere (MAB) programme is an intergovernmental scientific programme that aims to establish a scientific basis for enhancing the relationship between people and their environments. It combines the natural and social sciences with a view to improving human livelihoods and safeguarding natural and managed ecosystems, thus promoting innovative approaches to economic development that are socially and culturally appropriate and environmentally sustainable.

Its World Network of Biosphere Reserves is a dynamic and interactive network of sites of excellence that foster harmony between people and nature for sustainable development through participatory dialogue; knowledge sharing; poverty reduction and human well-being improvements; respect for cultural values and society’s ability to cope with change.

There are **3** biosphere reserves in Greece:

Gorge of Samaria Biosphere Reserve Designated in 1981
Periodic reviews: 1999 and 2014

Mount Olympus Biosphere Reserve Designated in 1981
Periodic reviews: 1999 and 2016

Asterousia Mountain Range Biosphere Reserve Designated in 2020

UNESCO Global Geoparks

A UNESCO Global Geopark uses its geological heritage, in connection with all other aspects of the area’s natural and cultural heritage, to enhance awareness and understanding of key issues facing society, such as using our earth’s resources sustainably, mitigating the effects of climate change and reducing natural hazard-related risks. At present, 8 geoparks are found in Greece (<https://www.unesco.org/en/igpp/geoparks>):

- [Chelmos Vouraikos UNESCO Global Geopark](#)
- [Grevena - Kozani UNESCO Global Geopark](#)
- [Kefalonia-Ithaca UNESCO Global Geopark](#)
- [Lavreotiki UNESCO Global Geopark](#)
- [Lesvos Island UNESCO Global Geopark](#)
- [Psiloritis UNESCO Global Geopark](#)
- [Sitia UNESCO Global Geopark](#)
- [Vikos - Aaos UNESCO Global Geopark](#)

Ramsar sites

The Ramsar Convention on Wetlands of International Importance, especially as Waterfowl Habitat, is a global treaty aimed at conserving and sustainably using wetlands. Regarding Greece, it acceded on 21 December 1975 and has ten Ramsar sites as of May 2022, with a total surface area of 1,635 square kilometres (631 sq mi). [<https://www.ramsar.org/country-profile/greece>]

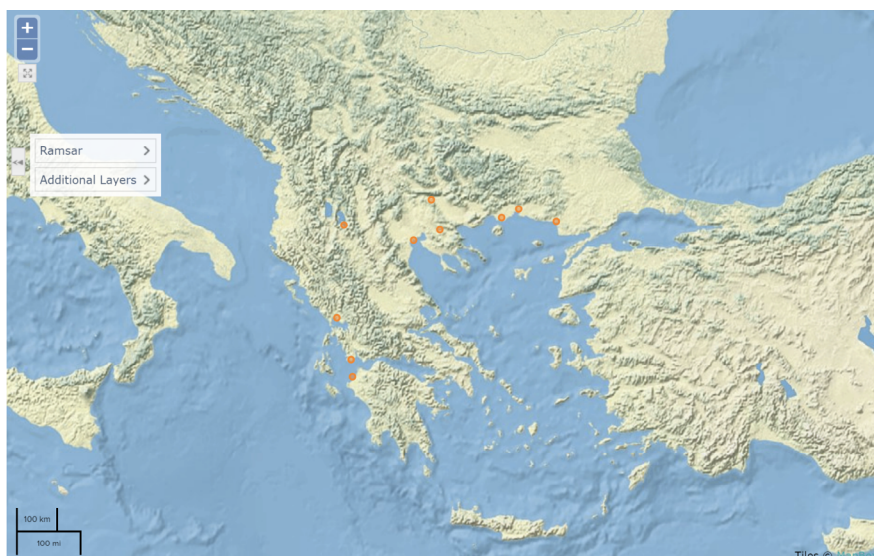
Greece has Ramsar sites designated under the convention, signifying their ecological importance.

The Ramsar Convention on Wetlands of International Importance Especially as Waterfowl Habitat is an international treaty for the conservation and sustainable use of wetlands.^[1]
Adopted in 1971, it entered into force in 1975 and as of May 2022 had 172 contracting parties.[1] Greece acceded on 21 December 1975 and has ten Ramsar sites as of May 2022, with a total surface area of 1,635 square kilometres (631 sq mi).[2]

Ramsar sites

Name	Region	Area	Designated	National Park status	Coords.
<u>Amvrakikos gulf</u>	<u>Epirus</u>	23,649 hectares (91.31 sq mi)	1975	<u>Amvrakikos Wetlands National Park [el]</u>	<u>39°06'N</u> <u>20°55'E</u>
<u>Artificial Lake Kerkini</u>	<u>Central Macedonia</u>	10,996 hectares (42.46 sq mi)	1975	<u>Lake Kerkini National Park</u>	<u>41°13'N</u> <u>23°08'E</u>
<u>Axios, Loudias, Aliakmon Delta</u>	<u>Central Macedonia</u>	11,808 hectares (45.59 sq mi)	1975	<u>Axios-Loudias-Aliakmonas National Park [el]</u>	<u>40°30'N</u> <u>22°43'E</u>
<u>Evros Delta</u>	<u>Eastern Macedonia and Thrace</u>	9,267 hectares (35.78 sq mi)	1975	<u>Evros Delta National Park [el]</u>	<u>40°50'N</u> <u>26°04'E</u>
<u>Kotychi lagoons</u>	<u>Western Greece</u>	6,302 hectares (24.33 sq mi)	1975	<u>Kotychi-Strofylia Wetlands National Park [el]</u>	<u>38°01'N</u> <u>21°17'E</u>
<u>Lake Mikri Prespa</u>	<u>Western Macedonia</u>	5,078 hectares (19.61 sq mi)	1975	<u>Prespa National Forest</u>	<u>40°46'N</u> <u>21°05'E</u>
<u>Lakes Volvi & Koronia</u>	<u>Central Macedonia</u>	16,388 hectares (63.27 sq mi)	1975	<u>National Park of Koronia and Volvi Lakes [fr]</u>	<u>40°41'N</u> <u>23°20'E</u>
<u>Lake Vistonis, Porto Lagos, Lake Ismaris [el] & adjoining lagoons</u>	<u>Eastern Macedonia and Thrace</u>	24,396 hectares (94.19 sq mi)	1975	<u>National Park of East Macedonia-Thrace [el]</u>	<u>41°03'N</u> <u>25°11'E</u>
<u>Messolonghi lagoons</u>	<u>Western Greece</u>	33,687 hectares (130.07 sq mi)	1975	<u>National Park of Messolonghi-Aitoliko lagoons, lower reaches and estuaries of Acheloos and Evinos rivers, and Echinades islands [fr]</u>	<u>38°20'N</u> <u>21°15'E</u>
<u>Nestos delta & adjoining lagoons</u>	<u>Eastern Macedonia and Thrace</u>	21,930 hectares (84.7 sq mi)	1975	<u>National Park of East Macedonia-Thrace [el]</u>	<u>40°54'N</u> <u>24°47'E</u>

This list is complete and up to date as of May 2022.



Source: [https://rsis.ramsar.org/rsis-search/?language=en&f\[0\]=regionCountry_en_ss%3AGreece](https://rsis.ramsar.org/rsis-search/?language=en&f[0]=regionCountry_en_ss%3AGreece)

United Nations Convention on Biological Diversity (UNCBD)

The objectives of this Convention, according to Article 1, are «the conservation of biological diversity, the sustainable use of its components and the fair and equitable sharing of the benefits arising out of the utilisation of genetic resources». Greece is a party to the United Nations Convention on Biological Diversity (UNCBD) since signing it in 1992 and ratifying it in 1994 [<https://www.un.org/esa/earthsummit/grec-cp.htm>]. The country actively participates in related international agreements, including the Convention on Migratory Species and the International Union for the Conservation of Nature [<https://www.mfa.gr/missionsabroad/en/permanent-mission-geneva/greece-in-organisation/environment.html>]. Greece boasts exceptional biodiversity due to its Mediterranean location, with stable land cover trends [<https://www.cbd.int/countries/profile/?country=gr>]. The UNCBD, adopted in Rio de Janeiro, focuses on conserving biodiversity and sustainable use, aligning with Greece's commitment to conservation efforts [https://treaties.un.org/pages/ViewDetails.aspx?src=IND&mtdsg_no=XXVII-8&chapter=27&clang=en <https://www.oecd-ilibrary.org/sites/373beb63-en/index.html?itemId=/content/component/373beb63-en>].

Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property

The UNESCO 1970 Convention (<https://en.unesco.org/about-us/legal-affairs/convention-means-prohibiting-and-preventing-illicit-import-export-and>) focuses on preventing the illicit import, export, and transfer of ownership of cultural property. It establishes a framework for states to take measures against such activities. The convention addresses situations arising from the occupation of a country by a foreign power, emphasising the protection of cultural heritage [<https://en.unesco.org/about-us/legal-affairs/convention-means-prohibiting-and-preventing-illicit-import-export-and>]. Implemented since November 14, 1970, it remains a key instrument in the fight against trafficking of cultural artifacts [<https://treaties.un.org/pages/showdetails.aspx?objid=08000002801170ec>]. The convention's significance extends globally, aiming to safeguard cultural treasures and combat the illegal trade of cultural property [<https://theblueshield.org/resources/law-library/treaty-law-and-the-1954-hague-convention/the-1970-convention-on-the-means-of-prohibiting-and-preventing-the-illicit-import-export-and-transfer-of-ownership-of-cultural-property/>]. Greece ratified the Convention on 05 June 1981.

COE Protocol amending the European Landscape Convention (Strasbourg, 2016)

Adopted in Strasbourg by the Committee of Ministers of the Council of Europe on 19 July 2000, the European Landscape Convention was opened for signature by the Organisation's member States in Florence on 20 October of that year. As the first international treaty devoted exclusively to all aspects of landscape, it addresses the Council of Europe's key challenges in the areas of human rights, democracy and the rule of law. The Council of Europe member States signatory to the Convention have declared themselves "[c]oncerned to achieve sustainable development based on a balanced and harmonious relationship between social needs, economic activity and the environment". Greece is a member of the COE Protocol amending the European Landscape Convention as of 1 April 2020.

COE Convention for the Protection of the Archaeological Heritage of Europe (revised) (Valletta, 1992)

Greece approved to become a party to the Convention with Greece on 16/01/1992 and ratified on 10/07/2006. [<https://www.coe.int/en/web/Conventions/full-list?module=signatures-by-treaty&treatynum=143>]

The 1969 European Convention

The 1969 Convention is mainly concerned with archaeological excavations and the extraction of information from those excavations. Greece entered into force on 20 November 1970.

UNWTO Routes in Greece

(World Tourism organisation (2015), Affiliate Members Global Reports, Volume twelve – Cultural Routes and Itineraries, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284417704>)

The Silk Road: the greatest trading route in history In 1994, 19 countries joined the World Tourism organisation (UNWTO) and the United Nations Educational, Scientific and Cultural organisation (UNESCO) in Samarkand, Uzbekistan, to launch the Samarkand Declaration. This was a milestone event for Silk Road tourism, with the Declaration calling for: "... a peaceful and fruitful rebirth of these legendary routes as one of the world's richest cultural tourism destinations." Trans-boundary tourism projects are growing, trade and consumer interest in the Silk Road continues to rise and the UNWTO Silk Road Programme is now working with over 33 Member States, including Greece.

Venetian Routes: The Venetian Route forms an important part of the network of routes of the Maritime Silk Road, linking far-reaching cultures to foster trade and spread traditions, religious beliefs, art and technology to create the eclectic mix of European society and culture as we know it today. The Venice to Corfu route along the maritime Silk Road crosses maritime ports of four countries: Italy, Slovenia, Croatia and Greece. The route begins in Venice, where the relics of the Silk Road trade can be seen in the city's architecture and toponyms, museums and culinary scene. Visitors can follow the footsteps of past explorers by visiting multiple historical maritime ports in Slovenia, Croatia, and Corfu, the final trip of the journey. For more information, visit www.verotour.eu

Holy Grail Route: The Holy Grail Route is a European cultural itinerary full of traditions, mysteries, legends and emblematic places. This European project aims to plan, promote and spread Holy Grail's spiritual and cultural route by identifying and selecting both tangible (cathedrals, symbolic places) and intangible elements (history, culture, traditions, mysteries) such as emblematic places, describing characters, legends, historical figures, myths and other relevant aspects in the sacred goblet's journey from the Last Supper (Holy Land) to the present day, relating it to other European mystic tourist routes. An outcome of the project is the *Spiritual, Mystic/Mythic and Religious Holy Grail Route, by the sea from Bulgaria across Crete (Greece) and Malta until Spain*. For more information, visit <https://microsites.bournemouth.ac.uk/etourism-lab/research-projects/current-projects/project-holy-grail-route/>

Amber Route: The main objective of the project is to connect the countries which offer various amber products and services to the joint virtual route in order to increase the awareness of those countries and attract international tourist flows. Nowadays, when travellers and tourists seek new experiences, adventures off the beaten path and rather choose legends, myths and fairy tales, amber is a perfect transnational theme which begins in Europe and connects continents, different countries and cultures offering tourists to discover different and new destinations.

Other Cultural Route Initiatives

Cultural route in Kallithea Konitsa: in the context of INCULTUM (project 2021-2024 is financed by the H2020 programme of the European Union under Grant Agreement n. 101004552), the High Mountains Social Cooperative organised a participatory action for opening a new cultural route in Kallithea village

[source:<https://www.digitalmeetsculture.net/article/new-route-in-kallithea-incultum-greece/>]

The Region of Central Greece launched the «Oedipus Cultural Route» for cultural tourism, site promotion, tourism enhancement, and entrepreneurship[<https://www.visitthiva.gr/en/the-region-of-central-greece-launches-oedipus-cultural-route-for-promoting-the-use-of-cultural-sites-enhancing-tourism-and-strengthening-entrepreneurship/>].

Iperiou Cultural Route in Ioannina, Epirus, showcases hidden Greece, providing off-the-beaten-track experiences[<https://diazoma.gr/en/category/routes-history-en/iperiou-cultural-route-history/>].

The «OEDIPUS» Cultural Route of Central Greece began planning in December 2017, aiming to promote cultural heritage[<https://diazoma.gr/en/press-releases/journey-oedipus-cultural-route-central-greece/>].

The St. Paul the Apostle Cultural Route in Greece integrates previous initiatives, promoting cultural heritage and European values[<https://stpaul-culturalroute.eu/>]; The Region of Central Macedonia from Greece, the Lazio Region from Italy, the Pafos Regional Board of Tourism from Cyprus, and the European Cultural Tourism Network based in Brussels, Belgium, have agreed to form a European Grouping of Territorial Cooperation (EGTC) that develops, implements, manages, promotes and supports the European Cultural Route: «In the footsteps of St Paul, the Apostle of the nations», as a result of the Cult-RInG Interreg Europe project (Cultural Routes as Investments for Growth and Jobs, 2017-2021). A Cultural Route highlighting the cultural values, heritage and legacy of Saint Paul's missions to Europe, to honour Saint Paul, as the Apostle of the nations, through his epistles and intangible heritage in literature, arts, history, philosophy, theology and Christianity in Europe, towards regenerating the European ideals, with sustainable cultural tourism development and promotion along the route in several countries, regions, cities, islands, local communities and tourist destinations

The «St. Paul's Footsteps» Cultural Route, launched in 2018, follows the Apostle's path, connecting European destinations. This new European Cultural Route has been launched, by the Cult-RInG project partners, as a candidate route for certification by the Council of Europe. [<https://projects2014-2020.interregeurope.eu/cult-ring/news/news-article/4279/st-pauls-footsteps-new-cultural-route-launched/>].

Via Egnatia Initiative: The connections the route has been providing over time and space to communities, ideas, languages and religious practices have resulted in a wealth of tangible and intangible heritage shared among four stakeholders: Greece, the Former Yugoslav Republic of Macedonia, Albania and Türkiye. . The accreditation of Via Egnatia as an official European Cultural Route is one of the main goals towards which The Via Egnatia Marie Curie project has strived by providing the first diachronic study of the route in its entirety, now the theme of a forthcoming monograph [<https://cordis.europa.eu/project/id/302429/reporting/de>].

«Cultural Lands» is a EU joint initiative between Greece and Albania, focusing on developing a cross-border cultural route for tourists. The project was focused on developing an innovative thematic cross-border cultural route for tourists. The nodes of this path were primarily the historical buildings of special architectural and cultural value, associated with the historical figures of the area. [<https://euprojects.al/euprojects/cultural-lands-greece-and-albania-joint-initiatives-for-cultural-preservation-through-innovative-actions/>].

i-Thea/ Integrated Approaches for Cultural Heritage Promotion: Ancient Theatres & Sites Route as Branded Destination: The overall objective of the project is “To strike a balance between sustainable conservation and development of the economic and social potential of cultural heritage, through the creation and management of a Cultural Branded Destination Route” and the main output, that derives from it, is the creation and management of the ‘Ancient Theatres and Sites Route’ as a Branded Destination. The innovation, originality and the change this output is about to bring has to do with the management and the marketing plan of this Cultural Route, which aims to promote it as a holistic tourist product. For the first time -at least in Epirus and Gjirokaster- a ‘Cultural Destination Management Structure’ CDMs study will be produced with the aim to lead to an integrated model of governance, which will be socially inclusive, investing in human capital. The beneficiaries will be the local communities, authorities, stakeholders and entrepreneurs on tourism, students and of course tour operators and potential travellers-tourists. [<https://i-thea.eu/>]

Regional Initiatives – Activities

Greek Paths of Culture Initiatives

The Greek Paths of Culture Programme, initiated by the Hellenic Society for the Environment and Cultural Heritage, aims to connect historical and natural sites through footpaths. The “Greek Paths of Culture” programme has already been implemented in 12 areas throughout Greece, while 2 of its routes, the Menalon Trail in Arcadia and the Nestos-Rodopi Trail in Thrace have received the Leading Quality Trails – Best of Europe certification by the European Ramblers Association.

In October 2019 the “Greek Paths of Culture” were honoured with a Europa Nostra Award in the awareness category.

- Greek Paths of Culture throughout the country:
- [Aegina](#)
- [Arcadia – Menalon Trail](#)
- [Delphi](#)
- [Epidaurus](#)
- [Crete](#)
- [Marathon](#)
- [Lesser Cyclades](#)
- [Naxos](#)
- [Mountainous Corinthia – Psari](#)
- [Patmos](#)
- [Samothece](#)
- [Sikinos](#)

Thrace

For further information, please visit: www.monopatiapolitismou.gr

Paths of Greece

Paths of Greece initiative, established in 2010, aims to elevate Greece among the top global hiking destinations. Their mission involves revitalising ancient footpaths across various

regions to suit modern hikers' needs. This includes clearing, signposting, and promoting these trails both domestically and internationally. Notably, they document every significant feature of Greece's rich cultural landscape, ranging from historic markers and wells to mediaeval castles and ancient temples, thus preserving and showcasing the country's historical and cultural heritage.

Paths of Greece has been solicited by individual donors, Associations, Companies, Municipalities and Regional Authorities. They have organised hiking trails networks in Kythera, Sifnos, Serifos, Drama, Messinia, Kefalonia, Prespa lakes and many other places. For further information, please visit: <https://www.pathsofgreece.gr/en/>

Other Heritage Initiatives in Greece

1. Greece actively participates in intangible heritage initiatives, focusing on historical costume, music, dance, pre-industrial technology, and textile conservation [<https://ich.unesco.org/en/state/greece-GR?info=accredited-ngos>].
2. Greece launched an international initiative in 2019 to protect cultural heritage from climate change impacts, focusing on research and conservation efforts [<https://www.mfa.gr/en/current-affairs/news-announcements/progress-of-the-greek-initiative-for-protection-of-cultural-heritage-from-the-impacts-of-climate-change.html>].
3. The country actively participates in industrial heritage projects in Europe, emphasising reuse and preservation [<https://reindustrialheritage.eu/countries/greece>].
4. ELIX, an organisation in Greece, is involved in conservation activities to protect and promote cultural heritage through various projects [<https://www.elix.org.gr/en/large-projects-of-elix/conservation-and-promotion-of-cultural-heritage>].
5. Hellenic Cultural Foundations, whether public or private, conduct research, exhibitions, conferences, and education programs related to cultural heritage, both in Greece and abroad.

The Initiative for Heritage Conservation (HERITAGE), Greece, is a non-profit company that promotes good practices in heritage management. [<https://heritagemanagement.org/>]

Appendix II - A SELECTION OF RESEARCH STUDIES CENTERED ON THE CULTURAL ROUTES OF THE COUNCIL OF EUROPE IN GREECE

It's important to note that this list is not comprehensive but serves as an illustration. These studies underscore the multifaceted opportunities presented by cultural routes in Greece, emphasising their capacity to foster tourism growth and safeguard cultural heritage.

Selected published academic researches for Cultural Routes in Greece:

Vasiliadis, L., & Belias, D. (2020). The Value of Cultural Routes in Greece: Examination of the Current Situation. In Strategic Innovative Marketing and Tourism: 8th ICSIMAT, Northern Aegean, Greece, 2019 (pp. 1073-1081). Springer International Publishing.

Oikonomopoulou, E., Delegou, E. T., Sayas, J., & Moropoulou, A. (2017). An innovative approach to the protection of cultural heritage: The case of cultural routes in Chios Island, Greece. *Journal of Archaeological Science: Reports*, 14, 742-757.

Belias, D., Vasiliadis, L., & Zaftis, E. (2020). The impact of cultural routes on traditional settlements: the case of Greece. In *Cultural and Tourism Innovation in the Digital Era: Sixth International IACuDiT Conference*, Athens 2019 (pp. 123-134). Springer International Publishing.

Vasiliadis, L., & Belias, D. (2020). The Value of Cultural Routes in Greece: Examination of the Current Situation. In *Strategic Innovative Marketing and Tourism: 8th ICSIMAT, Northern Aegean, Greece, 2019* (pp. 1073-1081). Springer International Publishing.

Bakogiannis, E., Kyriakidis, C., Siti, M., & Floropoulou, E. (2019). Reconsidering sustainable mobility patterns in cultural route planning: Andreas Syngrou Avenue, Greece. *Heritage*, 2(2), 1702-1723.

Kantzoura, E., & Mitoula, R. (2016). Cultural tourism and cultural routes. As a case Study: The City of Trikala. *Sustainable Development, Culture, Traditions Journal*, 1, 80-94.

Rachiotis, T., & Poulaki, P. The Contribution of Cultural Routes to the Enhancement of Urban Cultural Tourism.

Fafouti, A. E., Vythoulka, A., Delegou, E. T., Farmakidis, N., Ioannou, M., Perellis, K., ... & Moropoulou, A. (2023). Designing Cultural Routes as a Tool of Responsible Tourism and Sustainable Local Development in Isolated and Less Developed Islands: The Case of Symi Island in Greece. *Land*, 12(8), 1590.

Mylonopoulos, D., Moira, P., & Kakaroucha, P. (2022, April). Sustainable Tourism and Cultural Routes in the Ionian and Adriatic Regions. In *Transcending Borders in Tourism Through Innovation and Cultural Heritage: 8th International Conference, IACuDiT, Hydra, Greece, 2021* (pp. 637-651). Cham: Springer International Publishing.

Chountala, V., Chountalas, P., Magoutas, A., & Mavragani, E. (2019). The cultural route of Hercules: mapping the tourist's perspective. *International Journal of Tourism Policy*, 9(2), 131-154.

Analyzing Cultural Routes and their Role in Advancing Cultural Heritage Management within Tourism: A Literature Review

Iakovaki, E., Konstantakis, M., Teneketzis, A., & Konstantakis, G. (2023). Analyzing Cultural Routes and their Role in Advancing Cultural Heritage Management within Tourism: A Literature Review.

Several thesis and dissertations

[Cultural routes as a key strategy for sustainable tourism development. The example of the «Roads of Olive» cultural route](#)

Religious tourism in Thessaloniki. The cultural path of Cyril and Methodius of the Council of Europe as a development tool
Cultural tourism routes: roads of dialogue and development Modern Cultural Policy and Cultural Routes on Health. A proposal for a Cultural Route «Health Routes» in the Peloponnese Region
Cultural itineraries and their role in the development of cultural tourism in a local region. The case of the «Cultural Route in the Ancient Theatres of Epirus» and potential public European Cultural Route: Our shared diversity! Promoting cultural heritage and evoking audience's involvement. Proposal: Paths to Mediterranean gastronomy.
Cultural routes as an agent of development and cultural management. The efforts to present the cultural route of the Thermal Springs in Greece. Case study of Burnt Voorla Thermal Baths in Fthiotida and Bath in Great Britain
Cultural profile and marketing/branding of the Volos region: study of Argos as a cultural route of the Council of Europe Cultural routes, as a multidimensional perspective: the case of Greece
Management and promotion of cemeteries as places of memory and culture: Designing dark cultural routes in Greece

Appendix III - LIST OF STAKEHOLDERS' CONTACT DETAILS OF SURVEY B

Survey to Cultural Routes Stakeholders (State, Regional, and Local Agencies, General Public and Businesses) -namely survey B- aimed to investigate the level of awareness and knowledge about the Cultural Routes of the Council of Europe among various stakeholders of tourism and culture in Greece, gathering data on activities that have already been implemented in relation to cultural routes by different stakeholders, and seek their interest to collaborate with the Cultural Routes of the Council of Europe program. Survey B was asking the anonymous participation of the respondents. The reception of 250 anonymous responses from a diverse group of tourism and culture stakeholders in Greece for the Survey to Cultural Routes Stakeholders is deemed highly significant and representative.

In compliance with the consent for the publication of contact data, we present a list of stakeholders who participated in the Survey B and have agreed to the publication of their name, organisation, region, email address, and (optionally, their views on the Council of Europe Cultural Routes in Greece and suggestions on how both individuals and the region could engage with them. This initiative aims to foster transparency and facilitate communication among stakeholders interested in the cultural heritage and routes in Greece, thereby promoting collaboration and active involvement in the preservation and promotion of cultural heritage.

Organisation:	City/Region:	Name/ Surname:	Position in the organisation:	Contact email:	Key topics I would like to share acknowledgedly:
HELLENIC MEDITERRANEAN UNIVERSITY. MINISTRY OF EDUCATION	CHANIA CRETE	KATERINA BOMBOLAKI	Secondary Education Educator Adult Educator PhD Candidate	bobolakik@gmail.com	Informing society about cultural routes, creating educational programs to inform primary and secondary school students, creating a printed and digital tourist guide based on cultural routes, planning and developing the accessibility of cultural routes for people with disabilities.
CRETOPIA TRAVEL	KISSAMOS	ODYSSEAS KONSTANTINOS SAVVOPOULOS	TOUR ORGANIZER	odysseasthecyclist@gmail.com	Development of cycling cultural tourism
«KIMOLOS TOURIST ACCOMMODATION ASSOCIATION».	KIMOLOS ISLAND/ SOUTH AEGEAN.	ASPASIA VENTOURI.	CHAIRMAN.	aspasiavent@gmail.com	Cultural tourism is a special form of tourism that not only contributes significantly to the local promotion of an area but also helps to a large extent to maintain the identity of a place and the progress of its culture. Our Association wishes to take the lead in establishing the Management Body of the cultural route(s) & through the creation of this route or routes to contribute to the promotion of the cultural tourism of the region which will be an important, slow and sustainable means in this development process.
PIERIA CHAMBER	PIERIA - KATERINI	IOANNIS E. KARAFOLIDIS	SPECIAL ASSISTANT TO THE PRESIDENT Mr. ILIAS HATZICHRISTODOULOU	consultant@champier.gr and i.karafolidis@gmail.com	Reinforcement of every effort to upgrade the quality of the Cultural Routes, with the positive mobilisation of the 11,000 businessmen - members of the Pieria Chamber.

ASSOCIATION OF INDUSTRIES OF THESSALY AND MAINLAND GREECE (SVTHSE)	VOLOS/DISTRICT OF MAGNESIA	Gaga Stavroula	Stem	sgkagka@sbtse.gr/ info@sbtse.gr	Suggested thematic route: Suggested thematic route: «THE ROAD OF INDUSTRY, THROUGH PREHISTORIC PATHS» THE EXAMPLE OF MAGNESIA. A.V.P. Volos and the Second Vi. Pe Volou, the two industrial areas of Magnesia extend along an imaginary geographical axis of connection, in which the three officially-visitible Archaeological settlements (Archaeological site of Phero, Sesklos and Dimini) are connected, through ancient paths that connect Thessaly with Magnesia « known as Velestinostrata'. The visitor, either if he wants to start from Thessaly towards Magnesia, or the opposite and heading towards the two BI.PE of Magnesia, will have the opportunity to meet through this route the archaeological past, and the local history and folklore of areas. The Association of Industries of Thessaly & Mainland Greece (SVTHSE) is approaching its 60th anniversary. The work of the Association is particularly important, given that, as the largest Regional Association of the country, it is the most representative of the Business Community for Central Greece, promotes the institution of private initiative and highlights the role and contribution of businesses to economic development and in social progress. The Association, with particular awareness of cultural heritage issues and with respect for fundamental European values, proposes the above and may thoroughly and after deeper research and consultation, propose additional thematic routes for inclusion in the Cultural Routes program of the Council of Europe with a clear orientation towards promoting the Industrial History of the area.
CHAMBER OF LARISSA	LARISSA-THESSALY	Dagas Nikolaos	D. Councilor, head of tourism	spitakicafe@gmail.com	Ways of networking-funding-presentation
SIFNOS EVENTS / SOLE PROPRIETORSHIP	SIFNOS CYCLADES	Anastasiadou Ronia (Rodopi)	owner	ronia@sifnosevents.gr	
STIPO GREECE AMKE	ATHENA	Vivian Duba	Co-founder	vivian.doumpa@stipo.nl	
ALFA ODEON HOLIDAYS	RETHYMNO CRETE	Emmanouil Chliaoutakis	Managing Director	info@odeontravel.gr	
MUNICIPALITY OF FYLI	ANO LIOSSIA/ ATTICA	Spyridoula Zachari	Special Advisor to the Mayor on EU projects	spzachari@fyli.gr	
INDIVIDUAL	ANO GIA RETHYMNO	Kyriaki Karatarakis	Individual	kikikar.kk@gmail.com	
MCCI MESSINIAN CHAMBER OF COMMERCE & INDUSTRY	MESSINIA	KALLIKRATIS YANNIOS	HEAD OF COMMERCIAL INDUSTRIAL AND PROFESSIONAL AFFAIRS	k.giannios@mcci.gr	
KORES BOUTIQUE HOTEL & SPA	IOANNINA/EPIRUS	THEODOROS VANTOLAS	CEO	info@koreshotel.gr	
PREVEZA CHAMBER OF COMMERCE	PREVEZA/EPIROU	Ioannis Bouris	Chairman	ioannisbouris0@gmail.com	
ZELUS	ATHENS, ATTIKI	Vassilis Tountopoulos	CEO	v.tountopoulos@zelus.gr	

Appendix IV - LIST OF KEY STAKEHOLDERS CONTACTED DURING THE FIELD MISSION

Name of Organisation	Name of Participant	Position
Ministry of Culture	Olympia Vikatos	General Director of Antiquities
Ministry of Tourism	Myron Flouris	Secretary General for Tourism Policy and Development
Region of Western Greece Administration	Panagiotis Bramos	Vice-Regional Governor of Tourism Development
Region of Western Greece Administration	Agathangelos Karlis	Head of Financial Department
Ephorate of Antiquities Ilia (Ancient Olympia)	Erofilis –Iris Kolia	Director
Ephorate of Antiquities of Aetoloacarnania and Lefkada	Foteini Saranti	Director
Ephorate of Antiquities of Achaia	Anastasia Koumoussis	Director
Ancient Olympia Municipality	Aris Panagiotopoulos	Mayor
Ancient Olympia Hotels Association	Vasilios Tyligadas	President
Ancient Olympia Commercial Union	Nikolaos Kariotis	President
Kotretsos Hotels SA	Kritselis Antonios	President
Independent Researcher	Myrevi Nasiou	Heritage Expert
National Technical University of Athens	Katerina Zouni	Architect
University of Piraeus	Dimitra Margjeta Lykoudi	Tourism Expert (PhD)
Hellenic Open University	Konstantina Karra	European Culture Expert
Ferry Center Ltd	George Telonis	CEO
Achtypis tours	Panagiotis Achtypis	Manager
Nikolaos Vassilopoulos Law Firm	Nikolaos Vassilopoulos	Self-employer
Business Counselor	Vasiliki Tsoufi	MBA
Hellenic Open University	Chrysa Nikolakopoulou	MSc in Tourism
Thermo Hotel	Ntora Papathanasopoulou	Tourism Executive
Municipality Of Aegialia	Chrysoula Christia	Department of Environment
Aetoloacarnania Chamber Of Commerce	Georgios Rombolas	Superintendent
Cafe in Ancient Olympia	Kostarias Ioannis	Owner

**Council of Europe
Directorate General of Democracy and Human Dignity**

F-67075 Strasbourg

**Enlarged Partial Agreement on Cultural Routes
- Council of Europe**

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www.coe.int/routes

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