

WP4

‘Enhancing Area’s Wine ID - From Production to Tourism - Shaping Area’s Profile’

Deliverable: D4.3

‘Upgrading the Settlements: Studies, Planting Vines, Placing barrels’

Description: “Technical staff responsible for the coordination and support of the study, supply and placing of casks, vines, signs etc”

**Agricultural University of Athens - Department of Food Science &
Human Nutrition - Special Account for Research Funds**

Project entitled: “Developing Identity ON Yield, SOil and Site”

Acronym: ‘DIONYSOS’ / MIS CODE: 5016090

*Project co-funded by European Union, European Regional Development
Funds (E.R.D.F.) and by National Funds of Greece and Bulgaria*

Interreg
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European Regional Development Fund



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ΓΕΩΠΟΝΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ
AGRICULTURAL UNIVERSITY OF ATHENS

*Agricultural University of Athens -Department of Food Science &
Human Nutrition - Special Account for Research Funds*

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I. Introduction to the Project 'DIONYSOS'

Co-funded Projects enable EU to demonstrate in a practical way how the EU impacts on the everyday lives of its citizens. The Project entitled "Developing Identity ON Yield SOil and Site" (MIS CODE: 5016090) using as acronym the name of the ancient God of Wine: "DIONYSOS", is funded by the Cooperation Programme INTERREG V-A "GREECE-BULGARIA 2014-2020" (co-funded by the ERDF and national funds of the participating countries) by 735.778,70 € (ERDF: 625.411,90 € and National Funds: 110.366,81 €). The project officially started on November 1st, 2017 and is expected to end by October the 31st, 2019.

DIONYSOS Project is implemented under the Priority axis [2] - A Sustainable and Climate adaptable Cross-Border area, under the Investment priority: [6c] - Conserving, protecting, promoting and developing natural and cultural heritage and the Intervention fields: [091]: Development and promotion of the tourism potential of natural areas and [094]: Protection, development and promotion of public cultural and heritage assets. It was submitted under the 2nd Call for proposals under priority axes 2 & 4.

The Project's main objective is to preserve the local biodiversity (more specifically the indigenous wine varieties) and at the same time to valorize the area's aspect as the oldest wine-producing area in Europe for the development of oenotourism. The Partnership of the Project consists of the following beneficiaries:

1. LB: Agricultural University of Athens, Department of Food Science & Human Nutrition/Special Account for Research Funds
2. Institute of Viticulture and Enology
3. University of Plovdiv "Paisii Hilendarski", Faculty of Economics and Social Sciences
4. Kavala Development Agency - Local Authorities Enterprise
5. Federation of Professional, Crafts and Trade Associations of Evros
6. Agency for Transnational Training and Development
7. Municipality of Kirkovo
8. Haskovo Chamber of Commerce and Industry

Target area of the project are the wine-producing areas of East Macedonia and Thrace in Greece and of Haskovo-Kardjali areas respectively in Bulgaria which directly fall into the Thracian Valley, historically connected with the Dionysos Cult. Given that, DIONYSOS project aims at valorizing the specific aspect as a natural and cultural asset for developing oenotourism, so as to increasing area's attractiveness while enhancing preservation of the local landscape and biodiversity. As such, the project enforces the cultivation of the old local vine varieties, highlights the local productive identity and applies integrated approaches to promoting the area as an oenotourism destination by redesigning the current conventional viticultural and wine producing model by enhancing cultivation of the old authentic grapes as the area's differentiating element and its comparative advantage.

The local terroir, the wider micro flora and fauna, the main factor providing the special characteristics of topology and origin on the organoleptic and the other significant parameters of wine, is emphasized. Scientific researches in both countries, under a common methodology, are carried out for the identification-phylogenetic analysis of local varieties, for the isolation and identification of yeasts. A digital map for the area's vineyard, a plan for wine roads, placement of identification signposts with QR Codes, pilot interventions to improving the aesthetic image of settlements, an internet platform for promoting the vineyard are implemented to raising area's local identity. Awareness raising actions contribute for local communities to become conscious of their local natural asset along with the area's oenotourism value, while other actions support its placement on the market. Pilot actions are planned in the wider areas of Paggaion (Kavala), Soufli (Evros), Kirkovo and Haskovo.

Bodies with complementary status and thematic specialization, as e.g. research institutes specialized in the wine sector, actors experienced in tourism development, actors representing local enterprises and Local Authorities as main actors in development planning are involved in this cooperation looking forward to the synthesis of their experience to actively develop their area's attractiveness and reinforce the role of the relevant enterprises.

The present text has been prepared under Action **D4.3[Upgrading the Settlement: Studies, Planting Vines, Placing barrels]** and is actually a 'tool' planned to provide assistance and guidance to the involved beneficiaries of Deliverable D4.3. More specifically, this document concerns a simple 'roadmap' for the implementation of the specific action and includes description of the data and the information required.

II. Wine-Tourism and Landscape in EU

Definitions and Aspects

In the recent years there has been a constant need and consequent trend to diversify tourist products more and more. Wine-tourism (or Oenotourism) is one of the special types of tourism, identified as a subcategory of spatially localised tourism in rural areas, and it is treated as a way to modify their economic structure based on agriculture. In Greece, wine tourism business counts only few years of life. Thus, considering the successful European best practices and success stories and bearing in mind that the number of wine tourists and incomes from wine tourism globally are continuously growing, it seems that many regions have serious prospects of developing wine tourism as a special type of tourism. Wine tourism has been **part of both the wine and tourism industries** for many years, and has become a major source of revenue for both.

According to European Commission's data, **EU is the world leading producer of wine**. Between 2009 and 2014, the average annual production was 167 million hectolitres. It accounts for 45% of world wine-growing areas, 65% of production, 57% of global consumption and 70% of exports in global terms. Several regions, mainly in the South of Europe, depend on that direct and indirect economic activity, linked to winemaking and the commercialisation of wine and are also taking advantage of every potential activity linked directly or indirectly with it. Since the introduction of the common market organisation (CMO), the wine market has developed considerably.

On the other hand and with regard to tourism, according to the UNWTO (EU Tourism Trends/Market Intelligence and Competitiveness) **Europe is the most visited tourism region in the world**, and within it the European Union (EU) welcomes just under half of total international arrivals. Yet, as a result of rising tourism in many fast-growing economies, Europe is gradually losing market share in global tourism.

Wine as an element of Cultural Heritage

The growing, making and selling of wine (wine production) leads to vineyard landscapes, which are both physical and cultural landscapes. Several studies around the world have looked into cultural meaning and heritage of vineyards and into different aspects of wine tourism such as perspectives of potential tourists. Hence, vineyard landscapes provide not only grapes, but also a variety of experiences to people living among or visiting them. These landscapes are trademarks for their areas and special infrastructure (like educational or demonstration wine-trails, architecture, etc.), relief, ancient wine-cult, traditional professions connected to the wine-making or consuming can attract additional visitors since vineyards and the surrounding settlements serve as motives for art, as places for spiritual activities like weddings, and as strong identity-creating landmarks representing also cultural heritage, such as the UNESCO World Heritage designation for vineyard regions (like for instance the terroirs of Burgundy).

It is of importance to be noted that except the wine-growing landscape upon which the approach of the visitor to the landscape is being pursued (presented in the study for D4.2), so in the case of 4.3, it is the settlement - as mentioned above - with its unique characteristics (infrastructure/buildings, surrounding area, aesthetic elements), with its culture and tradition, as well as with its human activities that have to be communicated to the visitor - wine tourist - in order to differentiate the product/services and in order for the visitor to live (throughout the overall narrative/storytelling) the 'experience' when arriving at the wine-tourism destination.

As already mentioned, in order to highlight the historical and cultural characteristics of the settlement and to assemble its identity, it is important to detect those elements that presently reflect its history, its tradition and its 'narrative' since in modern wine-making industry, the single biggest challenge for wineries is differentiating themselves from everyone else. To that end, characteristics and elements of urban and architectural nature (also social elements, such as professions, activities, as well as cultural events, festivals, arts) that are related to

the history and tradition of the area gain importance to highlighting the identity of the settlement, towards claiming an exclusive and unique identity. Moreover, elements which reflect the wine tradition of the settlement, such as wineries, warehouses, historic cellars, ancient attractions (like wine-presses etc.), which will render the wine dimension to the local identity.

It is important, therefore, to identify those items that are still present in the settlement, to record their nature, their location, their condition and to assess their importance. Consequently making up the identity of the settlement presupposes on the one hand its historical and social study on the other hand the analytical recording and description of its particular elements. Their detection, the linking between each other and their revelation is what will raise the identity of the settlement. An important factor in this context is the search of the existence or the creation of a critical mass of such elements in order to raise and promote the local identity.

In particular, given the changes in the settlement, and considering the alteration of its image as the predominant scenario, it is necessary to investigate whether there are urban focus areas that have still retained their historical elements and/or whether different elements (buildings, streets, neighborhoods etc.) connected with each other can secure the creation of one or more "set/s" which could also make up the core of the settlement's tourist and wine tourism identity.

In the attempt to making the synthesis of the local identity of DIONYSOS' municipalities and knowing that the existing characteristic elements are usually scattered in the urban fabric, it is necessary to examine the possibilities of creating a "critical mass" locally. That is a concentration forming a set which reflects the local identity, but at the same time creates a sufficient reason for the tourist to visit it. Thus, besides the kind of the elements, also their location gains particular importance in studying the settlement.

In this sense, and in case that the settlements provide a historical core, e.g. around a square, within a neighborhood, along a street, etc., it is obvious that the efforts to raising the local identity should first be focused on this core.

The Dipole 'Settlement - Wine Trail' in the target area

With the aim to enforcing the visitor's wine-tourism experience in his visit to the settlement it is desirable that his touring is not adventitious. This tour should follow specific instructions and suggestions so as for the visitor to receive the impressions from the area that the local community considers important. A useful tool - aid in this approach is the design of a wine tourism trail, where, based on the profile and the expectations of the wine-tourist, the visitor is driven to visit the appropriate sites of the settlement. Such places may be the wine-tourism core of the settlement, as mentioned above, a route crossing or passing by places of similar architectural-aesthetic style, the visit to historic buildings of the settlement, the visit to museums or ancient attractions, commercial facilities related to the local history and tradition, places associated with the local culture, restaurants specializing on local cuisine, sales-points of local products, places associated with the local production, places of disposal or even consumption of wine etc..

The navigation of the visitor in the settlement should contain an estimate of the trail's duration and may be structured in more than one route, depending on the number of sites that we want to show to the visitor. It may also have a thematic or multifold focus depending on the subjects that the area has to present. It can also be supported by information material and maps, in conventional or digital form, while appropriate signposts - labels of streets, shops, etc. - render it visible to the visitor and promote it.

Of course, necessary condition for the above is the appropriate raising of the elements and the appropriate connection and synthesis of them. As is obvious, the promotion of those elements aims to "communicate" the area to those who visit it and, in particular to those visitors who are interested not only in the wine production and the wine product of the area but in the area (in general), as cultural, historical, culinary destination. Taking advantage of all these elements will define an area - will create a 'narrative' - while at the same time will provide other cultural attractions and contribute to the overall added-value of the area.

Respectively, in the context of the present document, the wine-tourism identity of the settlements will be highlighted. Thus it is pursued to create an integrated spatial entity (countryside - vineyard and settlement) with common characteristics and strategy which aims at utilizing the local natural and cultural resources to attracting tourists and to promoting the economic development of the areas in which DIONYSOS project is being implemented.

III. Project's Fourth Working Package [WP4]

Main Objective and Expected Outputs/Results

WP4 as is officially described within the AF, focuses on the **highlighting of the local productive identity** and more specifically on the **wine ID of the area** by designing and editing area's wine-trails, by upgrading the landscape (placing information signposts with QR-Codes, digital reading via mobile phone), by creating the corresponding digital platform, by upgrading the settlements (with interventions in the aesthetic image of the villages) and also by raising and promoting the local cuisine and producing Dionysos' Project Wine.

WP4: Main Deliverables and Pilot Activities

Main deliverables under Work Package No4 (WP4), do concern the following:

- A (1) common digital map for the area's vineyard to contribute to area's Wine-ID
- A (1) Wine-Tourism Guide, presenting vineyard biodiversity & Area's Wine-Trails
- Placement of identification (60) signposts with QR Codes
- Pilot interventions in the aesthetic image of four (4) areas
- Ten plus Ten (10GR + 10BG) recipes based on indigenous Wine Varieties
- Production of (3000 bottles) of Dionysos Wine
- A (1) Digital Platform for the Vineyard Area to contribute in enhancing & raising area's Wine-ID.

The pilot activities of WP4 will be implemented in the area of **Paggaiio** (Regional Unit of Kavala) and **Soufli** (Regional Unit of Evros) within the Region of East Macedonia and Thrace. The vineyard of Kavala is concentrated in Paggaiio wider area, the known as "Golden Mountain" with a rich history, since it was for many years the source of precious metals, especially of gold, also the site of Mythical God Dionysos and later, in the modern wine history, became synonymous to high quality grape crop. Today, most of the wineries located in Paggaiio are open to visitors. The development opportunities for organised wine tourism in Paggaiio are huge. On the other hand, the major part of Evros vineyard and one of the greatest interests for wine is found

in the area of Soufli, where viticulture and wine production was famous from 1870 to the early 20th Century.

As far as the other side of the border is concerned, the pilot activities of WP4 will be located in the area of **Kardzali** (Region of Kardzali) and **Haskovo** (Region of Haskovo). Both areas are found within the Bulgarian Thracian Valley Wine Region famous for its tradition in wine making going back as many as 3000 years ago.

Activity 4.3 is part of the Work Package N°4 (WP4) of the project and it consists of two parts. The first part concerning the development of a wine-tourism identity for the settlements of the project, while the second dealing with the "redevelopment" of a selected square in each settlement by placing vinicultural elements (e.g. wine barrels, vines and signposts as decoration) so as for it to become a point of reference for the settlement's identity and an example for wine-tourism interventions in the urban environment. The present document refers to the first part of Activity 4.3, developing the wine tourism identity in the settlements of the project.

The results to achieve with the implementation of Activity 4.3 of DIONYSOS are the following:

- the examination and assessment of the elements of the settlement of reference at each "spatial" partner of the project (4 Municipalities in Greece and Bulgaria) which can contribute to the creation of a wine-tourism identity and
- the synthesis of the social, cultural, urban and architectural attributes of each settlement in the form of a study along with suggestions of interventions to highlighting its wine-tourism identity.

Based on the data collected in WP3 of DIONYSOS project, namely within Activities D3.1, D3.2 and D3.5 and their deliverables, as well as on the data to be collected under the present Activity (D4.3), it will be possible to shape the vinicultural landscape and to set up the wine-growing landscape of the areas.

Respectively, in the context of the present Activity, the wine-tourism identity of the settlements will be highlighted. Thus it is pursued to create an integrated spatial entity (countryside - vineyard and settlement) with common characteristics and

strategy which aims at utilizing the local natural and cultural resources to attracting tourists and to promoting the economic development of the areas in which DIONYSOS project is being implemented.

More specifically, and with regard to Activity D4.3, it is foreseen to valorize the building stock of the project's settlements, which, once having it connected with the history and the social and cultural heritage of the areas and having taken into consideration their wine producing aspects and their wine tradition, should be raised as an integrated local identity for the promotion of the areas and to attracting wine-tourists.

Consistency with other Work Packages

This specific activity D4.3 is directly interconnected to the D4.2 and also to the WP2:[Designing Communication Policy] since it includes a wide action of communication of the target area and its elements. Except that, D4.3 is connected to WP3 since is based on the data collected in WP3 of DIONYSOS project, namely within Activities 3.1, 3.2 and 3.5 and their deliverables.

IV. D4.3 in the Greek Target Area

Content of the Deliverable

As under 4.2 it is the wine-growing landscape upon which the approach of the visitor to the landscape is being pursued, so in the case of 4.3, it is the settlement, with its building characteristics and elements, with its culture and tradition, as well as with its human activities that we want to communicate to the visitor - wine tourist ("to whom"), in order for him to live the relevant experiences arriving at the wine-tourism destination.

In order to implement the action D4.3, a methodology approach is first required, as well as clarification of which data are actually needed about the area and its elements (Points of Interest - POI), and which will be highlighted by the project tools; also which specific points will be chosen so that the aesthetic interventions (barrels, plantings, etc.) will take place. To do this, first a study of the area and its characteristics besides a local survey are needed in order to collect the necessary data that will allow the synthesis of the results and their mapping. A desirable content of the deliverable should include the following data-fields:

A) THE HISTORY OF THE SETTLEMENT – ITS RELATION TO THE WINE – THE CULTURAL HERITAGE

A.1 The Settlement, General & Historical Data

A.1.1 General Data on the Settlement and the Wider Area

A few words about the study area:

- The main attributes of the area
- Its population
- Its geographic position
- The economic activities
- The geomorphology

A.1.2 The History of the Settlement and the Area

- ✓ A brief introduction to the history of the area and the settlement

A.1.3 The Relation of the Area to the Wine

- ✓ Historical overview of the viticulture and the wine-making in the area

- ✓ Cultivated land, wine production, grown varieties, etc

A.1.4 Other Characteristics of the History of the Area

- ✓ Description - Overview of other special features of the area that contribute to its particular identity (e.g. the silk production in Soufli, etc.)

A.1.5 Social - Urban Characteristics of the Area

- ✓ Brief historical reference to the social organization of the area, to the development of education and of the intellectual life (e.g. establishment of significant education facilities, special schools etc.), development of cultural facilities and infrastructure, (e.g. libraries, cultural centers, etc.)

A.2 The Local Architectural Heritage

A.2.1 The Settlement

- ✓ Brief description of the historical evolution, development of the settlement
- ✓ The squares, the districts (neighborhoods), the cobbled streets, the markets etc.

A.2.2 The Residence

- ✓ Description of the typical traditional residence and of its characteristics, for example: only single story houses or houses with more floors, or the traditional existence of cellars, courtyards, terraces etc.
- ✓ Characteristic structural elements of the rural - urban residence.
- ✓ Particular building characteristics (roofs, balconies, construction materials, etc.).

A.2.3 The Public Buildings

- ✓ Description of the important historical public buildings, of their history and their uses.

A.2.4 The Commercial and Industrial Buildings

- ✓ Reference to the important professional (commercial, industrial etc.) buildings, crafting sites, to their history

A.2.5 Other

B. THE SETTLEMENT TODAY– ITS RELATION TO WINE – CULTURAL HERITAGE

B.1 Details on the Current Vinicultural Identity

B.1.1 The Vineyard– The Grown Wine Varieties

- ✓ Reference to the vineyard characteristics.

B.1.2 The Wineries

- ✓ Recording of the wineries, their characteristics and the activities - services offered.

B.1.3 Facilities – Items Related to Wine

- ✓ Recording of buildings – subjects (barrels, wine presses, etc.) in the urban fabric associated with wine (if any).

B.1.4 Professional Sites Related with Wine

- ✓ Recording of the wine-related professional (business, commercial) places such as wine cellars, wine bars, wine - tasting places)

B.1.5 Wine Roads

- ✓ Indicate whether the settlement is part of a Wine Road/Trail and if it is so, please give a brief description of the Wine Road.

B.1.6 Associations - Cooperatives

- ✓ Recording of Associations - Cooperatives related to vine and wine.

B.1.7 Events

- ✓ Recording of the events related to vine and wine held in the area. Also, if events related to local products of the region are held, please mention here.

B.2 Elements of Cultural Heritage

B.2.1 The Settlement Today

- ✓ The settlement today, a general description, its urban planning structure, the centers, the squares, the walkways, the streets, the historical center, its attributes etc.

- ✓ Particular reference to the possible existence of a historical center - core.

B.2.2 The Urban Facilities of Particular Importance

- ✓ Recording of the important buildings, e.g. classified as such by the Ministry of Culture or urban buildings with particular attributes. Besides, buildings with particular traditional architectural elements.

B.2.3 Public Buildings of Particular Importance (e.g. Educational Facilities - Schools, Town Halls)

- ✓ Recording of the significant public buildings, e.g. designated as such by the Ministry of Culture or buildings with particular attributes. Also buildings with special traditional architectural elements.

B.2.4 The Professional – Commercial – Industrial Buildings of Particular Importance

- ✓ Recording of the significant professional, commercial, industrial buildings, e.g. designated as such by the Ministry of Culture or relative buildings with particular characteristics. Also relative buildings with special traditional architectural elements.

B.2.5 Other Buildings, Places of Particular Importance (cafes, market places, bazaars etc.)

- ✓ Recording of the other significant buildings or places (e.g. cafes, markets, bazaars) e.g. designated as such by the Ministry of Culture or with particular characteristics.

B.2.6 The Museums

- ✓ Recording of the Museums of the area

B.2.7 The Local Cuisine

- ✓ Recording of the PDO / PGI products in the area. Recording of the significant traditional products of the area (not only the certified ones). Reference to characteristic local dishes (which can also be tasted at local restaurants) and

special recipes related to wine - PDO / PGI products and the most characteristic traditional products.

- ✓ Shops selling the above mentioned products

B.2.8 Other Characteristic Products of the Area

- ✓ Reference to other products (if any) significant for the area (e.g. silk products in Soufli), buildings, sites and elements of the settlement associated with them (e.g. typical buildings, sales points etc.)

B.2.9 Food and Accommodation

- ✓ Recording of accommodation facilities
- ✓ Recording of other hospitality facilities: restaurants, wine bars, taverns etc.
- ✓ Not to include: pizzerias, fast food stores etc.

C. PROPOSALS FOR RAISING THE WINE–TOURISM IDENTITY OF THE SETTLEMENT

As mentioned above, the settlement's raising and promotion of the wine-tourism identity is initially attempted upon designing a wine-tourism route for the visitors in the interior of the settlement. On the basis of that route, connecting characteristic elements of the local identity of the settlement, interventions should be defined to effectively revealing the local attributes and particularities of the settlement besides enforcing the visitor's travel experience.

On a second level, other buildings, places, elements of the settlement beyond the wine-tourism route should be examined and interventions should be proposed for their rehabilitation and promotion, in the context of the Municipality's overall development plan and the promotion of its local identity.

In this sense the proposals for upgrading the image of the project settlements are structured at two levels. The first (level A) referring to short term interventions aimed at supporting the application of the wine-tourism route in the settlement. Such interventions are of architectural, artistic, aesthetic nature, but also of urban planning, since they concern restrictions or changes to the use, arrangements concerning the residential fabric etc. and are associated with the proposed wine-tourism route.

The second level (level B) refers to interventions of similar content, which aim however to raising the identity of the settlement in its entirety or of a wider area of it. Interventions for revealing particular architectural elements at buildings, restoration and highlighting of historic or characteristic facilities, creation of historic urban cores, etc. are proposals of the second level. Those interventions are suggestions addressed to the Municipality, so as for the Local Government to integrate them into its overall plan with regard to the emergence of the local identity and the development of the wine-tourism in the area.

C.1 The Wine-Tourism Route in the Settlement

Having studied the history and the urban characteristics of the settlement and having collected information on its historical, cultural and wine-tourism resources, in conjunction with the spatial data of these resources, it is suggested to select and link a number of those elements in the logic of promoting them to the visitor through a guided tour of wine-tourism content. This route should combine a visit to wineries or cellars, to a wine museum or wine tasting places along with visiting cultural sites, with a walk in a historical and commercial center, etc. It should also encompass one or more dining options (restaurant, tavern, etc.) with local cuisine and local wine or a wine bar as well as retail shops selling local wines and traditional products, in order for the visitor to taste and buy local wines and products.

The wine-route should include the various activities in detail, totally lasting some 4-5 hours, covering a morning or an afternoon time frame.

The route should be described in detail, with the information about the sites that the tourist is suggested to visit, with the activities recommended to attend and with reference to the duration required for visiting each site. It should also be designed on a map of the settlement.

Mapping the route can be done in one of the following ways:

- by simple mapping of the area - as image type
- as a Google Earth file (kml).

However, besides the mapping of the route, in order to apply it in the settlement and implement it in practice, interventions will be required to highlighting elements and places strengthening the tourists' wine-tourism experience.

Interventions to specific buildings and sites required both for shaping the route and more generally for the settlement's raising are identified in the following sections (Section C2 Suggestions for the Emergence of the Settlement's Wine-Identity, Section C3 Suggestions for Promoting the Cultural Identity of the Settlement's)

C.2 Proposals for Revealing the Wine Identity of the Settlement

This section refers to proposals for small-scale interventions to raising the wine identity of the settlement. Indicative groups of intervention are as follows:

- interventions at the entrance of the settlement (to evince the relation of the area to wine)
- promotion of squares - communal areas related to wine (e.g. shaping of building facades, placing traditional items of the wine-production for decoration in squares - communal spaces)
- replacing street name plates with others with appropriate decoration (e.g. bearing a grape, etc.)
- adapting street lighting (installation of decorative lighting lamps e.g. in the form of grapes etc.)
- placing appropriate decorating items to selected sites of the settlement, such as subjects referring to wine (e.g. traditional equipment of the wine production in squares, adapting pergolas - railings - post boxes – numbering sign plates, etc.)
- replacing of waste bins (e.g. replacing community's bins with bins reminding old barrels, etc.)
- hanging decorating labels to buildings - shops (e.g. labels in form of a grape, labels bearing names with reference to wine)
- establishing a local Wine Museum.

C.3 Proposals for Building the Cultural Identity of the Settlement

This section refers to proposals for small scale interventions to highlighting the cultural attributes of the settlement. Indicative groups of interventions:

- renovations - restorations at buildings (improvements at building e.g. entrance, roof, facade, balconies, etc.)
- change of use of facilities
- highlighting architectural elements of buildings - places - sites (e.g. revelation works, paintings, lighting, etc.)
- placement of information signs to buildings – sites etc.
- shaping surrounding area
- traffic arrangements, pedestrianisations, arranging parking places, etc.

C. 4 Horizontal Activities

In addition to the aforementioned technical interventions, it is also appropriate to carry out “intangible” interventions, concerning the development of wine-tourism consciousness by professionals and inhabitants of the settlement, as well as activities aiming at its promotion.

C.4.1 Awareness Raising Activities

This section encompasses proposals for activities to raising awareness at the local population – local groups, so as to develop an appropriate culture - consciousness on the promotion of wine-tourism and on the cultural identity by the local professionals and the residents.

Such activities could be:

- Training - sensitization of the tourism actors (restaurant owners, hoteliers, etc.) to become familiar with certain aspects of their area, to serving local cuisine, to presenting local wines
- Training - raising awareness at professionals – staff employed in wine related businesses, e.g. restaurant owners, waiters, sales personnel etc., on topics as e.g.: knowing my area, wine tasting, promoting local wine, presenting wine, serving, etc.

- Awareness raising - informing professionals on their local products and their food culture
- Awareness raising - sharing the local policies on promoting wine-tourism with an emphasis on specific local businesses.

C.4.2 Promotion Activities

This section refers to proposals of actions for promoting the settlement as a wine-tourism destination.

Indicative actions can be:

- Establishment of visiting wineries
- Actions for promoting experience tourism
 - o Participation of tourists / visitors at harvesting grapes and producing wine
 - o Participation in tasting, wine tasting events, cooking seminars, gastronomy events, etc.
- Organizing gastronomic and cultural events and conferences
- Organizing famtrips, etc.

METHODOLOGY OF THE DATA COLLECTION

Indicative sources for collecting the necessary data can be:

- I.** The deliverables from other DIONYSOS -to Del. 4.3 related- Work Packages
- II.** The development plans and programs relating to each area of intervention (e.g. Municipal, Regional Development Plans, Regional Operational Programs, Leader Programs etc.)
- III.** The surveys, studies on the area
- IV.** The Ministry of Culture and its local Directorates
- V.** Chambers, Collective Agencies
- VI.** Historical Archives of the Municipality, the Regional Authority, Associations, Educational and Cultural Institutions
- VII.** The internet

VIII. Interviews with local actors etc.

Mapping can be done in one of the following ways:

- by simple mapping of the area - image type
- by providing the surface of the selected vineyards and the surface of the zone as a vector geospatial data (dxf or shapefile)
- as a Google Earth file (kml).

TECHNICAL SPECIFICATIONS OF THE DELIVERABLE WP4/D4.3:

The specifications concerning the Deliverable under WP4/D4.3:

Photos - As to the Photos:

- Maximum 5 photos per item / point of interest
- Format: .tiff
- Analysis: 300 dpi
- Pixels: 3.000

Texts for the Description of the Wineries, the Museums, the Facilities etc.

Brief Description: text up to 500 characters incl. spaces

Language: PB's language (Hel/BG) and EN