
“Developing Identity ON Yield, SOil and Site”

“DIONYSOS”

MIS Code: 5016090

Deliverable 4.3

Upgrading the Settlements

**Guide on Drawing up the Study on
Upgrading the Settlement**

Content

PREFACE.....	4
INTRODUCTION	4
1. THE METHODOLOGY OF THE STUDY – THE FRAMEWORK – THE BASIC PARAMETERS.....	7
1.1 The Basic Parameters of the Study.....	7
1.1.1 <i>The Wine Villages</i>	8
1.1.2 <i>Definition of the Wine Tourism</i>	8
1.1.3 <i>The Profile of the Wine Tourists</i>	9
1.1.4 <i>The Delimitation of the Area and the Trail in the Settlement</i>	11
1.1.4.1 The Delimitation of the Area – The Historical Core.....	11
1.1.4.2 The Trail in the Settlement	13
2. THE CONTENT OF THE STUDY – THE SPECIFICATIONS	15
A. THE HISTORY OF THE SETTLEMENT – ITS RELATION TO THE WINE – THE CULTURAL HERITAGE.....	15
A.1 The Settlement, General & Historical Data	15
A.1.1 <i>General Data on the Settlement and the Wider Area</i>	15
A.1.2 <i>The History of the Settlement and the Area</i>	15
A.1.3 <i>The Relation of the Area to the Wine</i>	15
A.1.4 <i>Other Characteristics of the History of the Area</i>	15
A.1.5 <i>Social – Urban Characteristics of the Area</i>	16
A.2 The Local Architectural Heritage	16
A.2.1 <i>The Settlement</i>	16
A.2.2 <i>The Residence</i>	16
A.2.3 <i>The Public Buildings</i>	16
A.2.4 <i>The Commercial and Industrial Buildings</i>	16
A.2.5 <i>Other</i>	16
B. THE SETTLEMENT TODAY– ITS RELATION TO WINE – CULTURAL HERITAGE.....	17
B.1 Details on the Current Vinicultural Identity	17
B.1.1 <i>The Vineyard– The Grown Wine Varieties</i>	17
B.1.2 <i>The Wineries</i>	17
B.1.3 <i>Facilities – Items Related to Wine</i>	17
B.1.4 <i>Professional Sites Related with Wine</i>	18

B.1.5	<i>Wine Roads</i>	18
B.1.6	<i>Associations - Cooperatives</i>	18
B.1.7	<i>Events</i>	18
B.2	Elements of Cultural Heritage	19
B.2.1	<i>The Settlement Today</i>	19
B.2.2	<i>The Urban Facilities of Particular Importance</i>	19
B.2.3	<i>Public Buildings of Particular Importance (e.g. Educational Facilities - Schools, Town Halls)</i>	20
B.2.4	<i>The Professional – Commercial – Industrial Buildings of Particular Importance</i> ...	20
B.2.5	<i>Other Buildings, Places of Particular Importance (cafes, market places, bazaars etc.)</i>	20
B.2.6	<i>The Museums</i>	21
B.2.7	<i>The Local Cuisine</i>	21
B.2.8	<i>Other Characteristic Products of the Area</i>	21
B.2.9	<i>Food and Accommodation</i>	22
C.	PROPOSALS FOR RAISING THE WINE–TOURISM IDENTITY OF THE SETTLEMENT	22
C.1	The Wine-Tourism Route in the Settlement	23
C.2	Proposals for Revealing the Wine Identity of the Settlement	25
C.3	Proposals for Building the Cultural Identity of the Settlement	26
C.4	Horizontal Activities	27
C.4.1	<i>Awareness Raising Activities</i>	27
C.4.2	<i>Promotion Activities</i>	28
3.	DATA SOURCES & TECHNICAL SPECIFICATIONS	30
3.1	<i>The Data Sources</i>	30
3.2	<i>Technical Specifications</i>	30

PREFACE

The present document has been prepared under Activity 4.3 **"Upgrading the Settlements: Studies, Planting Vines, Placing barrels, signposts etc."** of the project **"Developing Identity on Yield, Soil and Site"** with the acronym **"DIONYSOS"** implemented in the framework of the Interreg V-A Cooperation Program "Greece-Bulgaria 2014-2020".

DIONYSOS project aims at the economic development of the areas participating in the project and at raising them to wine-tourism destinations on the basis of their particular local vinicultural varieties and always within the context of sustainable development.

More specifically, the project objective is to shape a consistent wine tourism identity for the participating areas on the basis of their local vinicultural varieties, on their authenticity and uniqueness, and to use this identity both for the preservation and protection of the local biodiversity and as a resource for the economic development of the specific areas.

The present document is a methodological guide for the implementation of Activity 4.3 of DIONYSOS and is addressed to the partners involved in it.

INTRODUCTION

Activity 4.3 is part of Work Package (WP) 4 **"Enhancing Raising Area's Wine Identity - From Production to Tourism - Shaping Area's Profile"** of the project. Subject of WP 4 is the raising of the **vinicultural and wine-tourism identity of each area of DIONYSOS** with a series of actions - interventions such as:

- preparing a wine tourism guide on the cross-border area
- examining and upgrading the wine-growing landscape by placing QRC enhanced information signposts
- interventions to the aesthetic upgrading of the settlements
- redeveloping a square in each settlement on the basis of the wine-tourism approach
- preparing information material on the project partner areas
- creating a digital information platform on the local vineyard of each partner area.

More specifically as regards Activity 4.3, 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.

It should be noted here that the data collected within WP 3 of DIONYSOS, notably within Activities 3.1, 3.2 and 3.5, and their deliverables, as well as the data to collect under Activity 4.2, concern the shaping of the **vinicultural landscape** and the promotion of the **wine-growing identity** of the areas of the project. 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 4.3, 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.

It is attempted with the present guide, addressing the project partners involved in the particular Activity, to apply a common methodology for the approach to the study and to provide a tool for the collection, evaluation and synthesis of the data concerning the development of the wine-tourism identity in the settlements of intervention.

It should be also noted that, given the nature of Activity 4.3 and the shortage of resources of DIONYSOS project, the specific activity is necessarily limited to proposing interventions and not to implementing them. However, considering the active involvement of the municipal authorities of the project areas in the project, it is expected that the proposals of Activity 4.3 will be adopted by the local authorities and will become a starting point for the regeneration of their settlements and for their wine-tourism development.

In the same direction moves also the second part of Activity 4.3, regarding the adaptation of a square in each settlement upon a wine-tourism approach. Though on a small scale, it is attempted to create a **practical example** in each area of DIONYSOS with regard to the interventions in the urban environment. The redevelopment of a square with soft interventions on the basis of a wine-tourism approach aims on the one hand at creating a reference point for wine-tourism in the settlement and on the other at demonstrating how low-cost interventions can raise an area to a wine-tourism place. Thus, a tangible example is being created as a practice of soft interventions, in order for the local authorities to adopt the approach in the wine tourism development of their areas.

1. THE METHODOLOGY OF THE STUDY – THE FRAMEWORK – THE BASIC PARAMETERS

Similarly, as in Activity 4.2 "Upgrading the Landscape: Placing QRC Enhanced Information Signposts in the Vineyard Area" of DIONYSOS, the methodological approach of the present Activity is based on the logic of "communicating" the settlement to the visitor - the wine-tourist. Meaning on the transfer of certain impressions and messages to the visitor – wine tourist, in accordance with his expectations, so that his final "travel experience" from the settlement at the end of his visit will be positive and that he will want to repeat – and spread it.

To achieving that it is necessary to answer and analyze three basic questions, which the communication policy of each settlement is based on and which refer to the following: "**what**" we want to communicate, "**to whom**" we want to communicate it and "**how**" we want to communicate it.

Similarly as in the description of the methodology of Deliverable 4.2, and in order to understand the above, it is necessary to quote the definitions of some basic parameters that define the nature and the content of the intervention under the present action.

1.1 The Basic Parameters of the Study

Attempting an answer to the above questions, and with reference to "what" we want to communicate, it is necessary to define the scope of our intervention.

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.

To obtaining the above is a complex process as it is the resultant of a wide range of components and factors ("**how**").

Some relevant bibliographical references on the basic parameters of the Activity, listed below, should help illustrating the above.

1.1.1 The Wine Villages

The vision of the area as a "wine village"

The vision of every area is to improve its quality and to become not only a beautiful place for someone to live, but to turn to one of the desirable wine-tourism destinations. So, **the cultural heritage and the identity** of each area have to be studied, **the productive sectors, the landscape, the climate, the architecture, the forms and the construction materials of the buildings as well as their natural environment.**

"As everyone who loves wine knows, the areas that make the best wine are special areas - perhaps magical areas (Wine Spectator, 1997)"

The attractiveness of the wine regions is mainly based on the **differentiation** of each region. That means that the specific features of each region should be listed and highlighted in order to achieve better results. The term '**touristic terroir**' is often used to describe the combination of the natural and the cultural characteristics of an area that make it ideal for wine tourism.

Let us then see, which are the "critical factors" that contribute to attracting tourists to the areas hosting wineries (critical success factors for destination development), i.e. those factors which form this **microenvironment**:

A unique, attractive environment, local products and fine cuisine, a variety of lifestyle experiences, a variety in accommodation and hospitality facilities and price ranges, a series of related local professions and products, a series of events in the wine-growing areas, many small family wineries, cultural events and sight-seeings appear to be the determining factors for tourists coming from distant areas.

It is obvious from the above the wide range of elements for adapting and raising a settlement to a wine-tourism destination. It also becomes obvious that the elements of the "wine tourism experience" are not limited only to the wine, but extend to a whole spectrum of parameters and activities with main components the **locality, the specificity and the quality.**

In the same context, and given that the above approach shows the extent of the parameters needed for the promotion of the areas and for raising them to wine-tourism destinations, it is attempted by quoting the definition of the "wine tourism" and of the profile of the "wine-tourist" to illustrate those elements that make up the wine-tourism destination.

1.1.2 Definition of the Wine Tourism

Approaching the answer to the question "to whom" as set out above, the definitions of the wine-tourism and of the wine-tourist are furnished below, as they make up the target group of the intervention under this action.

The first surveys on wine tourism, which grew rapidly in the 1990s, began with a view to emphasizing descriptive and comparative studies to justify and explore the dimensions of this new subsector of tourism (Getz, 2003). The growth and attractiveness of wine-tourism areas has become an important strategic issue because the volume of wine tourism is gradually increasing and more and more areas are developing competitive marketing strategies to attract tourists who are lovers of wine and nature.

The definition of the wine tourism does not have a specific form, and can be considered as multidimensional. When considered on the marketing side, special emphasis is placed on identifying the experiences that wine-tourists seek. It is true that most definitions of wine tourism are linked to the traveler's motivation. For example, Hall et al. (2000) characterized wine tourism as "a visit to vineyards, wineries, festivals and wine fairs, where wine testing and contact with the unique characteristics of the wine area are the primary incentives for the visitors." Nevertheless, Getz (2000) in his research pointed out that there are at least three major prospects on the subject of wine tourism: wine producers, tourist agencies (representing wine tourism destinations) and consumers. Wine tourism is at the same time a form of consumer behavior, a strategy according to which the wine-tourism areas develop and promote the specific characteristics of their area, but also an opportunity for the wineries to train their staff and sell their products.

1.1.3 The Profile of the Wine Tourists

As mentioned above, an important parameter is to clarify the social group to which DIONYSOS project partners try to communicate – promote their settlement and their area so as to reach out to its expectations.

Accordingly, as in the previous section, it is appropriate to approach the "wine-tourist" as a user and consumer of the wine-tourism product, but also as the target group of the activity 4.3 of the DIONYSOS project.

Most of the studies on wine-tourists mainly concern visitors of wineries and not consumers of wine in general. Consequently, there is insufficient awareness of the wine-tourism potential between consumers and wine-tourists. According to some studies (Mitchell and Hall 2001), visitors of wineries have high education, high income and to some extent they are familiar and know enough about wine. Other studies have come to the conclusion that wine-tourists want a travel experience. Several travelers have found great importance in choosing destinations that have offered them the opportunity to visit picturesque and mountainous areas, to meet friendly and hospitable people, to visit family areas as well as to see and do a wide range of things (Williams and Dossa, 2003). In 2001 another study (Williams and Kelly, 2001) concluded that wine-tourists are generally more active and more

dedicated than other tourists, and that a percentage of wine-tourists could be described as "cultural wine tourists".

The Methodology (the “How”)

Summarizing the above we see that the emergence of a settlement as a wine-tourism destination goes beyond the delineated subject of the wine activity and extends to history, culture, tradition, activities and events in the settlement, with a common focus of all of them on quality.

It is clear that all of the above, especially in the areas where no relevant previous effort has been made, cannot be highlighted by small-scale interventions and in a short time, as these elements are usually scattered both spatially and socially in the settlement and require research, organization, rehabilitation, promotion, etc.. However, what can be done in the context of this Activity is to develop a strategy for the proper adaptation of the settlement, to record the valuable elements that can be used as material for its wine tourism development and to formulate proposals of interventions for its gradual adaptation to a wine-tourism approach.

Moreover, the creation of an example - a core that can present a critical mass of elements for raising and promoting the settlement on the basis of the wine tourism identity, as described above, besides creating a visible subject for repetition and expansion, can also become a subject for the initial attraction of wine tourists and as such to trigger the wine tourism activity in the area. So, it is important, in the context of the current effort, to approach the idea of creating a specific example in the settlement that will serve the above strategy. It is evident that this logic is directly supported by the second part of Activity 4.3, which concerns the shaping of a square in the settlement for the promotion of its wine tourism identity.

However, in order to achieve the above, a comprehensive study of the settlement is needed. Starting from the settlement's history and its social development, the study examines its urban development, records the predominant economic activities, examines their footprint on the spatial organization, on the buildings, the monuments and the architecture of the settlement, connects the above with the wine activity and identifies both the elements of the local tradition that are still preserved and those that constitute their modern evolution. Their synthesis in spatial and thematic units can help to characterize and assess micro-areas within the settlement as well as to prioritize interventions to undertake.

It will also support the effort to raising the settlement, which, in the sense of its promotion to the visitor, will allow the guidance of the visitor through the trace of specific routes - trails within the settlement, in order for the tourist to visit the most representative sites and obtain the desired tourism – wine-tourism experience.

Having said that, it is obvious that the adaptation of a settlement to wine tourism standards requires the examination of a wide range of elements, their processing and their proper synthesis, so for the final result to yield the identity of the destination.

These elements, thus, are not unrelated to each other but concern the history and the tradition of the settlement, revealing its features and specificities, and, in connection with its wine elements, compose the local wine tourism identity and create the background for the tourist's wine tourism experience.

It is obvious, therefore, that in order to achieving the above, it is needed a general study of the area, which identifies its socio-cultural and economic characteristics, highlighting its particular elements along with the investigation on locating their footprint on the structural elements of the settlement, and not only. The connection of those elements to each other and their promotion as single aggregation/s is what presents its identity.

However, prerequisite for doing so is to draw up the study of the settlement and to collect the necessary material.

1.1.4 The Delimitation of the Area and the Trail in the Settlement

The Study of the Settlement

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 and tradition. So, elements of urban and architectural nature (neighborhoods, buildings, construction elements, roads, building materials, etc.) that are related to the history and tradition of the area gain importance to highlighting the identity of the settlement. Respectively, however, also social elements, such as professions, activities, as well as cultural events, festivals, arts, along with sites and places with a particular role in the history of the area. And, of course, elements that reflect the wine tradition of the settlement, such as wineries, warehouses, historic cellars, 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 the analytical recording and description of its particular elements.

1.1.4.1 The Delimitation of the Area – The Historical Core

The fact is that usually the evolution of the settlements is not related with policies of preserving their traditional and historical elements. Therefore, their historical character changes, important historical and aesthetic elements are being lost and the original image of

the settlement is altered. As a result, often, historical or typical for the character of the settlement buildings and elements are scattered as residuals at different places among younger buildings and/or, respectively, characteristic structural elements such as roofs, balconies, construction details etc., are being embedded in buildings that have undergone changes and simply keep these elements.

From the above it becomes obvious that the raising of the historical identity of the settlement is in principle directly related with the location and the raising of those characteristic buildings, constructions, urban, architectural, and not only, elements which emerge the local history, culture and tradition. 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.

However, it should not be taken for granted in the municipalities of DIONYSOS project that they provide such a critical mass at some place in their urban fabric. In that case, an appropriate connection of dispersed elements with each other should be sought in order to compose the identity of the settlement or parts of it. An important parameter in this process is the distance between the different subjects, as well as the possibility of connecting them, with the ultimate goal of commonly promoting them to the visitor.

Starting, thus, with an approach of creating the necessary critical mass for the formation of the local wine tourism identity, proposals for interventions have to be formulated, both for the raising and the promotion of the area at the points considered important, as well as for

their interconnection in the logic of shaping an identity core, point or linear, tangible or intangible.

At a second level it is being examined how elements of that core, or parts of it, can be expanded to a larger extent in the settlement, enhancing, thus, its identity and its position as a tourism - wine tourism destination through increasing its attractiveness.

In terms of a "technical approach" it should be initially examined whether the settlement **already** provides its own outstanding image - identity. It means whether that image spontaneously emerges from the settlement as certain aesthetics - and not only - impression. Latter, emerging either from the entire settlement as a whole or from a specific area – neighborhood of it. If this is the case, it is necessary to try to describe – analyze this impression while trying to identify the elements that contribute to its formation: buildings, roads, cobbled roads, construction elements (roofs, courtyards, terraces, windows, entrances, construction material, building paintings, facades, movable elements (items left at some place, etc.), green spaces, free spaces, shaped squares, building systems (dense urban fabric, low height of buildings, etc.)). In addition, professional activities present in the settlement and rendering it a special image, have to be detected: a high frequency of specific crafts, activities related to the history of the area, traditional occupations, market places, assembly places, administration places, activities related to the area's history, traditional trades, meeting places, etc..

The above have to be identified, recorded and captured (e.g. on photos) as characteristic "morphological" elements, so that interventions can be suggested to preserving and raising them.

1.1.4.2 The Trail in the Settlement

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, 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.

2. THE CONTENT OF THE STUDY – THE SPECIFICATIONS

The contents of the study are listed below with some explanatory information in relation to the content of the different modules and the elements needed for drawing up the study.

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 geographic position
- The geomorphology
- Its population
- The economic activities

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 e.t.c.

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.

The same table as requested under Action 4.2 (section 2.2.3.1 Table 1: Data on Vineyards) may be used.

B.1.2 The Wineries

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

The same table can be used as in Action 4.2. (par. 2.2.3.1 Table 2: Data on Wineries)

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).

For each building, item, the table below to fill in:

Table 1: Buildings – Items Related to Wine

Buildings – Items Related to Wine								
Title – Name	Address	Condition of the Building	Use of the Building	Description of the Building / Exterior Features	Historical Reference	Open to Visitors? (if Yes: Hours)	Photos	Map position - Coordinates

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)

For each item, the table below to fill in:

Table 2: Professional Places

Professional Places							
Type of Place	Name	Address	Telephone Number, Website	Operating Hours	Services Offered	Photos	Map position - Coordinates

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.

Table 3: Associations – Cooperatives

Associations – Cooperatives			
Name	Description of the Subject	Communication details	Major activities

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.

Table 4: Events

Events				
Name of Event	Responsible Organizer and Contact Details (and website)	Short Description of Event	Location of the Event	Date - Period) and Duration of Event

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.

Table 5: Urban Buildings

Urban Buildings								
Name (Title) of the Building	Address	Condition of the Building	Use of the Building	Description of the Building / Exterior Characteristics	Historical Reference	Opening hours for Visitors? (If Yes, Hours)	Photographs	Map position - Coordinates

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.

Table 6: Public Buildings

Public Buildings								
Name (Title) of the Building	Address	Condition of the Building	Use of the Building	Description of the Building / Exterior Characteristics	Historical Reference	Opening hours for Visitors? (If Yes, Hours)	Photos	Map position - Coordinates

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.

Table 7: Professional – Commercial – Industrial Buildings

Professional – Commercial – Industrial Buildings								
Name (Title) of the Building	Address	Condition of the Building	Use of the Building	Description of the Building / Exterior Characteristics	Historical Reference	Opening hours for Visitors? (If Yes, Hours)	Photos	Map position - Coordinates

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.

Table 8: Other Buildings, Places of Particular Importance

Other Buildings, Places of Particular Importance								
Name (Title) of the Building or the place	Address	Situation of the Building, place	Use of the Building, place	Description of the Building / Exterior Characteristics, or Description of the place	Historical Reference	Opening hours for Visitors? (If Yes, Hours)	Photos	Map position – Coordinates

B.2.6 The Museums

Recording of the Museums of the area

Table 9: Museums

Museums						
Name/ Title	Address	Telephone Number, Website	Visiting Hours	Short description	Photos	Map position - coordinates

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 these 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

Table 10: Accommodation

Accommodation						
Name	Address	Telephone number, Website	Category (e.g. traditional guesthouses, hotels, apartments, etc.)	Stars or keys	Photos	Map position - coordinates

Recording of other hospitality facilities: restaurants, wine bars, taverns etc.

Not to include: pizzerias, fast food stores etc.

Table 11: Restaurants, Wine Bars, Taverns

Restaurants, Wine Bars, Taverns						
Name	Address	Telephone Number, Website	Type of facility - Cuisine	Opening Hours	Photos	Map position - coordinates

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.

The wine route can be described in the form of a table as follows:

Table 12: Wine Route

A/A	DESCRIPTION OF ACTIVITY e.g.	POINT		START TIME	END TIME
		FROM	TO		
	Start of the route			
	Drive/Walk to				
	Visit to MuseumMuseum of Wine			
	Wine tasting			
				

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) and tables. **The tables (as shown in the third column) refer to two levels, A and B, where A are the interventions concerning the effective shaping of the wine-tourism route, and therefore are considered as of first priority, while B are the more general interventions, to undertake in the longer run in the settlement for revealing its wine-tourism identity.**

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.

The above proposals should be grouped and presented in a table as follows:

Table 13: Table of Interventions for the Enhancement of Wine Identity

Code	INTERVENTIONS	LEVEL (A or B)	POINT OF THE INTERVENTION	DESCRIPTION OF THE INTERVENTION	QUANTITY		BUDGET (indicative)
					Measurement Unit	Number of Items	
	Group of Interventions 1: Shaping Settlement's Entrance						
	Intervention (1)						
	Intervention (2) etc.						

	Group of Interventions 2:						
	Intervention (1) etc.						

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.

The above proposals should be grouped and presented in a table as below:

Table 14: Table of Interventions for Building Cultural Identity

Code	INTERVENTIONS	LEVEL (A or B)	POINT OF THE INTERVENTION	DESCRIPTION OF THE INTERVENTION	QUANTITY		BUDGET (approximately)
					Measurement Unit	Number of Items	
	Group of Interventions 1: Renovations, Restorations etc.						
	Intervention (1) Renovation of the Municipal Library						
	Intervention (2) etc.						

	Group of Interventions 2:						
	Intervention (1) 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.

The above should be grouped and presented in a table as below:

Table 15: Table of Proposals on Awareness Raising Activities

Code	ACTIVITIES	LEVEL (A or B)	TARGET GROUP	DESCRIPTION OF ACTIVITY	QUANTITY		BUDGET (indicative)
					Measurement Unit	Number	
	Group of Interventions 1: Training – Awareness of Tourism Actors						
	Intervention (1): Events to raising awareness of tourism actors						
	Intervention (2) Training of restaurant owners						
	Group of Interventions 2:						
	Intervention (1) etc.						

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
 - Participation of tourists / visitors at harvesting grapes and producing wine
 - Participation in tasting, wine tasting events, cooking seminars, gastronomy events, etc.
- Organizing gastronomic and cultural events and conferences
- Organizing famtrips, etc.

The above shall be grouped and presented in a table as follows:

Table 16: Table of Proposals on Promotion Activities

Code	ACTIVITIES	LEVEL (A or B)	TARGET GROUP	DESCRIPTION OF ACTIVITY	QUANTITY		BUDGET (indicative)
					Measurement Unit	Number	
	Group of Interventions 1: Establishing Visiting Wineries						
	Intervention (1) Events to awareness raising at winemakers						
	Intervention (2) Training of taff etc.						
	Group of Interventions 2:						
	Intervention (1) etc.						

3. DATA SOURCES & TECHNICAL SPECIFICATIONS

3.1 *The Data Sources*

Indicative sources for retrieving the required 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. 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.

3.2 *Technical Specifications*

Photos

As to the Photos:

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