

Summer University  
“Integrated Approaches for Sustainable Development Management,  
Tourism and Local Products in Biosphere Reserves (BRs)”  
8 - 15 July 2018, Parnon, Greece

# Tourism & Local Product Parnon-Maleas BR

Greece - Italy - Albania  
Slovenia - United Kingdom  
Morocco - Egypt



Regional Bureau  
for Science and Culture  
in Europe



Parnonas S.A.

Development Company of Peloponnese Region



MANAGEMENT BODY  
PARNON-MALEAS  
BIOSPHERE RESERVE



NATIONAL CENTER FOR  
SUSTAINABLE DEVELOPMENT  
MANAGEMENT, EDUCATION  
AND RESEARCH



UNITED NATIONS  
EDUCATIONAL, SCIENTIFIC  
AND CULTURAL ORGANIZATION



UNESCO



INTERNATIONAL UNION  
FOR CONSERVATION OF  
NATURE



NATIONAL CENTER FOR  
SUSTAINABLE DEVELOPMENT  
MANAGEMENT, EDUCATION  
AND RESEARCH



INTERNATIONAL UNION  
FOR CONSERVATION OF  
NATURE



GLOBAL NATIONAL COMMITTEE  
FOR THE BIOSPHERE PROGRAMME | UNESCO  
& COOPERATION WITH PARTNERS  
FOR SUSTAINABLE DEVELOPMENT | UNESCO

# Plan

1. DIAGNOSTIC
2. SWOT ANALYSIS
3. VISION
4. ACTION PLAN



# 1. DIAGNOSTIC

## GETTING INFORMATION:

- ✓ discussions with people,
- ✓ interacting in group (whole and this work group)
- ✓ visits (tour guide in Monenvasia, winery, testing the local products..),
- ✓ from tutors (Filippo, Sonia, Sculloos)
- ✓ from interviews, from
- ✓ non-verbal communication (while visiting places)

# 1. DIAGNOSTIC

## ❖ Interviews:

- ✓ Number : 11
- ✓ Locations : Leonidio, Castanica, Prastos,...
- ✓ Aim : Consultation & Concertation



# 1. DIAGNOSTIC

## ❖ Interviews: (Results)

- ✓ Proud of local cultural and natural heritage and traditions (e.g. local products)
- ✓ In Northern Parnon mountain local population believe coastal areas are more popular than mountain regions,
- ✓ No help from the government,
- ✓ Limited opportunities for youth
- ✓ No interest in continuing traditional activities by youth (tough jobs)
- ✓ Vast majority not aware of Biosphere Reserves, but want to support it, still have hope something will change in the future

# 2. SWOT ANALYSIS

## STRENGTHS:

- High-level natural heritage in terms of biodiversity
- High socio-cultural and historical heritage
- Availability of several local products
- Basic Infrastructure in good condition (Roads, Transport, electricity, water...)
- Willingness of local people to use local product as tool to promote new jobs in the region
- Local gastronomy is recognised by UNESCO (Mediterranean Diet)
- Willingness of local actors to develop their territory
- Willingness of local people to welcome tourists
- Extension of high peak season
- Geographic proximity to tourist transmitters (Greece, Europe)

## **2. SWOT ANALYSIS**

### **WEAKNESSES:**

- **Insufficient and almost non-existent tourist infrastructures in several remote localities (Public transport, medical point, shops, guest houses, restaurants and tourist animation...)**
- **Almost non-existent tourist signage in foreign languages (English)**
- **Limited skills about customer services...**
- **Depopulation of villages**
- **Limited involvement of authorities in the development of rural and eco-tourism**
- **Limited financial resources: example: no entry fees to sites and monuments**
- **Limited knowledge and use of the real value of local gastronomy**
- **Limited involvement of different stakeholders in the biosphere reserve project**

## **2. SWOT ANALYSIS**

### **OPPORTUNITY:**

- **New BR of Parnon-Maleas: MAB/UNESCO branding label**
- **European Fund for rural programs**
- **The variability between coastline and mountaineering activities in Parnon area (combined tourism)**
- **The large existing European market and the high volume of low cost flights from Europe**
- **Travel Agencies and TO could be interested in developing their offer of a new product**
- **Opportunity for Greece to give another tourist image of the country**
- **Network with others BRs in Mediterranean area**

## **2. SWOT ANALYSIS**

### **THREATS:**

- **The development of agrotourism in neighbouring localities**
- **Influx mass tourism in the Parnon BR**
- **Non respect of the requirements of the MAB/UNESCO label**
- **Fragile economic stability of the country**
- **Speculation about the label and the meaning of BRs (Not involvement to the local communities, economic impact...)**

# 3. VISION

*Parnon-Maleas BR:  
The EcoCulture Tourism Destination*

*A.B. "Πάρνων-Μαλέας":  
Οικο-Πολιτιστικός Τουριστικός Προορισμός*

# 4. ACTION PLAN

- ✓ **Accommodation:** Improve existing and create new forms of accommodation (Albergo Diffuso) for tourists to appreciate the local culture
- ✓ **Heritage:** Protect and enhance natural and cultural heritage, initiate a site development plan, safeguard and promote local heritage, make linkage between culture, nature and communities
- ✓ **Local Products:** Encourage the development of local products
- ✓ **Promotion:** Position the region in the sustainable tourism and EcoCultural market at national and international level, digital marketing...
- ✓ **Information:** Development of tourist information, ICT...
- ✓ **Animation:** Development of culture animation activities
- ✓ **Tours:** Development of EcoCulture tours: Walking tours to experience endemic species, products, cuisine (and new cuisine)
- ✓ **Income generating activity:** support the development of income-generating activities (guide cooperatives and hospitality...)
- ✓ **Governance:** cooperation between public bodies, private sector, local stakeholders, local communities, NGOs

# Thank you for your attention

Grazie per l'attenzione!

Bos ringratzio pro s'attentzione!

Hvala za pozornost!

شكرا

Ευχαριστούμε για την προσοχή σας

Faleminderit për vëmendjen tuaj

