

9th International Conference for Cultural Tourism in Europe

INTANGIBLE HERITAGE: INCOMPARABLE ASSET FOR SUSTAINABLE AND RESPONSIBLE TOURISM DEVELOPMENT

Traditional 'tsipouradika' in Volos: eno-gastronomy for inclusion in the UNESCO Intangible Cultural Heritage List

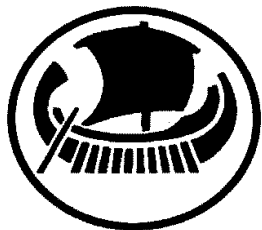
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23 September 2016 | Guimaraes, Portugal

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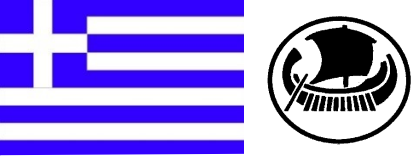
SAFEGUARD TSIPOURADIKA IN VOLOS !



VOLOS, Thessalia region, GREECE



- Coastal port city at the Pagasetic Gulf
- The modern city of Volos was founded in the mid-19th century
- The 3rd of Greece major commercial ports between Europe, the Middle East, Asia
- Modern Central Greece Airport
Nea Anchialos Airport
(Geneva, Munich, London, Manchester, Brussels, Milan, Frankfurt, Amsterdam, Vienna, Paris)



VOLOS, Thessalia region, GREECE



- Land of mythological heroes – Argonaut Iason, Peleus, centaur Chiron
- Archaeological Museum of Volos – one of the oldest in Greece
- Notable people – Italian painter Giorgio de Chirico composer Vangelis
- An Olympic City in the 2004 Olympic Games hosted football games
- Economy of the city – Manufacturing, Trade, Services, Tourism

Municipal units of Volos –
Nea Ionia & Iolkos
sub-urban communities -
Agria, Aisonia, Artemida,
Makrynitsa, Nea Anchialos, Portaria

Resident population: Thessalia region 732.762 (2011) Volos 144.449 (2011)



LOCAL PRODUCT - TSIPOURO

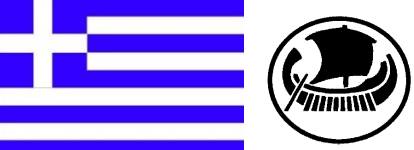
- The first production of tsipouro occurred during the 14th century by some Greek Orthodox monks on Mountain Athos, Macedonia, Greece

Tsipouro (Greek: Τσίπουρο) is a pomace brandy in particular Thessalia region

- a strong distilled spirit containing 40-45% alcohol by volume
- produced from the pomace (the residue of the wine press)
- comes in 2 types: pure or anise-flavoured

In 2006, Greece filed a request to recognize tsipouro as a PDO (Protected Designation of Origin) product





TSIPOURO PRODUCTION

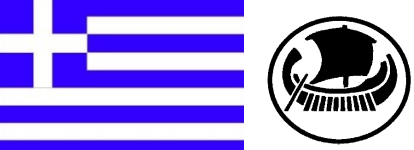
STAGE 1

1. Ripe dark grapes are passed through crusher/destemmers
2. The mass is left to settle for a few days (get fermentation started)

STAGE 2

1. The mass is fed into distillation units (temperature & pressure monitored)
2. The 'head' and the 'tail' (last distinct batches) are discarded
3. The 'heart' is kept to make tsipouro
4. The process is repeated at least once more
5. The distillate is left to settle and mature in stainless steel tanks or aged in wooden barrels



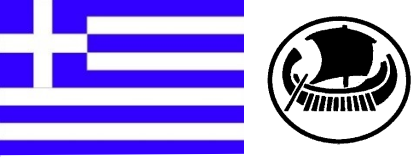


TSIPOURADIKA - LOCAL TRADITION

A unique heritage of drink and food, eno-gastronomy in the form of 'tsipouro' taverna since the 19th century

- born from a need for workers to have a place to 'hangout' near their work
- served simple meals at reasonable prices accompanied by pure local tsipouro
- places where ordinary, open-hearted people could get together
- creating the appropriate culture
- later joined by refugees - the Asia Minor cuisine blended well with local dishes





TSIPOURADIKA - LOCAL TRADITION

- The most main and busy points in Volos
- Dispersed throughout the urban area: at the port side, at coastal area, in the neighbourhoods

Almost 600 'tsipouradika' bear the gastronomic stamp

- provide people with a favourite meeting point
- the unrivalled landmark of Volos and its second urban area of Nea Ionia (since 1922)



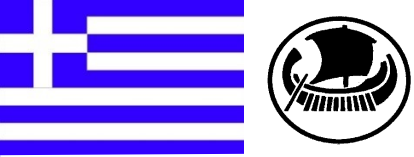
TSIPOURADIKA - METHOD OF SERVING

Tsipouro is served in the distinctive special miniature bottle of 50 ml with ice + water + 'meze'

(small side dish - specialities of traditional recipes in small quantities)
from fresh fish to shellfish & seafood with vegetables & variety of salads

Fried and charcoal grilled shrimps, feta cheese, stuffed squids, fried squid (calamari), grilled octopuses or on vinegar, crayfish (karavides) grilled feta cheese, steamed mussels, baked potatoes, crabs, fresh salads ...





TSIPORADIKA: METHOD OF SERVING

1. The patron orders the round of drinks and meze come according to the chef's selection !

_ The more the orders, the better the meze quality !

_ With order of 2 tsipouros, come 3-4 plates of different mezes as a surprise to the newcomer

_ You never know which meze will come next !

_ With each order of tsipouro come different mezes, never to be repeated!

_ Usually 3 – 4 rounds of tsipouro are enough to open soul and mind (locals say)

_ 3 rounds for 2 persons = around 25 EUR

2. After all orders by patron – complimentary sweets on the house

karidopita (walnut cake with sypup)

lukoumades (spoon sweet soaked in sugar syrup or honey and cinnamon)

yogurt with honey or home-made jam

fresh fruits with honey or cinnamon





VISITOR`S POINT OF VIEW

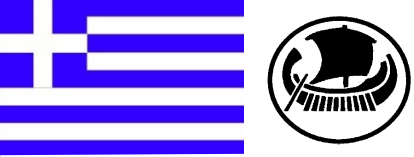
Food and drinks play very important role during traveling!

The key aspects why visitors choose eating establishment:

- friendly service
- good quality food
- cleanliness
- health and safety
- a link to local culture makes feel a range of positive emotions
happiness, contentedness, relaxation
- **Visitor expect to get what they pay for**



A great potential for growth = Destination + Tsipouradika

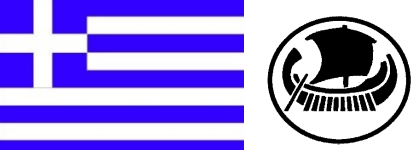


VISITOR`S POINT OF VIEW

Tsipouradika:

- feature choice of destination (based on visitor`s desires, values, positive emotions)
- attract through location (by the sea)
- visitor can meet locals
- engaged with its culture all year around
- variety of fresh food and drinks
- friendly service
- atmosphere
- simple design
- affordable price



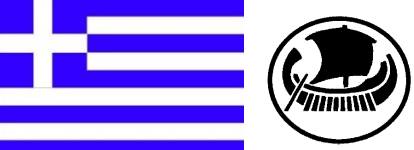


VISITOR`S POINT OF VIEW

Visitors choose a destination based on information from:

- the word of mouth
- in Guidebooks
- signage
- Web
- Social Media
- traveller's reviews
- positive image of the territory
- by using modern technologies: mobile-apps, QR codes, satellite navigations
- UGM, such as TripAdvisor





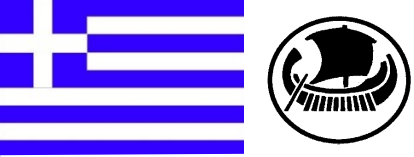
TSIPOURADIKA – TO BE PRESERVED

WHY

TSIPOURADIKA

must be preserved?

6 strong reasons...



TSIPOURADIKA – TO BE PRESERVED

Traditional Tsipouradika in Volos - product for cultural tourism development:

Nr.1

- available all year around
- affordable
- accessible for all
- provide a place for true experience –
meeting and getting to know other people &
other culture through local tradition
- promoting wellbeing of the local community by
natural and local products at a reasonable price
- contributes to present and promote Volos city
as “unique tourism destination”
- represents quality of life and still have
a great potential for growth



TSIPOURADIKA – TO BE PRESERVED

Tsipouradika as a local tradition is based on

- **the historical background**
- **traditional methods**
- **skills and knowledge transferred from generation to generation orally and practically**
- **local products which are presenting all 4 seasons in the territory**

Nr.2

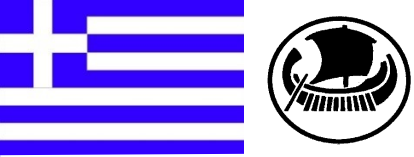


TSIPOURADIKA – TO BE PRESERVED

Tsipouradika pointing out:

Nr.3

- **a unique local cultural tradition which exists only in Volos**
- **created the foundation of local culture and community identity with social exchange and communication combined with history, hospitality, intercultural dialogue and creativity**



TSIPOURADIKA – TO BE PRESERVED

Nr.4

Bringing together people of all ages, background and social classes by having local tsipouro with different fresh appetizers and meze, makes them feel closer to:
the nature
history of local community

starting from

- traditional way of fishing
- traditional way of producing tsipouro at distilleries
- transporting to the places
- serving them as entertainment

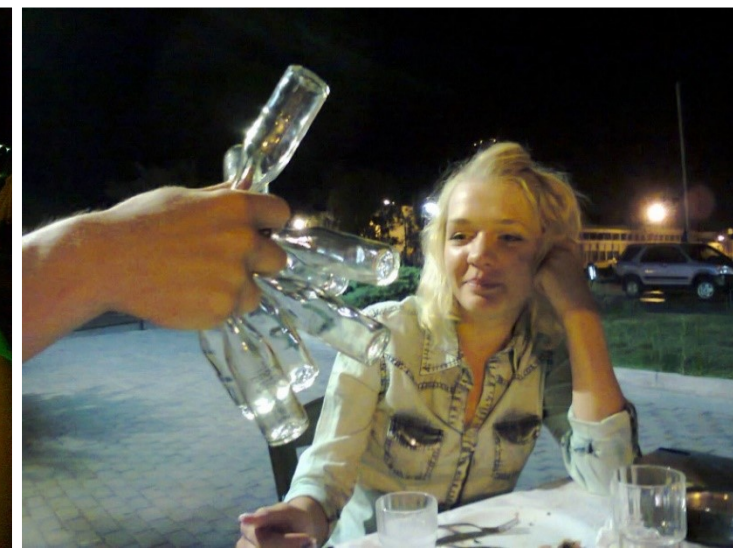


TSIPOURADIKA – TO BE PRESERVED

Nr.5

Especially loved by visitors and tourists for unique atmosphere - entertainment with

- variety of genuine tsipouro
- endless varieties of fresh appetizers
- mezes of seafood and vegetables
- at a reasonable price





TSIPOURADIKA – TO BE PRESERVED

The reputation of the tsipouradika of Volos spread through

Nr.6

- all Greece
- abroad by visitors and tourists that had tasted tsipouro and mezes in Volos
- posting experiences in social media (Facebook, Youtube, etc.),
- write personal blogs and reviews in TripAdvisor
- articles in media abroad





THE WAY FORWARD – main proposed actions

**Tsipouradika must be safeguarded as intangible cultural heritage:
to continue transferring meaning, history, skills and
knowledge to the next generations**

- 1. The owners of establishment should have a standard - secure traditional recipes**
- 2. Tradition should be an exportable product internationally to other countries as an attraction**
- 3. The Greek State should take the necessary and effective measures (identification, documentation, research, preservation) by involving of communities, groups and relevant NGO`s, associations (owners of tsipouradika, tsipouro producers, fishermen, etc.) .**
- 4. To collaborate with other regions across Europe and World (give an opportunity to share and exchange best practices and experience) in order to include Tsipouradika in the Representative List of the Intangible Cultural Heritage of Humanity of UNESCO**



TSIPOURADIKA – good candidate

The traditional Tsipouradika of Volos are very suitable to be included in the Representative List of the Intangible Cultural Heritage of Humanity of UNESCO, because:

- It is a unique local tradition that exists only in Volos area**
- It has strong link in history from generation to generation**
- Contribution to socio-economic and local sustainable development keep this tradition alive**
- It is a unique eno-gastronomy heritage**
- It is a product in culinary and cultural tourism**
- It promotes healthy diet (seafood, fresh fish, olive oil, olives, and vegetables)**

Through CHARTS project GP on gastronomy the Thessalia Region will be able to apply for the Representative List of the Intangible Cultural Heritage of Humanity of UNESCO

THANK YOU FOR ATTENTION!

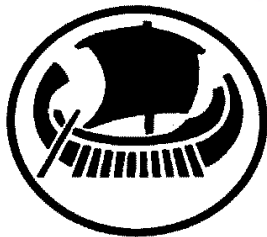
YAMAS !

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Friends of Tsipouradika in Volos



SAFEGUARD TSIPOURADIKA IN VOLOS !