
Pafos Regional Board of Tourism

July 2018

Action Plan for the promotion of sustainable, innovative and responsible Cultural Tourism and Heritage Tourism in the framework of CHRISTA Programme – Interreg Europe

Original





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Executive Summary

Cultural and natural heritage is very important at all levels, local, regional, national and European, consisting of several dimensions that can lead to resource efficiency, through deployment for sustainable and responsible tourism development with innovative character. Policies for heritage applications to eco-cultural tourism need to be further developed, implemented and monitored, through interregional cooperation.

The common challenges that are jointly tackled in the CHRISTA project are:

- Natural & Cultural Heritage assets are valuable treasures, sometimes in danger and in need of proper conservation, preservation and/or restoration
- These assets can be deployed for the purposes of sustainable and responsible tourism development, namely cultural tourism, heritage tourism and ecotourism
- The tourism potential of these assets may facilitate the preservation and restoration efforts, if performed in a sustainable and responsible way
- Innovation can contribute greatly towards improving cultural and natural heritage policies for sustainable and responsible tourism development

The overall objective is to protect and preserve natural and cultural heritage assets and deploy them for the development and promotion of innovative, sustainable and responsible tourism strategies, including intangible and industrial heritage, through interpretation and digitization, with capitalization of good practices, policy learning, policy implementation and capacity building.

Main outputs are the action plans. Brief summary of the suggested action plans are presented to table that follows. The suggested action plans follow the S.M.A.R.T principle, which foresees that:

Actions are **S**pecific about what they aim to achieve, are not be ambiguous, and are communicated clearly.

Results can be **M**asurable. Outcomes can be clearly defined and ensure they are measurable (KPIs can be set).

Actions are **A**ppropriate and outcomes are Achievable.

Actions are **R**ealistic, and take into account parameters of time, ability and finances.

Actions are **T**ime specific. Time frames have been identified, deadlines and milestones are set to check and monitor progress.

Monitoring Procedures

The Pafos Regional Board of Tourism is responsible for the monitoring and controlling procedures throughout the life of the project.

The organization will oversee all the tasks and metrics necessary to ensure that the project is within scope, on time and on budget to the project proceeds with minimal risk. The actual performance will be compared with the planned performance regularly and take corrective action if needed.

Outcome/Policy Implications

The first suggested action is aligned with the “Pafos Regional Strategic Tourism Development Plan” since it promotes the use of leading-edge interpretation facilities for the promotion of cultural heritage



in Cyprus. The interpretation technological facilities, enriched with innovative features and digitalisation, will enhance the cultural experience of the visitors. Furthermore, the mobile application will facilitate the promotion of the site through the mobile applications.

The second suggested action is aligned with the objectives of the Contention of the Safeguarding of Intangible Cultural Heritage and sets the ground for the development of the orange tourism in Pafos District. It is also aligned with the update “Pafos Regional Strategic Tourism Development Plan”.

Action 3 is aligned with the vision and objectives of “Pafos Regional Strategic Tourism Development Plan”.

Action	“4I” – Intangible Heritage/Industrial Heritage/ Interpretation/ Innovation & Digitization	New project/Improved Governance/Structural Change	Experience and idea transfer from the CHRISTA Project partners and experts
1. Enhancing the interpretation facilities of the archaeological park of Pafos through innovative technologies	Interpretation Innovation & Digitalization	New project	PP6 VTA LV (Turaida Museum Reserve) PP8 SCTA RO (Astra Museum Complex) PP10 CIM Ave PT (Case de Memoria Guimaraes)
2. Enlist Fythiotiko weavery handicraft in the UNESCO Representative List of Intangible Cultural Heritage of Humanity	Intangible Heritage	New project	PP4 Region Västra Götaland (Västra Gotaland Network) City of Rijeka (Tourist valorisation of the representative monuments of the industrial heritage of Rijeka)
3. Deployment of Pafos industrial heritage assets for sustainable cultural tourism development	Industrial Heritage	Structural Change	PP4 Region Västra Götaland (Västra Gotaland Network)

PART I: GENERAL INFORMATION

Project	Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions (CHRISTA)
Index Number	PG100057
Partner organisation	Pafos Regional Board of Tourism (Cyprus)
Other partner organisations involved	The partners involved will be PP6 VTA LV (Turaida Museum Reserve), PP8 SCTA RO (Astra Museum Complex) and PP10 CIM Ave PT (Case de Memoria Guimaraes).
Country	Cyprus (Kypros)
Contact Person	Nicolas Tsifoutis, Marketing Manager email address: nicolas@visitpafos.org.cy phone number: 00357 26811500

PART II – POLICY CONTEXT

The Action Plan aims to impact	Investment for Growth and Jobs programme European Territorial Cooperation programme √ Other Regional Development Policy Instruments
Name of the policy instrument addressed	Pafos Regional Strategic Tourism Development Plan

PART III – DETAILS OF THE ACTIONS ENVISAGED

1. Action 1 **Enhancing the interpretation facilities of the archaeological park of Pafos through innovative technologies (Pilot Action)**

2. The Background
This proposed action consists of applying new methods for heritage interpretation, including visitors' reactions to the development of new services by local tourism businesses, state and local government authorities.

In particular, the aim of the action is to transform the newly renovated venue of approximately 90 km² located at the UNESCO World Heritage Site of Pafos Archaeological Park into a comprehensive information point of the Park's exhibits. The newly renovated venue is located on a strategic position right after the entrance of the Archaeological Park and lacks interpretation facilities.

The activities undertaken under this action will be the development of interpretative technology applications which will enrich knowledge, learning outcome and satisfaction of the visitors of the Archaeological Park. The technological interpretation facilities will enrich the tourist experience and enhance further the cultural assets of the Archaeological Park.

The Archaeological Park of Kato Pafos is one of the most important archaeological sites in Cyprus and has been included in the UNESCO's World Heritage List since 1980 and is an area of about 950,000 square meters. It includes sites and monuments from prehistoric times to the Middle Ages, while most of them date back to the Roman Period such as the marvellous mosaic floors of four Roman villas, the Asklepieion, the Odeion, and the Agora. The Archaeological Park is also a NATURA 2000 area which is a unique feature at least for Cyprus and probably in the whole Mediterranean area – an archaeological area which co-exists with a rare biodiversity of both flora and fauna.

The technological interventions on the venue will have a triple purpose: first to provide comprehensive information to the visitors for each of the monuments inside the Archaeological Park, second to provide a smart orientation functionality to the visitors taking considerations distance and timing required to visit the various sites of the Park and thirdly to provide vital information to the Cypriot partner needed to keep the policy instrument updated as well as responding to the visitors needs more effectively and efficiently.

PART III – DETAILS OF THE ACTIONS ENVISAGED

Task 1.1: Develop The Park's Fairy tale

Development of a 5minute video clip presenting the findings of the Archaeological Park and the history through the centuries in an easy to follow and understand way! The aim of the video clip is to present a narrative story between the 4th century B.C till today's excavations. It will also contribute in creating the “myth” of the area, presented in an attractive way based on the history of the area and the archaeological evidences. The video clip will be presented in three languages at a Plasma screen which will be located in the information centre of the park.

Task 1.2: Develop The Park of Miracles Application

Development of mobile application which will provide information about the various archaeological monuments inside the park and have an orientation functionality to the various site depending on the time that the visitor would like to spend on the Park. The application will also provide the opportunity to the visitors to choose a route depending on their time available. The application will also produce and store data which will then be utilised by the Pafos Regional Board of Tourism as it will be described in the “Policy relevance and durability” section below.

Moreover, the App will also be in a position to generate income for its maintenance. For this reason the Cypriot partner will ensure the involvement of local businesses. This businesses will be able to offer discount coupons for their products/services through advertisements that will be placed on the App at a fee payable to the Cypriot partner.

Task 1.3: Presentation of the archaeological exhibits of the archaeological parks through two interactive touch screens which will

be placed in the information Centre of the park.

All equipment to be installed (software and hardware) will be also user-friendly from people with disabilities. The beneficiaries of the pilot action will be the local community, cultural associations, visitors, universities and schools. It will have a regional, national and interregional influence.

Finally, all hardware and software to be produced under the pilot action will be property of the Pafos Regional Board of Tourism.

PART III – DETAILS OF THE ACTIONS ENVISAGED

3. Players Involved

The players involved in the implementation of the action consist of the partners, the providers of products and services and the users of the technological applications.

The project partners involved are PP6 VTA LV (Turaida Museum Reserve), PP8 SCTA RO (Astra Museum Complex) and PP10 CIM Ave PT (Case de Memoria Guimaraes) of the actions during the first, second and third semesters.

The users of the apps are the visitors of the Archeological Park and the companies, which will promote their products through the app.

The product and service providers are listed below:

- Content developers for screen continent and animation
- Developers of 5 minutes video
- Translators
- Developers of mobile application
- Companies from which the equipment will be provided

PART III – DETAILS OF THE ACTIONS ENVISAGED

4. Timeframe

	Duration of the project																								
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	
Phase 1																									
Develop content for the video clip, mobile application and touch screens																									
Define the specifications for the vendors																									
Tender procedures for vendors' selection																									
Peer review by PP6, PP8 and PP10																									
Phase 2																									
Stakeholder and vendors' meeting																									
Development of the mobile application																									
Development of the video clip																									
Development of the software programme for the touch screens																									
Phase 3																									
Testing period																									
Identification of issues and corrective actions																									
Visitors satisfaction survey																									
Event for presenting the interpretative technology application and official opening of the venue to the public																									
Peer review by PP6, PP8 and PP10																									
Lessons for wider applications																									
Phase 4																									
Project closure																									

5. Costs
The total cost of the action plan is €53,475 of which €35,500 relates to external expertise and services, €9,000 relates to equipment and €8,975 to staff costs.

6. Funding Sources
The action plan will be financed by Interreg Europe (pilot action).

PART III – DETAILS OF THE ACTIONS ENVISAGED

PART III – DETAILS OF THE ACTIONS ENVISAGED

1. Action 2

Enlist *Fythiotiko* weavery handicraft in the UNESCO Representative List of Intangible Cultural Heritage of Humanity

The objective of the action is the implementation of relevant activities aiming to strengthen the collective initiative for preparing the nomination file of *Fythiotiko* for the List of Intangible Cultural Heritage of Humanity in the future.

2. Background

Fythiotiko is one of the most important loom embroideries of rural Cyprus and belongs to one of the oldest handmade arts of the country. It dates back to the medieval period of Cyprus (12th – 16th century). The main characteristic of those textiles is that the weft/weaver creates three-dimensional colorful designs in various geometrical motives threading the needle with her own fingers or with the *markoutzin* (special loom tool). The weft uses a special traditional loom which is developed by traditional craftsmen of the area. This special kind of textile was developed in Pafos District especially in the village of Fyti (hence its name *Fythiotiko*) which was the main weaving centre of the District.

Since 2016 this special artifact is included in the UNESCO Intangible Cultural Heritage List of Cyprus. The uniqueness of *Fythiotiko* derives from the fact that only these textiles use special resembling of ancient Cypriot pottery, everyday people and objects from the everyday life such as little men (*anthropouthkia*), little girls (*koroues*) and the teacher's shoe (*to papoutsi tou daskalou*).

Until 1970 this art was exercised by women not only in Fyti village but in neighboring villages as well as Lasa, Yioulou, Hulou and Polemi. However, nowadays this art is exercised only by a few women from Fyti village and women who were trained by the Cyprus Handicraft Service. However, the number of women knowledgeable of this handicraft is declining at a very fast pace and the art itself is endangered with extinction.

The aim of this action is to reinforce this artefact activity by ensuring that *Fythiotiko* will remain listed in the UNESCO Intangible Cultural Heritage List of Cyprus by communicating the importance of this art to wider population so as more women are interested in learning how to execute this art and create the appropriate environment for those women so they can also have economic benefits from this activity. Furthermore, this action will complement other initiatives of organization related to intangible heritage preservation aiming to enlist *Fythiotiko* in UNESCO's World Heritage List.

PART III – DETAILS OF THE ACTIONS ENVISAGED

Task 2.1: Identification of Know-how

Activities:

- 2.1.1.1. Identification/documentation of loom manufacturers and/or maintainers (€500) Aug-Dec 2018
- 2.1.1.2. Identification of individuals who practice “to sirma”. (€500 Euro) Aug-Dec 2018

Task 2.2 : Research and Documentation

Activities:

- 2.1.1.3. Documentation of the loom manufacturing procedure (€500 Euro) Aug-Dec 2018
- 2.1.1.4. Review of the current Designs (Ploumia) Directory and reproduction. €1500 + €1000 staff cost Aug-Dec 2018
- 2.1.1.5. Research on the unique characteristics of Fythiotiko and/or its relation to other weavery handicraft arts. This research will highlight the value of Fythiotiko and will suggest the way forward (action plan) aiming to enlist Fythiotiko in UNESCO’s World Heritage List. €1500 Jan-Jun 2019

Task 2.3 Training and Capacity Building

Activities:

- 2.3.1 Ensuring that the Technical Schools, the Cypriot Educational System and the Cyprus Handcraft Service will pass on the weavery art to next generations. This action includes the relevant Authorities commitment to repeat the training sessions in frequent time intervals. (Stuff Cost) Aug-Dec 2018
- 2.3.2 Initial/first training of young female weavers in setting up the Voufa (Stisimo Voufas) (€500) and 8-10 new weavers in the art of Fythiotiko through the organisation of a relevant workshop (supported by the Pafos Tourism Board). (€ 2.500). Aug-Dec 2018
- 2.3.3 Second training of new weavers in the art of Fythiotiko (supported by the Pafos Tourism Board). Travel expenses payment for 5-6 new wavers (€ 1.000). Jun-December 2019 + €2000 staff cost (for all Jan-Dec 2019 actions)

PART III – DETAILS OF THE ACTIONS ENVISAGED

Task 2.4 Quality and Authenticity Labelling

Activities:

- 2.4.1 Inform the weavers on the importance to weave their name or initials on the textiles to ensure originality and discourage any mass industrially produced replicas. Jan-Jun 2019
- 2.4.2 Introduce the “original” label to textiles which bare the weavers initials or name. Jan-Jun 2019
- 2.4.3 Taking under consideration that not all weavers will reside at Fyti village, two different labels should be introduced (designed and printed): “Hand Made” and “Fythiotiko Hand Made” in order to have a clear distinction. Jan-Jun 2019
- 2.4.4 Standardisation of the loom manufacturing procedure. (€500 Euro)

Task 2.5 Promotion and Dissemination

Activities:

- 2.5.1 Produce a promotional film of the Fity village as well as on the cultural heritage of Fythiotiko art. €1500 Jan-Jun 2019
- Organisation of educational conferences inviting tourism and other stakeholders to promote the art of Fythiotiko and strengthen accessibility/visits to Fyti village. €500 Jan-Jun 2019

Task 2.6 Submission of completed file

- Submit to UNESCO-Cyprus completed file to support enlisting of Fythiotiko in UNESCO's World Heritage List. €3000 Jan-Jun 2019

PART III – DETAILS OF THE ACTIONS ENVISAGED

2. Players Involved

- Fyti's village weavers
- Fyti's Community Council
- Artifacts Museum
- Laona Foundation
- *Voufa* Movement
- Frederic University
- Cyprus Handicraft Service

PART III – DETAILS OF THE ACTIONS ENVISAGED

3. Timeframe

	Duration of the project August 2018 - June 2019											
	1	2	3	4	5	6	7	8	9	10	11	
Task 2.1 Identification/documentation of loom manufacturers and/or maintainers												
Identification of individuals who practice "to sirma"												
Task 2.2 Documentation of the loom manufacturing procedure												
Review of the current Designs (Ploumia) Directory and reproduction												
Research on the unique characteristics of Fythiotiko and/or its relation to other weavery handicraft arts.												
Task 2.3 Ensuring that the Technical Schools, the Cypriot Educational System and the Cyprus Handcraft Service will pass on the weavery art to next generations												
Initial/first training of young female weavers in setting up the Voufia (Shisimo Voufas)												
Second training of new weavers in the art of Fythiotiko												
Task 2.4 Inform the weavers on the importance to weave their name or initials on the textiles												
Introduce the "original" label to textiles which bare the weavers initials or name												
Introduction of the labels "Hand Made" and "Fythiotiko Hand Made"												
Standardisation of the loom manufacturing procedure												
Task 2.5 Produce a promotional film of the Fity village as well as on the cultural heritage of Fythiotiko art												
Organisation of educational conferences inviting tourism and other stakeholders to promote the art of Fythiotiko												
Task 2.6 Submit to UNESCO-Cyprus completed file to support enlisting of Fythiotiko in UNESCO's World Heritage Li												

PART III – DETAILS OF THE ACTIONS ENVISAGED

4. Costs	Task	Cost
	Task 2.1	€1,000
	Task 2.2	€4,500
	Task 2.3	€6,000
	Task 2.4	€500
	Task 2.5	€2,000
	Task 2.6	€3,000
	TOTAL COST for ACTION 2	€16,000
5. Funding Sources	Pafos Regional Board of Tourism	

PART III – DETAILS OF THE ACTIONS ENVISAGED

1. Action 3

Deployment of Pafos industrial heritage assets for sustainable cultural tourism development

2. The Background

The industrial heritage tourism has acquired increasing importance over the years. It is evident that the last twenty years there is a notable increase in the number of accessible industrial heritage sites following by an increase number of tourists. In Pafos there are several industrial sites/buildings in Pafos but which are not included in the spectrum of the rich cultural activities of the District because there is not an action plan for their utilisation. These buildings/sites are:

- 1) The silk factory in Geroskipou, a complex of 8 large buildings that is currently abandoned.
- 2) The carp Mills in the city of Pafos which are currently used as entertainment venues (cinema, club, children place, coffee shop, gallery, small shops).
- 3) The delights factory (εργοστάσιο λουκουμιτών) in Geroskipou, established in 1895 and is currently in use.

The aim of this action is to introduce the industrial heritage in the updated Pafos Regional Strategic Tourism Development Plan as a vital element of the cultural tourism of the District, following the recommendations of the International Council on Monument and sited (ICOMOS). The development plan will also include actions to regenerate the abandoned and neglected sites and transform those in use aiming to enhance the cultural tourism offering of Pafos District.

Task 3.1 : Update the Pafos Regional Strategic Tourism Development Plan with the industrial heritage thematic category

The Pafos District tourism strategy will be updated aiming to include the industrial heritage assets.

Task 3.2: Promoting the industrial heritage of Pafos district

The promotional actions of the industrial heritage of Pafos district consist of participation to international travel exhibitions as well as digital actions. Pafos Regional Board of Tourism will participate in World Travel Market London 2018 and ITB Berlin 2019. Furthermore, material regarding the industrial heritage of Pafos will be promoted through the organisation's website and social media accounts (facebook, Instagram).

PART III – DETAILS OF THE ACTIONS ENVISAGED

3. Players Involved

Department of Antiquity
 Municipalities where the industrial buildings are located
 Owners of the industrial buildings (in case of private buildings)
 ICOMOS Cyprus
 Cyprus Association of Architectures (HIOAK)

4. Timeframe

	Duration of the project August 2018 - March 2019							
	1	2	3	4	5	6	7	8
Task 3.1								
Update the Pafos Regional Strategic Tourism Development Plan with the industrial heritage thematic category								
Task 3.1								
Participation in World Travel Market London 2018								
Participation in ITB Berlin 2019								
Digital Marketing Activities to promote Pafos industrial heritage								

5. Costs

The total costs of Action 3 is €2000 which represents the participation to the travel exhibitions in London and Berlin

6. Funding Sources

Pafos Regional Board of Tourism



Date: 30.07.2018

Signature:

Stamp of the organisation (if available):



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