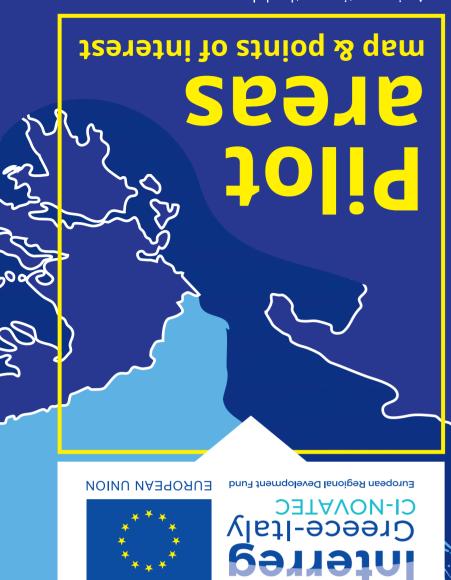
An innovative methodology enhancing local Tourism Ecosystems by collecting visitor data





**CI-NOVATEC** focuses upon Local Tourism Clusters (LTCs) which formulate one of the most significant factors of regional economies of CBC area. LTCs consist of geographically concentrated SMEs, providing services to the same customer i.e. the arriving visitor, and may belong to various market sectors i.e. Tourism, Creative Industry, Agrofood, Commerce, Leisure, Transportation etc.

#### **CI-NOVATEC**

Customer Intelligence for Innovative Tourism Ecosystems

## **Region of Western Greece**

#### Kalavryta (Province of Achaia)

Kalavryta is a town and a municipality in the mountainous east-central part of the regional unit of Achaea, Greece. The town is located on the right bank of the river Vouraikos, 24 kilometres south of Aigio, 40 km southeast of Patras and 62 km northwest of Tripoli. Kalavryta is a place that combines picturesque images and moments of tranquility with monumental sights, natural beauty and activities galore. The area is consisting of a glorious history, a enchanting nature, traditional villages, the unreserved hospitality and the ski centre are only a few of the reasons that make atmospheric Kalavryta a popular year-round destination. Having a short walk to the center of Kalavryta, someone can see the railway station and Municipal Museum of the Holocaust of Kalavryta which is inextricably bound to town's history. The famous rack railway service Odontotos inaugurated in 1896. The train takes passengers on a tour around Vouraikos Gorge and the route is considered as one of the most scenic in

### Ancient Olympia (Province of Ilia)

Municipality of Ancient Olympia is located in the Region of Western Greece. The Municipality is divided into the municipal units Archaia Olympia, Foloi, Lampeia and Lasiona. In the Ancient land of Olympia is located the most known and glorious sanctum of the ancient world, stands as an international symbol of humanity. It was here that the Olympic Games were born in honor of Zeus and were accompanied by the sacred truce that signaled a pause in hostilities between cities. Olympia became the most important religious and athletic centre in Greece. Its fame rests upon the Olympic Games, the greatest national festival and a highly prestigious one world-wide, which was held every four years to honour Zeus. The message of noble emulation and peace is preserved even today by this holy place and delivered through the Olympic Flame to every corner of the earth. Also, the History Museum of the Olympic Games is not only aimed at providing simple information about games in antiquity but also about starting out at the Olympic Games, but also achieves this goal through its exhibits as well as interactive applications. Moreover, the international festival of the ancient land of Olympia and the international film festival of the land of Olympia are taken place in the Municipality.

#### Nafpaktos (Province of Aitoloakarnania)

Municipality of Nafpaktia is located in the Region of Western Greece and is divided into municipal units of Apodotia, Nafpaktos, Platanos, Pilini, Antirio and Chalkia. Nafpaktos is a beautiful and contemporary city; able to meet all its visitors yet it keeps its traditional style. Nafpaktos is built amphitheatrically on a pine filled hillside and it is the second largest city of the Aetolia-Acarnania prefecture. From the most secluded beach to the most remote mountaintop will experience the beauty of the place and see the unique combination of modern city and traditional village. Nafpaktos is ideal for summer vacations, as it has beautiful beaches within the city limits as well as within a short distance away. In these widespread sandy beaches visitors can find the appropriate services such as hotels, rooms to let, for a comfortable stay and seaside taverns with fresh fish. Apart from swimming, in Nafpaktos there are so many things that someone can do. A set of very interesting activities that consists of Alternative Tourism is taking place and the best way to get a good sense of Nafpaktia is to get in direct contact with nature. Rafting, kayak, hiking in Evinos, rock climbing, routes that are proposed by the Greek Mountaineering Association of Nafpaktos and are suitable for climbing or hiking. Museums such as Fetixe Mosque, monasteries, Botsaris Tower and Castle of Nafpaktos are depicting the overall beauty of Nafpaktos

## **CI-NOVATEC**

Customer Intelligence for Innovative Tourism Ecosystems

# **Region of Puglia**

#### Monte Sant'Angelo (Province of Foggia)

Monte Sant'Angelo is known throughout the world for its religious history, becoming a must-see on pilgrimages since the sixth century. Saints, emperors, popes, kings or simple faithful have come here to kneel before the altar of the Archangel Michael. The sanctuary of San Michele Arcangelo is UNESCO World Heritage Site and is the seat of the Gargano National Park Authority. It can be reached by following a long winding road, which culminates with a magnificent viewpoint over the Gulf of Manfredonia. From here we start discovering the charming Junno district, with narrow alleys and crowded houses, with the characteristic white facades, where you can lose yourself in pleasant walks aimlessly.

8 km from the town, among dozens of hermitages carved into the rock, stands the ancient Abbey of Santa Maria di Pulsano, perched on a spur overlooking the gulf, managed by a community of monks who organize iconography courses and has a printing press.

Here the breath of history is still alive between the Norman castle, the residence of Federico II, the Tomb of Rotari and the complex of San Francesco, where the Museum of Popular Arts and Traditions of the Gargano is set up.

#### Ostuni (Province of Brindisi)

Ostuni rises on three hills 200 meters above sea level. From the hill where it rises, Ostuni overlooks a crystalline sea that for over twenty years has been a Blue Flag. The small town deserves attention for its historic center, rich in monuments and attractions that offers picturesque views of alleys, steep staircases, courtyards and small squares overlooked by white houses embellished with geraniums, craft shops, typical restaurants and small shops. Ostuni is known as the "white city" because of the color of the houses painted with lime, and is without a doubt one of the most famous tourist centers of Puglia.

Marina di Ostuni with 17 kilometers of beaches, sandy coves and rocky coasts such as: Rosa Marina, a series of small and quiet beaches among the Mediterranean scrub, Costa Merlata, named for the very jagged coast where the sea, creeping in, creates beautiful coves, and Torre Pozzella, one of the most beautiful and unspoiled beaches of the Ostuni, made up of small and wild coves and made even more beautiful by an ancient Aragonese sighting tower. The economic activities are tourism and agriculture (especially olive trees and vines). Numerous are the presence of structures called "masserie", that is ancient fortified farms where the agricultural activity of the large landowners took place, today re-evaluated as important hotels.

#### Ruvo di Puglia (Province of Bari)

Located in the province of Bari in the Alta Murgia characterized by the typical karst territory dotted with natural caves, Ruvo di Puglia was anciently a centre of the Peuceti. Its name derives from the Latin rupes which means rock with reference to the nature of the territory.

Ruvo's territory is known for its vineyards, olive groves and sowable fields, and is one of the largest in the province of Bari. Ruvo's territory consists of the Italian Alta Murgia National Park and shows typical elements of the Apulian karst landscape: sinkholes, karst valleys also known as "lame", among which are the upper course of Lama Balice and various caves. Two important caves are the "Grave della Ferratella" (the deepest cave in the Apulia region), and the nearby "Abisso di Notarvincenzo" (the deepest in Ruvo).

#### **CI-NOVATEC**

Customer Intelligence for Innovative Tourism Ecosystems

## **Region of Epirus**

#### Konitsa (Province of Ioannina)

Majestic mountains, impressive fissures, geological formations, rich and dense forests, rushing rivers, rugged paths, picturesque villages, scattered monuments, small fertile valleys, and among all these, the picturesque town of Konitsa, with the plain and the numerous villages on the slopes of the big mountains of Northern Pindos, make up the diverse landscape of the Municipality of Konitsa.

The area of Konitsa is famous for the masterful construction of bridges that remain unchanged over time, such as the well-known Bridge of Konitsa, which is made up of a variety of religious monuments and offers the visitor the experience of Spa Tourism, with two thermal spas and many forms of alternative tourism such as kayaking, rafting, hiking, paragliding, etc.

#### Arta (City center)

The Byzantine color is scattered in every corner of the city, while the plethora of Byzantine "treasures" classifies the region amongst these with the most Byzantine monuments in Greece - following Thessaloniki and Mystras.

The area itself is a hidden gem. Rivers, lakes, picturesque villages, the imposing mountains of Tzoumerka and the Amvrakikos Gulf, compose a scenery ideal for exploration. Arta, a modern city with respect to its history and heritage, awaits you to discover her. We invite you to visit the capital of the Despotate of Epirus, home of the most imposing Byzantine churches, land of famous stone craftsmen, and make a unique trip with time!

#### Pramanta (Province of Ioannina)

Pramanta are located at about 840m elevation in the center of Tzoumerka region of Ioannina and Arta and they are the seat of the municipality of North Tzoumerka. They are built amphitheatrically on the slopes of Strongoula. At the center of the village is located a perennial plane tree, the church of St. Paraskeui and the special "Arapis" fountain. On the way to the village, visitors can admit the wonderful "Anemoprypa" Cave. Pramanta is a mountain area which offers to visitors many forms of alternative tourism such as rafting, kayaking, hiking, rappel, mountain biking, e.t.c.

















# Pilot Areas



Konitsa

Pramanta

Ruvo di Puglia

Monte Sant'Angelo



## **Monte Sant'Angelo**

- Castle of Monte Sant'Angelo
- m Museo di Arti e Tradizioni popolari del Gargano
- Gargano National Park
- The Shrine of San Michele Arcangelo
- The Abbey of Santa Maria di Pulsano
- m Museo Devozionale e Museo Lapideo

## Ruvo di Puglia

- m National Archaeological Museum "Jatta"
- Clock Tower
- m Museo del libro e Casa della cultura
- 👗 Co-Cathedral of Santa Maria Assunta
- The Grotto of San Cleto
- n Pinacoteca comunale di arte contemporanea

## Ostuni

0

- Cathedral of Santa Maria dell'Assunzione
- Regional Nature Park Dune Costiere da Torre Canne a Torre San Leonardo
- The Ostuni Diocesan Museum
- The "Lacopagliaro" underground oil mill
- The Sanctuary-Crypt of Santa Maria della Nova

## Konitsa\_

- **"** Bridge of Konitsa
- North Pindos National park
- Saint Paisios House
- Monastery of Saint Nikolas

📥 Monastery of Panagia Stomiou

- Voidomatis Gorge
- Souleiman's Mosque

#### Pramanta

- Cave of Anemotripa
- **"** Plaka's Bridge
- A Monastery of Panagia Kipina
- National Park of Tzoumerka
- Viliza's Monastery

#### Arta

- **Bridge** of Arta
- Byzantine Church of Panagia Parigoritissa
- Wall and Theater of Ancient Amvrakia
- m Municipal Gallery of Arta
- Amvrakikos Wetlands of National Park
- Castle of Arta
- n Archaeological Museum of Arta

# Nafpaktos

- **"** Castle of Nafpaktos
- The Statue of Cervantes
- Fethiye Mosque
- **B**otsaris Tower
- **P**ort of Nafpaktos
- Beach Psanis

## Kalavryta

- Monastery of Mega Spileo
- Kalavrita Ski Center
- Municipal Museum
  of the Kalavritan Holocaust
- Ancient Leontio
- Vouraikos gorge
- Monastery of Agia Lavra

## Ancient Olympia

- m Museum of History of the Ancient Olympic Games
- n Archaeological Museum of Olympia
- 📅 Olympic Flame Altar
- Temples and Ancient Stadium of Olympia
- Olympic Botanical Garden
- Foloi Oak Forest



Nafpaktos

Official website www.interregcinovatec.eu