

## GREECE

### Implementing Local Development Strategies

#### Location

Leonidio, South Kynouria

#### Programming period

2007-2013

#### Axis / Priority

Axis 4 – LEADER

#### Measure

M41 - Implementing local development strategies

#### Funding

Total budget 24 600 EUR

EAFRD 14 250 EUR

National/region. 750 EUR

Private 5 000 EUR

Other 4 600 EUR

#### Project duration

Mar 2015 – Dec 2015

#### Project promoter

South Kynouria municipality

#### Contact

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The project promoted the traditional architecture of Tsakonia in order to increase appreciation of its value and for attracting a greater number of tourists to the area.

## Summary

Villages in Tsakonia, Greece, are listed as traditional settlements owing to their rich architectural heritage. The Leonidio area in particular offers good examples of traditional architecture as a result of the wealth generated by its former commercial maritime activities.



The project was conceived as a way to promote this traditional architecture in order to increase appreciation of its value and for attracting a greater number of tourists to the area.

In the first phase of the project, a survey of Tsakonia's architectural assets was conducted, placing special emphasis on the architecture of Leonidio and on points of architectural interest that could become event venues. The results were used to help draw up proposals for the design and themes of possible events organised to promote Tsakonian architecture.

Publicity and promotional activities were carried out as well. Promotional material (posters, banners, billboards etc.) was produced and a promotional campaign was launched that included competitions and lotteries to attract visitors. Also social media was used to publicise events as well as the goals of the project.

Another activity involved the preparation of event spaces, while the final phase was the events themselves, such as concerts, performances and various exhibitions on the theme.

## Results

The project area (South Kynouria municipality) highlighted the value and uniqueness of Tsakonian architecture in order to further strengthen its regional identity. Residents were informed about maintaining the traditional way of building and how traditional culture can enrich their daily lives. The area is benefitting from a greater appreciation of its cultural heritage, especially as a tourist selling point.

Cultural events were held at venues of architectural interest including the renovated 'Fabbrica of Culture' as well as during the local gastronomy and culture festival, 'Melitzazz'.

## Lessons & Recommendations

- ❑ The success of such initiatives rely on the level of integration of the image of the region into the consciousness of the local population, visitors and consumers. Key elements to this are awareness and promotional activities, promoting of natural, cultural and built environment and displaying the peculiarity and comparative advantages of the area.