

PRESS RELEASE

Tourism and local development in the epicenter of the thematic conference organized by the Municipality of Pilea-Hortiatis within the Terra-Mine project

December 2, 2022

With the organisation of a thematic conference on tourism and local development, the Municipality of Pilea-Hortiatis is concluding the actions of Terra-Mine project aiming to promote the quarries' area of Asvestohori.

The conference, which will take place on Monday, December 5th, 2022 at 5:00 p.m. in the PANORAMA Hotel, will be developed thematically on three main axes, namely:

- (a) Presentation of the Terra-Mine project idea, actions and results by the two main organisations that collaborated within the project, the Municipality of Madan and the Municipality of Pilea-Hortiatis.
- (b) Thematic forms of tourism and local development, where the invited speakers will focus on hiking/walking-sightseeing and conference tourism, two forms of tourism that are on the top of the tourism development agenda for the Municipality of Pilea-Hortiatis.
- (c) Modern approaches and tools for tourism promotion, with an emphasis on place branding and marketing, digital marketing and its connection with modern tourism development.

The invited speakers - each of them with significant expertise and experience in their field - will present their proposals based on the above thematic topics and will exchange ideas with the attendees regarding the perspectives of tourism development for the Municipality of Pilea-Hortiatis.

It should be noted that the Municipality of Pilea-Hortiatis has invested significantly both in the creation of modern conference infrastructures, cultural spaces and sports facilities, as well as in the valorisation and promotion of the eco-cultural heritage of its settlements and municipal units, aiming to enhance the attractiveness of the area both for the citizens and the visitors.

The Terra-Mine project is aligned with the overall planning of the Municipality, focusing on the quarries of Asvestohori and their history, connecting them at the same time with the surrounding area. A mobile tour application and a digital game are the main tools developed by the Municipality of Pylaia-Hortiatis in the context of the project. Their aim is to introduce the visitor both to the profession of the quarrier and the quarries' area, as well as the settlement of Asvestohori –named after the “Asvestis” meaning lime the product of the quarries. At the same time, aerial photography and videography of almost the entire area of the quarries was achieved, offering to the Municipality valuable audio-visual material and topographical background for future actions.

Basic information about the Terra-Mine project

The project Terra-Mine - "Sustainable Eco-Cultural Valorization of Mines and Quarries Sites in the Cross-Border Area" was developed and implemented within the Interreg V-A Cooperation Programme "Greece-Bulgaria 2014-2020".

The Terra-Mine project includes a set of actions aimed at the restoration, valorisation and promotion of mines and quarries in the cross-border area, as integral elements of its geo-cultural heritage, with a view to enhancing its attractiveness. Setting the Municipality of Pilea-Hortiatis and the Municipality of Madan as the main areas of intervention, Terra-Mine project explores the potentials and the perspectives of valorising this special industrial heritage in the direction of sustainable tourism development, studying also international good practices in this field.

Terra-Mine project is co-financed by the European Regional Development Fund (ERDF) and National Resources of Greece and Bulgaria within the Interreg V-A Cooperation Program "Greece-Bulgaria 2014-2020".

Municipality of Pilea-Hortiatis

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