



GreCO - Green Cultural Oases

Shaping the future of urban tourism

1st PRESS RELEASE

GreCO: The future of tourism and sustainability starts from the Municipality of Elliniko-Argyroupoli!

The implementation of the GreCO project has officially begun. This pioneering initiative aims to manage the Municipality of the Elliniko-Argyroupoli, an emerging tourism destination. The project seeks to adopt sustainable and resilient solutions that will enhance the experience of visitors while simultaneously ensuring the well-being of local residents.

The GreCO project (Green Cultural Oases) represents a proactive destination management initiative designed to address the anticipated challenges associated with the urban regeneration of the area, driven by significant population growth among both residents and visitors. This revitalization is projected to lead to issues such as over-tourism, the necessity for intercultural, social, and economic balances, and increased environmental pressures. The GreCO project aims to provide effective solutions to these emerging challenges and aspires to serve as a model for sustainable and resilient practices in urban tourism destinations, both in Europe and worldwide.

The Municipality of Elliniko-Argyroupolis is undertaking the GreCO project as part of the European Urban Initiative (EUI-AI). The partnership schema consists of the Municipality of Elliniko-Argyroupoli, the Anelixis Elliniko S.A., the Association for the

Protection and Development of Hymettus (SPAY), the Research Center of the University of Piraeus (UPRC), ZELUS IKE, the National Technical University of Athens (NTUA) i) the Department of Transport Planning and Analysis, ii) School of Agricultural and Surveying Engineering & Geoinformatics, as well as the National Observatory of Athens (NOA).

Following the inaugural working meeting involving all collaborating entities of the GreCO project, the research, analysis, and design actions have commenced and are currently underway. These efforts are focused on the development of an innovative digital tool that will capture real-time data, including metrics on air quality and traffic. This tool aims to provide residents and visitors with personalized route recommendations tailored to their needs and preferences, all while prioritizing sustainability and consideration for both society and the environment.

The main pillar of GreCO is the active participation of all involved and interested parties of the local community with the aim of designing the appropriate strategies and the digital tool adapted to the specific characteristics of the region.

Within the framework of the project, a primary marketing research is currently being conducted which will highlight the main potential tourism markets and the needs of the region in order to develop the appropriate strategies for sustainable tourism development for the society, economy and environment of the region.

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