



Ninth Environment for Europe Ministerial Conference
5-7 of October 2022
Nicosia-Cyprus



The Heartland of Legends route: An example from Cyprus

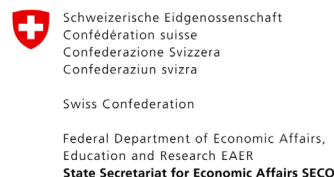
*Mr. Savvas Perdios, Deputy Minister of Tourism,
Cyprus*

Sustainable Mobility for Sustainable Tourism

6 October 2022



Ministry of the Environment
of the Czech Republic



CYPRUS
SUSTAINABLE
TOURISM
INITIATIVE

THE PEP

Transport, Health
and Environment
Pan-European Programme





*Heartland
of Legends*



The uniqueness of village life

HOME

FOLLOW A STORY

CHARMING FOLKLORE



OUR CROPS

WORKSHOPS

ACTIVITIES

ARTS & CRAFTS

HEARTLAND OF LEGENDS



Tourism and rural communities

LINKS TO BUSINESSES OFFERING THE EXPERIENCE



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LTD- TRADITIONAL
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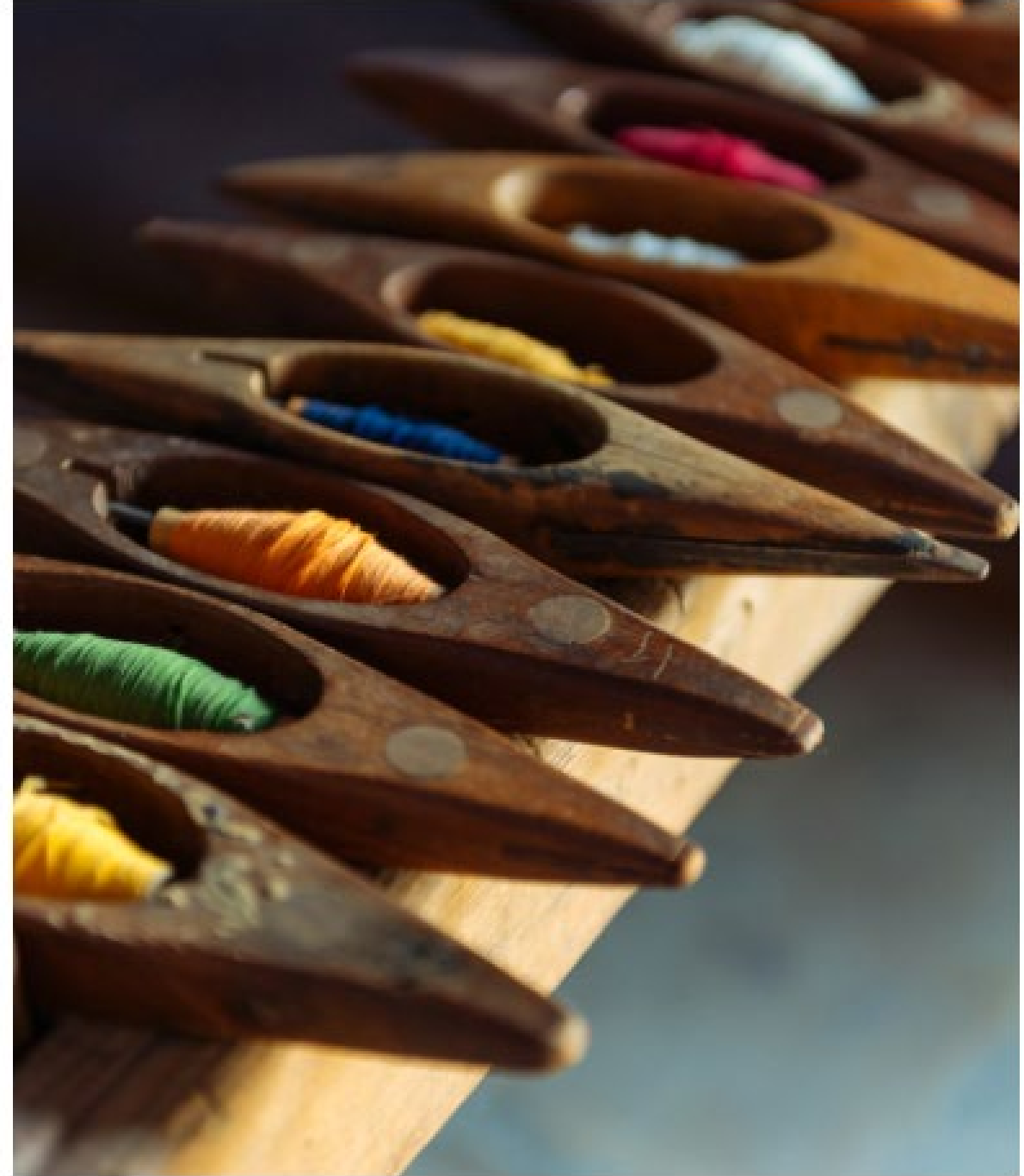


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Active participation for visitors



Rural and mountainous areas

HOME

FOLLOW A STORY

CHARMING FOLKLORE

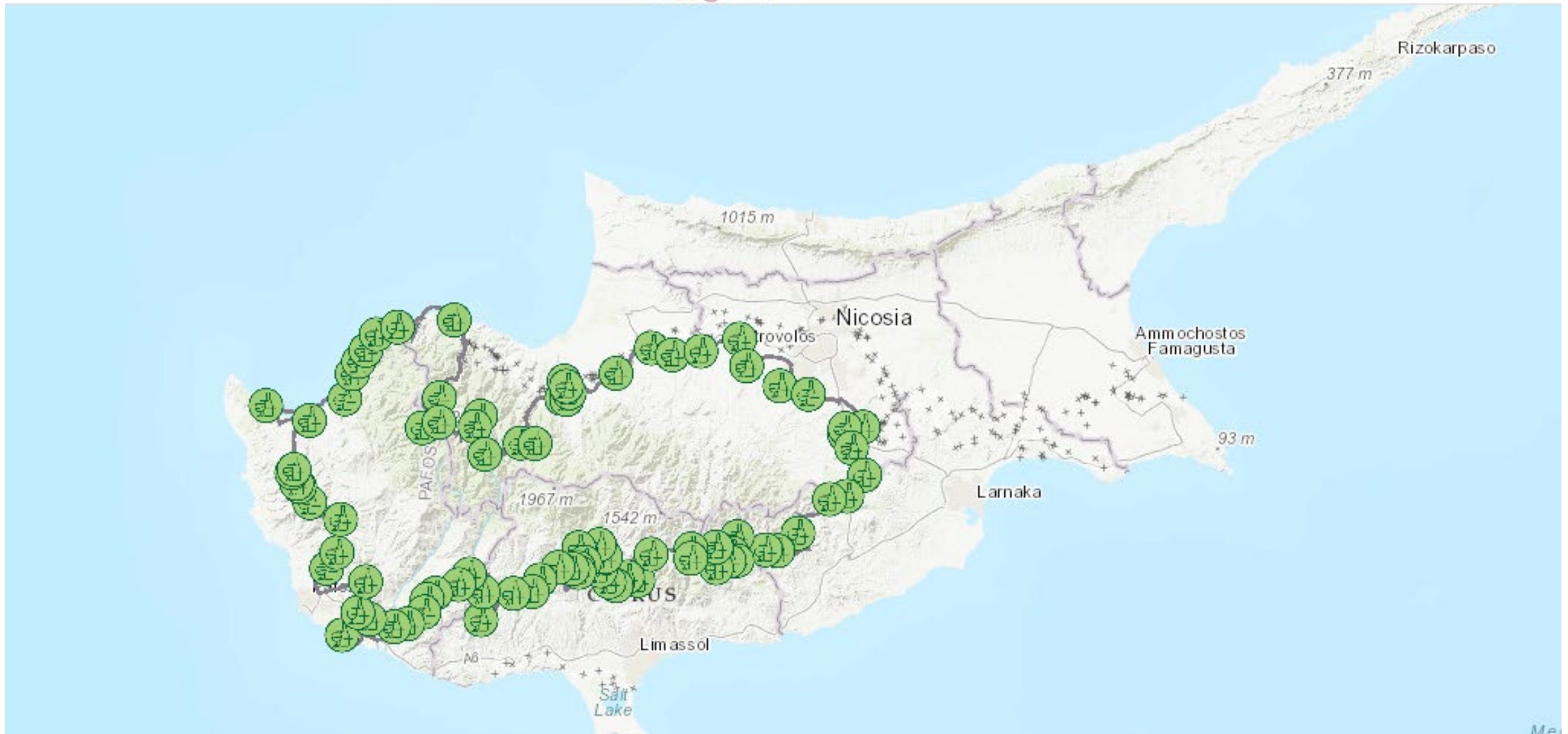


OUR CROPS

WORKSHOPS

ACTIVITIES

ARTS & CRAFTS



The concept of 'Phi-le-ma'



Customized journey of experiences



Loyalty app, gamification, mobility



Land of legends and stories

Almost every single place, village, mountain, river, rock, tree, monument... has its magical stories. Stories about their name, their importance, how they came to be and how Cypriots loved, worshiped and cherished them. Stories about mythical creatures and infamous bandits...legends about brave soldiers, strong men and beautiful queens.



Conclusion



REPUBLIC OF CYPRUS
DEPUTY MINISTRY OF TOURISM

