



Be.CULTOUR
Beyond cultural tourism

Larnaca, Cyprus

Action Plan Summary for
the Rural Cultural
Landscape of Larnaca



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PREFACE

The Action Plan of Rural Larnaca is focusing on circular cultural tourism in an aim to make Rural Larnaca an environmentally conscious destination, a digital destination that will offer memorable cultural experiences but at the same time will improve the quality of life of local residents.

Many people have contributed to the preparation of the Rural Larnaca Action Plan. We express our appreciation for all those that have contributed, for their excellent cooperation during the action plan preparation process and their valuable comments, feedback and ideas. We are confident of their continued contribution in the upcoming important phase of implementing the Action Plan, where the formulated plans need to be converted into tangible realities and benefits for the Rural Larnaca.

This Action Plan was authored by Local Pilot Heritage Site Coordinators and their Contributors



Image by Larnaka Tourism Board via <https://larnakaregion.com/maps>



Cultural heritage – a starting point for co-creation, innovation, sustainable and circular cultural tourism

Discovering hidden treasures: cultural heritage as driver of attractiveness in less-known and remote areas

The pilot area of Larnaca has a legacy of hundreds of years of diverse civilizations and cultures that have left their mark today. The pilot area consists of the villages of the region and rural areas with hidden cultural assets such as annual festivals, museums, and monuments. Particularly cherished are: The abandoned settlements of Drapia and Parsata, the old forger of Ora, the House of Manos Loizou in Agious Cacatsinias, and the Mine and train tracks in Kalavasos. Items like Lefkara Lace and pottery from Kornos are also characteristic of the region.

Tangible cultural heritage

- Choirokoitia Archaeological Site (Neolithic Settlement)
- Kalavasos-“Tenta” Archaeological Site (Neolithic Settlement close to Kalavasos Village)
- “Agios Minas” Convent (Vavla village)
- The Church of Saints Constantine and Helena (Tochni village)
- The Church of the “Timios Stavros” (Holy Cross) (Lefkara village)
- Church of the “Metamorphosis of “Soteros””: (Transfiguration of Our Saviour) (Lefkara village)
- Chapel of “Archangelos Michail” (Archangel Michael) (Lefkara village)
- Saint “Timotheos” (Lefkara village)
- Saint “Marina” (Odou village)
- The “Panagia of Kofinou”
- The “Panagia of Astathkion” (Agios Theodoros)

Intangible cultural heritage

- Lefkara lace
- Basket weaving
- Traditional red clay pottery
- “Tsiattista” poetic dueling
- Drystone construction techniques
- Traditional Easter games

Natural heritage

- Natura 2000 protected areas
- “Vasilikos”, Saint “Minas” and “Pentaschoinos” rivers
- 42 indigenous plants



The Church of Panagia tis Agapis (Our Lady of Love) is located in the village of Vavla



Lefkara Lace



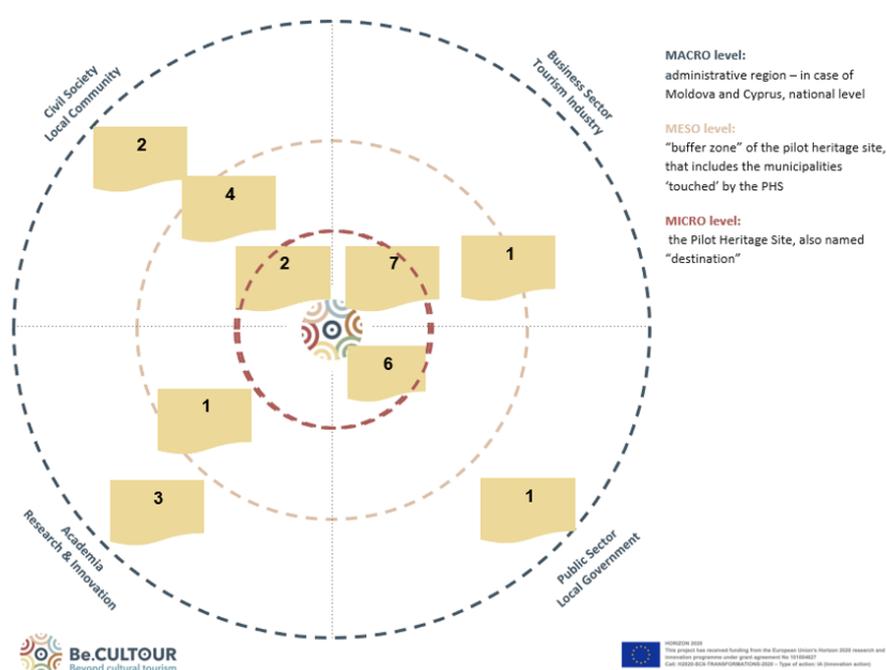
Blooming Poppies

Challenges

Larnaca suffers from seasonality and overexploitation of attractions that cause visual noise, air pollution as well as overconsumption of water, electricity, and other provisions that put pressure on natural resources and the local communities. All-inclusive luxury hotel complexes also contribute to a loss of local character. Meanwhile, rural areas remain under-exploited and inaccessible. Lack of skills, experience, technical knowledge, are also seen as constraints to the potential of digital communication in the region.

Stakeholders of ecosystems around cultural heritage

Larnaca's stakeholder group represents various organisations and backgrounds (tourism, agrotourism, museums, producers, and distributors of traditional products, universities, Ministry of Tourism). Most of the workshop participants were connected with each other within the PHS area, but some came from different areas of Cyprus.



National Authorities (Organisation/Level/Sector)		
Cyprus Deputy Ministry of Tourism	Macro	Public sector
Local Authorities (Organisation/Level/Sector)		
Community Council of Agios Theodoros	Micro	Local community
Community Council of Odou	Micro	Local community
Community Council of Kalavastos	Micro	Local community
Community Council of Vavla	Micro	Local community
Community Council Kato Drys	Micro	Local community
Community Council Tochni	Micro	Local community

Academia (Organisation/Level/Sector)		
Cyprus University of Technology	Macro	Academia/Research and Innovation
UCLan Cyprus	Macro	Academia/Research and Innovation
UCY	Macro	Academia/Research and Innovation
Lefkara School	Meso	Academia/Research and Innovation
Business Sector (Organisation/Level/Sector)		
Charalambos Holiday Cottage	Micro	Business sector/Tourism industry
Paradisiotis Ltd (SME)	Meso	Business sector
Traditional products maker	Micro	Business sector/Tourism industry
Oros maxaira (SME)	Micro	Business sector/Tourism industry
Garden Kamara House, Kato drys and Bee and Embroidery Museum, Kato drys	Micro	Business sector/Tourism industry
Ermi Traditional Sweets (SME)	Mirco	Business sector/Tourism industry
Ktima Christoudia (Winery)-SME	Micro	Business sector/Tourism industry
Cyprus Vegan Guide	Micro	Business sector/Tourism industry
Civil Society (Organisation/Level/Sector)		
Women Association of Rural Larnaka	Micro	Civil Society
RIK (Journalist)	Macro	Media
Phoenix	Micro	Civil Society
Alpha Cyprus	Macro	Media
Journalist (Apopsi-La)	Meso	Media
Pro Women	Meso	Civil Society
Freelance tourist guide	Meso	Tourism Industry
Metropolis of Trimithountas	Meso	Civil Society
Odou Youth Centre	Micro	Civil society/Local community

Local community benefiting from the heritage-led local action

The approach to cultural tourism in Larnaca is seen as reaching beyond the heritage sites and towards a holistic vision of Larnaca as a green community - with protection of hidden treasures, better collaboration between organisations, institutions, and government, experience based tourism, and digitization of cultural heritage.

Summary of Main Actions

*For full Action and Sub-Action descriptions, see here: <https://becultour.eu/pilot/larnaca-cyprus>
This Action Plan is a living document and therefore its contents are subject to change.*

Action 1: Create a Green – Circular Community Programme

As we plan for the future, green spaces need to become a priority, coinciding with a greater focus on encouraging a circular economy and the improvement of the well-being not only of the residents as well as the visitors of our pilot area. Access to nature is set to become higher up on the list of planning and local authority requirements. A green community will implement environmentally friendly practices to meet the needs of its members (e.g., conservation of water, land, energy, and nonrenewable resources, including maximum feasible reduction, recovery, and reuse and recycling of waste). Moreover, a green community will use prevention strategies and appropriate technology to minimise pollution emission and will be a great example for other regions as well.

- Sub-Action 1.1 Create a Consume-less Label
- Sub-action 1.2: Create a sustainable indicators system
- for measuring the sustainability of the destination

Kalavassos Village



Action 2: Create Authentic Experiences based on the Rich Cultural Heritage of Rural Larnaca

Rural Larnaca has a long, colourful, and rich history. Hundreds of years of contrasting civilisations, architecture and culture have left their mark on what has always been one of Cyprus' most important and diverse regions. Each village is known for its traditional handicrafts or pastimes with generations of the skilled artisans proudly continuing the local customs. Also, the villages have a very rich cultural heritage, hidden and unhidden, tangible and intangible. All these characteristics make it ideal to develop authentic experiences that travels you through Rural Larnaca' s areas. The creation of authentic experiences will bring visitors (foreigners and locals)

close to Cypriot nature and will give the opportunity to familiarise with local traditions and to experience the Cypriot way of life.

- Sub-Action 2.1 Larnaca Renaissance Festival
- Sub-action 2.2: Needle Festivals
- Sub-action 2.3: Sensory Bee Nature Trail
- Sub-action 2.4: Tours with Locals



Traditional clay pottery production

Action 3: Create a Living Lab

A living lab, or living laboratory, is a user-centred, iterative, open-innovation ecosystem concept operating in a territorial context integrating concurrent research and innovation processes within a public-private-people partnership. The concept is based on a systematic user co-creation approach integrating research and innovation processes. These are integrated through the co-creation, exploration, experimentation and evaluation of innovative ideas, scenarios, concepts, and related technological artefacts in real life use cases.

The aim of this action is to initiate the Living Lab Approach as a systematic co-creation approach that brings together business, academia and all relevant stakeholders of the rural Larnaca in an effort to enhance collaboration and engage all stakeholders to assess new ideas and innovative concepts and continue the work that has been initiated with the Be.Cultour workshops.

- Sub-action 3.1: Create a Tourism Living Lab for Rural Larnaca
- Sub-action 3.2: Create a Technical and Financial Assistance Office for private and public entities

Action 4: Innovative methods for revolutionising interest in archaeological sites

Today, there is an ever-growing interest in the dissemination of knowledge of the material and immaterial values of the historical and archaeological heritage and in the transmission of these values to an extended audience. This occurs through the use of materials and technological solutions, respecting the ruins of our past and protecting their memory.

Rural Larnaca is an area with rich cultural heritage and the condition of fragility of the archaeological and cultural sites has also raised fueling the debate and questions of respect for the place and protection of the ruins and findings. Based on that the action plan includes actions that promote the use of innovative methods for revolutionising the interest of our archeological sites.

- Sub-action 4.1: Develop a Web AR Application
- Sub-action 4.2: Develop an online experiences booking platform «Kalosorisete»
- Sub-action 4.3: Develop an Interactive Map for Larnaca

Action 5: Design of touristic packages to promote Rural Larnaca

The lack of promotion and visibility of the Rural Larnaca comes to intercept the design of touristic packages to promote Rural Larnaca, especially the villages, based on specific areas of interest which can be promoted by tour operators such as thematic parks, gastronomy, wine routes, traditional products, natural treasures in order to attract tourism, foreigners, and locals, to the area.

- Sub-action 5.1: Create a multidisciplinary museum.
- Sub-action 5.2: Design of touristic thematic packages and promotional campaign for Rural Larnaca



*Basketry Museum in
Choirokoitia Village*

Local Resources Related to this Action Plan

<https://larnakaregion.com/directory/product/kato-drys-bee-embroidery-museum>

<https://larnakaregion.com/directory/product/local-agricultural-museum-kato-drys>

<https://larnakaregion.com/directory/product/lefkara-handicraft-centre>

<https://larnakaregion.com/directory/product/local-museum-traditional-embroidery-and-silversmith-work-lefkara>

<https://larnakaregion.com/directory/product/church-saints-constantine-and-helen>

<https://larnakaregion.com/directory/product/rural-larnaka-honey-villages>

<https://larnakaregion.com/things-do/traditional-local-experiences>



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