



**6<sup>th</sup> International Conference on UNESCO Historic Cities Heritage of Peace**  
**UNESCO HISTORIC CITIES, Sustainability and Historic Cities;**  
**challenges and opportunities**



# **MEDIEVAL TOWN OF RHODES**

## **OVER-TOURISM & SUSTAINABILITY**

**MALTA, VALETTA 4-6 APRIL 2025**

**REGINA ECONOMIDES**

**Architect Engineer NTUAthens**

**MCS Scuola di Specializzazione in Beni Architetonici e del Paesaggio U.D.S. 'LA SAPIENZA' Rome**

**Head of Building Projects and Public Spaces in the Directorate of Technical Works and Infrastructure of the Municipality of Rhodes.**





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## RHODES MEDIEVAL TOWN OVERTOURISM



**MEDIEVAL TOWN OF RHODES, OVER-TOURISM & SUSTAINABILITY**

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## UNESCO HISTORIC CITIES, Sustainability and Historic Cities; challenges and opportunities



## Guide to sustainable tourism



CHALLENGES AND CRITERIA FOR THE TOURISM SECTOR'S EVALUATION REGARDING THE 2030 AGENDA



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**Rotary**  
Club of  
**RHODES**  
DISTRICT 2470 GREECE

**ΡΟΤΑΡΙΑΝΟΣ ΟΜΙΛΟΣ ΡΟΔΟΥ**



**Rotary Club of Rhodes**

**ΠΡΟΣΚΛΗΣΗ**

Θέμα Ομιλίας:  
"Μεσαιωνική Πόλη Ρόδου,  
Υπερτουρισμός & Αειφορία"

  
Ομιλήτρια:  
**Ρεγγίνα Οικονομίδου**  
Αρχηγός του Εργαστηρίου για την Αειφορία, το  
Κοινωνικό και το Περιβάλλον, στο Εργαστήριο  
Εκπαίδευσης για την Αειφορία (ΕΕΑ) της  
Ευρωπαϊκής Επιτροπής (ΕΕ) στην Αθήνα

**Μεσογειακή**

ΠΕΡΙΟΧΗ	ΩΡΑ
28 Μαρτίου 2025	20:30

**ΠΛΗΡΟΦΟΡΙΕΣ**  
Τμήμα Μορφών: 1027/2025-2026  
Είσοδος: Ελεύθερη  
Εγγραφή: [info@rotaryclubrhodes.gr](mailto:info@rotaryclubrhodes.gr)  
Τηλ: 6945953700  
Η εισιτήρια θα είναι διαθέσιμα στη τα κεντρική ιστοσελίδα του ΕΕΑ στην Αθήνα.



## MEDIEVAL TOWN OF RHODES. OVER-TOURISM & SUSTAINABILITY

RHODES, MEDITERRANEAN HOTEL, 20.3.25

MEDIEVAL TOWN OF RHODES, OVER-TOURISM & SUSTAINABILITY  
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Welcome at

**INSETE**

[What we do



**MEDIEVAL TOWN OF RHODES, OVER-TOURISM & SUSTAINABILITY**  
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## RHODES IN HIGH RISK AREAS

**MEDIEVAL TOWN OF RHODES, OVER-TOURISM & SUSTAINABILITY**  
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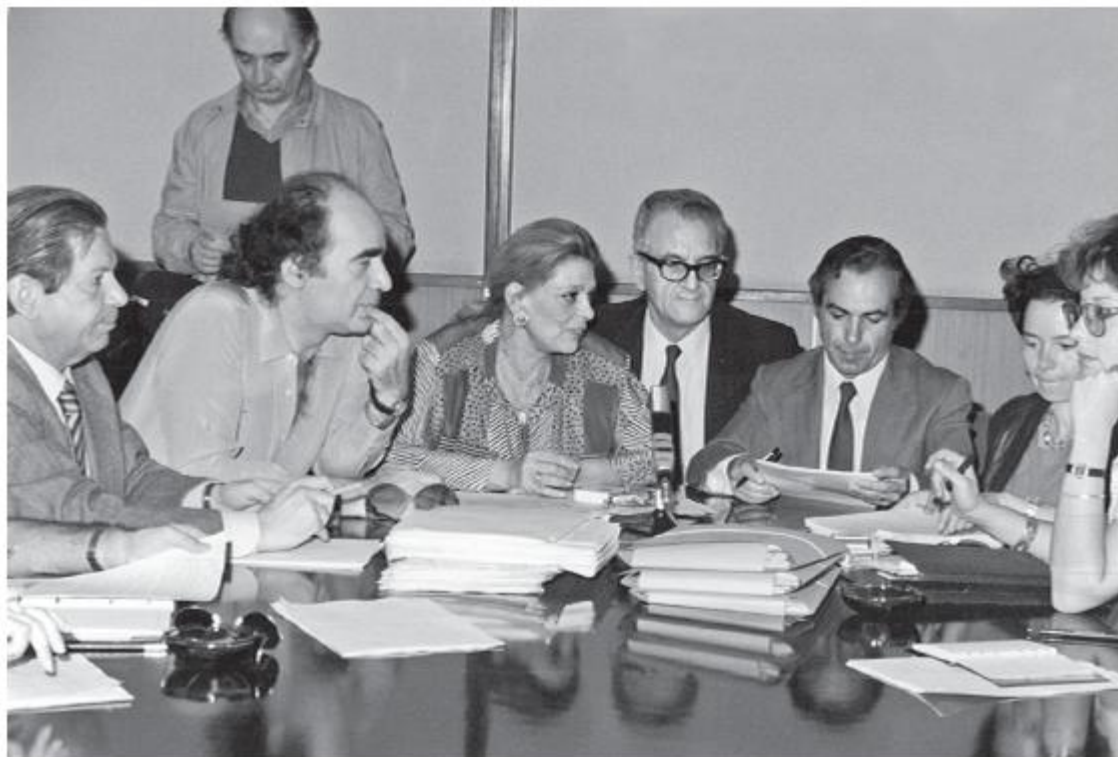




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## RHODES CONVENTION FOR MEDIEVAL TOWN 1985



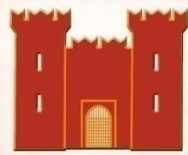
Η υπογραφή της Προγραμματικής Σύμβασης για την Συντήρηση, Ανάδειξη και Αξιοποίηση της Παλιάς Πόλης από το Υπουργείο Πολιτισμού και τον Δήμο Ροδίων 2 Μαΐου 1985. Από αριστερά, ο Κωνσταντίνος Αλαβάνος, Γραμματέας του Υπουργείου Πολιτισμού, η Μελίνα Μερκούρη, Υπουργός Πολιτισμού, ο Σάββας Καραγιάννης, Δήμαρχος Ροδίων και η Τόνια Μυροπούλου.





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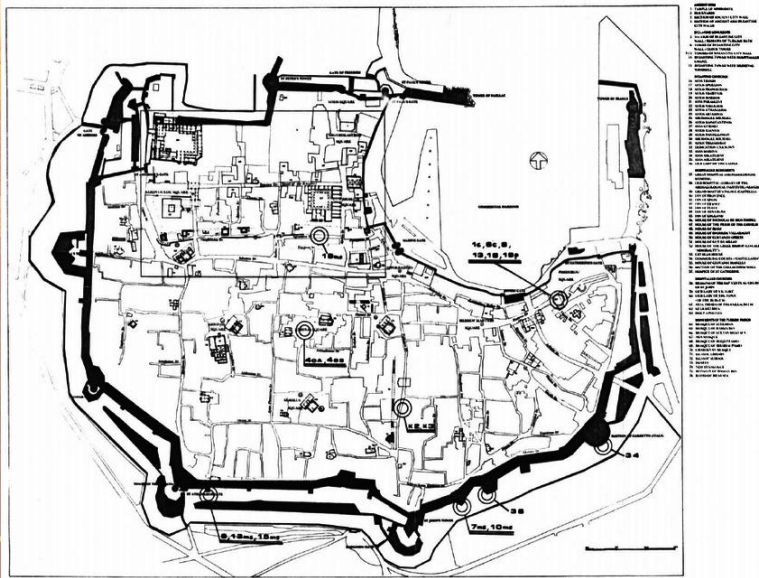
## UNESCO HISTORIC CITIES, Sustainability and Historic Cities; challenges and opportunities



### 2023 : NEW CONVENTION FOR MEDIEVAL CITY OF RHODES

It includes the following provisions:

- The completion and implementation of the Special Urban Planning Study of Rhodes.
- The development of a Management Plan for the Medieval City. The management and promotion of the historical and cultural monumental ensemble and open spaces.
- The implementation of a housing policy for the repair and management of properties (both private and public).
- The application of specialized studies and policies concerning the use of renewable energy sources, the development of public utility networks, traffic regulation, the establishment of special regulations for the implementation and monitoring of the institutional framework, and international collaborations.
- The education of permanent residents, visitors, workers, and entrepreneurs of the Medieval City.



**MEDIEVAL TOWN OF RHODES, OVER-TOURISM & SUSTAINABILITY**

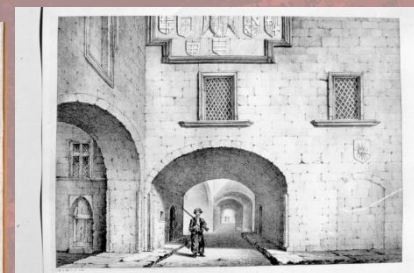
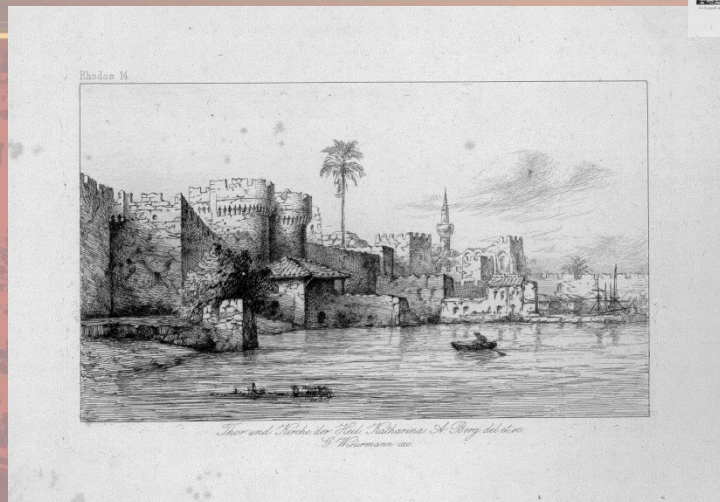
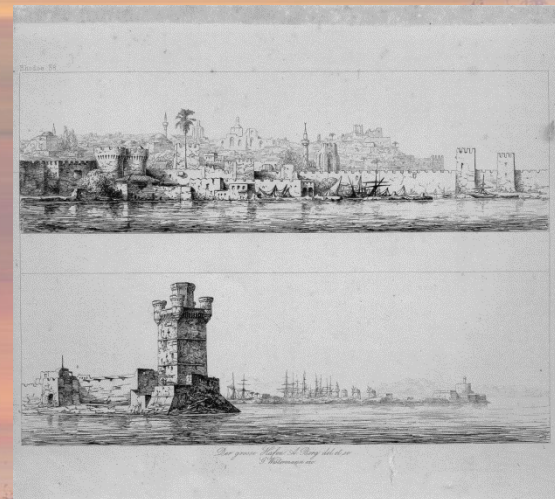
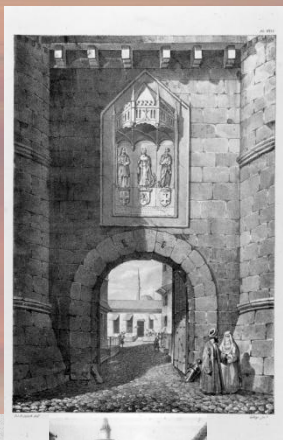
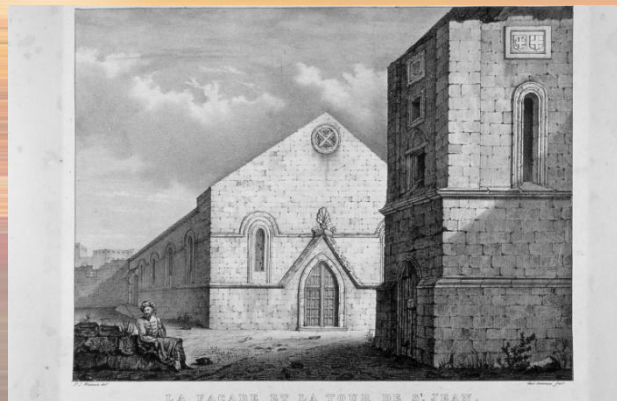
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## UNESCO HISTORIC CITIES, Sustainability and Historic Cities; challenges and opportunities



### RHODES MEDIEVAL TOWN IMAGES FROM THE PAST

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## UNESCO HISTORIC CITIES, Sustainability and Historic Cities; challenges and opportunities



 <b>UNESCO WORLD HERITAGE SITE</b>	<b>COUNTRY: GREECE</b> 
	<b>YEAR OF RECOGNITION: 1988</b>
<b>Medieval City of Rhodes</b>	<p>This cultural property is an outstanding example of an architectural ensemble which illustrates the significant period of history in which a military-hospital order founded during the Crusades survived in the eastern Mediterranean area in a context characterised by an obsessive fear of siege</p> 



Χάρτης ελληνικών μνημείων Παγκόσμιας Κληρονομιάς UNESCO

## GREECE –UNESCO WORD HERITAGE SITES

1988



Η τοποθέτηση της πλάκας στην είσοδο του Καστέλλου που αναφέρεται στην Κήρυξη της Παλαιάς Πόλης σε Πόλη Παγκόσμιας Κληρονομιάς από την UNESCO το 1988. Στη φωτογραφία ο Σάββας Καραγιάννης, Δήμαρχος Ρυδίου, Ηλίας Κώλλιας, Έφορος Βυζαντινών Αρχαιοτήτων Διαδεκανέσιου και επικεφαλής της UNESCO επί ημερών των οποίων έγινε η κήρυξη.

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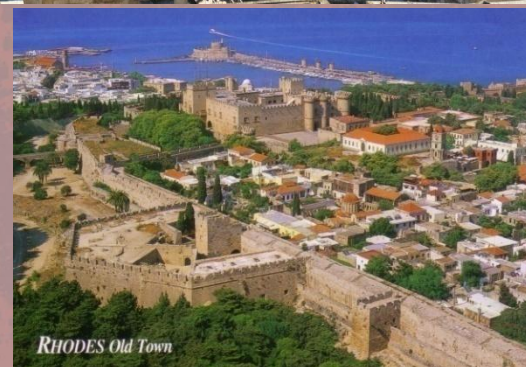
## UNESCO HISTORIC CITIES, Sustainability and Historic Cities; challenges and opportunities



Takos Kostas



Medieval City of Rhodes



RHODES Old Town

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## RHODES MEDIEVAL TOWN-OVERTOURISM



## MEDIEVAL TOWN OF RHODES, OVER-TOURISM & SUSTAINABILITY

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## UNESCO HISTORIC CITIES, Sustainability and Historic Cities; challenges and opportunities



### HERITAGE COMMODIFICATION



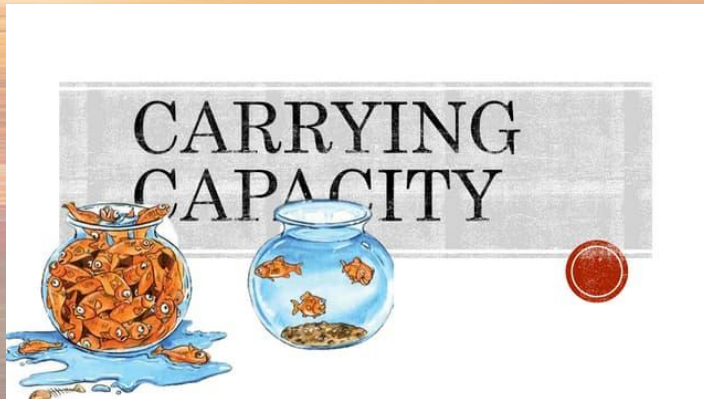
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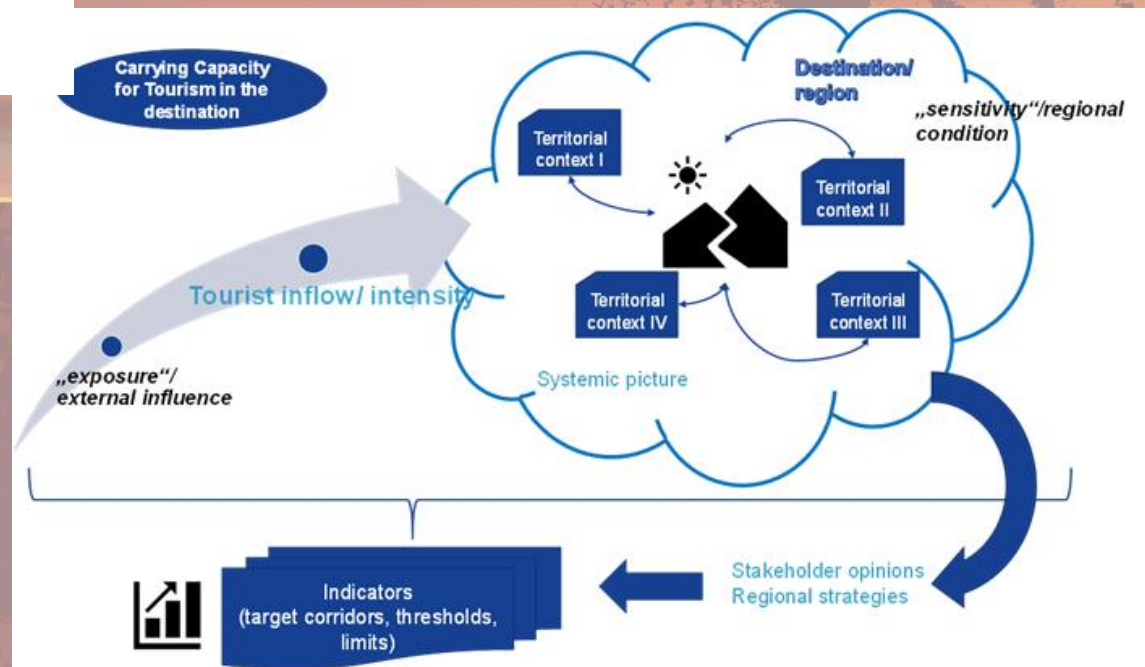




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## TOURISM CARRYING CAPACITY Mission impossible?



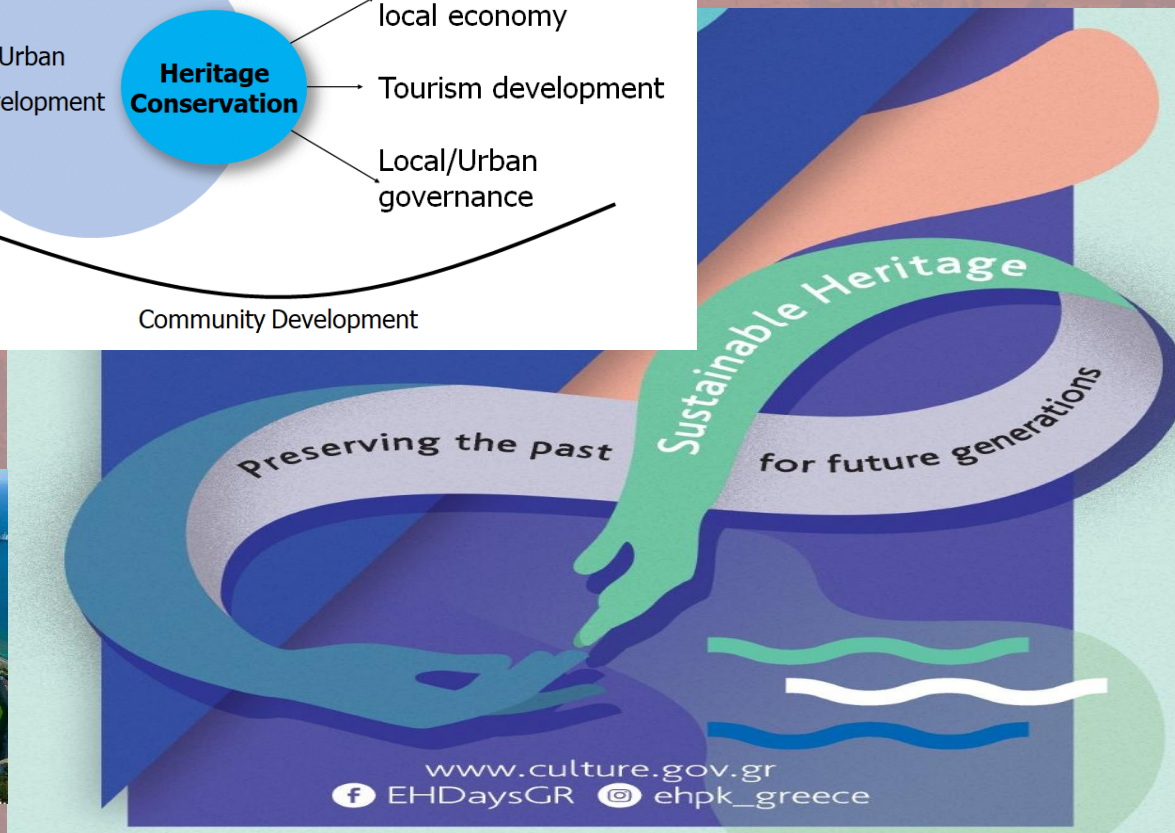
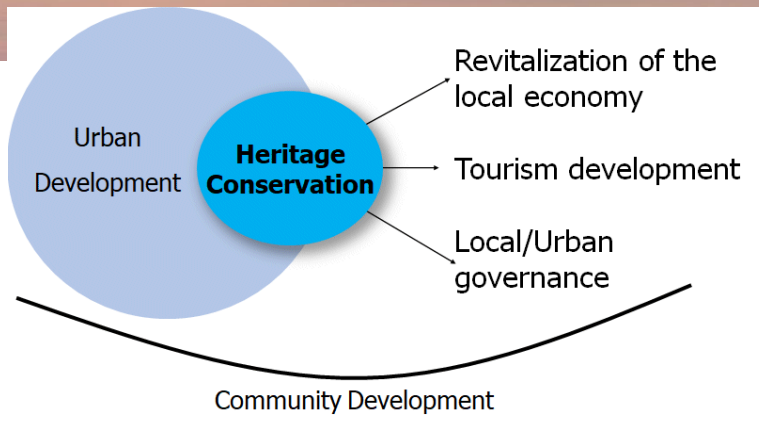




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## CONTRIBUTION TOWARDS SUSTAINABILITY OF MEDIEVAL TOWN OF RHODES



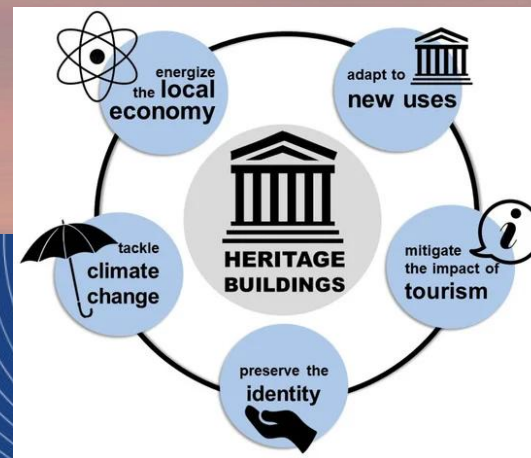
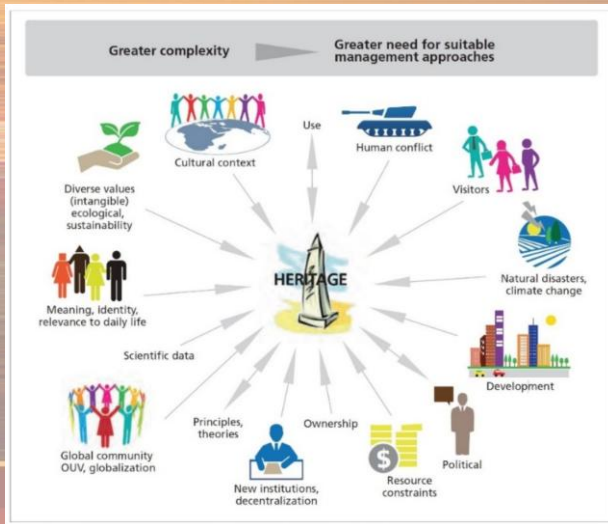




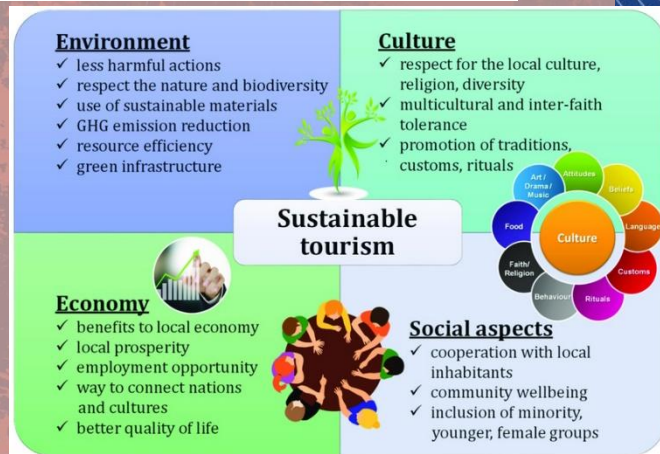
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## CONTRIBUTION TOWARDS SUSTAINABILITY OF MEDIEVAL TOWN OF RHODES



### Strategy for Sustainable Tourism



## MEDIEVAL TOWN OF RHODES, OVER-TOURISM & SUSTAINABILITY

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## UNESCO HISTORIC CITIES, Sustainability and Historic Cities; challenges and opportunities



### CONTRIBUTION TOWARDS SUSTAINABILITY OF MEDIEVAL TOWN OF RHODES



**ACCESSIBILITY FOR PEOPLE  
WITH DISABILITIES**

		11:25	11:40
		13:45	14:00
15:00	15:15	16:10	16:25
17:25	17:40		

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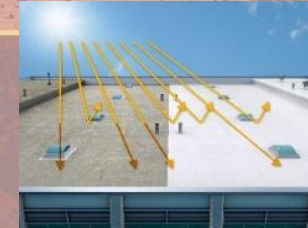
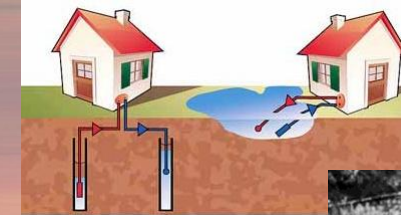
Blended Intensive Program  
**Towards a Sustainable Water Management**

**Organized by:**  
Universidad de Extremadura  
(Hidronatura Campus of Excellence)

**Co-Organized by:**  
• Universidade de Évora (Portugal)  
• Högskolan i Gävle (Sweden)  
• Universitatea din Oradea (Romania)  
• Uniwersytet Przyrodniczy we Wrocławiu (Poland)

**Program Details:**  
• **IN-PRESENCE attendance period:** June 12 to 17, 2023  
• **VIRTUAL attendance period:** from June 5 to 9 and 19 to 27, 2023  
• **Language of instruction:** English  
• **Credits CFU/ECTS:** 6

**EU GREEN**  
EUROPEAN ALLIANCE



## MIGLIORARE IL MICROCLIMA



## MEDIEVAL TOWN OF RHODES, OVER-TOURISM & SUSTAINABILITY

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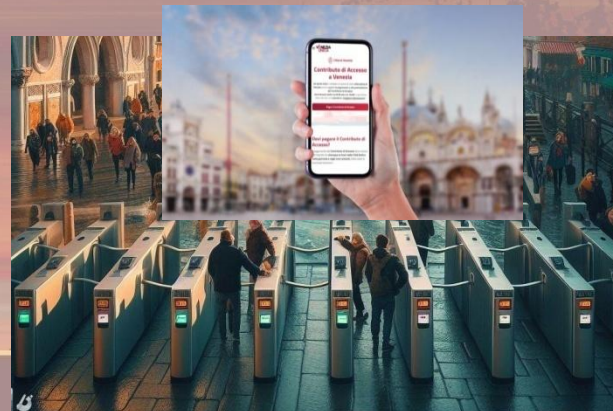


## CONTRIBUTION TOWARDS SUSTAINABILITY OF MEDIEVAL TOWN OF RHODES

### ECO-FRIENDLY MOBILE APPS ARE TRANSFORMING TOURISM



### TICKETS-THE EXAMPLE OF VENICE



### THE TOP 5 SUSTAINABLE TRAVEL APPS FOR RESPONSIBLE TRAVELERS

1. ITILITE
2. Happy Cow
3. BlaBla Car
4. Strava
5. Too Good To Go



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## CONTRIBUTION TOWARDS SUSTAINABILITY OF MEDIEVAL TOWN OF RHODES



### THE PROFILE OF THE CULTURAL TOURIST

- High educational and cultural level.
- From millennials up to seniors citizens (all age brackets).
- Interested in local aspects, such as cuisine.
- They show concern for the environment.
- They appreciate cultural differences between countries.
- They travel frequently and value quality and comfort.
- They like to get to know the local population and their way of life.



Source: ResearchGate





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## CONTRIBUTION TOWARDS SUSTAINABILITY OF MEDIEVAL TOWN OF RHODES

Preserving Cultural Heritage Inclusive Tourism Ventures that Celebrate and  
Protect Traditions

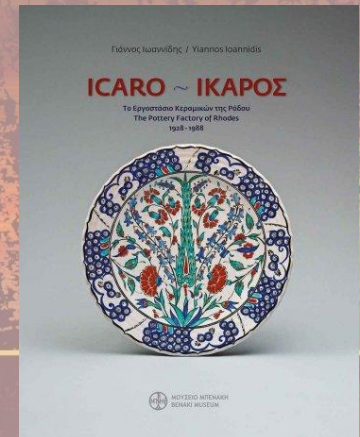


1 Engaging Local Communities

2 Fostering Cultural Exchange

3 Supporting Local Artisans

4 Educating Visitors



Made In Rhodes  
ΠΑΡΑΔΟΣΙΑΚΑ ΤΟΠΙΚΑ ΠΡΟΪΟΝΤΑ

**MEDIEVAL TOWN OF RHODES, OVER-TOURISM & SUSTAINABILITY**

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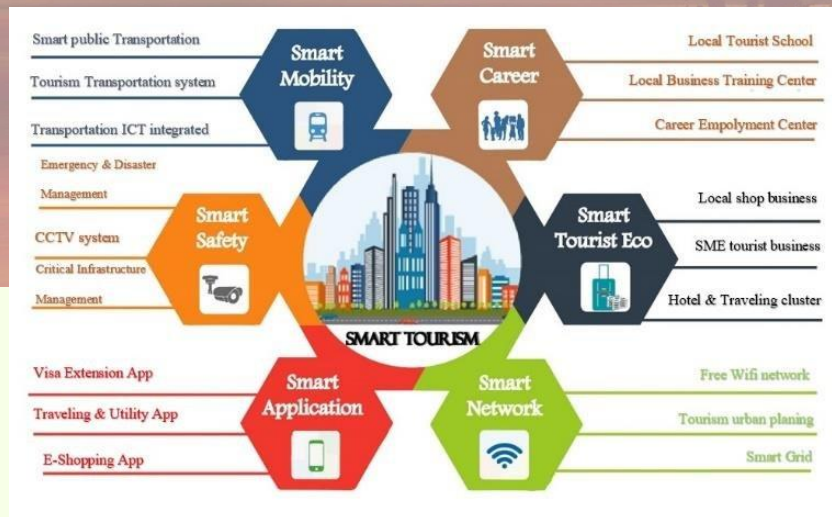
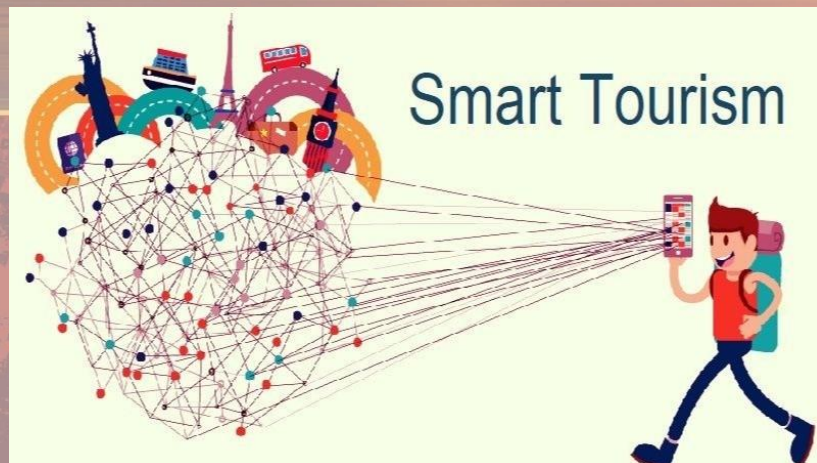




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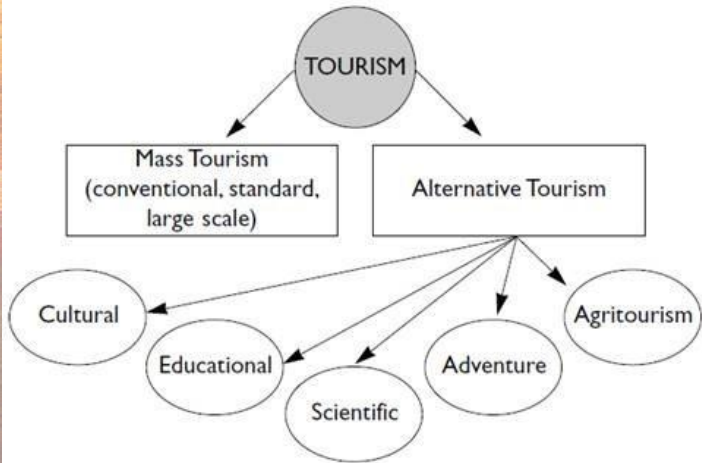




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## CONTRIBUTION TOWARDS SUSTAINABILITY OF MEDIEVAL TOWN OF RHODES



### Alternative Tourism

- **Alternative Tourism** is any type of travel that is not mass tourism (i.e. beach vacations or traditional sightseeing tours). This includes ecotourism, backpacking, volunteer tourism, adventure tourism, historical tourism, tornado chasing surfing or any form of travel that is atypical

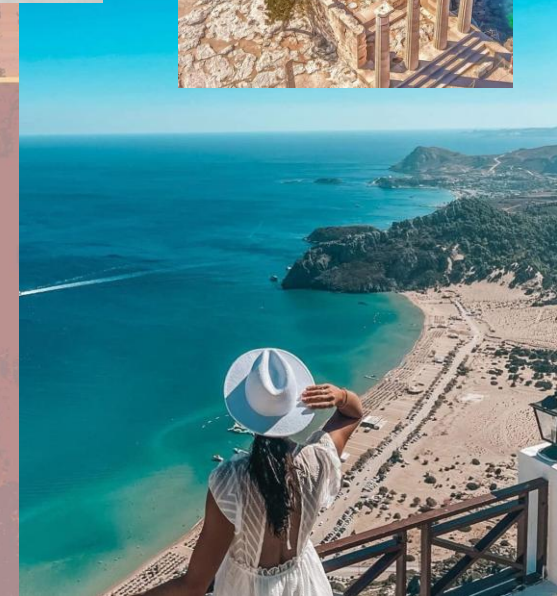


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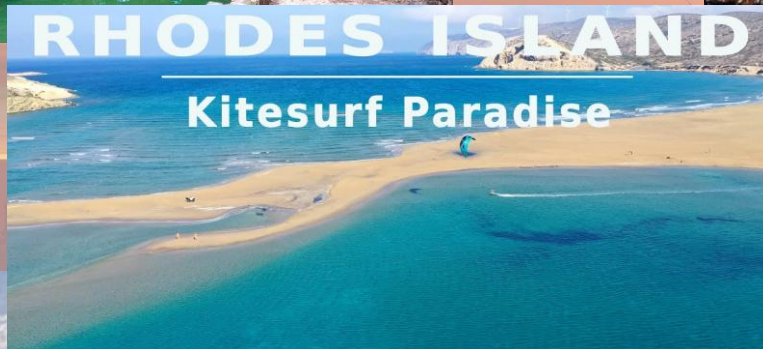




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### CONTRIBUTION TOWARDS SUSTAINABILITY OF MEDIEVAL TOWN OF RHODES



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## CONTRIBUTION TOWARDS SUSTAINABILITY OF MEDIEVAL TOWN OF RHODES

### Collaboration and Partnerships for Sustainable Tourism Growth

Public-Private Partnerships  
/(PPPs/)

Academic Institutions and  
Research Centers

Destination Management  
Organizations /(DMOs/)

Inclusive Partnerships

01 → Community Engagement and  
Empowerment

03 → Industry Associations and  
Networks

05 → Cross-Sector Partnerships

07 → Volunteer Tourism and NGOs

Ελλάδα 2.0

ΕΘΝΙΚΟ ΣΧΕΔΙΟ ΑΝΑΚΑΜΨΗΣ  
ΚΑΙ ΑΝΘΕΚΤΙΚΗΣ

UNIVERSITY OF THE  
AEGEAN

### Guide on EU funding for tourism



This online guide highlights the wide range of funding programmes financed by the new budget, multiannual financial framework 2021-2027, and Next Generation EU. With these resources and this guide, we're supporting the move towards a more digital, sustainable and inclusive EU.

SETE  
TOURISM  
PEOPLE  
DEVELOPMENT  
TRAINING  
[www.insete.gr](http://www.insete.gr)



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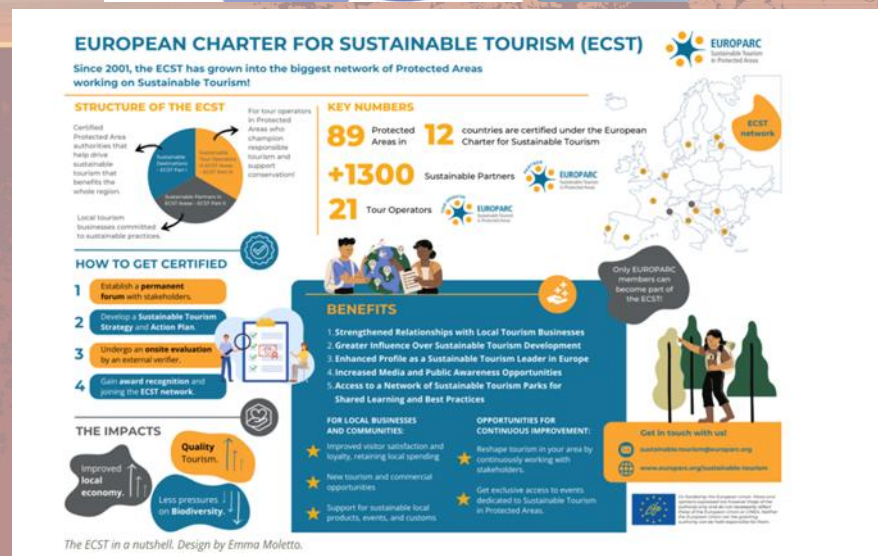
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TOURISM TOOLKIT



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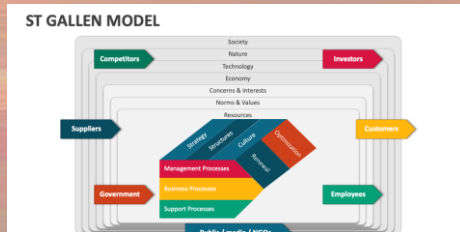




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<b>St. Gallen Method</b> allows to analyse the strategic flows of visits	<b>Car counting</b> counting cars passing through established "check points"	<b>Person counting</b> counting people passing through established "check points"	<b>Telephone cells</b> obtain information on the movements that visitors make
<b>Interview</b> it allows to have specific information on visitors	<b>Survey</b> it allows to have specific information on visitors	<b>GPS</b> to "follow" visitors inside the Park	<b>Social Media</b> to know trends, preferences and behaviours of visitors
<b>Statistical models</b> to obtain an estimate of tourist flows when there are not all the information available	<b>Focus Group</b> to deepen a theme or particular aspects of a topic	<b>Video camera</b> to gather information about the number, flow and behaviour of visitors	<b>Bioacoustic</b> investigates sound production and reception in animals, including man and detect their presence

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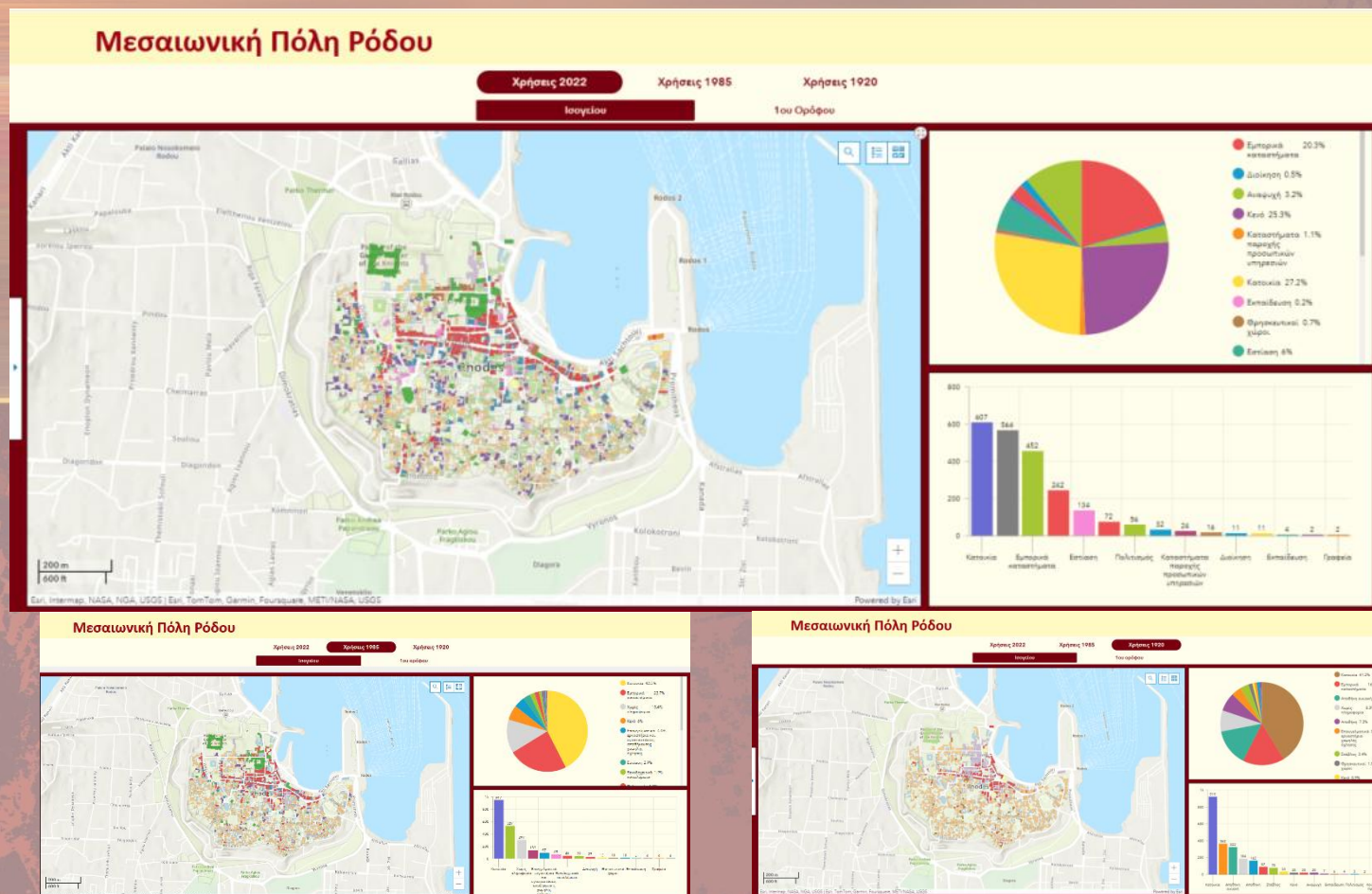




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VALETTA 4-6 APRIL 2025

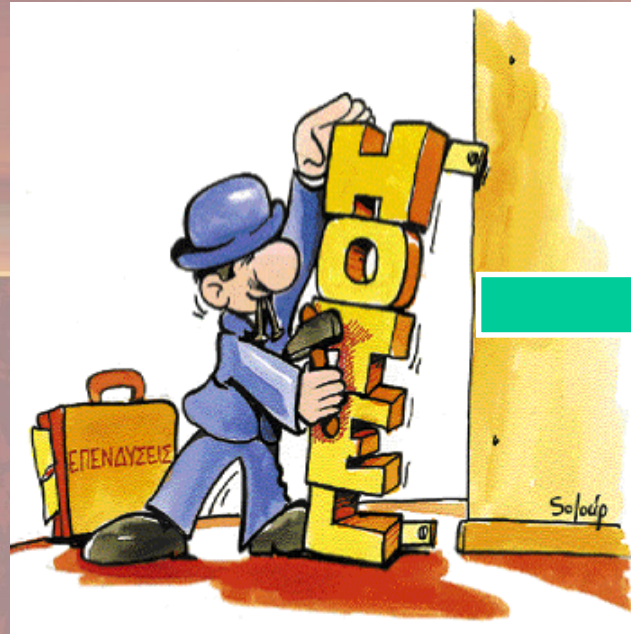




6<sup>th</sup> International Conference on UNESCO Historic Cities Heritage of Peace  
UNESCO HISTORIC CITIES, Sustainability and Historic Cities;  
challenges and opportunities



???????







# 6<sup>th</sup> International Conference on UNESCO Historic Cities Heritage of Peace

## UNESCO HISTORIC CITIES, Sustainability and Historic Cities; challenges and opportunities



UNESCO WORLD HERITAGE SITE



**Medieval City of Rhodes**

**COUNTRY: GREECE**



**YEAR OF RECOGNITION: 1988**

An outstanding example of an architectural ensemble which illustrates the significant period of history in which a military hospital order founded during the Crusades that survived in the eastern Mediterranean area in a context characterised by an obsessive fear of siege



**MEDIEVAL TOWN OF RHODES, OVER-TOURISM & SUSTAINABILITY**

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# **MEDIEVAL TOWN OF RHODES**

## **OVER-TOURISM & SUSTAINABILITY**

**MALTA, VALETTA 4-6 APRIL 2025**

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