

**PROJECT:** GreCO - Green Cultural Oases

**SCIENTIFIC DIRECTOR:** M. Pateraki

**DURATION (MONTHS):** 42 months

**DEPARTMENT:** Department of Topography

**FINANCIER:** ERDF

**DESCRIPTION:** Imagine an urban destination where cultural diversity meets sustainable living, prioritizing well-being for all—visitors and the community. Enter "GreCO," a pioneering collaborative approach to proactive urban tourism planning, crafting immersive, sustainable, culturally enriched experiences for all. Challenge: The task is to shape emerging urban destinations into sustainable, resilient and inclusive tourism hubs, tackling issues like overtourism, cross-cultural conflicts, and environmental stress. Elliniko-Argyroupoli in Greece, epitomizes this shift as it transforms from a residential area into a major tourist destination, hosting Europe's largest urban regeneration project. Proposed Solution: We present "GreCO," a pioneering proactive urban tourism approach prioritizing long-term sustainability and stakeholders well-being. At its core, "GreCO" offers innovative and personalized routes and educational programs that actively engage stakeholders. Originality and Innovation: "GreCO" represents a groundbreaking, inclusive and original approach to proactive urban tourism planning. It combines sustainability, cultural diversity, and digital innovations to create a resilient, inclusive, and sustainable tourism ecosystem. Expected Change: "GreCO" proactively transforms emerging urban destinations fostering resilience, inclusivity, and sustainability. This leads to improved community well-being, enhanced visitor experiences, and sets a standard for emerging urban destinations.