



Balancing Economic Development
and Environmental Planning for
Tourism in Rural Europe

DIAGNOSTIC REPORT OF PARGA



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CONTENTS	PAGE
INTRODUCTION	1
CHAPTER A. SOCIO-ECONOMIC AND ENVIRONMENTAL PROFILE OF THE AREA	2
A.1. Location	3
A.2. Socio-economic Structure	3
A.2.1 Population – Trends	3
A.2.2 Economic Activities	4
A.2.3. Tourism – In depth Analysis	8
<i>A.2.3.1 Supply</i>	8
<i>A.2.3.2. Tourist Demand</i>	13
<i>A.2.3.3 Problems in the tourism sector</i>	15
A.3. Environmental Protection	16
A.3.1 Designated areas	16
A.3.2. Designated settlements, buildings and monuments	16
A.3.3. Other areas of interest	16
A.3.4. Conclusions	18
A.3.5. Environmental pollution	19
A.4 Access and Accessibility	20
A.5. Stakeholder Analysis	21
A.5.1 Public Authorities	21
A.5.2 NGOs	22
CHAPTER B. THE PLANNING STATUS OF THE AREA	23
B.1 The Structure of settlements	23
B.2 Position of settlements in the regional urban network	23
B.3 The Town Plan	23
CHAPTER C. SWOT ANALYSIS	25
CHAPTER D CONFLICT ANALYSIS	27
Maps of Land Uses	30
References	31

LIST OF MAPS

Map 1:	The Prefecture of Preveza in Epirus	2
Map 2:	The Municipality of Parga in Epirus	2

LIST OF TABLES

Table A.2.1.	Population per Municipality in the Prefecture of Preveza (1961-2001)	3
Table A.2.2.	Population per village in the Municipality of Parga (1961-2001)	4
Table A.2.3.	Employment per economic sector for the Municipality of Parga (1991)	4
Table A.2.4.	Land uses in the Municipality of Parga	5
Table A.2.5.	Enterprises in the secondary sector per type of industry in the Municipality of Parga	6
Table A.2.6.	Tourism-related enterprises in the Municipality of Parga	7
Table A.2.7.	Tourist accommodation in the Prefecture of Preveza per Municipality (2001)	8
Table A.2.8.	Tourist beds according to class in the Prefecture of Preveza (2001)	9
Table A.2.9.	Distribution of hotels per settlement and class in the Municipality of Parga (2001)	9
Table A.2.10.	Distribution of Rented Rooms and Apartments per settlement and class in the Municipality of Parga (2001)	10
Table A.2.11.	Sea sports in Parga	10
Table A.2.12.	Existing services in the Municipality of Parga	11
Table A.2.13.	Average length of stay of visitors in the Prefecture of Preveza in days (1990-1999)	13
Table A.2.14.	Average length of stay of visitors in Parga in days (1993-1999)	14
Table A.2.15.	Arrivals and tourist nights spent in Parga (1993-1999)	14
Table A.3.1.	Designated areas in Parga	17
Table D.1.	Parties involved in and affected by the Town Plan implementation and the lifting of the Saturation Order	27

INTRODUCTION

▪ General information about EDEN

The EDEN programme (Balancing Economic Development and Environmental Planning for tourism in Rural Europe) is co-financed by the EU and the Ministry of National Economy and it is implemented by local authorities, social and private organisations. Four countries participate in the programme: Greece, Sweden, Romania and Hungary. The areas that participate in Greece are Parga, in the Prefecture of Preveza and Syvota, in the Prefecture of Thesprotia.

▪ Aim of the report

This report focuses on the village of Parga, an area of great natural beauty that attracts many tourists. The village of Parga is located in the Municipality of Parga that also comprises the villages of Agia, Anthousa and Livadari, following the reform in accordance with the 1998 Law enforcing the unification of communities (known as Kapodistrias Plan).

Tourist development during the last decades has generated an increasing number of problems including the continual degradation of the natural and built environment in Parga. These problems are likely to increase and affect tourism more seriously in the near future.

This report aims to highlight both positive and negative aspects of the area, in a SWOT analysis and a Conflict analysis, in order to facilitate the development of proposals for the improvement of the current situation. The vision of the project team is sustainable development in the area, to include both the conservation of the natural and built environment and the tourist development of the area.

CHAPTER A. SOCIO-ECONOMIC AND ENVIRONMENTAL PROFILE OF THE AREA

A.1 Location

Parga is located in the North-Western part of the Prefecture of Preveza in Epirus, along the coastal zone of the Ionian Sea. Opposite Parga are located the islands of Paxoi and Antipaxoi. Parga is located 60 km from the Prefecture's capital, 150 km from Ioannina and 50 km from Igoumenitsa. The area of interest (village of Parga) occupies 3,631 acres of land out of the total 17,226 acres of the Municipality of Parga – hence, 21% of the total Municipality area.

Map 1. The Prefecture of Preveza in Epirus



Map 2. The Municipality of Parga in Epirus



Parga is a coastal area with steep slopes, consisting of forest and cultivated land, mostly olive groves (5.4% and 28.9% of the total land respectively, Table A.2.4). The climate of Parga is Mediterranean with mild winters and warm summers. During the winter there is plenty of rain and, rarely, snow. The average temperature during January is 9.5 C and the lowest temperature is –5 C. The average temperature during July is 25 C and the highest 38 C. The annual rain level for Parga is 887 mm.

A.2. Socio-economic profile

A.2.1 Population – Trends

The population of the Municipality of Parga according to the Census of 2001 is 4049 inhabitants – 6.8 % of the total 59334 inhabitants of the Prefecture. As shown in table A.2.1, in the period 1961-1991, there has been, overall, a reduction in the population of the Municipality, particularly during the first two decades (following trends experienced in Greece of increased emigration during the 1960s and urbanisation during the 1970s). However, there has been a remarkable recovery in the 1990s with a population increase of 13.4%.

Despite the fact, that the population of the Municipality had an increase of only 2% over the period 1961-2001, for the same period the village of Parga, as may be seen in table A.2.2, had a total population increase of 19.7%. Thus, it is concluded that whilst Parga's population was increasing the population of the rest of the villages comprising the Municipality of Parga was decreasing, indicating that the village of Parga offers the greatest development opportunities in the area.

According to information provided by the local authority, the village of Parga has 2100 inhabitants during the winter, while during the summer the number of residents, including tourists, goes up to 17000 and sometimes to 20000. In other words it increases almost tenfold.

TABLE A.2.1: POPULATION PER MUNICIPALITY IN THE PREFECTURE OF PREVEZA (1961-2001)

	Population					Change (%)			
	1961	1971	1981	1991	2001	61-71	71-81	81-91	91-01
M. of Anogi	2184	1852	1993	1649	1542	-15.2	7.6	-17.3	-6.5
M. of Zalogo	5604	4768	4957	5179	5054	-14.9	4.0	4.5	-2.4
M. of Thesprotiko	7791	6284	6179	5653	5482	-19.34	-1.7	-8.5	-3
M of Louro	6529	5265	5630	5619	5236	-19.36	6.9	-0.2	-6.8
M. of Parga	3964	3719	3573	3569	4049	-6.1	-3.9	-0.1	13.4
M. of Preveza	13920	13818	15085	16886	19549	-0.7	9.2	11.9	15.7
M of Fanari	9926	9635	9188	9505	8914	-2.9	-4.6	3.5	-6.2
M of Fillipiada	8932	8374	8132	9415	8454	-6.3	-2.9	15.8	-10.2
Village of Kranea	1405	1243	1178	1153	1054	-11.5	-5.2	-2.1	-8.6
Prefecture of	60256	54958	55915	58628	59334	-8.8	1.7	4.9	1.2

Source: National Statistical Service of Greece (Census 2001)

TABLE A.2.2: POPULATION PER VILLAGE IN THE MUNICIPALITY OF PARGA (1961-2001)

	Population					Change (%)			
	1961	1971	1981	1991	2001	61-71	71-81	81-91	91-01
Parga	1755	1832	1892	1900	2100	4.4	3.2	0.4	10.5
Anthousa	758	659	656	661	-	-13.0	-0.5	0.8	-
Agia	1211	1037	897	918	-	-14.4	-13.5	2.3	-
Livadari	240	191	128	90	-	-20.4	-33	-29.7	-
Municipality of Parga - Total	3964	3719	3573	3569	4049	- 6.2	-3.9	-0.1	13.4

Source: National Statistical Service of Greece (Census 2001)

A.2.2. Economic activities

The average Gross Domestic Product (GDP) per capita for the Prefecture of Preveza comes up to 10975 Euros for the year 2001, whilst the national average is 11856 Euros. Preveza in 2001 occupied the 21st place among the 52 Prefectures of Greece, while during the year 2000 it was in the 31st place. The increase of the GDP is mainly due to the development of the tertiary sector in the area and specifically of the tourist industry. Within the framework of the laws 1262/82, 1892/90 and 2601/98 the private investments that took place in the wider area of Parga for the period 1982-2001 were in total 2.28 million Euros including a subsidy of 0.61 million Euros (these figures are very low due to restrictions imposed after the area's designation as "saturated" regarding tourism, in 1986).

Employment

According to the 1991 Census, the economically active population of the municipality is 1445 people out of which 1315 are employed and 130 are unemployed. Table A.2.3 presents employment in the municipality per sector.

TABLE A.2.3: EMPLOYMENT PER ECONOMIC SECTOR FOR THE MUNICIPALITY OF PARGA, 1991

	Employment				Percentage distribution (%)		
	Total	Primary sector	Secondary sector	Tertiary sector	Primary sector	Secondary sector	Tertiary sector
M. of Parga	1315	562	164	589	42.7	12.5	44.8

Source: National Statistical Service of Greece (Census 1991)

The inhabitants of Parga are mainly occupied in tourism and agriculture. 45% of those in employment are occupied in the tertiary sector, almost 43% in the primary sector and only 12% in the secondary sector. The activities are interchanging during the year. During the summer period (May till September) the main occupation is tourism while during the rest of the year it is agriculture, based on the cultivation of olive trees. It is important to add that the number of those in employment increases during the summer period, due to seasonal tourism-related jobs.

Sectoral Activity

Primary sector

The Municipality of Parga devotes 87.4% of its land to farming (Table A.2.4). The main products are olive oil, citrus fruit, vegetables and meat. The dominance of olive groves is demonstrated by the existence of approximately 338000 olive trees in the area with the olive oil production reaching 3000 tons in a year. The wood industry is not developed, since only 5.4% of the area is covered with forests (Table A.2.4).

TABLE A.2.4: LAND USES IN THE MUNICIPALITY OF PARGA

	Total land (Ha)	Cultivated land and fallow land (Ha)		Grazing land (Ha)		Forests (Ha)		Land used for building (Ha)		Other (Ha)	
		No	%	No	%	No	%	No	%	No	%
M. of Parga	6910	1990	28.8	4050	58.6	370	5.4	430	6.2	70	1.0

Source: National Statistical Service of Greece (Census 1991)

Animal husbandry is not pursued in the villages of Parga and Agia, but it is a common activity in the other villages of the Municipality and includes only cow and sheep breeding. Fishing is not developed as much as it could be, considering the opportunities offered. A challenge for the future is the use of knowledge, infrastructure and new technology tools to increase fishing.

Secondary sector

The majority of enterprises in the secondary sector in the Municipality of Parga are engaged in processing primary sector products and in construction (Table A.2.6). They are small scale units that employ a small number of employees, but create various problems because of their location. The processed primary sector products are the following:

- Olive oil;
- Soaps made of olive;
- Traditional drinks: ouzo, cum quat liquor;
- Organic farming products;
- Aromatic herbs; and
- Woodcrafts from olive wood.

In table A.2.5, it may be seen that there is a wide variety of products within the secondary sector in the Municipality. However, the secondary sector is small and not particularly developed.

TABLE A.2.5: ENTERPRISES IN THE SECONDARY SECTOR PER TYPE OF INDUSTRY IN THE MUNICIPALITY OF PARGA

Type of industry	Number of enterprises
Food and drinks production	28
Textile	2
Leather processing	3
Paper production	1
Chemical substances production	5
Metallic products	7
Equipment and machinery	8
Furniture	2
Construction	35
Electricity, natural gas, steam and hot water production	1
Total	92

Source: Commercial and Industrial Chamber of Preveza

Tertiary sector

The tertiary sector is the dominant economic sector in the Municipality of Parga, mainly due to tourism. There are in total 489 tourism-related enterprises in the Municipality, out of which 342 are tourist accommodation units, 84 are restaurants, 53 cafeterias and bars, and 10 are tourist agencies (table A.2.6). It may be seen from the table below that the majority of tourism-related enterprises of the Municipality is concentrated in Parga (86%).

TABLE A.2.6: TOURISM-RELATED ENTERPRISES IN THE MUNICIPALITY OF PARGA

	Restaurants	Cafeterias and Bars	Tourist Accommodation Units	Tourist agencies	TOTAL
Parga	63	40	309	10	422
Agia	10	6	2	-	18
Anthousa	9	6	31	-	46
Livadari	2	1	-	-	3
M. of Parga	84	53	342	10	489

Source: PRISMA, 1999

Relationship between sectors

The Municipality of Parga presents a relatively healthy and multi-sectoral economy, but not sufficiently balanced. The area's economy is mainly based on tourism and the cultivation of olive trees. The secondary sector is less developed than both primary and tertiary sectors and needs to improve in its capacity to process the primary products of the area applying more "environment-friendly" methods. This would enhance the economic prospects of the area and is likely to counterbalance the increasing reliance on tourism. In general, the Municipality of Parga appears to be one of the most dynamic in terms of increases in GDP, per capita income and high employment both within the Prefecture of Preveza and the region of Epirus.

A.2.3 Tourism - In depth analysis

A.2.3.1 Supply

Parga has been designated as a “tourist area” in 1975 and as a zone of second homes in 1977. It offers tourist facilities, beautiful beaches, great scenery and interesting cultural heritage. Tourist development in Parga came early compared with other tourist areas in the vicinity, because of its outstanding natural and built environment. During the 1970s and 1980s, the number of tourist accommodation units increased in an



View of Parga

unplanned way to such an extent, that the government was forced to designate Parga in 1986 as a “saturated area” regarding further tourist development. This designation did not allow to build new hotels or other tourist accommodation units, while it was still possible to modernise existing buildings.

The Municipality of Parga offers a large number of tourist accommodation units within the Prefecture of Preveza (table A.2.7). The Municipality of Parga comprises 40% of the hotels and 56% of the rented rooms and apartments of the Prefecture. More specifically, there are 342 tourist accommodation units in the Municipality of Parga offering 5794 beds, which account for over half of the Prefecture’s stock. The majority of them are in rented rooms and apartments (almost 80%).

TABLE A.2.7: TOURIST ACCOMMODATION IN THE PREFECTURE OF PREVEZA PER MUNICIPALITY (2001)

	Hotels				Rented Rooms				Rented apartments				TOTAL			
	Units		Beds		Units		Beds		Units		Beds		Units		Beds	
	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
M. of Zalogo	12	20.0	831	26.5	86	19.8	1345	21.2	53	39.6	816	39.4	151	24.0	2992	25.9
M of Parga	24	40.0	1174	37.4	259	59.5	3719	58.6	59	44.0	901	43.5	342	54.4	5794	50.2
M of Preveza	11	18.3	734	23.4	29	6.7	436	6.9	8	6.0	154	7.4	48	7.6	1324	11.5
M. of Fanari	12	20.0	344	11.0	60	13.8	832	13.1	14	10.4	200	9.7	86	13.7	1376	11.9
M. of Filippiada	1	1.7	54	1.7	1	0.2	12	0.2	-	-	-	-	2	0.3	66	0.6
Total	60	100.0	3137	100.0	435	100.0	6344	100.0	134	100.0	2071	100.0	629	100.0	11552	100.0

Source: NTO – Epirus Office and PRISMA

According to table A.2.8 high class hotels –A and B- have a modest presence in the Municipality of Parga. A-class hotels account for only 1.4% of the hotel beds of Parga,

while B-class hotels account for 36.7% of hotel beds. Furthermore, there are no other A-class hotels in the Prefecture, which is indicative of a serious shortage in the locality of high class accommodation. The same applies to rented rooms and apartments, where the percentage of units (beds capacity) that are in A and B class in the Municipality of Parga is 36% of the Prefecture's total. It follows, as may be seen in tables A.2.8 to A.2.10 that, within the Municipality, there is a significant proportion of both hotels and rented rooms / apartments lying in low categories, C or lower, which results in attracting average to low income tourists (57% of hotels and 60% of rented rooms / apartments in the Municipality of Parga are in category C or lower). Moreover, the presence of hotels lying in D to E classes, that account for 14.5% of the total Municipality's hotels, gives a negative impression of the quality of the tourist services on offer.

TABLE A.2.8: TOURIST BEDS ACCORDING TO CLASS IN THE PREFECTURE OF PREVEZA (2001)

	Hotels								Rented rooms and apartments					
	A		B		C		D-E		A		B		C	
	Beds	%	Beds	%	Beds	%	Beds	%	Beds	%	Beds	%	Beds	%
M. of Zalogo	-	-	338	29.3	493	33.2	-	-	1205	34.0	815	48.0	141	4.4
M of Parga	43	100	457	39.7	347	23.3	327	71.9	1461	41.2	404	23.8	2755	86.9
M of Preveza	-	-	357	31.0	355	23.9	22	4.8	359	10.1	187	11.0	44	1.4
M. of Fanari	-	-	-	-	238	16.0	106	23.3	519	14.6	281	16.5	232	7.3
M. of Filippiada	-	-	-	-	54	3.6	-	-	-	-	12	0.7	-	-
Total	43	100	1152	100.0	1487	100.0	455	100.0	3544	100.0	1699	100.0	3172	100.0

Source: NTO – Epirus Office and PRISMA

From tables A.2.9 and A.2.10, the dominance of the village of Parga within the Municipality in the provision of tourist accommodation units can be verified : 100% of the hotels and 58% of the rented rooms / apartments of the Municipality's total (54% of rented rooms and 77% of apartment beds) are concentrated in the village of Parga).

TABLE A.2.9: DISTRIBUTION OF HOTELS PER SETTLEMENT AND CLASS IN THE MUNICIPALITY OF PARGA (2001)

		A	B	C	D	E	TOTAL
Village of Parga (including Lichnos)	Units	1	5	10	6	2	24
	Rooms	23	237	183	105	55	603
	Beds	43	457	347	207	120	1174

Source: NTO – Epirus Office and PRISMA

TABLE A.2.10: DISTRIBUTION OF RENTED ROOMS AND APARTMENTS PER SETTLEMENT AND CLASS IN THE MUNICIPALITY OF PARGA (2001)

	Rented rooms						Rented apartments					
	Units				Rooms	Beds	Units				Rooms	Beds
	Class						Class					
	A	B	C	Total			A	B	C	Total		
M. of Parga	84	24	151	259	1693	3719	17	6	36	59	423	901
Agia	1	-	1	2	14	34	-	-	-	-	-	-
Anthoussa	16	5	9	30	149	343	1	-	-	1	3	7
Livadari	-	-	-	-	-	-	-	-	-	-	-	-
Parga	67	19	141	227	1530	3342	16	6	36	58	420	894

Source: NTO – Epirus Office and PRISMA

However, as far as rented rooms / apartments are concerned, according to the information given by local authorities and the research carried out in the area, there are several establishments operating without legal permission. This does not allow the authorities to know the exact number of accommodation units and beds.

Camping sites are also available in the Municipality of Parga; namely, there are two camping sites in Parga, one in Lichnos and one in Valtos, with 1737-people capacity in total.

Catering and refreshments facilities, as discussed in section A.2.2, there are in total 137 enterprises offering catering and refreshment facilities in the Municipality of Parga; 75% of them are concentrated in the village of Parga.

Complementary activities provided in Parga for tourists include:

- **Sports –sea tourism.** In Parga this type of tourism is extensively developed. Table A.2.11 presents the opportunities offered for sea tourism.

TABLE A.2.11: SEA SPORTS IN PARGA

Beaches	Sports				
	Ski	Sailboard	Chute	Diving	Tennis
Valtos	√	√	√		
Valtos (behind the castle)				√	
Lichnos	√	√	√		
Parga (Lichnos Beach)					√
Parga (Parga Beach)	√	√	√		

Source: PRISMA, 1999

- **Hiking paths.** In the wider area of Parga there are many trails and paths whose access is not yet very good. The hiking paths that can be walked without difficulty are:
 - Karavostasi-Perdika-Agia (church of Holly Mother);
 - Dimokastro- Sarakino of Parga- St Helen in Lichnos;
 - Parga – olive groves-Lichnos; and
 - Kiperi-Livadari-Kalodiki.

The best path, established by the EU programme TERRA COASTLINK, is the path of the Castle. It is part of the path Valtos to Parga-Castle, which is 4500m long.

- **Local festivals.** In Parga, all year round and especially during the summer there are many local festivals. The most famous among them is the “Pargina”. It takes place in July and August and includes theatre, music and dancing events. Other local festivals taking place in the area are the Barcarole, the traditional wedding in Agia, the bicycle racing, the Litany in the 6th of August, the painting expeditions, the traditional fair in Kanari with singing and dancing, the Christmas tree celebration with orchestra and the carnival shows.

Public Amenities and Services

The provision of public amenities and services in the Municipality of Parga is above average, compared to other Greek Municipal Authorities. This is a direct result of the development of tourism in the area. The types of services provided in the area are presented in table A.2.12.

TABLE A.2.12: EXISTING SERVICES IN THE MUNICIPALITY OF PARGA

Type of service	Municipality of Parga
Health center	1 (consisting of 5 members of medical personnel: 1 microbiologist, 1 dentist, 1 radiologist and 3 beds for short time treatment)
Medical Clinic	2
High school	1
Secondary school	1
Primary school	1
Nursery	1
Banks	3 (Commercial, National and Rural Banks)
Sport facilities	1 football field / 1 tennis court
Museum	1 church museum
Folklore center	1
Library	1
Bus service department (KTEL)	Yes

In the village of Parga there are the following administrative and public services' offices:

- Town hall
- Court
- Office of technical services (water supply)
- Municipality's Development Enterprise in Parga (ADEP)
- Municipality's Tourism Office
- Police and tourist police
- Port authority
- Fire department
- Forestry Office (branch of the Prefectural Department of Agriculture – Directorate for the Development & Protection of Forests)
- The Local Agricultural Cooperative
- Electricity company (DEI)
- Telecommunications branch (OTE)
- Postal services (ELTA)
- Tax Office of Parga
- Agronomy office
- Customs office
- Two notary's offices
- Land registry

During the summer months, excessive water consumption creates a problem in the **water supply**. In response to the increased demand for water, the Municipality of Parga has submitted a proposal to reinforce the existing water supply network through additional supplies from the springs of Valtiza and Koroni, to be financed by CSF III.

Parga is served by a **sewage** system which has been partly-completed but all drains lead to the sea, while there is still a part of the town that is served by septic ditches, and wastes from the operation of olive presses also end up into the sea. Implicitly, the quantity of polluting micro-organisms released into the sea increases, especially during the high tourist season, when the illegal operation of some accommodation units worsen the situation. However, it is important to notice that the numbers indicating sea pollution do not exceed the limits imposed by the Greek and European legislation and that they are not a threat for the health of swimmers. A sewage treatment plant with final receptor the Ionian Sea, financed by the Cohesion Fund II, is under construction to

serve the Parga area. It may be possible to expand the sewage treatment plant to serve the other three villages of the Municipality as well.

At present there is no **waste management** plan and the waste is discarded in a temporary landfill created by the Municipal authority. The construction of a properly managed landfill for the Municipalities of Parga, Fanari, Syvota and Margariti has been decided recently by the Regional Authority following an agreement between all interested parties.

A.2.3.2. Tourist demand

Three indicators have been used to assess the current situation and the trends of tourism development over the past decade: arrivals of tourists, total nights spent by tourists on an annual basis and length of stay of visitors in the area. These indicators have been examined separately for Greek and foreign tourists.

An important indicator for the assessment of tourist activity is the length of time spent in the area, presented in table A.2.13; we observe that the average length of stay of visitors in the Prefecture of Preveza has not changed throughout the 1990s, apart from slight fluctuations. Also, it may be seen that foreign visitors stay approximately three times longer than Greeks.

TABLE A.2.13: AVERAGE LENGTH OF STAY OF VISITORS IN THE PREFECTURE OF PREVEZA IN DAYS (1990-1999)

Year	Greek	Foreigners	Total
1990	2.1	6.1	3.4
1991	2.0	6.8	3.2
1992	2.2	6.2	3.3
1993	2.3	6.4	3.5
1994	2.4	6.0	3.5
1995	2.2	5.4	3.3
1996	2.3	6.0	3.3
1997	2.2	6.3	3.4
1998	2.3	5.8	3.4
1999	2.2	6.3	3.6
Average 1990-1999	2.2	6.1	3.4

Source: NTO – Epirus Office and PRISMA

The same trends are evident in Parga, as shown in table A.2.14. The total nights spent, for both Greeks and foreigners, has been reduced by 13% between 1993 and 1999 (from 5.3 days in 1993 to 4.6 in 1999). Both tables A.2.13 and A.2.14 show that in the 1990s

the duration of visits in the area has not really changed, apart from slight variations over the years.

TABLE A.2.14: AVERAGE LENGTH OF STAY OF VISITORS IN PARGA IN DAYS (1993-1999)

Year	Greek	Foreigners	Total
1993	2.5	6.9	5.3
1994	2.6	7.0	5.2
1995	2.0	7.3	4.8
1996	2.2	7.1	4.6
1997	2.2	7.1	4.7
1998	2.4	6.0	4.2
1999	2.1	6.7	4.6
Average 1993-1999	2.3	6.9	4.8

Source: NTO – Epirus Office and PRISMA

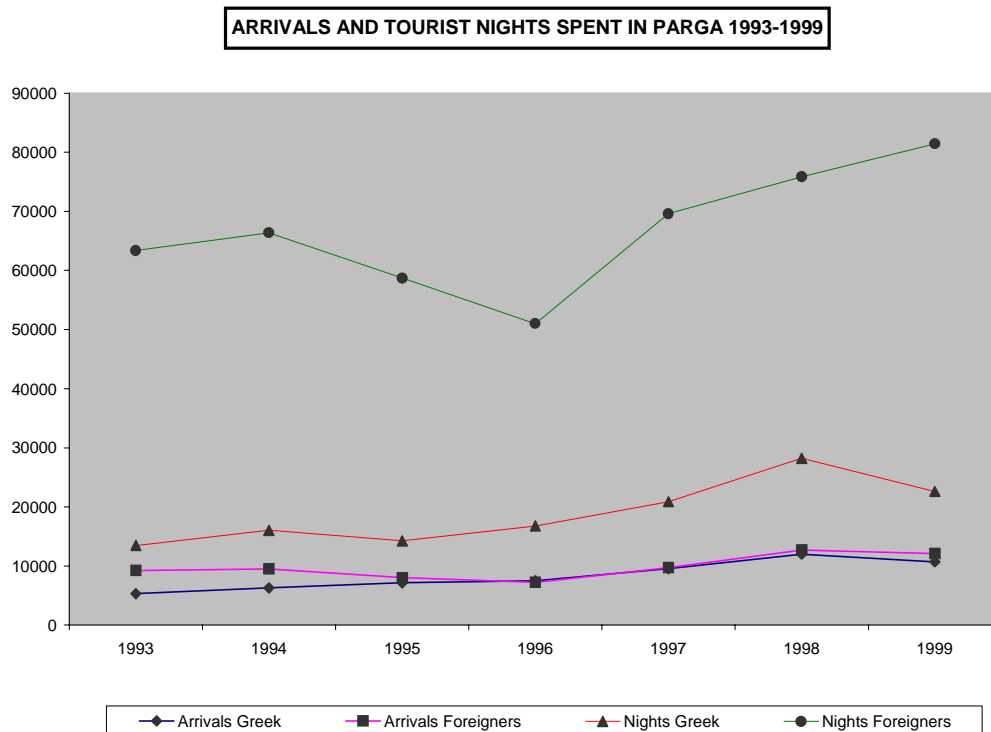
Table A.2.15 presents the distribution of arrivals and nights spent in Parga by tourists from 1993 to 1999. A steady increase in the arrivals and nights spent for both Greek and foreign tourists is observed, with the latter accounting for 63.5% of the arrivals in 1993 and the former for 36.5%. Gradually, there has been an increase in Greek visitors so that in 1998 the tourist demand in the area was almost equally shared between Greek and foreign tourists (around 49% and 51% respectively). This significant increase of arrivals and nights spent in the area is indicative of the increased tourist demand in Parga during the period 1993-1997.

TABLE A.2.15: ARRIVALS AND TOURIST NIGHTS SPENT IN PARGA (1993-1999)

	Arrivals					Nights spent				
	Greeks	%	Foreigners	%	Total	Greeks	%	Foreigners	%	Total
1993	5290	36.5	9220	63.5	14510	13457	17.5	63378	82.5	76835
1994	6281	39.8	9490	60.2	15771	16031	19.5	66387	80.6	82418
1995	7122	47.1	8010	52.9	15132	14226	19.5	58701	80.5	72927
1996	7482	50.9	7229	49.1	14711	16744	24.7	50997	75.3	67741
1997	9526	49.5	9739	50.6	19265	20857	23.1	69618	77.0	90475
1998	12006	48.6	12690	51.4	24696	28224	27.1	75878	72.9	104102
1999	10683	46.9	12094	53.1	22777	22585	21.7	81452	78.3	104037

Source: NTO – Epirus Office and PRISMA

However, the nights spent in Parga by Greek and foreign tourists retained a constant ratio of almost 1:3. It is clearly illustrated in the graph below that foreign tourists tend to spend more nights in Parga than Greek tourists and that there has been a steady increase in the arrivals during the period 1993 to 1999. Needless to say that the peak of arrivals and nights spent in the area is reached during July and August.



A.2.3.3 Problems in the tourism sector

Problems related to tourism development include:

- Water pollution from sewage and olive press waste result to sea pollution and sea water unsuitable for swimming;
- Lack of police action to control illegal tourist accommodation;
- Short tourist season for the bulk of tourist enterprises;
- The area attracts tourists of low income;
- High prices are sought for tourist services of mediocre quality;
- There is not enough tourist accommodation of A-class and B-class. On the other hand, some units have been up-graded. Overall, Low quality accommodation predominates;
- A large number of tourist accommodation units operate without legal permit;
- Lack of training for employees in tourist businesses results in low quality tourist services;

- Most tourist accommodation units are not hotels, but rented rooms. This makes it difficult for the area to co-operate with tour operators and achieve longer tourist season and better prices;
- Illegal buildings degrade the natural environment and spoil the natural beauty of the area;
- Lack of infrastructure, such as parking places, water supply during the summer period, sewage treatment plant or solid waste management have a negative influence on the development of tourism.

A.3 Environmental protection

A.3.1 Designated Areas

Both Parga and its surrounding area are reputed for their natural beauty. The sea, the rocks, the bay decorated by small green islands, the country churches, the Napoleonic Castle, the Venetian olive groves, the vegetation and the surrounding mountains create a scenery of exquisite aesthetic value. The settlement of Parga, the small islands in the bay of Parga, the hill of Saint Athanasios and the peninsula of Vlaherna, have been designated by the Ministry of Culture as Areas of Outstanding Natural Beauty (AONBs). The sea zone along the coast of Parga has been also designated as a NATURA-2000 site, because of its unique seaweed species.

A.3.2. Designated settlements, buildings and monuments

Table A.3.1 presents the designated areas and monuments in Parga.

The old settlement of Parga is under conservation order issued by the Ministry of Culture and is designated “traditional” by the Hellenic Ministry of Environment, Planning and Public Works. The orders impose special building regulations through ministerial decree or laws, as presented in Table A.3.1. Moreover some of the buildings are also under conservation order and the Ephorates for Classic, Byzantine and Modern Monuments has placed a number of monuments in the area under protection order.

A.3.3. Other areas of interest

The marine area from Parga to St Thomas has been assigned a site of the NATURA 2000 network with the code “GR2140003”. This area is very rich in *Posidonia Oceanica*. The diversity in the area of micro-algae is referred to as high. Also important

in the area is the presence of rhino-dolphin *Tursiops truncatus* and of the fish *Syngnathus abaster*, which are both protected by the Convention of Bern and CITES.

The marsh of Kalodiki, also proposed to be part of the NATURA 2000 network, constitutes an internal wetland whose diversity of vegetation is great with seasonal changes. In the area there are also rare species of fauna.

TABLE A.3.1: DESIGNATED AREAS IN THE WIDER AREA OF PARGA

Ordinance	Settlement	Landscape	Monument	Nature protection	Responsible Authority
FEK 35B/62			Fortress of Parga- Ancient Nikopolis		-Ephorates of Ancient and Byzantine Antiquities
MD FEK 526B/73		Small islands of Parga Landscape of Outstanding Natural Beauty			-Committee of architectural control -Department of Planning and Environment
MD FEK 526B/73		Hill of St Athanasios Landscape of Outstanding Natural Beauty			-Committee of Architectural Control - Department of Planning and Environment
MD FEK 526B/73		Peninsula of Vlaherna and a zone of 700m, Landscape of Outstanding Natural Beauty			- Ephorates of Byzantine Antiquities -Committee of Architectural Control - Department of Planning and Environment
PO 6-11-75 FEK 6Δ/76	Settlement of Parga designated as Traditional with special building regulations				-Committee of Architectural Control - Department of Planning and Environment
PO 19-10-78 FEK5 94Δ	General ordinance for Traditional settlements in which Parga and Agia are included				-Committee of Architectural Control -- Department of Planning and Environment
PO 15-4-81 FEK 207Δ	Amendment of the MD 6-11-75 building regulations for public spaces				-Committee of Architectural Control - Department of Planning and Environment
MD FEK 359B/83	Designation of the settlement of Parga as protected	Landscape of Outstanding Natural Beauty 1000m east and west of the Castle and within a distance of 500 m from the sea			-Committee of Architectural Control - Department of Planning and Environment
MD FEK 404B/1965			Ruins of the Monastery of Vlaherna		- Ephorates of Byzantine Antiquities

Ordinance	Settlement	Landscape	Monument	Nature protection	Responsible Authority
MD FEK485B/97			Church of St Apostoloi (in Parga)		- Ephorates of Byzantine Antiquities
MD FEK 1088B/80			Church of St Paraskeui in Agia		- Ephorates of Byzantine Antiquities
MD FEK 529B/92			Polygonal building Church of St Paraskeui in Agia		- Ephorates of Byzantine Antiquities
MD FEK 35/62			Arched mycenaean tomb in Kiperi		- Ephorates of Ancient and Classic Antiquities
MD FEK 3 5/62			Ruins of Ancient Acropolis in St Kiriaki		- Ephorates of Ancient and Classic antiquities
MD FEK404/65			Ancient walls in Bostania in Parga		- Ephorates of Ancient and Classic Antiquities
Ordinance 92/43/ EU				Coastal area from Parga till the cape of St Thomas rich in <i>Posidonia Oceanica</i>	-Ministry of Environment, Planning and Public works

MD = Ministerial Decision

PO= Presidential Ordinance

FEK= Official Journal of Hellenic Government

A.3.4 Conclusions

The state took measures for the protection of the natural and built environment in Parga relatively early. Later, however, the pressure for tourist development was catalytic for the area. The character of the settlement was destroyed, the natural environment deteriorated as a result of large infrastructure works and the uncontrolled building in areas of olive groves, some of which are very close to the Castle. Furthermore, designating Parga as a “saturated” area in terms of tourism development prevented the construction of large tourist hotels, but failed in stopping smaller scale rented rooms and apartments units being built.

The main reasons for the failure of the restrictive measures to protect the natural and built environment of Parga were:

- At the time of imposing restrictive measures on building and land use the State did not consider offering economic incentives. For example, had the State given

incentives to rehabilitate traditional buildings to be used as tourist accommodation, the old buildings might have been preserved and not abandoned.

- There was no provision of alternative plots of land for housing and tourist activities away from the traditional settlement.
- There was an overlap of responsibilities between the competent authorities of the Ministry of Environment, Planning and Public Works and the Ministry of Culture that created confusion in providing building permission.
- The mechanisms that would stop unplanned building did not function properly.
- The conservation and other orders for the protection of the area were imposed in a “top-down” manner, without public consultation. In one case where the government tried to consult the citizens, the result was disappointing.

A.3.5 Environmental pollution

Pollution is caused by the following:

- The use of fertilisers for agricultural purposes, mainly from the agriculture of olive trees, may cause water pollution (as they contain nitrates and phosphates). To-date there have been no major problems reported.
- There is not yet a sewage treatment plant in Parga. There are sometimes sewage overflows from the pipes creating a problem. In the settlement of Parga, most of the houses are connected to drains that lead to the sea, causing a problem especially during the summer period. While the sea is not polluted yet, it is imminent to build the sewage treatment plant to avoid major problems.
- Water pollution is created by the operation of two olive presses in the settlement of St Kiriaki, whose waste finally falls onto the coastal area. The problem becomes more intense during the winter season when the presses are in operation.
- The non-existence of waste management is a problem in the area especially during summer, when the population and the waste increase dramatically. The waste is placed in a specific area creating an aesthetic problem, undesirable odors, and pollution of the underground water. A waste management system is in its planning phase at the moment.
- According to the principles of sustainable development both the environment and the cultural assets should be respected. The protection of the environment through restrictive orders inhibits tourist development. The aim should be to maintain the natural assets and use them to attract tourists in the long term. Failing towards this

aim, would result in the tourist sector breaking down and hence negatively affecting the local economy.

A.4 Access and Accessibility

There are three ways for the visitors to reach Parga:

1. By air, arriving at the Airports of Ioannina, Aktion in Preveza or Corfu and then by car or public transport and ferry.
2. By ferry boat to Igoumenitsa or Preveza and then by car or public transport.
3. By road, using the national road network.

There is no railway in Epirus.

Airports

There are two airports that serve the Municipality of Parga, one in Ioannina and one in Korfu. A third airport, Aktio, is currently being improved and enlarged. Both charter flights and regular flights reach the three airports.

Ports

Parga has a small port, equipped with a 50 meter pier, which serves fishing boats, sailing yachts and leisure boats organising trips to the islands of Paxi and Corfu. The area is also served by the two larger ports, Igoumenitsa and Preveza. The port of Igoumenitsa is the main “gate” to Greece from Italy and the EU.

Road network

Parga is connected to Preveza and Igoumenitsa by national road and to Anthousa-Agia-Perdika by local roads. Access to Southern Greece is expected to be improved, following the construction of the tunnel of Aktio, which connects Preveza with Aitolokarnania, thus reducing the travel time to many destinations including Athens. Moreover the road connection Preveza –Igoumenitsa and Preveza - Arta via the Egnatia Road will improve accessibility both from the north and the east.

Public transport

During the winter there are five buses running daily between Parga and Preveza and four buses between Parga and Igoumenitsa. During the tourist period three of the buses

between Parga and Preveza have direct link with buses to Athens and one more bus is added.

A.5 Stakeholder analysis

The main stakeholders identified in the area of Parga include:

A.5.1 Public Authorities

- *The Regional Secretariat of Epirus – Department of Planning and the Environment* - representing the regional administration of the central government. It is responsible for physical planning of the region, environmental control and supervision of the Structure Plans, the Master Plans and the Local Plans.
- *Municipal Authority of Parga* - it has responsibility for the implementation and financing of all public services in the area and for the implementation of the Local Town Plan.
- *Prefectural Authority of Preveza* – it is a sub-regional authority, responsible for supervising the infrastructure projects that take place in the Prefecture, the implementation of Town Plans, environmental controls and for issuing building permissions within the Prefecture.
- *The Greek National Tourism Organisation (EOT)- regional Service of Preveza* - it is an organisation supervised by the Ministry of Development. Its main goal is the promotion of tourism in Greece. EOT implements the tourism policy adopted by the government and coordinates the activities of all ministries and other public and private organisations responsible for servicing and promoting tourism. EOT also issues licenses to hotels and other types of tourist accommodation, which are necessary for them to operate legally.
- *The Prefectural Department of the Ministry of Agriculture - Directorate for the Development & Protection of Forests* - it is responsible for the protection of forests and areas that are designated as “wooded”, as well as for the designation of such areas. It is also responsible for the supervision of building in areas environmentally protected and/or designated as forests or “wooded” and for the designation of shelters of wild life.
- *The regional Ephorates of Prehistoric and Classical Antiquities, Ephorates of Byzantine Monuments and Ephorates of Recent Monuments* – they belong to the Ministry of Culture and have responsibility for the protection, preservation and designation of monuments and archeological sites.

A.5.2 NGO'S

- The Fishing Association of Parga
- The Cultural Association of Parga
- The Sports Association of Parga
- The Agricultural Cooperative of Parga
- The Trading Association of Parga
- The Association of hotel owners of Parga
- The Association of rented rooms / apartments owners of Parga
- The Association of olive press owners of Parga
- The Municipal Development Agency of Parga (AEDP). AEDP is a company of private status, financed exclusively by the Municipality, to operate in the Municipal tourist office.

CHAPTER B. THE PLANNING STATUS OF THE AREA

B.1 The Structure of settlements

Parga has been a settlement since 1923. Until recently, it was a small town with traditional stone buildings and tiled roofs, arranged in rows in narrow streets leading to the surrounding hills. The village is beautifully framed by the Castle, the olive groves, the sea and the small islands across the harbour. Many old buildings in the settlement of Parga within the village feature great architectural interest and are of significant historic value.

More recently, the non-enforcement of planning regulations, followed by the proliferation of unplanned buildings or building extensions have resulted in the deterioration of both the natural and the built environments which, as mentioned earlier, are the main assets for the area's tourist development.

B.2 Position of settlements in the regional urban network

Parga concentrates a number of administrative and economic activities because of its great tourist development. According to the Structure Plan of Epirus, Parga is placed on the 3rd level in the hierarchy of residential centres:

- 1st level: Ioannina (regional capital)
- 2nd level: Preveza (prefectural capital)
- 3rd level: Fillipiada, Kanallaki
- 4th level (reinforced): Parga, Thesprotiko
- 4th level: Louros, Gorgomilos, Kanali
- 5th level: All Community Councils (those not unified with other settlements to form a Municipal Authority)

The area of influence of the Municipality of Parga includes areas of the Prefecture of Thesprotia and the Municipality of Margariti. The community of Parga includes the following settlements: Parga, Valtos, Lichnos, St Kiriaki, Kiperi, Island of Holy Mother and St George-Maras.

B.3 The Town Plan

From the time of Parga's creation in 1923 up to 1975, the building regulations applied in the village followed the general guidelines for all Greek rural settlements. In 1975, the Ministry of Environment, Planning and Public Works imposed certain restrictions in

the morphology of buildings and the use of specific materials, the number of floors and the height of the buildings. In 1978, 400 settlements all over Greece were characterised as “traditional”, one of which was Parga. New regulations were imposed and incentives for the rehabilitation of old buildings became available.

In the early 1980s, the local authority started working on a Master Plan for Parga. The Plan was never accomplished because in 1985 the local authorities were given the option to either finish their Master Plans or simply impose some regulations defining boundaries and building restrictions in the area. The Municipality of Parga decided to opt for what appeared as an easy option and abandoned the Master Plan. This has, however, proved an inadequate way to protect such a remarkable and environmentally sensitive area as Parga. As a result, new buildings were allowed to be built in a large area around the historical center of Parga, creating problems of access, infrastructure and aesthetics. Besides, the over-exploitation of available land for building purposes in the village, deprived it of public open spaces.

CHAPTER C. SWOT ANALYSIS

Strengths

- Natural resources – beaches, landscapes, AONBs.
- Great historical, cultural and environmental interest. Parga includes a large number of historic monuments and buildings with architectural interest and the old village is designated as a “traditional settlement”.
- Nature protection areas of ecological interest (NATURA 2000).
- Multi-sectoral economy.
- Highly productive agricultural land.
- Population growth.
- Enhanced opportunities for tourism development (several tourist activities offered, such as sea sports, festivals, etc).
- Large number of tourist accommodation units.
- Large number of catering and refreshments facilities.
- Sufficient promotion of tourism.

Weaknesses

- The water pollution from the sewage waste and the waste of the olive presses cause problems in the protected NATURA 2000 area and affect the quality of swimming waters.
- Delay in the construction of sewage waste treatment plants.
- New buildings destroy the aesthetic cohesion of the town.
- Lack of environmental awareness among the local people.
- Problems in the road network and street lighting within the village of Parga.
- Lack of cooperation and coordinated action among the local authorities of the wider area of Parga.
- Lack of public recreation space (eg. play areas for children).
- Severe shortage of parking spaces.
- Harassment of tourists, especially by owners of unlicensed rented rooms.
- Large number of unlicensed tourist accommodation units and deficient police control that will combat the problem.
- Inadequate training of employees that results to low quality tourist services.
- Short tourist season for many small businesses.

- The area attracts low-income tourists.
- Water shortages during the summer period.

Opportunities

- Reduction of the water pollution through the construction of a sewage treatment plant.
- Implementation of a waste management system (new landfill).
- Implementation of the Town Plan to combat the haphazard development of the village.
- Opportunity for development of alternative forms of tourism.
- Work in process for the development of the Kalodiki Marsh into an eco-tourist area (Kalodiki Marsh is very close to the Municipality of Parga).
- Accessibility will improve greatly through two major public infrastructure works, the underwater tunnel connecting Aktio with Preveza and the expansion of the airport of Aktio.
- Improvements of local roads and creation of hiking paths to access areas of interest.
- Improvements of buildings of historical and architectural interest.
- Introduction of incentives for improving tourist accommodation in the area (currently available).
- Creation of an industrial park to concentrate all the oil presses of the area provided with its own waste treatment unit to reduce pollution.

Threats

- The pollution of the NATURA 2000 area may be irreversible.
- Delays in the completion of major infrastructure works (eg. Egnatia Motorway, Aktio tunnel).
- Economic crisis- High prices of tourist services.
- The existence of more competitive and more financially attractive tourist areas that will take tourists away from Parga.
- The local economy is more and more based on tourism to the detriment of the other two sectors (primary and secondary).
- Lack of control of haphazard building development that lead to serious functional and aesthetic problems in the village.

CHAPTER D. CONFLICT ANALYSIS

There are four areas of conflict that are pivotal to the development of tourism in Parga. The first focuses on the lifting of the Saturation Order regarding further tourism development and the implementation of a Town Plan to guide the development process; the conflict arises the short-term benefits from tourism and the long-term benefits from a balanced and sustainable development. The second relates to the upgrading of the tourism product offered in the area; here the conflict arises between unlicensed or low category tourist accommodation units, which are motivated by “easy profit”, and the agreement on, and commitment to, a common practice of improved tourist services for all tourist enterprises. The third conflict concerns the deterioration of the environment because of the haphazard development of the tourist industry. Finally, there are some socio-economic implications stemming from the tourist development that could be harmful.

1. Saturation Order and Town Plan

- Conflict between the need for implementation of a Town Plan and the ending of the Saturation Order. This is shown more clearly in table D.1, where the aspirations and motivation of the main stakeholders are presented.

TABLE D.1: PARTIES INVOLVED IN AND AFFECTED BY THE TOWN PLAN IMPLEMENTATION AND THE LIFTING OF THE SATURATION ORDER

Who is taking part in the conflict	Position in the subject	Reason
Owners of tourist accommodation units within the old settlement of Parga	For Saturation Order and against the implementation of the Town Plan	For Saturation Order so that there will be no more tourist accommodation units built in the area, which would be in competition with them. Against Town Plan as it will restrict illegal building and will allow new tourist accommodation units in planned expansion areas.
Owners of tourist accommodation units outside the old settlement of Parga in the village	For Saturation Order and for Town Plan	In that way there can be no increase in tourist beds so they will not have to face competition.
Land owners inside the village of Parga	Against Saturation Order, indifferent about the implementation of the Town Plan	They wish to build in Parga, and maybe invest in tourism, so the lifting of the Saturation Order will allow them to do so (although, many build illegally).
Land owners outside the village of Parga	Against Saturation Order and for Town Plan	The lifting of Saturation Order will allow them to build new tourist accommodation units; the Town Plan will supply them with water, electricity etc.

Who is taking part in the conflict	Position in the subject	Reason
Residents of Parga that do not own tourist accommodation units or land	They are supporting the implementation of the Town Plan and any other effort towards the improvement of their area.	In that way their living standards will improve.
Town Planning Office	Against the lifting of Saturation Order and for the the Town Plan	They support the implementation of the Town Plan to guide future development and the Saturation Order in order to keep within the carrying capacity of the area.
Prefectural Authority of Preveza and the Municipal Council of Parga	Their position is not clearly specified. Unofficially, they are in favour of the lifting of the Saturation Order.	These authorities are lobbied intensely by those who do not favour the Town Plan and are also against the Saturation Order.

2. Upgrading the tourism product

- Conflict between “easy profit” and qualitative tourism. The fact that there is lack of high class accommodation units reflects the low quality of the tourism product offered and limits the tourism development prospects of the area. Furthermore, the Saturation Order forbade the construction of new hotels, irrespectively of class. Thus as a tourist destination, the area is dominated by rented rooms and apartments without the power or opportunity to negotiate with leading tour operators dealing with higher income tourists. The phenomenon of high charging rates and low quality of tourist services does not help the marketing of the tourist product of the area.
- Conflict between unlicensed tourist accommodation units, that are bound to provide lower quality of tourism, and the effort to upgrade the tourism product offered in the area (as identified in the SWOT analysis, a weakness in Parga has been the harassment of tourists by owners of unlicensed tourist accommodation units). Also, the majority of rented rooms and apartments are small units (70% offers up to 20 beds) and even the ones lying in A-class are not linked to services, therefore they hinder the pursue of high income tourists.

3. Environmental deterioration

- Conflict between the construction of new buildings and the aesthetics of the natural and built environment.
- Carrying capacity conflict. This is evident in the public spaces of the village and the beaches which are becoming unattractive to tourists. Implicitly, tourists will move away from the area to other more attractive places.

- Conflict between haphazard building construction and public infrastructure works. The former inhibits the construction of roads, parking places, parks, open places for recreation and overall deter the quality of the environment.
- Conflict between mass tourism and the preservation of the traditional character of the village. Aiming in maximising profit, more and more tourist accommodation units are being built without respect to the traditional character of the place and the environment.
- Non-implementation of a Town Plan has deprived the village of open public spaces and amenities.

4. Socio-economic implications

- Conflict in the local community regarding land uses, especially between agriculture and tourism.
- Conflict between the dominance of the tertiary sector (i.e. tourist activities) over the other economic sectors. This places a heavy burden on sustaining the balance in a relatively mixed economy in the area.
- Conflict between the owners of land near the area proposed for the sewage treatment plant and the rest of the community, because the value of their land will be reduced.

In conclusion, it seems that Parga could benefit more from tourism if the entrepreneurs concentrated on the provision of higher standards of tourist accommodation and other services, while placing the proper emphasis on preserving the natural and built environment. On the contrary, if they fail to do so, given the increasing competition from other tourist destinations, Parga is likely to lose its attractiveness in the long run, foregoing a non-sustainable development.

MAPS OF LAND USES

The following maps illustrate the land uses in Parga, following the site-inspection conducted by the three-member team of the Regional Support Unit in order to record the various land uses identified in the area.

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