



# ***DISCOVERING “MAGNA GRECIA” DI.MA.***

**“The experience of the Region of East Macedonia – Thrace in the exploitation of historical heritage and the development of an alternative form of tourism”**

**Final Project Meeting, 16<sup>th</sup> of May 2008**

**Region Calabria**





# WP3: Sea and Land Itineraries of the Magna Grecia and Byzantines (1/2)

## Actions 3.1 and 3.2

- ❖ Design & Promotion of an informative leaflet about DI.MA., including general information of the program DIMA and elements about partners, the general frame of the program, WPs, actions and results.
- ❖ Design and Production of a promotional CD-Rom with the most important activities, results and outcomes of the project that were carried out by each partner – a complete informative booklet including photos and multimedia material

**INTERREG III B**  
**DI.MA.**  
[DISCOVERING MAGNA GRECIA]

All partners involved in the project:

1. REGION OF CALABRIA
2. PROVINCE OF COSENZA
3. PROVINCE OF AGRIGENTO
4. REGION OF EAST MACEDONIA - THRACE
5. PREFECTURE OF RETHYMNO
6. AEGEAN UNIVERSITY, FACULTY OF LITERATURE, PHOKAEA EXCAVATION DIRECTORATE

The Region of East Macedonia – Thrace, is taking part in 13 projects of the Community initiative INTERREG III, contributing in this way, in the concretisation of the co-operation in the EU. Young people, with specialized scientific knowledge, in the actions of this initiative, contribute in the direct and coordinated communication and collaboration with the involved European countries.

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REGION OF EAST MACEDONIA - THRACE

**BRIEF DESCRIPTION**

The main objectives:

- processing of studies, tools and methods for the application of actions for the protection and sustainable development of the territory
- establishment of a transnational tourism-cultural network as a pilot action for the preservation and valorisation of the environmental and cultural heritage
- exchange of know-how, experiences and good practice action model for local development
- activities pertaining to information and cultural promotion.

The result is the sustainability of the activities generated by the network of I Parchi Letterari®.

**ANALYTICAL DESCRIPTION**

The fundamental study phase is followed by the missing operational project phase, which is inserted in the national network of I Parchi Letterari®, managed by the Ippolito Nievo Foundation under the patronage of UNESCO.

"DI.MA" is a cultural tourism project that, by means of the study, protection and integrated and sustainable management of cultural, natural, landscape and economic resources, contributes to the lasting development of the territory.

**OBJECTIVES**

The scope of the project is the creation of tools

for the protection of the cultural heritage and of the network of I Parchi Letterari® both local and transnational, for the development of sustainable tourist activities. A kind of "cultural district" ipso facto, consistent with the specific community and national policies, capable of offering visitors the most authentic values of the territory of Magna Grecia and the Byzantines, through that phenomenal code of interpretation that literature represents. A land of emotional inspiration, before becoming a land of literary inspiration, for many artists, who grant their posterity their name and surname to give a proposal of cultural tourism title and titles.

**PARTNERSHIP**

In addition to those listed, of the various countries, qualified external expertise in charge of carrying out the project activities will be chosen, including: University of the Calabria (UNICAL), Telespazio, Ippolito Nievo Foundation, FIAS.

**MAIN ACTIVITIES**

1. STUDY AND MAPPING OF ITINERARIES, BOTH SEA AND LAND, OF THE MAGNA GRECIA AND BYZANTINES
2. LABORATORY FOR THE SATELLITE REMOTE DETECTION OF ARCHAEOLOGICAL SITES
3. BUILDING THE NETWORK AND PRODUCTS OF I PARCHI LETTERARI®
4. PROMOTION AND TRANSMISSION OF SKILLS AND GOOD PRACTICE OF TOURIST SERVICES AND PRODUCTS
5. "VIRTUOUS CREDIT": CONTRIBUTION TO THE START UP AND/OR DEVELOPMENT OF THE ACTIVITIES

**EXPECTED RESULTS**

sustainability of the project activities, integration effects among the areas of the countries concerned by the ARCHEMED programme, reinforcing effects on the cultural identity, divulging of the cultural roots among the local populations, boosting local entrepreneurship and investments in tourist-cultural activities, valorisation of the local heritage, establishment of new enterprises and reinforcement of the existing local employment figures, improvement of the tourist offer and, in the long run, increase in the tourist flows to the area concerned.

**QUANTIFIABLE RESULTS**

Itineraries on land and sea, maps and publications, satellite remote detection laboratory, network of I Parchi Letterari®, seminars, conventions, product fairs, exchange of good practice models, tourist products, increased employment rates.

**DIRECT BENEFICIARIES**

Local authorities, ecclesiastical authorities, institutions with cultural ends, foundations, public and private non-profit making organisations, tourist and business operators, artists.



## **WP3:Sea and Land Itineraries of the Magna Grecia and Byzantines (2/2)**

### **Actions 3.5 and 3.6**

**Mapping of Archaeological sites on land**, which includes a general recording of elements concerning locations and manufactures of Byzantine interest. Afterwards, these elements, enriched with elements of topography in order to be digitized and imported in a data base. Finally, with the use of satellite pictures, some monuments will be placed in digital maps

**Publication of a booklet about “Archaeological & Byzantines itineraries at the Region of East Macedonia & Thrace”** This action concerns most important itineraries of Region East Macedonia - Thrace, per district, concerning the ancient Greek and Byzantine monuments. At the moment the booklet is being printed out.







## WP 5: I Parchi Letterari (1/5)



### Action 5.3, 5.4 and 5.5

**Design Planning and Transfer of Tasks:** These actions involve the transfer of know how and the guidelines from the **Foundation Ippolito Nievo**, which is responsible for the activity and the quality control as well as the cultural coherence of the Literary Parks.

**Location – Theme of the Philosophical Park:** In the context of the project DI.MA., leading role is the potential creation of a Philosophical Park that is dedicated to **Democritus**, the father of the atomic theory. He believed that matter constitutes of unbreakable invisible elements, the atoms. He was the first to conceive that the Galaxy is the light from distant stars. He was between the first who reported that the universe also has other “worlds” some of them with habitants.

**Parchi Letterari Cartography:** A Map of **Avdera Municipality** is being created, with itineraries proposed in the Literary Park, special labelling of streets etc. The action concerns the territorial depiction of all itineraries of Literary Park in Avdera with special marks and suitable labelling of the most important points of Park.





## WP 5: I Parchi Letterari (2/5)



### Action 5.6

#### Building of the Product “Thematic Itineraries”

The action concerns a Study about the main topics of the Avdera’s Literary Park, construction, management, involved institutions etc. It includes the planning of the Literary Park with realistic elements and particularisation of itineraries in a way the park will become viable and operable. A diversification of itineraries depending on the age of visitors had been made (Children to 18 years, Young people to 35 years, Elder people)





## WP 5: I Parchi Letterari (3/5)



### Actions 5.7, 5.9 and 5.12

**Exchange and Transfer of Experience – Use manuals:** This action involves the transfer of Experience to the Mayor of Avdera. A manual with all the guidelines and all the information about the potential formation of the Lateral Park is being prepared. In addition, one study visit is being planned with the Mayor of Avdera in order to present the location and the activities of the potential Lateral Park

**Creation of an Informative Leaflet about the Lateral Park in Avdera:** This action concerns the publication of two informative leaflets (Greek - English) about the Literary Park in Avdera of Thrace. It includes general information about the Literary Park and also information is given about the materialization of the Park in Avdera of Thrace, which is inspired from Philosopher Democritus.







## WP 5: I Parchi Letterari (4/5)

### Action 5.10

Gathering & uploading data to the Web-site of the program about:

- The archaeological & environmental elements of Avdera.
- The contribution of REMTH to the implementation of the project





## WP 5: I Parchi Letterari (5/5)

### Action 5.11

#### Creation of a Tourism Catalogue about Avdera.

All kinds of alternative tourism that are developed in Avdera are included in a tourist catalogue.

These are:

- Archaeological - Historical Tourism
- Ecological Tourism
- Therapeutical Tourism
- Religious Tourism
- Agri-tourism
- Piscatorial Tourism
- Vacation







## Organization of a Technical Meeting in Xanthi (07/04/2008)

Technical meeting was held in the Folkloric Museum of Xanthi at 7th of April 2008 regarding implementation of the project DI.MA. Representatives from the partners and the Managing Authority of ARCHIMED Program participated.





**Thank you for your attention**

