



## Good Practice Template

- All Good Practices identified by an Interreg Europe project and reported in the progress reports have to be submitted to the Programme.
- In order to submit a practice, you will have to register in the Interreg Europe website. Online submission will be available the first semester of 2017.
- NB: in orange: 2 optional fields. All other fields are compulsory.

1. General information	
<b>Title of the practice</b>	ATR – ACTIVE AGIOS NIKOLAOS
<b>Does this practice come from an Interreg Europe Project</b>	NO

In case 'yes' is selected, the following sections appear:

<b>Please select the project acronym</b>	
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<b>Specific objective</b>	<ol style="list-style-type: none"> <li>1. Increase sports participation in the wider area of Agios Nikolaos Municipality, in Crete</li> <li>2. Tourism promotion of Agios Nikolaos through sports and cultural events / Differentiate touristic product of the area</li> </ol>	
<b>Main institution involved</b>		
<b>Location of the practice</b>	Country	Greece
	NUTS 1	Agios Nikolaos, Crete
	NUTS 2	
	NUTS 3	

2. Detailed description	
<b>Detailed information on the practice</b>	<p>[1500 characters] Please provide information on the practice itself. In particular:</p> <p>- What is the problem addressed and the context which triggered the introduction of the practice?</p> <p>Tourism as an industry in eastern Crete (mostly in Agios Nikolaos and Elounda) began to blossom in the mid-1970's and nowadays it is a crucial sector of the local economy and occupying approximately 1 out of every 5 employment positions.</p> <p>The main issue the local authorities have to address is that while the region is dependant on tourism, the touristic product of the area has never changed and it is one-dimensional. The majority of tourists visiting the area is categorised as a 3S tourists (Sea, Sun and Sand). Thus, numerous issues have been raised</p>

regarding this phenomenon, such as:

1. Numerous competitors who offer the same tourism “sea, sun and sand” product and focus on the same markets surround the area of Agios Nikolaos
2. 3S tourism is characterised by seasonality (mostly July, August and September)
3. 3S tourists have the tendency to buy all inclusive tourism packages
4. 3S tourists are not the desire to learn the local culture
5. The average spent of 3S tourists during holidays is low

- *How does the practice reach its objectives and how it is implemented?*

The Cultural and Athletic Organisation of Agios Nikolaos Municipality (CAOANM) in order to succeed differentiation is focusing on connecting tourism with sports and culture by organising several sport and artistic events throughout the year in both coastal areas and mainland.

The annual program of the CAOANM includes major international (such as Agios Nikolaos Cliff Diving and Agios on SUP), national (Greek National Beach Volley Championship and Greek National Mountain Running Championship) and small local events (Worlds Tourism Day).

The overall goal is to coordinate innovative actions and develop sports that cannot take place in other parts of the country while making use of the natural environment of Agios Nikolaos Municipality. For instance, during the development of Greek National Mountain Running Championship, several monuments of the area were included in the routes promoting alternative tourism themes, such as culture and religious tourism.

The organisation as part of the events is organising supplementary activities such as seminars and experiential actions with a view to give to visitors a deeper understanding of Cretan life, its history and its culture. For instance, during the Worlds Tourism Day, experiential culinary workshops for children and tourists were organised in collaboration with the hotels of Elounda and Agios Nikolaos, highlighting the local products and healthy diet. As part of Agios on SUP and Agios Nikolaos Cliff Diving the visitors have the chance to learn how to

	<p>sup and high dive from some of the most experienced athletes in the world. Furthermore, during those 2 major sport events, the participants had an opportunity to get an insight into the local gastronomy via workshops on traditional way of cooking and get involved into the production of famous local products, such as honey, cheese, yogurt and olive oil.</p> <p>(<a href="https://www.youtube.com/watch?v=kmpg3h_or3c">https://www.youtube.com/watch?v=kmpg3h_or3c</a>)</p> <p><b>- Who are the main stakeholders and beneficiaries of the practice?</b></p> <ol style="list-style-type: none"> <li>1. Agios Nikolaos Municipality</li> <li>2. Cultural &amp; Athletic Organisation of Agios Nikolaos Municipality (CAOANM)</li> <li>3. Region of Crete</li> <li>4. Local community</li> <li>5. Tourists</li> </ol>
<p><b>Resources needed</b></p>	<p><i>[300 characters] Please specify the amount of funding/financial resources used and/or the human resources required to set up and to run the practice.</i></p> <p>The total cost for organising the events was approximately 200.000 euros. The majority of the funds came from the Municipality of Agios Nikolaos, the Cultural and Athletic Organisation of Agios Nikolaos Municipality as well as the hotels within the area of Agios Nikolaos.</p> <p>Since the majority of the events are categorised as major, a large amount of staff was hired in order to organise them. Also, a plethora of volunteers was utilised to secure the smooth operation of the events. Last year over 300 volunteers participated in CAOANM's events (mostly from the 2 local Business and Tourism schools).</p>
<p><b>Timescale (start/end date)</b></p>	<p>April until October, one event per month</p> <p>(such as Agios on SUP in June, Cliff Diving in July, Hellenic Beach Volley in August, Kalidonia in September etc)</p>
<p><b>Evidence of success (results achieved)</b></p>	<p><i>[500 characters] Why is this practice considered as good? Please provide factual evidence that demonstrates its success or failure (e.g. measurable outputs/results).</i></p> <p>The events of Agios Nikolaos have gained a lot of awards and praises. This year the Cultural and Athletic Organisation of Agios Nikolaos Municipality won 2 silver awards in Tourism Awards and Best City Awards in Greece. The organisation was awarded for promoting the town via athletic and cultural events.</p>

	<p>Apart from that, the promotional actions of the organisation have achieved huge numbers regarding the:</p> <ol style="list-style-type: none"> <li>a. The promotional video of Agios Nikolaos Cliff Diving – 118.000 views</li> <li>b. The promotional video of Greek National Mountain Running Championship – 92.000 views</li> <li>c. The promotional video of Agios on SUP – 31.000 views</li> </ol>
<p><b>Difficulties encountered/ lessons learned</b></p>	
<p><b>Potential for learning or transfer</b></p>	<p>There are many possibilities for the development of this action as there is enough know-how abroad for cycling and sporting activities in general that we could use.</p> <p>Creation of a network of cities and countries to support ART and ACTIVE tourism, with an emphasis on participation and experience that can you get on the occasion of a cultural or sports event, and with the ability to exchange views and knowledge on the subject</p>
<p><b>Further information</b></p>	
<p><b>Contact details</b> <i>[Technical: the contact details will be visible only to "Policy Learning Platforms registered members"]</i></p>	
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