

# Interreg Greece-Bulgaria PROMO - YMC(H)A

European Regional Development Fund



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## “Promotion and Development of YMC(H)A- Youth Mobilization-Cultural Heritage and Athletic Valorization”

PROMO - YMC(H)A



**WP 3 - Technical capacity and transfer of Know-How**  
**Deliverable 3.1.1: Best Practices Guide on promotion of sports and  
cultural heritage**

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## Executive summary

A key instrument for identifying, designing and transferring organizational knowledge is Best Practices. Best Practices that demonstrate practical and effective solutions for problems and issues, enable organizations to improve their performance, reduce customization time, minimize cost, while at the same time maximize the expected outcome. This Best Practices Guide introduces the definition for best practices and defines criteria for selection, presents the Cooperation Programme INTERREG V-A Greece-Bulgaria 2014-2020 and the project PROMO – YMC(H)A, the importance of sports and cultural heritage, explores examples of promoting sports and cultural heritage in the region of Central Macedonia and assesses whether they satisfy the set criteria. Finally, 8 of the examples are proposed as Best Practices. The academic literature research consolidates previous work on Best Practices documentation, which along with the 8 proposed Best Practices offer an effective tool for Best Practice designers, managers of athletic and cultural organizations, and users that can support them in the design, evaluation and application of Best Practices.

## Abbreviations

<b>CB</b>	Cross border
<b>EU</b>	European Union
<b>ICT</b>	Information and Communication Technology
<b>NGO</b>	Non Governmental Organization
<b>PBs</b>	Project Partners
<b>UNESCO</b>	United Nations Educational, Scientific and Cultural Organization

## Keywords

Sports, cultural heritage, promotion, best practices, exemplars



The Programme is co-funded  
by the European Union (ERDF) and  
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## 1. Introduction

This Best Practices Guide introduces the definition for best practices and defines criteria for selection, presents the Cooperation Programme INTERREG V-A Greece-Bulgaria 2014-2020 and the project PROMO – YMC(H)A, presents the importance of sports and cultural heritage, and explores examples of promoting sports and cultural heritage in the region of Central Macedonia and assesses whether they satisfy the set criteria. In this Guide, best practices that are found to date, regarding sports and cultural heritage, are examined. Finally, 8 of the examples are proposed as Best Practices. The academic literature research consolidates previous work on Best Practices documentation, which along with the 8 proposed Best Practices offer an effective tool for Best Practice designers, managers of athletic and cultural organizations, and users that can support them in the design, evaluation and application of Best Practices.

The Guide takes into account the priorities and objectives of the Cooperation Programme INTERREG V-A Greece-Bulgaria 2014-2020, as well as the research initiatives and objectives of the Horizon 2020 (support and foster of research in the European Research Area).

This Best Practices Guide focuses on these issues. It aims to contribute in enhancing the quality of practices' assessment methods by providing guidance on structural, methodical actions. It also aims to promote the documentation and transparency of these methods. In this way, the Guide aims to contribute to the overall enhancement of the acceptance and validity of assessment methods and their outcomes. The Guide addresses to two different target groups: providers and designers of sports and cultural actions, and on the other hand, final recipients of these actions, which are organizations developing or implementing actions promoting sports and culture, and people that these actions are addressed to. The Best Practices Guide is addressed, primarily, to providers, operators and organizations that develop or implement promotional actions for sports and culture, while it focuses mainly on the

challenges faced by the aforementioned organizations. At the same time, reference is also made to the best practices assessment methods in general.

Specifically, the Guide aims to perform the following functions for the following target subgroups:

- For providers, operators or organizations wishing to offer capacity assessment methods in the future, the Guide offers the ability to verify the quality of existing competency assessment methods. In this way, it provides orientation for the choice and control of the suitability of the organization for its own system.
- For providers, operators or organizations in the process of developing their own Appraisal Capability, the Guide offers a qualitative foundation for its implementation.
- For providers, institutions, or organizations that already have competence assessment methods, the Guide offers the possibility of checking the suitability of the method.

## 2. The Cooperation Programme INTERREG V-A Greece-Bulgaria 2014-2020

Cross border cooperation policy is about establishing links across national boundaries to enable joint approach to common problems and opportunities. The Cooperation Programme between Greece and Bulgaria actually constitutes a set of proposals for the interventions envisaged under the terms of the cross border cooperation strand of the European Territorial Cooperation objective of the Structural Fund policies for the period 2014-2020. The new Programme, as the successor to the 2007-2013 Programme that operates between the two countries until the end of 2015, will attempt to capitalize on the experience gained and the extensive knowledge that has been obtained by both the participants and the implementation structures, in order to bring cooperation to a new level.

The Programme is designed to address the main challenges identified by the diagnostic report in the cross-border area, where collaboration is either necessary or expected to produce significant added value by either capitalizing on past results, by being complementary to mainstream Programmes and the “smart specialization” strategies or by exploiting existing institutional capacities and/or expressed demands. Opportunities which can help the CB area face its challenges include:

1. Existence of “smart specialization” strategies in both participating countries and regions, which exhibit many complementarities between the production systems and regarding the priorities established in each country.
2. A good interaction track-record between actors from Greece and Bulgaria due to long-standing cooperation.

The Programme’s objectives are:

- A. Enhancing the competitiveness of small and medium-sized enterprises
- B. Promoting climate change adaptation, risk prevention and management
- C. Preserving and protecting the environment and promoting resource efficiency

D. Promoting sustainable transport and removing bottlenecks in key network infrastructures

E. Promoting social inclusion, combating poverty and discrimination

The Programme's objectives are expressed through the following Priority Axes:

- Priority Axis 1: A Competitive and Entrepreneurship Promoting Cross-Border Area
- Priority Axis 2: A Sustainable and Climate adaptable Cross-Border area
- Priority Axis 3: A Better interconnected Cross-Border Area
- Priority Axis 4: A Socially Inclusive Cross-Border Area
- Priority Axis 5: Technical Assistance

([http://www.greece-bulgaria.eu/com/4\\_A-few-words-about-our-Programme](http://www.greece-bulgaria.eu/com/4_A-few-words-about-our-Programme));

Programme and Project Implementation Manual, 2016).

### 3. The project PROMO – YMC(H)A

The sport tourism is a special form of quality tourism, which gives the opportunity to invest in a huge potential market and simultaneously achieve added value to tourist product through growth, diversification and upgrade. As in cross border area the sport tourism is associated largely with cultural, educational and environmental activities, this project constitutes an important effort for the conservation and enhancement of cultural heritage in the CB area, in order to extend the tourist season throughout the year, raise cultural awareness and promote cooperation between the actors in the area. In addition, through the YMC(H)A Project the first Basketball Museum in Thessaloniki was constructed providing ICT technologies and at the same time, the Sports facilities at the South-West University “Neofit Rilski” were renovated, while a Biometric Centre was constructed. The need to improve the facilities and the activities created from the YMC(H)A Project led to the development of a new project.

The new project PROMO - YMC(H)A will help the participating communities to be actively involved in the world of sports, since one of the main priorities for the local, regional and national authorities from the cross border cooperation area of Greece and Bulgaria is the promotion and preservation of sports heritage.

More tools for innovative sports education will be established with the creation of modern facilities, which exhibit the past, present and future of sports exploiting the comparative advantages of the neighboring countries. Opportunities will be created for open dialogue between research, sports and youth centres, and associations, policymakers, local organizations, NGOs and the whole population in the area, on the way to promote and protect sports.

Furthermore, it is fundamental to develop new strategies to involve and educate young people, citizens of all ages, athletes or not, sports organisations and associations, as well as other local actors. The protection and promotion of the cultural heritage is a challenge for regions across the whole European Union. Beneficiaries of the project will directly be citizens, people with disabilities, sports

centers, sports associations, youth centers, policymakers, NGO's, local and national authorities establishing legal framework and aligned strategies on Sustainable Tourism and natural and cultural heritage.

The project PROMO - YMC(H)A supports the cooperation between partners from Greece and Bulgaria with the strong belief that the increase of tourist flows between the CB area can be achieved by the protection and promotion of cultural heritage and engaging directly with citizens of both countries. Sports activities and history are part of intangible heritage and a symbol of the cultural diversity of both societies, and this element can give a different dynamic in both countries, as well as an added value in the field of tourism. This will be achieved via well-designed joint actions, providing partners and others engaged in policy making. The involvement of policymakers in the educational and promotional events aims to share good practices and existing experience among all partners, to the development of common methodological tools, that enhance cultural and athletics elements and suggested new approaches and reforms in the relevant fields.

The awareness activities will be implemented and balanced in every partner's area. The outputs including the improvement of infrastructure of sports facilities focus on how to sustainably promote sports, the organization of educational tours from schools of the region of Bulgaria offering a range of activities educational and informative, volunteering actions, educational material, and digitization of the history of basket. The project also encompasses the design of a platform which will integrate a summary of the sports history, contributing to the promotion of the sustainable cultural tourism approach in the area, increasing the expected number of visits to supported sites of cultural heritage and attractions.

The sub-objectives of the project are:

- Common guidance on sustainable promotion of sports and cultural heritage for tourist purposes (good practice) and sharing existing experience among partners.

- Open dialogue between research centers, sports centers, sports associations, youth centers, policymakers, local organizations, NGO's and the public.
- Engagement with a wider stakeholder network, including sports associations, as the Greek Basket Association, through dissemination activities including youth exchanges, training, and regional and international events.
- Organization of educational tours (schools, associations, athletic clubs), sports festivals.
- Design of a platform that will integrate a summary of sports history, information about upcoming festivals, regional and international events, and information about the athletic associations located in the cross border region.
- Museum modernization, including multimedia and ICT applications.
- Digitalization of documentation and other interesting material, related to the past, present and future of sports.
- Development of cooperative works (renovation and soft construction) contributing to the promotion of sports.
- Development of a strategic plan through a well-targeted, common promotion campaign and development of tourist spots.

Expected results include:

- Preservation, promotion and development of sports and sports educational programmes, in order to strengthen their attractiveness to young people and international visitors, and provide valuable tools for schools.
- Establishment of cultural assets as educational institution and lifelong operation based on international standards.
- Increase of the number of visitors (students, athletes, tourist flows).
- Convey of values of solidarity, diversity, inclusiveness and cultural awareness.

- Increase of quantity of young people and teachers to use the emerging services that are fully available on the Internet, increase international visibility.
- Development of educational applications that will enhance cultural awareness, particularly related to traditional games.
- Making the cultural heritage accessible to people with special needs.
- Support and creation of new jobs in the cultural sector and the field of new technologies.

The project results are fully aligned with the programme result indicators, which intend to increase attractiveness of cultural assets for local and international visitors and increase tourist traffic in CB area.

The project's main outputs that will be delivered are:

- Best Practices Guide on sustainable sports and cultural heritage promotion
- Project website development-social media-mobile application
- Soft improvements to the facilities for rehabilitation and protection to the Basket Museum in Thessaloniki and in the University of Blagoevgrad
- Modification of open sports sites in Thessaloniki
- Youth cross-border exchanges- Educational Visits
- Development of an innovative educational program for schools
- Interactive games using motion sensing devices
- Design of E- Learning Platform Tool
- Organization of a Basketball Tournament
- Digitalization of the athletic heritage

The increase in the expected number of visits will be achieved with the specific actions about the awareness activities that will be implemented in balance in every partner's area. So, every year the tourist flow will be increased in PBs facilities. Additionally, this Project fulfills the Specific Objective, which is the integration of tourist destinations.

Finally, the Project will satisfy the horizontal issues of the Programme, such as: a) sustainable development via the increase of tourist flows, b) equal opportunities and non-discrimination and c) equality between men and women via encouraging the participation of both sexes.

Project Partners			
	Official name in English	Abbreviation/ Distinctive Title	Country
<b>PB1</b>	Young men’s Christian association (YMCA)– Thessaloniki	(YMCA)– THESSALONIKI	Greece
<b>PB2</b>	Faculty of Public Health, Health Care and Sports, South-West University “Neofit Rilski”	SWU	Bulgaria
<b>PB3</b>	Municipality of Kordelio-Evosmos	EKE	Greece
<b>PB4</b>	Municipality of Razlog	Община Разлог	Bulgaria

**Table 1:** PROMO - YMC(H)A Project Partners

The PROMO - YMC(H)A project is structured under six (6) Work Packages as shown below:

Work Package 1: Project Management & Coordination

Work Package 2: Communication & Dissemination

Work Package 3: Technical capacity and transfer of Know-How

Work Package 4: Facilities Modernization & Rehabilitation

Work Package 5: Design of e-platform about sports and culture integration

Work Package 6: Instructive Initiatives for Youth Awareness

## 4. The Region of Central Macedonia

Central Macedonia is one of the 13 administrative regions of Greece, consisting of the central part of the geographical and historical region of Macedonia. With a population of almost 1,9 million, it is the second most populous in Greece after Attica. Monuments and sites like the high value environmental and cultural tourism resources of Central Macedonia (high quality coasts and beaches, particularly in Halkidiki and Pieria, the mounts Olympus and Athos, the Christian, Byzantine, newest and modern cultural heritage of Thessaloniki, the rich ecosystems of lakes and rivers, uplands and mountainous areas of natural beauty, the museums and archaeological sites of Dion, Vergina, Pella as well as Amphipolis) have set the Region of Central Macedonia amongst the most important tourism destinations not only in Europe but also worldwide (<https://verymacedonia.gr/central-macedonia>).

In addition to monuments and sites, the region of Central Macedonia also has numerous sports and cultural events to showcase. The Thessaloniki Film Festival, the Thessaloniki Documentary Festival, Philoxenia, the Thessaloniki International Fair, the International Thessaloniki Book Fair, the Festival of Cassandra – Siviri, Polygyros Festival, Sani Festival, Pieria International Folk Festival, The Olympus Festival in Pieria, the International Marathon Alexander the Great, the Olympus Marathon, the Amfipolis Festival, the Theatro Dasous Festival, World Rowing Coastal Championships 2014 in Thessaloniki, the Festival of the Sea in Nea Moudania, Thessaloniki Biennale of Contemporary Art and the Open House event in Thessaloniki, are only some of the events, fairs, exhibitions and festivals organized constantly in the region of Central Macedonia, that substantially increase tourism in the area by promoting sports and cultural heritage (<https://verymacedonia.gr/central-macedonia>).

According to Eurostat, Central Macedonia is Greece's most visited region and accounts for 18,2% of the total tourist flow in the country, with 3,21 million tourists in 2008. Over the period from 2004 to 2008, Greece gradually became more attractive for tourists, with average annual growth above 5 % (<https://ec.europa.eu/eurostat>).

## 5. Definition and importance of sport and cultural heritage

*“Sport” means all forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels.*” (Council of Europe, Article 3). The Council of Europe acknowledges that “sport is a social and cultural activity” that reinforces the bonds and contacts between people, European countries and citizens, promotes awareness of a European cultural identity, while at the same time is interrelated with the environment. Through sports, people participate in inventive activities, pursue entertainment and perpetually strive to increase their performance. Therefore, sport contribute to personal (physical and mental) and social development (Council of Europe).

*“Cultural heritage is a group of resources inherited from the past which people identify, independently of ownership, as a reflection and expression of their constantly evolving values, beliefs, knowledge and traditions. It includes all aspects of the environment resulting from the interaction between people and places through time.”* (Council of Europe Publishing, Heritage and Beyond, p.20).

Sports and cultural heritage bring people together, contribute to people’s health and happiness, promote diversity, dialogue, participation and creativity, foster a sense of identity, collective memory and mutual understanding within and between communities and countries, develop openness of mind and basic rights, break down barriers, build trust and community spirit and play an important role in human development (Belova and Kropinova, 2015; Bujdosóa et al, 2015; Dallen and Boyd, 2006; Harangozo and Zilahy, 2015; Tosun et al, 2005; <<https://www.coe.int>>).

## 6. Definition and importance of Best Practices

The increasing importance and impact of sports and cultural heritage on citizens' lives and wellbeing is one of the main challenges in today's organizations' effort to promote them successfully. It is accompanied by the need to assess the already implemented actions of countries to promote these two significant and important features of society. Sports and cultural heritage are essential pillars of personal and social development, but confront common challenges. Therefore, the need to assess and record existing best practices for the promotion of sports and cultural heritage has been approached by several organizations, not only around Greece, but in other countries as well (Richards, 2018; Silberberg, 1995).

A key instrument for identifying, designing and transferring organizational knowledge is Best Practices. Best Practices that demonstrate practical and effective solutions for problems and issues, enable organizations to improve their performance, reduce customization time, minimize cost, while at the same time maximize the expected outcome. Nowadays, there are many compilations of best practices for several policy fields. For example, the United Nations maintain a best practice database for improving the quality of life in cities. Since 1996, working with over 140 countries, the database has collected over 4.000 best practices that are demonstrated solutions to the common problems (social, economic, environmental etc). Interestingly, it has four categories: award winners, best practices, good practices, and promising practices. In addition, the European Commission maintains a database of good practices for enterprise and industry. The database compiles activities implemented by public authorities in the EU that are recognized as good practices to improve the business environment of small and medium sized enterprises, in accordance with the Small Business Act (Pal and Clark, 2013).

One definition of best practice by de Vries is "processes and activities that have been shown in practice to be the most effective, efficient, democratic or whatever other goal intended by the processes and activities" (de Vries, 2010, p.315). Bretschneider et al. argue that a best practice "implies that it is best when compared to any

alternative course of action and that it is a practice designed to achieve some deliberative end” (Bretschneider et al., 2005, p.309). Therefore, it is argued that it is rational to search for exemplars and adopt the best of them in order to make improvements along whatever variable is considered important (Graupner et al, 2009; Pal and Clark, 2013).

## 7. Method

The purpose of this Guide is twofold. First, the different types of "best practices research" are examined in order to distill an appropriate set of rules to frame research designs for best practice studies. Second, the academic literature that provides a rigorous empirical basis for identification of "best practices" in public organizations is reviewed.

The best practices movement was devoted to gathering outstanding instances and principles of public management so that they could be borrowed or implemented by other organizations. Their orientation was practice or action-oriented research that would induce improvements across the board. "Best practice research is essentially the search, primarily through case studies, narratives of complex causal paths, and tapping the knowledge of practitioners, of best management practices in the public sector" (Pal and Clark, 2013, p.7). Several scholars such as Bardach and Bretschneider have argued for the right methodology to analyze and break down best practices, in order to transfer and adopt them to other jurisdictions (Bardach, 2012; Bretschneider, 2005; Pal and Clark, 2013; ).

As Bardach advocates, it is essential to address the issues of finding the right methodology and assessing specific examples in order to determine the exemplars of best practices, keeping in mind that strict and faithful replication is not achievable. He states that variations which might occur by transferring best practices, need to be taken into consideration so that the result is excellent performance. He recommends a five-fold analysis for understanding how the best practice actually works and which elements can be transferred: the underlying "mechanisms" that have some causal power, cost-effectiveness, contingent features (institutional, political, economic, and interpersonal context) within which the practice is embedded, secondary effects and vulnerabilities. Bardach in his book "A Practical Guide for Policy Analysis – The Eightfold Path to More Effective Problem Solvin" sets an eight step method to analyze practical policies (Best Practices). The method includes the following steps:

1. **Define the problem.** Problem definition gives a sense of direction for the collection of data.
2. **Assemble some evidence.** Collection of data needs to be done timely and through documents, books, academic literature, studies and statistics. It is advised to try to collect only data that can be used as evidence for the problem.
3. **Construct the alternatives.** It is advised to form alternative options, courses of action or strategies for the problem solving.
4. **Select the criteria.** To select the criteria, the analytic course will reason about whether something is likely to happen, while the evaluative course whether it is thought that something is good or bad for the world.
5. **Project the outcomes.** For each of the alternatives set, concerning impacts need to be projected.
6. **Confront the trade-offs.** Trade-offs between outcomes associated with different policy options must be clarified.
7. **Decide.** Based on the analysis, a decision on what to do must be taken. Decision needs to be effortless in order to demonstrate the plausibility of the chosen course of action.
8. **Tell your story.** The story is ready to be told to interested parties. Presentation may be done once, or may be just an initial step in a planned long-term movement to get support on the change.

(Bardach, 2012).

## 8. Criteria for choosing Best Practices

By examining the best practices found to date and the related literature, the following five key principles that seem to run through them and provide consistent touchstones/ criteria for choosing best practices can be recognized:

1. **Transparency:** A principle that runs through sports and cultural subjects is that processes be as transparent as possible. Transparency is linked to accountability, but also to the creation of public pressures (based on better knowledge) for change and reform.
2. **Accountability:** This is both accountability by managers to their organizations and functional responsibilities, and by organizations to the broader public.
3. **Citizen and stakeholder participation:** Like the first two principles, this one reveals organizations, empowers non-governmental actors, and possibly enhances credibility and trust.
4. **Credibility:** This principle justifies several best practices. At one level it is a criticism to be as transparent, truthful and intelligible as possible. At another level, it is linked to a restriction that reports, analyses, assumptions and decisions should be as meticulous and as methodologically sound as possible.
5. **Consistency:** As clichéd a principle as this seems, it has great significance for those who advise organizations on best practices. At the level of a single practice, if it is consistent across organizations, then it must be transparent, evident, known, absorbed, and applied in the same manner. This then implies that the organization's evaluation is indeed something that scales horizontally over government-as-a-whole. At the level of process, consistent practices in promoting sports and cultural heritage reduce the chances of indirect or dishonest practices.

(Pal and Clark, 2013).

## 9. Best Practices examples: Central Macedonia

Based on the criteria established, the following casestudies across the Region of Central Macedonia were chosen as Best Practices for promoting sports and cultural heritage:

### 1. International Marathon Alexander the Great

The International Marathon Alexander the Great is held annually since 2006 for 1 day and is the historic route that starts from Pella (ancient capital of Macedonia and birthplace of Alexander the Great) in front of the statue of Alexander the Great and finishes at the Alexander the Great statue or the White Tower in Thessaloniki (modern capital of the Region of Central Macedonia). The Marathon is a flat route of approximately 43 kms where participants can run either the whole route or 5kms, 10kms and 1km for Primary School students. The event, which combines sports, culture and history, is a member of the International Marathons Association (AIMS), and is organized every year by MEAS TRITON of Thessaloniki along with the collaboration of several sports and cultural bodies and associations, as well as volunteers and sponsors. Through the Marathon, participants have the opportunity to experience a great part of history of the ancient Greek culture, participate in a sports event that attracts people from all over the world and takes place next to the natural environment of the region. Therefore, the Marathon of Alexander the Great is of great social, cultural, environmental, touristic and historical value. The Marathon attracts each year around 16.000 - 20.000 runners (ages 9 – 85), gaining additional popularity each year (<https://www.alexanderthegreatmarathon.com/en/home.html>; <http://atgm.gr>; <http://www.runninggreece.com>).

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### Photographs





The Programme is co-funded  
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**ΜΑΡΑΘΩΝΙΟΣ**  
Μέγας ΑΛΕΞΑΝΔΡΟΣ

06.04.2014

8 Δρόμοι Υγείας και Δυναμικού Βολίματος 5000μ και 10000μ  
και 1000μ Μαθητών Δημοτικών Σχολείων

Δρόμος εθελοντικού  
Διαβροχή πολιτών

Στος Δελφούς: Μαραθώνιος "Μέγας Αλέξανδρος" 2014 © ΝΙΚΟΣ ΑΝΕΥΡΟΜΥΤΗΣ.slen.gr





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ΜΑΡΑΘΩΝΙΟΣ  
Μέγας ΑΛΕΞΑΝΔΡΟΣ

06.04.2014

Αγρός αθλητικού  
Διαδρομή πολιτισμού

• Δρόμος Υγίης και Δυναμικού Βολύματος 5000μ και 10000μ  
και 1000μ Ήμιστον Εργαστηριακών Σποκίων

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## 2. Olympus Marathon

The Olympus Marathon is held annually since 2004 for 2 days and is an international mountain running event that takes place on the famous Greek mythical Mountain of Gods Olympus. The route of the Marathon follows the sacred path that ancient Greeks hiked in order to honor and offer sacrifice to Zeus, and starts from the remains of the sacred city of Dion (below the throne of Zeus) and finishes in Litochoro town. The Marathon is a route of approximately 44kms. Olympus is a National Park and also a UNESCO World Natural Heritage Monument. The event is a member of the International Trailrunning Association and a certified course by Skyrunning. Runners can choose from several courses to participate according to their level of stamina (Olympus Ultra, Olympus Vertical, Kopsi ton aeton, Melinda trail 5k, Olympus paths, Winter epineas, Olympus kids). The Marathon attracts each year around 800 participants from several countries that have the chance to experience the breathtaking view from the Olympus and the culture of the ancient Greek deities (<https://www.olympus-marathon.com/>); <http://www.runningnews.gr/item.php?id=39295>).

### Contact details

## Olympus Marathon, Running with the Gods

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### Photographs





### 3. World Rowing Costal Championship 2014

The World Rowing Costal Championship in 2014 was held in Thessaloniki for 3 days by the Thessaloniki European Youth Capital 2014 and the World Rowing Federation. The event attracted athletes from 23 countries, while 150 volunteers took part. The regatta took place at the Thermaikos Gulf

(<<http://www.worldrowing.com/events/2014-world-rowing-coastal-championships>>;  
<<http://www.wrcc2014.com>>).

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Organising Committee 2014 World Rowing Coastal Championships

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### Photographs







#### 4. Open House Thessaloniki

The Open House Thessaloniki is organized annually for 2 days since 2012. The Open House is a project that promotes architecture to the wider public, by enabling people to access new and historic public and private buildings and establishments (sports facilities, tombs, hotels, offices, apartments, hamams, metro stations, governmental buildings, historic villas, gardens, mansions, hospitals, colleges, museums, churches, catacombs, libraries, traditional houses, archeological sites etc) of great architecture importance. The event is supported every year by over 500 volunteers who give free sightseeing tours to the public. During the past few years, the event has been attracting around 30.000 – 47.000 people annually. In addition to the Open House event that takes place in Thessaloniki, a variety of parallel events are organized (partys, photo contests, tours with bikes and a treasure hunt) (

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### Photographs





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## 5. Thessaloniki Film Festival

The Thessaloniki Film Festival and the Documentary Festival are organized every year for 1-2 weeks in Thessaloniki since 1960 by the cultural organization Thessaloniki Film Festival. In each event there are tributes to national cinematographs and retrospectives to major creators of the world cinema and of Greece. The festival honors the best films participating in the Competition Section with Gold, Silver and Bronze Alexander, along with many other awards for direction, script etc. The events are a great celebration of global independent cinema, in which audience and filmmakers from all over the world take part. Since 2005 many volunteers have participated that help to make both festival editions successful

(<[https://en.wikipedia.org/wiki/Thessaloniki\\_Documentary\\_Festival](https://en.wikipedia.org/wiki/Thessaloniki_Documentary_Festival)>;

<[https://en.wikipedia.org/wiki/Thessaloniki\\_International\\_Film\\_Festival](https://en.wikipedia.org/wiki/Thessaloniki_International_Film_Festival)>;

<<https://inthessaloniki.com/event-pro/thessaloniki-international-film-festival/>>;

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## 6. Pieria International Folk Festival

The Pieria International Folk Festival is organised by the “Estia Pieridon Mouson” – (The Pierian Muses organisation) which has been a member of the International Folk festival and Folk Art organisation (CIOFF) since 1989.

The event is one of the most important international folk festivals, attracting dance groups from all over the world. The Festival was a part of the Olympus Festival until 1985. Traditional folk dance groups and folk song groups or choirs from all over the world can participate at the event.

The International Olympus Folklore Festival is the summit of the summer’s activities in the prefecture, attracting dance groups from all over the world. Their presentations attract thousands of Greek and foreign audience (<<https://eaff.eu/en/festivals/88-17th-international-folk-festival-central-pieria>>; <<https://verymacedonia.gr/portfolio-item/pieria-international-folk-festival/>>; <<https://www.folk-way.com/event/150-diethnes-festival-paradosis-kentriki-pieria-el-lada-olympiaki-akti-ioulios-2019/>>).

### Contact details

ESTIA PIERIDON MOUSON – ETERIA PIERIKON MELETON

“ESTIA PIERIDON MOUSON KATERINI”

Address: A' Parodos Irinis 4, 60100, Katerini

Tel.: 23510-20681

### Photographs







## 7. Olympus Festival

The Olympus Festival in Pieria is organized every year since 1972 and is a festival of music and theatre and has the widest range of cultural activities in the Balkans. Its aim is to provide both local people and tourists with cultural entertainment and thus promote contact between different cultures and tourism in the region. The festival is supported by the Ministry of Culture and the Municipality of Dion, as well as other local authorities in Pieria.

The festival includes plays from the Ancient and Modern Greek and Foreign repertoire, ballet, classical and folk concerts, as well as talks on the archaeological significance of the area.

The performances take place in the Ancient Theatre of Dion and the Castle of Platamon during summer and attract around 40.000 people each year.

Performances in the festival include musical recitals, classical music concerts, opera Productions, concerts from foreign artists, music concerts by international artists, concerts of Greek music, dance groups from Greece and all over the world, Greek and Foreign Folk dance groups, and many more. In addition, a series of talks about

the civilisation and culture of Pieria by distinguished archaeologists takes place (<https://www.allaboutfestivals.gr/festivals/%CF%86%CE%B5%CF%83%CF%84%CE%B9%CE%B2%CE%AC%CE%BB-%CE%BF%CE%BB%CF%8D%CE%BC%CF%80%CE%BF%CF%85/>);  
<[https://el.wikipedia.org/wiki/%CE%A6%CE%B5%CF%83%CF%84%CE%B9%CE%B2%CE%AC%CE%BB\\_%CE%9F%CE%BB%CF%8D%CE%BC%CF%80%CE%BF%CF%85](https://el.wikipedia.org/wiki/%CE%A6%CE%B5%CF%83%CF%84%CE%B9%CE%B2%CE%AC%CE%BB_%CE%9F%CE%BB%CF%8D%CE%BC%CF%80%CE%BF%CF%85)>;  
<<https://www.festivalolympou.gr>>).

### Contact details

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### Photographs





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## 8. Festival of Kassandra – Siviri

The Festival of Kassandra is organized every year by the Welfare Corporation of Kassandra Municipality, since 1993, during the summer and attracts top names from the Greek and international world of music, theatre, dance, art and culture. The event is an international cultural festival that takes place at the Amphitheater of Siviri, with has a capacity of 3.500 seats, and attracts over 30.000 people every year being a reference point for culture and entertainment. Hence, the Festival is of major importance for the development of Cultural Tourism in Kassandra.

There are parallel events staged in all the local districts of the municipality. The parallel events (visual interventions, happenings, artistic events,

cinematographic projections, shadow theater, exhibitions of theatrical photography, painting exhibitions, sculpture exhibitions, exhibitions of costumes and theatrical poster etc) are organized in the local districts of the Municipality of Kassandra (<<https://halkidiki-greece.com/el/culture/festivals-and-events/festivals-kassandra.html>>; <<https://kassandra.gr/cat-event/festival-kassandras-2012/>>; <<http://kedikassandras.gr/ekdhlwseis-kassandra/>>; <<https://www.thessalonikiguide.gr/topic/festival-kassandras/>>; <<https://verymacedonia.gr/events/25-kassandra-festival/?lang=el>>).

### Contact details

Welfare Corporation of Kassandra Municipality (K.E.ΔΗ.Κ.)

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### Photographs





## 27ο ΦΕΣΤΙΒΑΛ ΚΑΣΣΑΝΔΡΑΣ ΑΜΦΙΘΕΑΤΡΟ ΣΙΒΗΡΗΣ | 2019



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## Conclusions

The first sections of this Guide presented the Cooperation Programme INTERREG V-A Greece-Bulgaria 2014-2020, the project “Promotion and Development of YMC(H)A - Youth Mobilization-Cultural Heritage and Athletic Valorization”, and the Region of Central Macedonia. Afterwards, the definition and importance of sports, cultural heritage and best practices regarding the social, cultural and economic benefits were given in order to set the basis for the research of best practices for the promotion of sports and cultural heritage. In the next sections, the research method and the criteria for choosing best practices were set. Finally, exemplars of best practices for the promotion of sports and cultural heritage in the Region of Central Macedonia were presented, including photographs of the events and contact details of the institutions that organize and implement them. By concluding this Guide, partners and stakeholders have the opportunity to be informed about examples of best practices in the sports and cultural heritage sustainable promotion field, in order to adopt and incorporate them in their daily activities.

By reviewing the relative literature and by conducting an online research to determine the best practices for the promotion of sports and cultural heritage, it can be concluded that the promotion of sports and cultural heritage can be developed based on the existing resources of a given place. Widely and even internationally recognizable landmarks, beautiful or historic landscapes and buildings can be employed for the realization of events. The combination of an event with an identifiable location or monument, establishes a connection between them that gives further publicity in case the event is organized for consecutive years.

Sports and cultural heritage can be promoted successfully through specialized events such as festivals, marathons, tournaments, sports events, and cultural events that include the involvement of several participants not only from the country that organizes them, but also from other countries. The international character of an event increases the level of promotion of sports and cultural heritage, since

participants and/ or cooperating organizations of other countries attract the respective crowd.

Furthermore, exploring local traditions, customs, rituals, festivals, myths and legends, lifestyle, crafts and sports, and creating and promoting thematic events can be the basis for promoting sports and cultural heritage not only to a niche market but to the wider public as well. Creating and offering events tailored in scope and time having in mind the calendar of already organized local events – fairs, festivals, gathering, can increase the level of promotion.

To conclude, based on the literature and sources reviewed, implementation of specialized events that involve the cooperation between organizations and countries, combine the event with a recognizable landmark, and are held annually, are likely to successfully promote sports and cultural heritage to visitors, spectators and participants.

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