

Cooperation Project



‘LOCAL TOUR’

Measure 19.3 CLLD LEADER Heraklion

Eva Katsaraki
Heraklion Development Agency
Europa@anher.gr
+302810753318



Presentation Sections

1.Objective of the Project

2.Activities

3.Partnership Structure

4.Beneficiaries – Local Population

5.Implementation Timeline



Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης



Primary Objective of the Project

The creation of gastronomic routes aims to enhance and promote the economic, social, environmental, and cultural significance of each region.

Specifically, the objective is to develop a strategic framework for gastronomic tourism, featuring culinary and cultural routes based on the following characteristics:

- **Authentic, Genuine Product:** Products that are uniquely produced and/or packaged within the region and possess the qualities of an 'honest' product.
- **Regional Differentiation:** Elements that highlight and strengthen the comparative advantages and characteristics of the region, as well as its local identity.
- **Professionalism:** Businesses and organizations participating in the routes will offer high-quality services.
- **Collaboration:** Internal cooperation and networking will lead to external competitiveness.
- **Assured Quality:** Of the products, reception, hospitality, the wider environment, and significant points of visit and interest.

To elevate the **gastronomy** and **ethical local products** of the regions to become:

- **An expression of the culture** of the local community.
- An element of **regional identity** and differentiation for the area.
- A common denominator for **networking** and the development of complementary businesses (catering, accommodation, provision of tourist services and leisure, etc.).

Indicative Route Design Sections

Introduction

II. **Gastronomic Tourism** as a Form of Alternative Tourism

III. Tracing **Authentic, Genuine Products** in the Intervention Areas

IV. **Assessment of Local Tourism Potential:** 'Gastronomy and Culture'

V. Strategic **Framework for the Development** and Design of 'Flavors and Culture Routes' - Criteria and Specifications for the Inclusion of Existing and New Structures in the Routes

VI. Proposed **Routes** within the Region



Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης



Content of the Application and Platform for the Routes of 'Gastronomy and Culture'

- General Presentation of the **Country** on a Map
- Zoom Functionality for Each Region / LAG (Local Action Group)
- **Route Indication** on the Map
- **Concise** Route Description
- **Detailed** Route Description
- **Photographs** and Audiovisual Material
- Adaptation into an **Application** with Various User Options

DELIVERABLES

2.1 Application Design and Operating System

2.2 Graphic Design of Routes and Application Functionalities



New Principles – Values

- Emphasis on **locality** with specific reference to well-being and the pursuit of '**happiness**'.
- Shift towards the value of **experience** with sincerity and **authenticity** regarding our regions.
- We embrace **sustainability** policies and improve our approach to the environment.
- Particular attention to the **quality** of provided services and products.

MEDeat: Our visual identity



MEDeat: Our visual identity



Με τη συγχρηματοδότηση της Ελλάδας και της Ευρωπαϊκής Ένωσης



MEdeat: Our visual identity



Collaborative Structure Scheme and Total Number of Routes



#	Partner	MEDEAT	LOCAL TOUR	Total Routes
1	Heraklion Development Agency	3	2	5
2	Heraklion Development Agency - Messara		2	2
3	Development Center of Mountainous Milopotamos and Malevizi		2	2
4	Lassithi Development Agency	3	2	5
5	Organization for the Development of Crete	3	2	5
6	Development Agency of Imathia	3	2	5
7	Development Agency of Florina	2	2	4
8	Development Agency of Kilkis	3	2	5
9	Development Agency of Ionian Islands	3	2	5
10	Development Agency of Western Macedonia	2	2	4
11	Development Agency of Thessaloniki 1		2	2
12	Development Agency of Thessaloniki 2		2	2
13	Development Agency of Chalkidiki		2	2
14	Development Agency of Serres		2	2
15	Development Agency of Karditsa		2	2
16	Development Agency of Rhodope		2	2
17	Development Agency of Evros		2	2
18	Development Agency of Chios		2	2
19	Development Agency of Lemnos		2	2
20	Development Agency of Samos		2	2
21	Development Agency of Cyclades		8	8
	TOTAL	20	48	68

Cooperation actions

- Project promotional material and **website**
- Local **thematic workshops** for the exchange of good practices
- **Exchange visits** to Chios – Cyprus – Halkidiki and Evros
- **Networking** and promotion at the local level through the ‘We Eat Locally’ events
- **Educational activities** in schools and educational institutions



TARGET GROUPS

- **Local authorities** and local government
- Tourism **professionals**
- **Restaurateurs**, chefs, and cooks
- **Producers** of local products
- Processors and packagers of **local** traditional products
- **Home-based** producers
- Children and the **educational** community
- **Visitors** to the destinations
- **Local population**

Thank you!

Eva Katsaraki

Coordinator of the Cooperation Project
Heraklion Development Agency

Τηλ. 0030 2810753318, europa@anher.gr



Αναπτυξιακή
Ηρακλείου
ΑΝΑΠΤΥΞΙΑΚΗ
ΗΡΑΚΛΕΙΟΥ ΕΤΑΠΕΙΑ ΟΤΑ



ΕΥΡΩΠΑΪΚΟ ΓΕΩΓΡΑΦΙΚΟ ΤΑΜΕΙΟ ΑΓΡΟΤΙΚΗΣ ΑΝΑΠΤΥΞΗΣ
Η Ευρώπη συνάντησε την αγροτική περιοχή



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ
ΥΠΟΥΡΓΕΙΟ ΑΓΡΟΤΙΚΗΣ ΑΝΑΠΤΥΞΗΣ ΚΑΙ ΤΡΟΦΙΜΩΝ

