

# 3rd International meeting «Cultural Tourism and Active Ageing»

## Municipality of Agia

*Fani Spyrouli*  
*Project Coordinator*



Local Councils'  
Association



TECT  
Towards Excellence in Cultural Tourism



# 3rd International meeting «Cultural Tourism and Active Ageing»

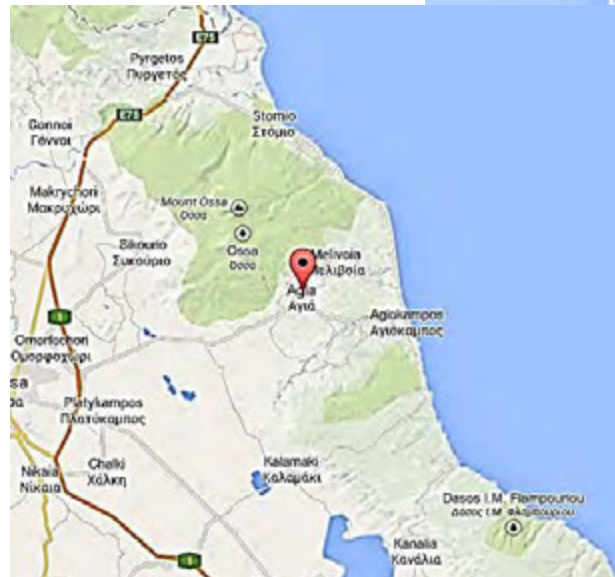
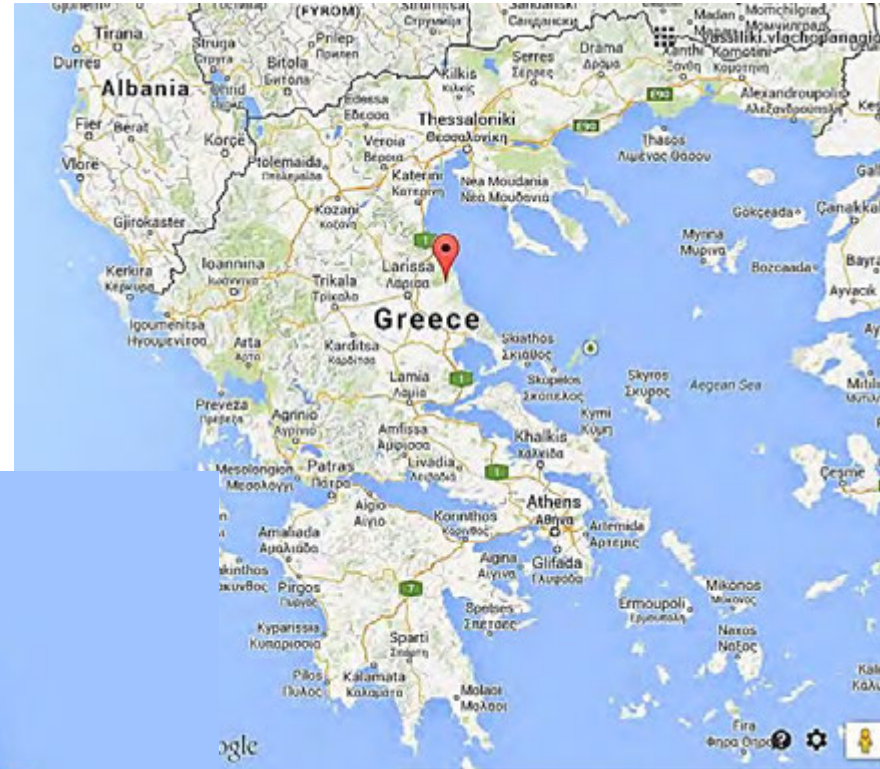


**Municipality of Agia**

## General Characteristics

# Geographical Data

The Municipality of Agia is located in Central Greece, in the region of Thessaly, and in particular on the coast of the Prefecture of Larissa



TECT

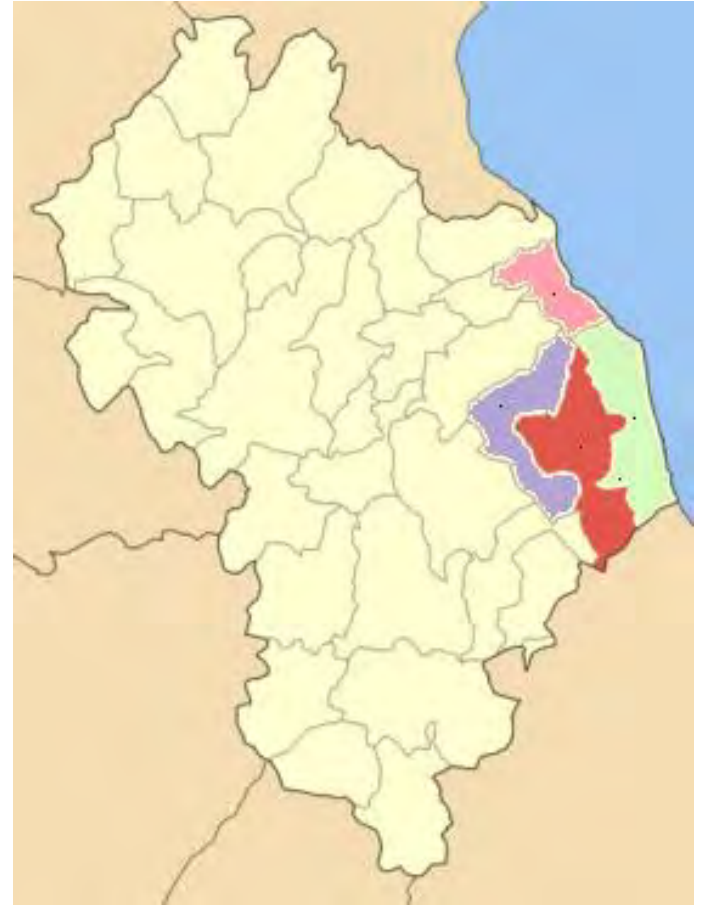
Towards Excellence in Cultural Tourism

# Structure, area and population

The Municipality of Agia in its present form came from the combination of four municipalities ("Kallikratis" Law.3852/2010):

- Agia (seat of the Municipality)
- Evrimenon
- Lakereias
- Melivoias

The Municipality consists of 22 communities. Its population, based on the 2011 census, is 11,633 inhabitants and the its total area is 668,26 km<sup>2</sup>



# Identity

The Municipality of Agia is a rural, semi-mountainous, costal and tourist area, with

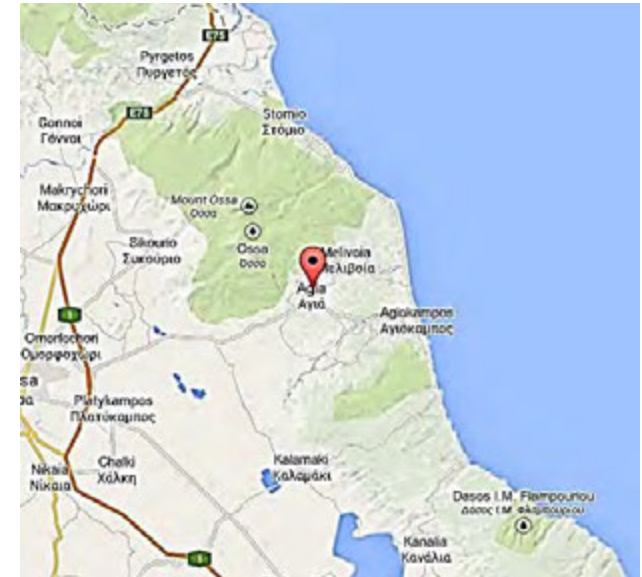
- Presence since the prehistoric times
- Mild climate and microclimate
- Mild and diverse natural environment, with altitudes 5-960 m and ground inclination 30% -60%
- Fertile soil with dynamic tree and arable crops
- Easy and quick access to and from major urban centres
- Proximity to the main northern and southern road axis of the country.

# 3rd International meeting «Cultural Tourism and Active Ageing»



# Natural Environment

The area of the municipality comprises the biggest part of Mount Kissavos, Mount Mavrovouni and 60 km of coastline.



70% of the area of the Municipality is a designated NATURA site or is characterized as forest of aesthetic value.

# Natural Environment

The Municipality has a very rich and diverse natural environment where one finds:



# Natural Environment

The Pinions River Delta wetland...



Δήμος  
Αγιάς

TECT

Towards Excellence in Cultural Tourism



# Natural Environment

The Valley of Tempí...



Δήμος  
Αγιάς

TECT

Towards Excellence in Cultural Tourism



# Natural Environment

Kokkino Nero, thermal spring water, which gives the rocks a red color ...



Δήμος  
Αγιάς

TECT

Towards Excellence in Cultural Tourism



# Natural Environment

The Amyros stream...



Δήμος  
Αγιάς

TECT  
Towards Excellence in Cultural Tourism



# Natural Environment

The Calypso canyon...



Δήμος  
Αγιάς

TECT

Towards Excellence in Cultural Tourism



# Natural Environment

The Polydendri forest...



Δήμος  
Αγιάς

TECT  
Towards Excellence in Cultural Tourism



# Natural Environment

## National Walking Route 02 (Mount Olympus - Pelion)



Δήμος  
Αγιάς

TECT  
Towards Excellence in Cultural Tourism



# Natural Environment

Wonderful, EU Blue Flags awarded beaches



Δήμος  
Αγιάς

TECT

Towards Excellence in Cultural Tourism





# Natural Environment

## Local walking and hiking trails

Melivoia – Velika	Marmarini – Anatoli
Anatoli – Metaxochori	Anatoli – Perdikovrisi - top of Mount Kissavos
Megalovriso – Agia	Agiokampos – Polydendri - top of Mount Kissavos
Karitsa – top of Mount Kissavos	Skolithro – Isiomata – Glymeni Mylos
Omolion – Ambelakia	Amygdali – Koukourava – Skoutli
Anatoli – Synaxovrisi – Spilia	Elafos – Kampana Panagia

# Indoor Environment

In Municipality one can come across traditional villages and tourist sites, which give the area a special "color".

These villages are:

# Indoor Environment

Metaxochori...



Δήμος  
Αγίας

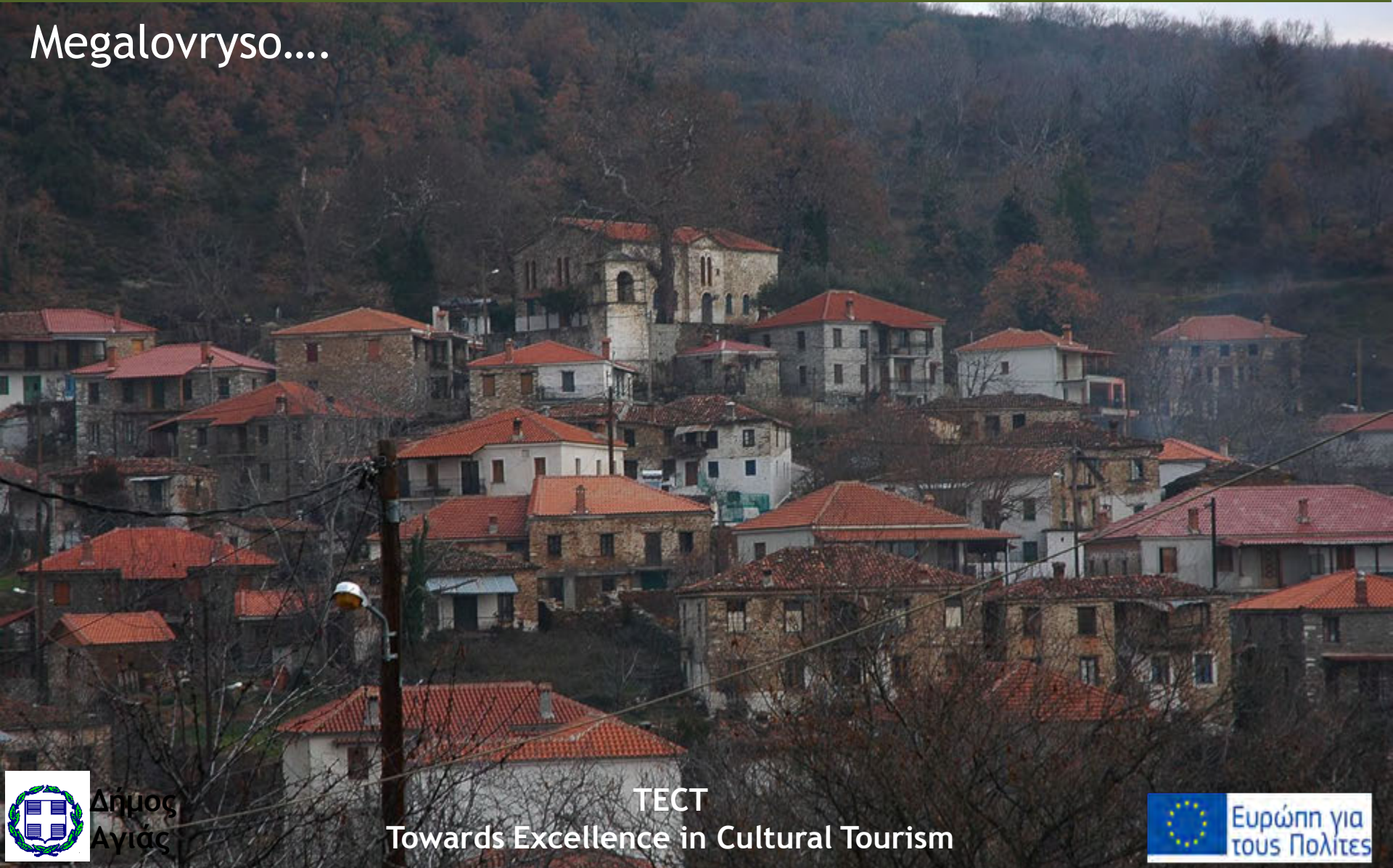
TECT

Towards Excellence in Cultural Tourism



# Indoor Environment

Megalovryso....



Δήμος  
Αγιάς

TECT  
Towards Excellence in Cultural Tourism



# Indoor Environment

Karitsa



Δήμος  
Αγιάς

TECT  
Towards Excellence in Cultural Tourism



# Archaeological, historical and modern monuments

Remains of antiquity, demonstrating the long history of the region, can be found scattered throughout the municipality, which was built on the ancient sites of Omoli, Evrimenon, Melivoia, Dotio Pedio, Lakereia and Kasthanaia. The Municipality has a lot of archaeological and historic sites and excavation findings, such as:

# Archaeological, historical and modern monuments

The excavation site of the palaeolithic Karla lakeside settlement, in Palioskala...



Δήμος  
Αγιάς

TECT

Towards Excellence in Cultural Tourism



# Archaeological, historical and modern monuments

The ancient stone bridge at Omolion...



Δήμος  
Αγιάς

TECT

Towards Excellence in Cultural Tourism





# Archaeological, historical and modern monuments

The collection of excavation findings from ancient Melivoia...



Δήμος  
Αγιάς

TECT

Towards Excellence in Cultural Tourism



# Archaeological, historical and modern monuments

The Alexouli mansion and collection....



Δήμος  
Αγιάς

TECT

Towards Excellence in Cultural Tourism



# Archaeological, historical and modern monuments

The Velika Castle...



Δήμος  
Αγιάς

TECT

Towards Excellence in Cultural Tourism



# Archaeological, historical and modern monuments

The Roman Baths at Neromyli village...



Δήμος  
Αγιάς

TECT

Towards Excellence in Cultural Tourism



# Archaeological, historical and modern monuments

The "Marinos Antipas" folklore museum in Omolion and those on Potamia and Elafos villages



Δήμος  
Αγιάς

TECT  
Towards Excellence in Cultural Tourism

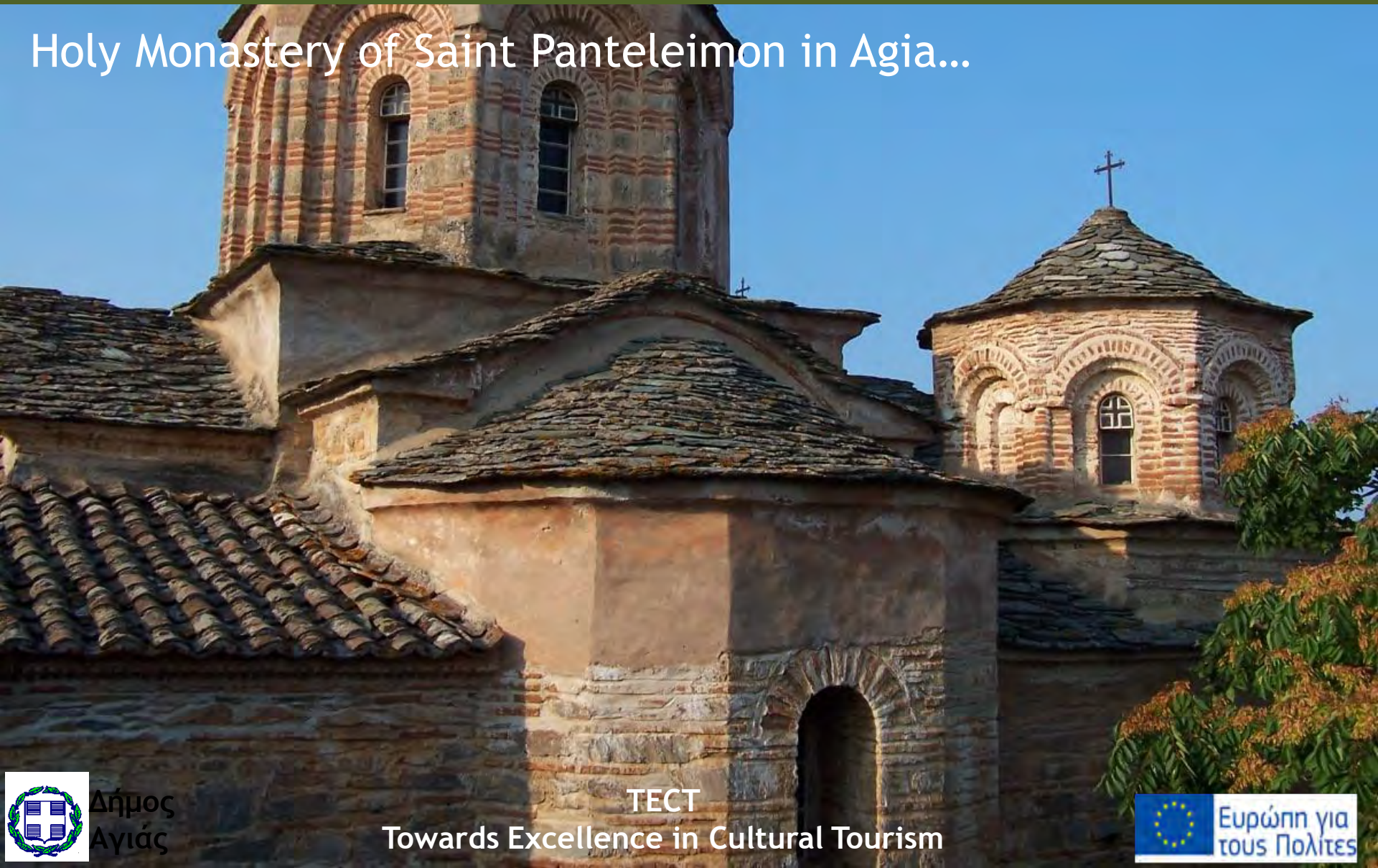


# Religious Monuments

The area has had intense religious life since the Byzantine period, which is traceable in a large number of religious monuments, such as:

# Religious Monuments

Holy Monastery of Saint Panteleimon in Agia...



Δήμος  
Αγιάς

TECT

Towards Excellence in Cultural Tourism



# Religious Monuments

Monastery of Agioi Anargyroi - Hermitages, in Agia ...



Δήμος  
Αγιάς

TECT

Towards Excellence in Cultural Tourism





# Religious Monuments

Theologos monastery, Melivoia...



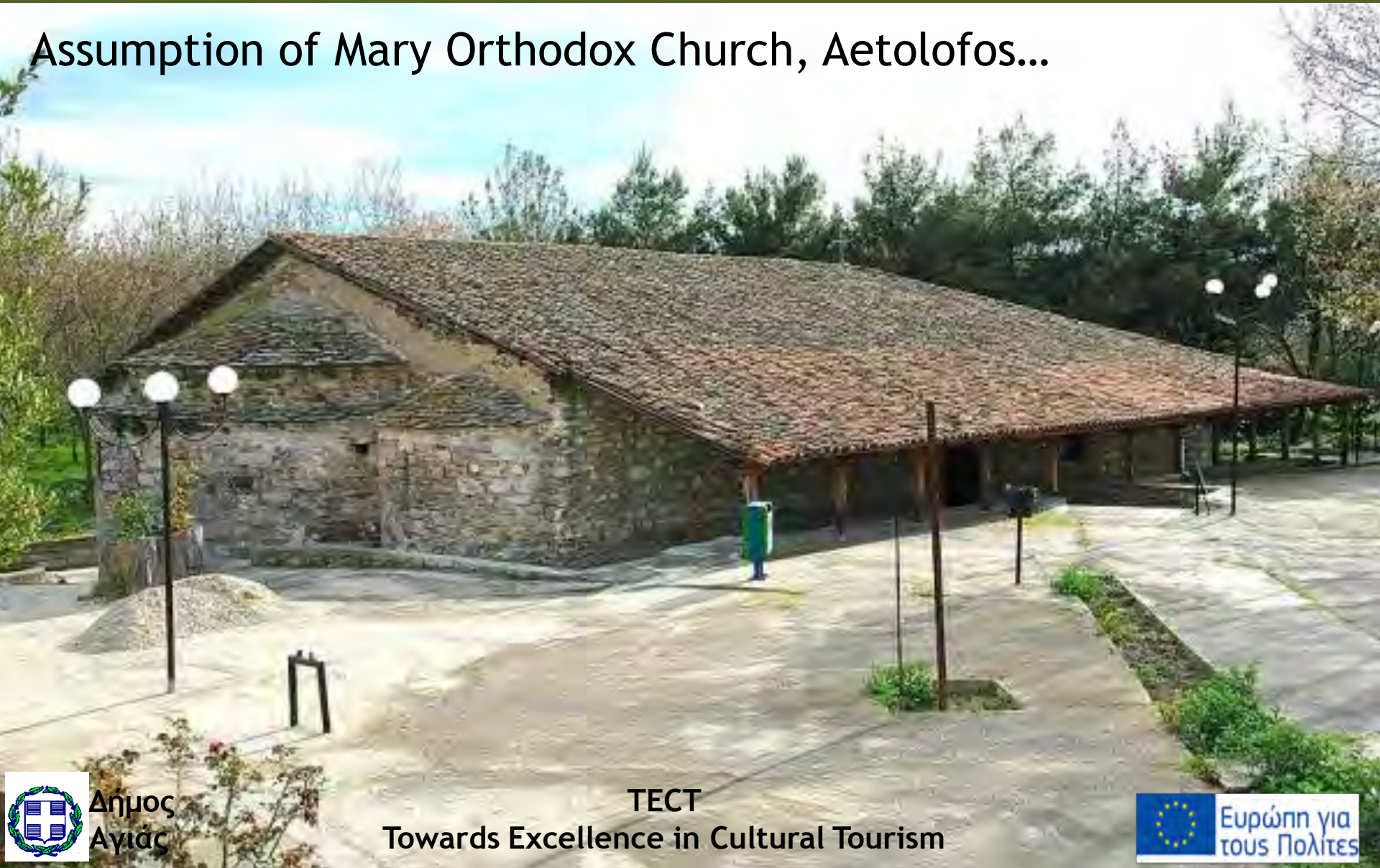
Δήμος  
Αγιάς

TECT  
Towards Excellence in Cultural Tourism



# Religious Monuments

Assumption of Mary Orthodox Church, Aetolofos...



Δήμος  
Αιτωλίας

TECT

Towards Excellence in Cultural Tourism



# Religious Monuments

Assumption of Mary Orthodox Church, Megalovryso...



Δήμος  
Αγιάς

TECT

Towards Excellence in Cultural Tourism



# Religious Monuments

The Agia collection of church relics (Saints Anthony Orthodox Church) and the Anatoli church museum



# 3rd International meeting “Cultural Tourism and Active Ageing” >>



# Local Economy

The largest proportion of the workforce in the region is employed in agriculture and animal husbandry. Agricultural products manufacturing activity is at craftsmanship level, while the area is becoming a hub for agricultural products.

Moreover, tourism is a key pillar of economic activity in the region and has experienced dynamic growth in recent years.

# Local Economy - Local Products

Local rural economy is based primarily on the cultivation of the following agricultural products:



Δήμος  
Αγιάς

TECT

Towards Excellence in Cultural Tourism



# Local Economy - Local Products

## Apples

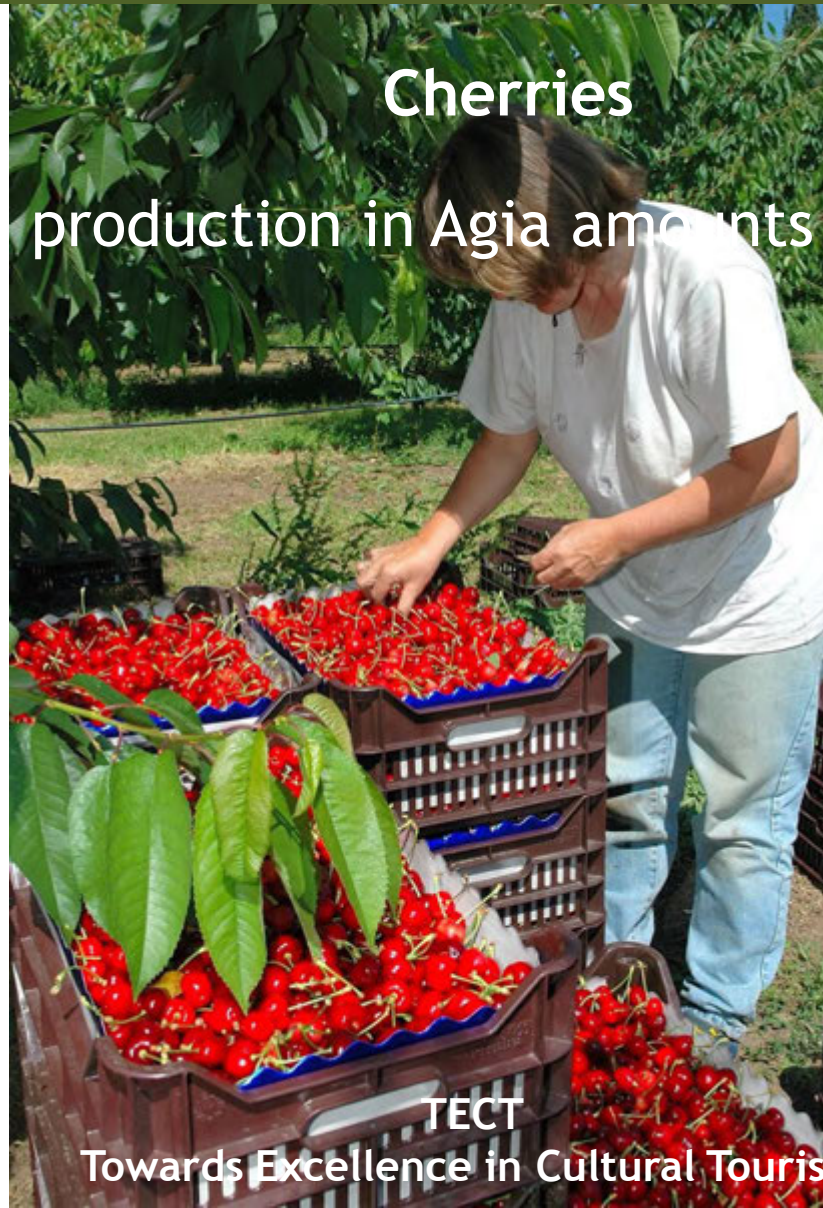
The apple production of Agia (100.000 tn) represents 20% of the apple production in Greece





# Local Economy - Local Products

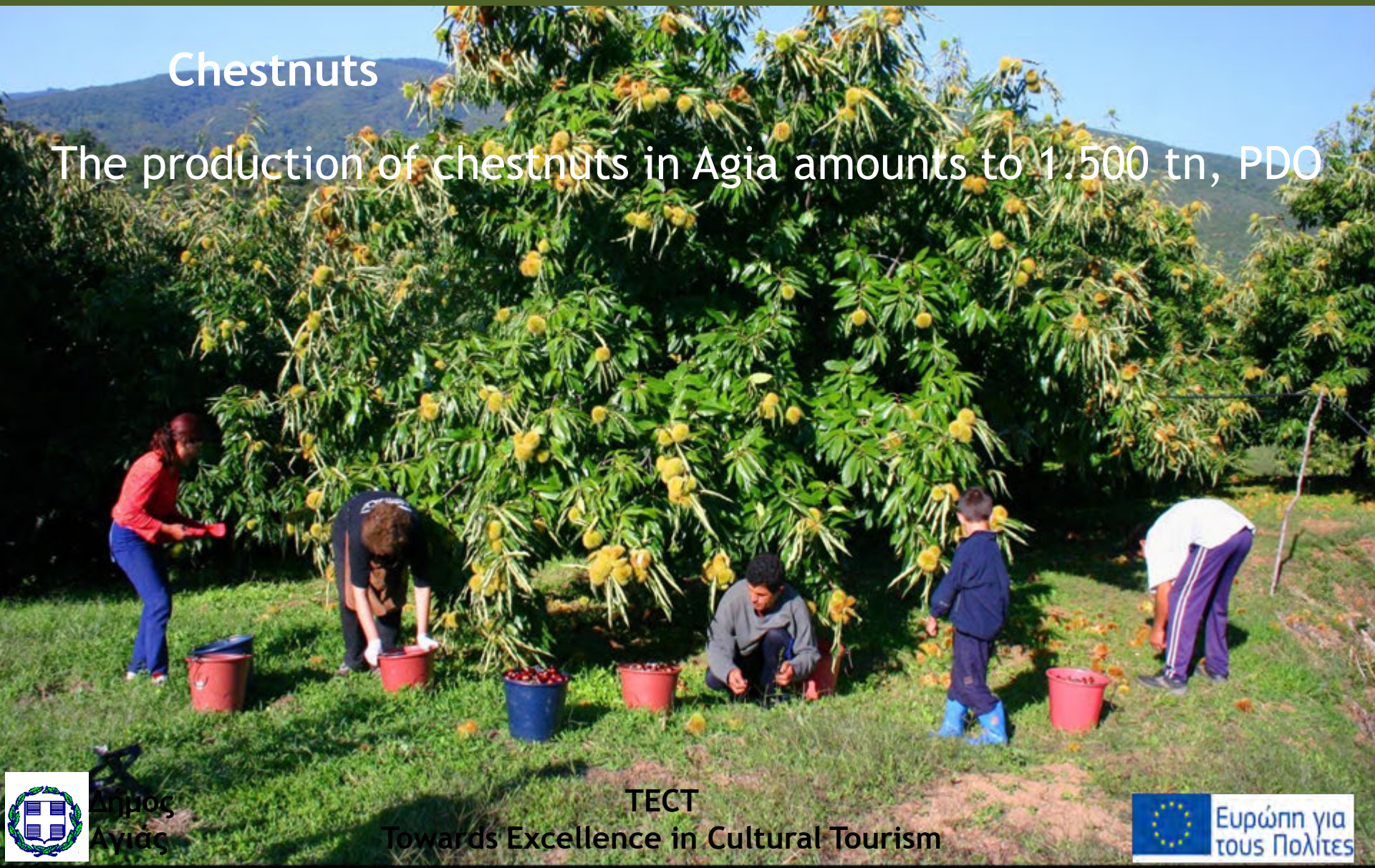
Cherry production in Agia amounts to 5.000 tn



# Local Economy - Local Products

## Chestnuts

The production of chestnuts in Agia amounts to 1,500 tn, PDO



Δήμος  
Αγίας

TECT  
Towards Excellence in Cultural Tourism



# Local Economy - Local Products

## Olives

The production of olives in Agia amounts to 56.000 tn.



# Local Economy - Local Products

## Other Products

The fertile land of the area allows the cultivation of various other products such as:

Kiwi

Potatoes

Sunflowers

Cereals

Almonds

# Local Economy - Tourism

The area is a major tourist destination that gradually transcends the geographical boundaries of the region, attracting tourists from Greece, the Balkans and Europe in general.

A significant number of organized activities of alternative mountain and sea tourism and events (sporting and cultural) takes place every year, with a view, inter alia, to promoting the area and helping its tourism development

# Local Economy - Tourism

- Tourist accommodation, mainly along the coastline,
  - three organized camps,
  - the municipal camp of Agia Paraskevi,
  - the municipal refreshment / café at Velika,
  - two small ports (with educational and sporting activities)
  - the Polidendri recreation area and
  - the “TEMPI” , "CHRYSALLIS" and "SEA/ THALASSA" theatres,
- are representative of tourist infrastructure in the area.

# Local Economy - Tourism

A lot of cultural, tourist and sport activities take place in the area



Δήμος  
Αγιάς

TECT  
Towards Excellence in Cultural Tourism



# 3rd International meeting “Cultural Tourism and Active Ageing”



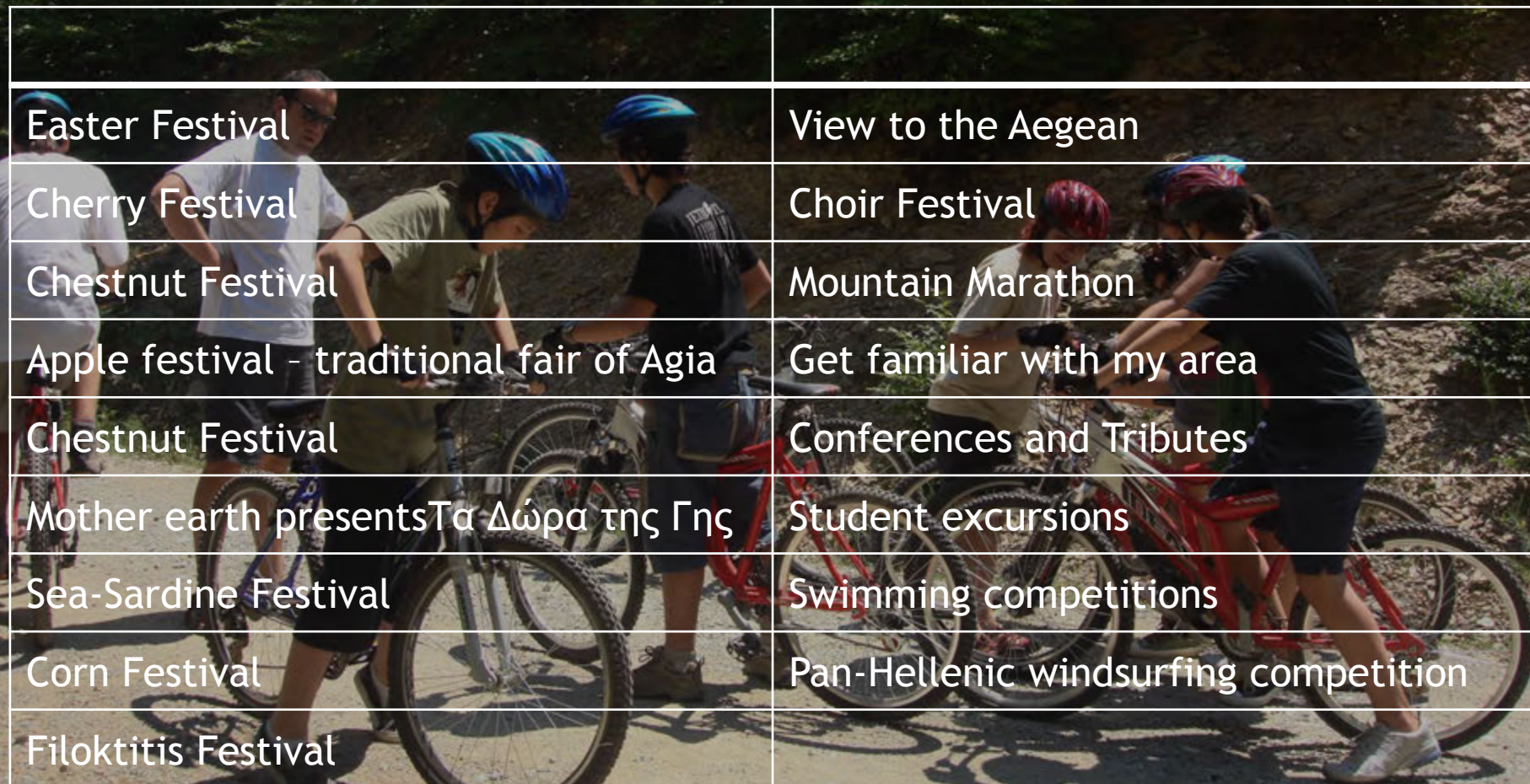


# Events - Activities

The municipality organizes a number of events, originally established in previous centuries. They are locally organized but they attract participants from all over Greece.

Such events, organized under the municipality auspices, include:

# Events - Activities



Easter Festival	View to the Aegean
Cherry Festival	Choir Festival
Chestnut Festival	Mountain Marathon
Apple festival - traditional fair of Agia	Get familiar with my area
Chestnut Festival	Conferences and Tributes
Mother earth presents Τα Δώρα της Γης	Student excursions
Sea-Sardine Festival	Swimming competitions
Corn Festival	Pan-Hellenic windsurfing competition
Filoktitis Festival	



# Events - Activities



# Role of the Municipality

The Municipality participates actively in the development of the region, either by developing and providing the necessary infrastructure or designing and implementing concrete actions and initiatives.

# Role of the Municipality

In this context, the Municipality has established two municipal organizations:

- **Heraclides:** Its aims is social care and care for the elderly and children
- **Calypso:** It deals with issues of social protection and solidarity, education, culture, sport and environment.

# Role of the Municipality

The actions / initiatives undertaken by the Municipality include:

- The Local Tourism Network
- The team of Historical Research
- The Center for Lifelong Learning
- Participation in transnational tourism promotion project
- Participation in tourism fairs in Balkan countries

# Role of the Municipality

- Promotion of social economy
- Promotion of voluntarism
- Participation in European, national and regional projects, for the protection and promotion of culture and tourism
- Participation in employment programs

# Citizen Participation

In the municipality, citizens actively participate voluntarily in community issues, either as individuals or through clubs and organizations, including:

- Fishermen, Agricultural, Sports, Forest, Professional, Blood Donors, Parents and Guardians Associations
- Yacht Club
- Hunting Association
- Cultural - Environmental and Women's Associations

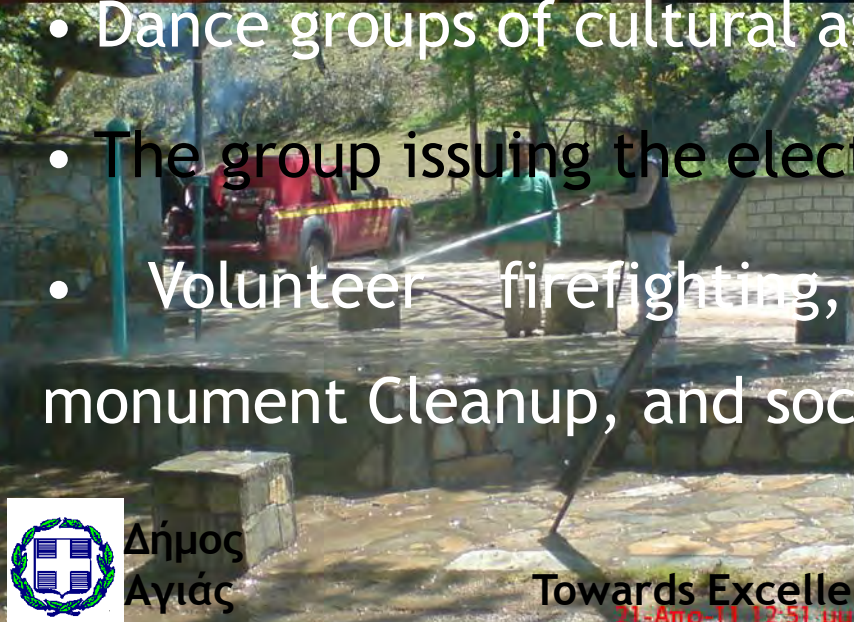




# Citizen Participation

The groups of people involved in cultural activities, sports and environment include the following:

- Amateur Theatre Group of Agia
- Painting Workshop of Agia
- Dance groups of cultural associations
- The group issuing the electronic newspaper “Agiotika Nea”
- Volunteer firefighting, tree planting, Environmental, monument Cleanup, and social solidarity groups.



# Thank you for your attention !!!



TECT  
Towards Excellence in Cultural Tourism

