



Ancient Olympia



Pilot Site of Western Greece



The European Interreg Med "Herit-Data" project seeks to identify innovative solutions to reduce the negative impact of tourism on historic town centres, as well as on cultural and natural heritage sites.

A digital platform will be set up and tested in six pilot sites in Croatia (Dubrovnik), France (Pont du Gard), Bosnia and Herzegovina (Old Mostar Bridge), Greece (Ancient Olympia), Italy (Florence) and Spain (Valencia).

Olympia is a small town in the Region of Western Greece -in the valley of Alfeios River- and is one of the most valued archaeological sites of the country. Despite its isolated location, Olympia is widely known as the most important religious and athletic center of Greece where in ancient times took place a festival called the Games in the honor of Zeus. This tradition turned to be the worldwide institution of Olympic Games.

Type: Heritage Site



Localisation: Ancient Olympia (Western Greece)



PROTECTION
Unesco World Heritage List

Website:
www.arxaiaolympia.gov.gr



REGION OF WESTERN GREECE
full of contrast!



Project co-financed by the European Regional Development Fund



Ancient Olympia has been recognized by UNESCO as a world heritage site since it meets the criteria related with the authenticity and the universal value of the site. Every year, especially between May and October, visitors from all around the world enjoy a touristic tour that starts from the Port of Katakolo and which includes visits at the Archaeological Site of Olympia, the Archaeological Museum, the Museum of History of the Olympic Games and Antiquity and the Temple of Apollo Epicurius at Bassae.

The Region of Western Greece participates in the HERIT-DATA project and plans to collect primary data through the installation of cameras and sensors at the sites of Ancient City of Olympia, the Temple of Apollo Epicurius and the Port of Katakolo.

For the region of Western Greece, the HERIT-DATA project is an opportunity to overcome the negative impacts of mass tourism in a cultural, economic and environmental level and to promote a more sustainable kind of tourism in the area. Beneficiaries of such a project are not only the local authorities, but also the residents of the area, the employees in the touristic services, as well as tourists themselves.

WHAT WILL BE TESTED AND WHY ?



- Number of tourists per day
- Time zones
- Time spent in the site

WHAT IS PLANNED OR IN THE PIPELINE ?

- Cultural and natural heritage protection
- Eliminating pollution
- Flora and fauna protection
- Boosting regional tourism industry as a whole
- Dealing with visitors' behavior changes
- Development of tourism management strategies
- Collaboration with local authorities
- Development of competitive advantage
- Promotion of the site as a smart destination

USEFUL INFORMATIONS:



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