PROTECTION AND SUSTAINABLE DEVELOPMENT OF THE CARPATHIANS

Action 5.10
Developing professional skills in tourism - Train the Trainers
Contents

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PROTECTION AND SUSTAINABLE DEVELOPMENT OF THE CARPATHIANS

Action 5.10 «Developing professional skills in tourism – Train the Trainers»

TRAINING SEMINAR ON SUSTAINABLE TOURISM DEVELOPMENT
Paranesti-Greece, 16-19 September 2007

PROGRAMME

Sunday, 16.09.2007
15.00   Arrival at Makedonia Airport, Thessaloniki
16.00   Departure to Xanthi
20.00   Arrival at Hotel Elisso, Xanthi
21.00   Dinner

Monday, 17.09.2007

1st Training Session
08.15   Guided trip by train to the Nestos gorge. Departure from Xanthi Railway Station: Mr Orestis Mposkos, Guide
12.00   Arrival at Paranesti, Rhodope Mountain Range
12.00-12.30 Coffee Break
12.30-13.00 Visit at Rhodope Natural History Museum and Environmental Education Centre: Mr Iordanis Giantamidis, Municipality of Paranesti
13.30   Lunch

2nd Training Session: Conference room of Rhodope Natural History Museum
16.30-16.50 Welcome speeches

Mr Konstantinos Tatsis, President of Prefectural Authority of Drama-Kavala-Xanthi
Mrs Aliki Sotiriadou, Mayor of Paranasti Municipality
Mr Viktor Teres, Heifer International-Ukraine
TRAINING SEMINAR ON SUSTAINABLE TOURISM DEVELOPMENT
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16.50-17.10  INTERREG CADSES project “Protection and sustainable development of the Carpathians”: Mr Lampros Tsourgiannis, Prefectural Authority of Drama-Kavala-Xanthi

17.10-17.30  The training manual on sustainable tourism – Aims and objectives of ToT seminar: Mrs Maria Katsakiori, Greek Biotope/Wetland Centre

17.30-17.45  Coffee Break

17.45-19.45  Training Module 1: Strategic Tourism Development
Lectures and workshops: Mrs Maria Alebaki, Greek Biotope/Wetland Centre and Mrs Stavriani Koutsou, Associate Professor, Technological Educational Institute of Thessaloniki

20.30  Dinner

Tuesday, 18.09.2007
3rd Training Session: Conference room of Rhodope Natural History Museum

09.00-11.00  Training Module 2: Sustainable Tourism Product Development
Lectures and Workshops: Mrs Katrin Gebhard and Mrs Annika Burger, Ecological Tourism in Europe

11.00-11.40  Rural tourism and Women’s Agrotourism Cooperatives in Greece, complementarities and limitations: Mrs Olga Iakovidou, Professor, Aristotle University of Thessaloniki

11.40-12.00  Coffee Break

12.00-14.00  Educational visit to Domaine Costa Lazaridi at Adriani village
Wine tourism as a tool of rural development: Mrs Maria Alebaki, Greek Biotope/Wetland Centre
Guided tour at the vineyard: Mr Hariton Maronikolakis, Public relations and Marketing Department, Domaine Costa Lazaridi

14.00-15.30  Lunch at the Domaine

15.30  Departure to Paranesti village
TRAINING SEMINAR ON SUSTAINABLE TOURISM DEVELOPMENT
Paranesti-Greece, 16-19 September 2007

4th Training Session: Conference room of Rhodope Natural History Museum
17.30–18.15 Training Module 3: Quality improvement in tourism business
   Lectures and Workshops: Dr Maria Partalidou, Scientific consultant of the Greek
   Biotope/Wetland Centre and Mr Efstratios Despotis, Manager of the Enterprises
   Network of Halkidiki S.A.
18.15-18.30 Coffee Break
18.15–19.30 Training Module 3: Quality improvement in tourism business (continue)
19.30-20.00 Evaluation of training seminar – Conclusions: Mrs Maria Katsakiori, Greek
   Biotope/Wetland Centre and Anestis Xatzivasileiou, Prefectural Authority of
   Drama-Kavala-Xanthi
21.00 Dinner

Wednesday, 19.09.2007
10.30 Departure to Chryssoupolis Airport, Kavala
12.30 Arrival at the Airport
14.40 Departure to Kiev
### List of Participants

<table>
<thead>
<tr>
<th>No</th>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mr Pavlo Gorishevsky</td>
<td>Professor, Pry-Carpathian National University, Head of the Ivano-Frankivsk oblast branch office of the Union for Promotion of Rural Green Tourism Development in Ukraine</td>
</tr>
<tr>
<td>2</td>
<td>Mrs Oksana Dovgun</td>
<td>Trainer, Green tourism household owner, Head of the “Kosivska” credit union executive committee</td>
</tr>
<tr>
<td>3</td>
<td>Mr Vasyl Yonash</td>
<td>Green tourism household owner, Director of the balneological sanatorium in Kvasy village</td>
</tr>
<tr>
<td>4</td>
<td>Mrs Sarika Csizmar</td>
<td>Head of Berohovo branch office of the Union for Promotion of Rural Green Tourism Development, Green tourism household owner</td>
</tr>
<tr>
<td>5</td>
<td>Mrs Olga Sokolova</td>
<td>Head of Ivano-Frankivsk Oblast, Administration on Tourism Issues and Associate Professor of the Tourism, Department of the Institute of Management and Economics &quot;Halytska Academy&quot;</td>
</tr>
<tr>
<td>6</td>
<td>Mr Yuriy Zinko</td>
<td>Professor of the Lviv National University, Head of the Lviv oblast branch office of the Union for Promotion of Rural Green Tourism Development</td>
</tr>
<tr>
<td>7</td>
<td>Mrs Natalia Gasyuk</td>
<td>Executive Director of the Tourism Board of the Carpathian Region</td>
</tr>
<tr>
<td>8</td>
<td>Mr Roman Komarnyszky</td>
<td>Head of the Executive Committee of the Tourism Association of Ivano-Frankivsk oblast</td>
</tr>
<tr>
<td>9</td>
<td>Mrs Oksana Porayko</td>
<td>Trainer-consultant on rural green tourism development</td>
</tr>
<tr>
<td>10</td>
<td>Mrs Olena Veryha</td>
<td>Deputy head of the oblast fund of individual rural construction</td>
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<tr>
<td>11</td>
<td>Mrs Maryna Konyak</td>
<td>Trainer-consultant on tourism development</td>
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<tr>
<td>12</td>
<td>Mr Nazar Kudla</td>
<td>Lviv National University, Associate Professor Tourism Department</td>
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<tr>
<td>13</td>
<td>Mrs Lyudmyla Mykhalyunou</td>
<td>Head of the “Halytski Oseli” Board</td>
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<tr>
<td>14</td>
<td>Mr Mykhaylo Rutynskiy</td>
<td>Lviv National University, Associate Professor Tourism Department</td>
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<tr>
<td>15</td>
<td>Mrs Yaroslava Sorokopud</td>
<td>Certified trainer, HPI training program coordinator</td>
</tr>
<tr>
<td>16</td>
<td>Mr Volodymyr Trylis</td>
<td>Senior scientific worker of the Institute of Hydrobiology of the National Academy of Sciences, Head of the committee on ecology of the Union for Promotion of Rural Green Tourism Development in Ukraine</td>
</tr>
<tr>
<td>17</td>
<td>Mrs Natalia Vasylieva</td>
<td>“Rural green tourism” magazine editor, member of Board of the Union for Promotion of Rural Green Tourism Development in Ukraine</td>
</tr>
<tr>
<td>18</td>
<td>Mr Volodymyr Trylis</td>
<td>“Rural green tourism” magazine editor, member of Board of the Union for Promotion of Rural Green Tourism Development in Ukraine</td>
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<tr>
<td>19</td>
<td>Mr Viktor Teres</td>
<td>PP19 - Certified trainer, HPI Deputy Director on program issues</td>
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<td>20</td>
<td>Mrs Svitlana Vysotska</td>
<td>PP19 - President of the HPI-Ukraine</td>
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<td>21</td>
<td>Mrs Katrin Gebhard</td>
<td>Ecological Tourism in Europe</td>
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<tr>
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<td>Mrs Stavriani Koutsou</td>
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<td>Mrs Olga Iakovidou</td>
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<td>Mrs Maria Partalidou</td>
<td>EKBY – PP7 External expert</td>
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<td>26</td>
<td>Mr Akis Despotis</td>
<td>Director of Cluster S.A. - Halikidiki</td>
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<td>27</td>
<td>Mr Chariton Maronikolakis</td>
<td>Marketing Manager, Domaine Costa Lazaridis</td>
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<tr>
<td>28</td>
<td>Mr Lampros Tsourgiannis</td>
<td>PP7 – Scientific staff of the Prefectural Authority of Drama-Kavala-</td>
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## TRAINING SEMINAR ON SUSTAINABLE TOURISM DEVELOPMENT

Paranesti-Greece, 16-19 September 2007

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<td>Mr Kontantinos Tatsis</td>
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<td>Mr Petros Kakouros</td>
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<td>34</td>
<td>Mr Anestis Xatzivasileiou</td>
<td>EKBY – PP7 External expert</td>
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<tr>
<td>35</td>
<td>Mr Orestis Mposkos</td>
<td>Mountain Guide</td>
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<td>36</td>
<td>Mr Yevgen Kyselov</td>
<td>Interpreter</td>
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Action 5.10 «Developing professional skills in tourism – Train the Trainers»

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Paranesti-Greece, 16-19 September 2007

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Action 5.10 «Developing professional skills in tourism – Train the Trainers»

TRAINING SEMINAR ON SUSTAINABLE TOURISM DEVELOPMENT
Paranesti-Greece, 16-19 September 2007

CERTIFICATION

The undersigned are certifying that,
Mr/Mrs ____________________________________________________
participated in the Training Seminar on sustainable tourism development
which held in Rhodope Mountain Range, Paranesti, Greece, in the
framework of Action 5.10 of the Carpathian Project, from 16/09/07 to

Maria Katsakiori
Konstantinos Tatsis

Greek Biotope/Wetland Centre
President of the Prefectural Authority of Drama-Kavala-Xanthi
TRAINING SEMINAR ON SUSTAINABLE TOURISM DEVELOPMENT
Paranesti-Greece, 16-19 September 2007

Publicity

1. Press Releases
2. Internet news
3. Interviews
4. Clippings
ΔΙΑΚΡΑΤΙΚΗ ΣΥΝΕΡΓΑΣΙΑ ΓΙΑ ΤΗΝ ΠΡΟΣΤΑΣΙΑ ΚΑΙ ΤΗΝ ΑΕΙΦΟΡΟ ΑΝΑΠΤΥΞΗ ΤΩΝ ΚΑΡΠΑΘΙΩΝ

ΣΕΜΙΝΑΡΙΟ ΚΑΤΑΡΤΙΣΗΣ ΚΑΙ ΕΚΠΑΙΔΕΥΤΙΚΗ ΕΠΙΣΚΕΨΗ ΓΙΑ ΤΟΝ ΑΕΙΦΟΡΟ ΤΟΥΡΙΣΜΟ
ΡΟΔΟΠΗ, 16-23 ΣΕΠΤΕΜΒΡΙΟΥ 2007

ΔΕΛΤΙΟ ΤΥΠΟΥ

12 Σεπτεμβρίου 2007

Η Ελλάδα ανταλλάσσει και μεταφέρει τεχνογνωσία σε ζητήματα ανάπτυξης αειφόρου τουρισμού με πιλοτική περιοχή εφαρμογής τη Ροδόπη και τις χώρες των Καρπαθίων.

Η Νομαρχιακή Αυτοδιοίκηση Δράμας-Καβάλας-Ξάνθης σε συνεργασία με το Ελληνικό Κέντρο Βιοτόπων-Υγροτόπων (ΕΚΒΥ), διοργανώνουν στη Ροδόπη, από 16 έως 23 Σεπτεμβρίου 2007, σεμινάριο κατάρτισης και εκπαιδευτική επίσκεψη για την ανάπτυξη του αειφόρου τουρισμού. Στο σεμινάριο και την εκπαιδευτική επίσκεψη θα συμμετάσχουν επιλεγμένοι εκπρόσωποι της πανεπιστημιακής κοινότητας, δημόσιων και ιδιωτικών φορέων που σχετίζονται με τον τουρισμό στην Ουκρανία.

Σκοπός των εκπαιδευτικών αυτών δραστηριοτήτων είναι η ενίσχυση της ικανότητας επιλεγμένων κοινωνικών ομάδων της ευρύτερης περιοχής των Καρπαθίων σχετικά με τον σχεδιασμό και την ανάπτυξη του αειφόρου τουρισμού και η ανάδειξη παραδειγμάτων καλής πρακτικής στην άσκηση της αειφόρου ανάπτυξης, όπως αυτά υλοποιούνται στη Ροδόπη (π.χ. οικοτουριστικοί ξενώνες, δραστηριότητες εναλλακτικού τουρισμού, αγροτουριστικές μονάδες, διαδρομές και μονοπάτια, μουσεία φυσικής ιστορίας κ.λπ.).

Οι εκπαιδευτικές δραστηριότητες διοργανώνονται στο πλαίσιο του έργου «Διακρατική Συνεργασία για την Προστασία και την Αειφόρο Ανάπτυξη των Καρπαθίων», που συγχρηματοδοτείται από την Ευρωπαϊκή Ένωση (πρόγραμμα INTERREG III B/CADSES) και το Υπουργείο Οικονομικών. Το έργο αποσκοπεί στην προώθηση προσεγγίσεων και δράσεων που ενθαρρύνουν την ανάπτυξη των Καρπαθίων, στηρίζοντας στους πλούσιους φυσικούς και πολιτισμικούς πόρους της περιοχής, ώστε να επιτευχθεί κοινωνική και οικονομική συνοχή, καθώς και διατήρηση των ευαίσθητων ορεινών οικοσυστημάτων των Καρπαθίων. Το έργο στηρίζεται στο διακρατικό πλαίσιο συνεργασίας που αναπτύχθηκε από τη Σύμβαση των Καρπαθίων. Συντονιστής είναι το Περιβαλλοντικό Πρόγραμμα των Ηνωμένων Εθνών (UNEP)-Γραμματεία της Σύμβασης των Καρπαθίων. Η διάρκειά του είναι 36 μήνες (έναρξη 1/9/2005 και λήξη 31/8/2008) και σε αυτό συμμετέχουν 19 εταίροι από τις ακόλουθες χώρες: Πολωνία, Ουγγαρία, Σλοβακία, Ιταλία, Ελλάδα, Αυστρία, Τσεχία, Γερμανία, Ουκρανία, Ρουμανία.

Φορέας υλοποίησης:
Νομαρχιακή Αυτοδιοίκηση Δράμας-Καβάλας-Ξάνθης

Συνεργαζόμενος φορέας:
Ελληνικό Κέντρο Βιοτόπων-Υγροτόπων

Πληροφορίες:
NOMARΧΙΑΚΗ ΑΥΤΟΔΙΟΙΚΗΣΗ ΔΡΑΜΑΣ–ΚΑΒΑΛΑΣ–ΞΑΝΘΗΣ Τηλ. 2541 0 70108, Fax 2541 0 70109
ΕΚΒΥ, Τηλ. 231 0 473320, Fax 231 0 471795
ΔΕΛΤΙΟ ΤΥΠΟΥ

ΔΙΑΚΡΑΤΙΚΗ ΣΥΝΕΡΓΑΣΙΑ ΓΙΑ ΤΗΝ ΠΡΟΣΤΑΣΙΑ ΚΑΙ ΤΗΝ ΑΕΙΦΟΡΟ ΑΝΑΠΤΥΞΗ ΤΩΝ ΚΑΡΠΑΘΙΩΝ

ΣΕΜΙΝΑΡΙΟ ΚΑΤΑΡΤΙΣΗΣ ΚΑΙ ΕΚΠΑΙΔΕΥΤΙΚΗ ΕΠΙΣΚΕΨΗ ΓΙΑ ΤΟΝ ΑΕΙΦΟΡΟ ΤΟΥΡΙΣΜΟ
ΠΑΡΑΝΕΣΤΙ ΔΡΑΜΑΣ, 17-22 ΣΕΠΤΕΜΒΡΙΟΥ 2007

Η Ελλάδα ανταλλάσσει και μεταφέρει τεχνογνωσία σε ζητήματα ανάπτυξης αειφόρου τουρισμού με πιλοτική περιοχή εφαρμογής τη Ροδόπη και τις χώρες των Καρπαθίων.

Η Νομαρχιακή Αυτοδιοίκηση Δράμας-Καβάλας-Ξάνθης με πρωτοβουλία του Προέδρου της Κ. Τάτση, σε συνεργασία με το Ελληνικό Κέντρο Βιωματικών Υγροτόπων (ΕΚΒΥ), διοργανώνουν στο Παρανέστι της Δράμας, από 17 έως 22 Σεπτεμβρίου 2007, σεμινάριό κατάρτισης και εκπαιδευτική επίσκεψη για την ανάπτυξη του αειφόρου τουρισμού. Στο σεμινάριο και την εκπαιδευτική επίσκεψη συμμετέχουν επιλεγμένοι εκπρόσωποι της πανεπιστημιακής κοινότητας, δημόσιων και ιδιωτικών φορέων, που σχετίζονται με τον τουρισμό στην Ουκρανία.

Σκοπός των εκπαιδευτικών αυτών δραστηριοτήτων είναι η ενίσχυση της ικανότητας επιλεγμένων κοινωνικών ομάδων της ευρύτερης περιοχής των Καρπαθίων που ασχολούνται ενεργά με τον σχεδιασμό και την ανάπτυξη του αειφόρου τουρισμού, καθώς και η ανάδειξη παραδειγμάτων καλής πρακτικής στην άσκηση της αειφόρου ανάπτυξης, όπως αυτά υλοποιούνται

ΟΛΑ ΤΑ ΔΕΛΤΙΑ ΤΥΠΟΥ ΤΗΣ ΝΟΜΑΡΧΙΑΚΗΣ ΑΥΤΟΔΙΟΙΚΗΣΗΣ ΔΡΑΜΑΣ-ΚΑΒΑΛΑΣ-ΞΑΝΘΗΣ ΥΠΑΡΧΟΥΝ ΣΤΗΝ ΗΛΕΚΤΡΟΝΙΚΗ ΔΙΕΥΘΥΝΣΗ www.nestos.gr
στη Ροδόπη (π.χ. οικοτουριστικοί ξενώνες, δραστηριότητες εναλλακτικού τουρισμού, αγροτουριστικές μονάδες, διαδρομές και μονοπάτια, μουσεία φυσικής ιστορίας κ.λπ.).

Οι εκπαιδευτικές δραστηριότητες διοργανώνονται στο πλαίσιο του έργου «Διακρατική Συνεργασία για την Προστασία και την Ανάπτυξη των Καρπαθίων», που συγχρηματοδοτείται από την Ευρωπαϊκή Ένωση (πρόγραμμα INTERREG III B/CADSES) και το Υπουργείο Οικονομικών.

Το έργο αποσκοπεί στην προώθηση προσεγγίσεων και δράσεων που ενθαρρύνουν την αειφόρο ανάπτυξη των Καρπαθίων, στηριζόμενη στους πλούσιους φυσικούς και πολιτισμικούς όρους της περιοχής, ώστε να επιτευχθεί κοινωνική και οικονομική συνοχή, καθώς και διατήρηση των ευαίσθητων ορεινών οικοσυστημάτων των Καρπαθίων.


Την έναρξη των εργασιών του σεμιναρίου κήρυξε ο Πρόεδρος της Νομαρχιακής Δράμας-Καβάλας-Ξάνθης κος Κων/νος Τάτσης, ο οποίος αφού ευχαρίστησε την Δήμαρχο Παρανεστίου και Αλίκη Σωτηριάδου για την φιλοξενία και καλωσόρισε τους εκπροσώπους της Τοπικής Αυτοδιοίκησης από την Ουκρανία και τους συμμετέχοντες, τόνισε μεταξύ άλλων:

«Ζούμε σε μια εποχή όπου η προστασία και η διαχείριση του περιβάλλοντος αναδύεται ως βασική προϋπόθεση και ζωτικό στοιχείο για την ευημερία και την ασφάλεια του ανθρώπου.

Η συμμετοχή μας σε αυτό το έργο ως Νομαρχιακή Αυτοδιοίκηση Δράμας – Καβάλας – Ξάνθης καταρχάς καταρχής την αναγνώριση ότι η πρόοδος του τόπου μας είναι στενά συνδεδεμένη με την διαφύλαξη, την ανακαινιστικότητα και την αξιοποίηση του φυσικού πλούτου του. Αυτό είναι ένα μήνυμα που ως θεσμός της αυτοδιοίκησης οφείλουμε να το μεταφέρουμε στους πολίτες με τρόπο αποτελεσματικό, παραγωγικό και σοβαρό.

Σε αυτό το πλαίσιο η ανταλλαγή εμπειριών και η μεταφορά τεχνογνωσίας μεταξύ ανθρώπων από τον χώρο της αυτοδιοίκησης, της έρευνας, του τουρισμού, προερχόμενοι από διάφορα μέρη της Ευρώπης, μπορούν να συμβάλουν αποφασιστικά στον εμπλουτισμό των γνώσεων και των ικανοτήτων μας, προκειμένου να αντιμετωπίσουμε με επιτυχία τις επερχόμενες προκλήσεις.»
Αγαπητές φίλες, αγαπητοί φίλοι, όλοι γνωρίζουμε ότι τέτοιες συναντήσεις προκαλούν πάντα ερωτηματικά – (πότε κακόπιστα, πότε εύλογα) - για την χρησιμότητά τους στην καθημερινή ζωή του ανθρώπου.

Από την πλευρά μου θα ήθελα να επισημάνω ότι η κοινωνική πρόοδος είναι εν πολύς συνυφασμένη με τον γόνιμο διάλογο και την τεκμηριωμένη συζήτηση.

Επιπλέον, είναι μία μέθοδος που μπορεί να αποφέρει καρπούς, εφόσον όλα τα μέρη είναι διατεθειμένα να χρησιμοποιήσουν αυτή την ευκαιρία και να εξαντλήσουν στο έπακρο τις δυνατότητες που δίνει, προκειμένου να επιτευχθεί ο στόχος που είναι η ανταλλαγή τεχνογνώσιμας. Θεωρώντας, λοιπόν, ότι όλα τα συμμετέχοντα μέρη βρίσκονται εδώ με αυτή τη διάθεση, είμαι πεπεισμένος ότι οι επόμενες εμέρες θα αποτελέσουν το εφαλτήριο για την πετυχημένη ολοκλήρωση των σκοπών του έργου».

Φορέας υλοποίησης
Νομαρχιακή Αυτοδιοίκηση Δράμας–Καβάλας–Ξάνθης
Ελληνικό Κέντρο Βιοτόπων–Υγροτόπων

Πληροφορίες:
ΝΟΜΑΡΧΙΑΚΗ ΑΥΤΟΔΙΟΙΚΗΣΗ ΔΡΑΜΑΣ–ΚΑΒΑΛΑΣ–ΞΑΝΘΗΣ  Τηλ. 2541 0 70108, Fax 2541 0 70109
ΕΚΒΥ, Τηλ. 231 0 473320, Fax 231 0 471795

Γραφείο Τύπου
Greece exchanges and transports know-how in matters of sustainable tourism development with a project performed in Rhodope Mountain, Greece and in the Carpathian countries.

The Prefectural Authority of Drama-Kavala and Xanthi (PP7) in cooperation with the Greek Biotope/Wetland Centre (EKBY), has organized in Rhodope mountain, from the 16 till the 23 of September 2007, a training seminar and a study tour for sustainable tourism development. The training actions are organized in the context of the project titled “Protection and Sustainable Development of the Carpathians in a Transnational Framework”, which is co-funded by the EU Community (INTERREG III B/CADSES)

Its objective is the enhancement of sustainable development of the Carpathian region, in order to achieve social and economical coherence, as well as to preserve the fragile mountain ecosystems of the area. At the seminar and the study tour participated selected representatives of the university community, and public and private organizations related to tourism in Ukraine.

The achieved purpose of these training actions has been the strengthening of the capacity building of selected local stakeholders of the wider region of the Carpathians regarding the planning and development of sustainable tourism and the enhancement of examples of good practice of sustainable development implemented in Rhodope mountain (e.g. guest houses, trails, visitor centres etc).
Η Νομαρχιακή Αυτοδιοίκηση Δράμας-Καβάλας-Ξάνθης σε συνεργασία με το Ελληνικό Κέντρο Βιοτόπων-Υγροτόπων (ΕΚΒΥ), διοργάνωσαν σεμινάριο κατάρτισης για την ανάπτυξη του αειφόρου τουρισμού και εκπαιδευτική επίσκεψη στην περιοχή της Ροδόπης, από τις 16 έως τις 23 Σεπτεμβρίου 2007, στο πλαίσιο του έργου «Διακρατική Συνεργασία για την Προστασία και την Αειφόρο Ανάπτυξη των Καρπαθίων», που συγχρηματοδοτείται από την Ευρωπαϊκή Ένωση (πρόγραμμα INTERREG III B/CADSES) και το Υπουργείο Οικονομικών.

Το έργο αποσκοπεί στην προώθηση προσεγγίσεων και δράσεων που ενθαρρύνουν την αειφόρο ανάπτυξη, την κοινωνική και οικονομική συνοχή, καθώς και τη διατήρηση των ευαίσθητων ορεινών οικοσυστημάτων των Καρπαθίων. Στο σεμινάριο και την εκπαιδευτική επίσκεψη συμμετείχαν επιλεγμένοι εκπρόσωποι δημόσιων και ιδιωτικών φορέων που σχετίζονται με τον τουρισμό στην Ουκρανία, μέλη της πανεπιστημιακής κοινότητας της Ελλάδος και της Ουκρανίας, και φορείς οργανισμών και φορέων της δημόσιας διοίκησης σε τοπικό και περιφερειακό επίπεδο.

Σκοπός των εκπαιδευτικών δραστηριοτήτων που επιτεύχτηκαν, υπήρξαν η ενίσχυση της ικανότητας επιλεγμένων κοινωνικών ομάδων της ευρύτερης περιοχής των Καρπαθίων, ως προς το σχεδιασμό και την ανάπτυξη του αειφόρου τουρισμού, και η ανάδειξη παραδειγμάτων καλής πρακτικής στην άσκηση της αειφόρου ανάπτυξης, όπως αυτά υλοποιούνται στη Ροδόπη (π.χ. οικοτουριστικοί ξενώνες, δραστηριότητες εναλλακτικού τουρισμού, αγροτουριστικές μονάδες, διαδρομές και μονοπάτια, μουσεία φυσικής ιστορίας κ.λπ.).

Φορέας υλοποίησης
Νομαρχιακή Αυτοδιοίκηση Δράμας-Καβάλας-Ξάνθης

Συνεργαζόμενος φορέας
Ελληνικό Κέντρο Βιοτόπων-Υγροτόπων
PUBLICITY

2. Internet news
Publicity

3. Interviews

<table>
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<tr>
<th>No</th>
<th>Media</th>
<th>Interviewee</th>
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<tbody>
<tr>
<td>1</td>
<td>Regional Newspaper</td>
<td>Mr Kostantinos Tatsis, President of the Prefectural Authority of Drama-Kavala-Xanthi</td>
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<td></td>
<td>“Paratiritis tis Thrakis”</td>
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<td>2</td>
<td>Regional Newspaper</td>
<td>Mrs Maria Katsakiori, EKBY – PP7 External Expert</td>
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<td>3</td>
<td>Macedonian Press Agency</td>
<td>Mrs Maria Katsakiori, EKBY – PP7 External Expert</td>
</tr>
<tr>
<td>4</td>
<td>National Newspaper “Ethnos”</td>
<td>Mrs Maria Katsakiori, EKBY – PP7 External Expert</td>
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</table>
PROTECTION AND SUSTAINABLE DEVELOPMENT OF THE CARPATHIANS

Action 5.10 «Developing professional skills in tourism – Train the Trainers»

TRAINING SEMINAR ON SUSTAINABLE TOURISM DEVELOPMENT
Paranesti-Greece, 16-19 September 2007

Publicity

4. Clippings
The Prefectural Authority of Drama-Kavala-Xanthi (PP7) in cooperation with the Greek Biotope/Wetland Centre (EKBY) organized in Rhodope Mountain, from the 16 till the 19 of September 2007, a training seminar for sustainable tourism development. The training actions are organized in the context of the project titled “Protection and Sustainable Development of the Carpathians in a Transnational Framework”, which is co-funded by the EU Community (INTERREG III B/CADSES).

The objective of the activity was the enhancement of sustainable development of the Carpathian region, in order to achieve social and economical coherence, as well as to preserve its fragile mountain ecosystems. The main purpose of the training actions, which took place at Rhodope, was strengthening capacity building of selected local stakeholders at the wider region of the Carpathians. Capacity building referred to planning and development of sustainable tourism and presenting cases of good practice of sustainable development implemented in Rhodope mountain (e.g. guest houses, alternative tourism activities, agrotourism guest houses, trails, natural history museums etc).

The Training of Trainers Seminar on sustainable tourism was held at the Natural History Museum of Paranesti. Representatives from the Administration and private companies of Ukraine, attended the seminar. Trainers were experts from the Greek Biotope/Wetland Centre (EKBY), the Aristotle University of Thessaloniki (AUTH), and the Technological Educational Institute of Thessaloniki and Ecological Tourism in Europe (ETE).

List of participants

<table>
<thead>
<tr>
<th>No</th>
<th>Name</th>
<th>Position</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Mr Pavlo Gorishevskyy</td>
<td>Professor, Pry-Carpathian National University, Head of the Ivano-Frankivsk oblast branch office of the Union for Promotion of Rural Green Tourism Development in Ukraine</td>
</tr>
<tr>
<td>2</td>
<td>Mrs Oksana Dovgun</td>
<td>Trainer, Green tourism household owner, Head of the “Kosivska” credit union executive committee</td>
</tr>
<tr>
<td>3</td>
<td>Mr Vasyl Yonash</td>
<td>Green tourism household owner, Director of the balneological sanatorium in Kvasy village</td>
</tr>
<tr>
<td>4</td>
<td>Mrs Sarika Csizmar</td>
<td>Head of Berohovo branch office of the Union for Promotion of Rural Green Tourism Development, Green tourism household owner</td>
</tr>
<tr>
<td>5</td>
<td>Mrs Olga Sokolova</td>
<td>Head of Ivano-Frankivsk Oblast, Administration on Tourism Issues and Associate Professor of the Tourism, Department of the Institute of Management and Economics “Halytska Academy”</td>
</tr>
<tr>
<td>6</td>
<td>Mr Yuriy Zinko</td>
<td>Professor of the Lviv National University, Head of the Lviv oblast branch office of the Union for Promotion of Rural Green Tourism Development</td>
</tr>
<tr>
<td>7</td>
<td>Mrs Natalia Gasyuk</td>
<td>Executive Director of the Tourism Board of the Carpathian Region</td>
</tr>
<tr>
<td>8</td>
<td>Mr Roman Komarnytskyy</td>
<td>Head of the Executive Committee of the Tourism Association of Ivano-Frankivsk oblast</td>
</tr>
<tr>
<td>9</td>
<td>Mrs Oksana Porayko</td>
<td>Trainer-consultant on rural green tourism development</td>
</tr>
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### TRAINING SEMINAR ON SUSTAINABLE TOURISM DEVELOPMENT

**Paranesti-Greece, 16-19 September 2007**

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<tr>
<th>No</th>
<th>Name</th>
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<tr>
<td>10</td>
<td>Mrs Olena Veryha</td>
<td>Deputy head of the oblast fund of individual rural construction</td>
</tr>
<tr>
<td>11</td>
<td>Mrs Maryna Konyak</td>
<td>Trainer-consultant on tourism development</td>
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<tr>
<td>12</td>
<td>Mr Nazar Kudla</td>
<td>Lviv National University, Associate Professor Tourism Department</td>
</tr>
<tr>
<td>13</td>
<td>Mrs Lyudmyla Mykhalyuno</td>
<td>Head of the “Halytski Oseli” Board</td>
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<tr>
<td>14</td>
<td>Mr Mykhaylo Rutynskiy</td>
<td>Lviv National University, Associate Professor Tourism Department</td>
</tr>
<tr>
<td>15</td>
<td>Mrs Yaroslava Sorokopud</td>
<td>Certified trainer, HPI training program coordinator</td>
</tr>
<tr>
<td>16</td>
<td>Mr Volodymyr Trylis</td>
<td>Senior scientific worker of the Institute of Hydrobiology of the National Academy of Sciences, Head of the committee on ecology of the Union for Promotion of Rural Green Tourism Development in Ukraine</td>
</tr>
<tr>
<td>17</td>
<td>Mrs Natalia Vasylieva</td>
<td>“Rural green tourism” magazine editor, member of Board of the Union for Promotion of Rural Green Tourism Development in Ukraine</td>
</tr>
<tr>
<td>18</td>
<td>Mr Vladislav Karpenko</td>
<td>Certified trainer, specialist in community development, HPI</td>
</tr>
<tr>
<td>19</td>
<td>Mr Viktor Teres</td>
<td>PP19 - Certified trainer, HPI Deputy Director on program issues</td>
</tr>
<tr>
<td>20</td>
<td>Mrs Svitlana Vysotska</td>
<td>PP19 - President of the HPI-Ukraine</td>
</tr>
<tr>
<td>21</td>
<td>Mrs Katrin Gebhard</td>
<td>Ecological Tourism in Europe</td>
</tr>
<tr>
<td>22</td>
<td>Mrs Annika Burger</td>
<td>Ecological Tourism in Europe</td>
</tr>
<tr>
<td>23</td>
<td>Mrs Stavriani Koutsou</td>
<td>Ass. Professor, Technological Educational Institute of Thessaloniki</td>
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<tr>
<td>24</td>
<td>Mrs Olga Iakoviodou</td>
<td>Professor, Aristotle University of Thessaloniki</td>
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<tr>
<td>25</td>
<td>Mrs Maria Partalidou</td>
<td>EKBY – PP7 External expert</td>
</tr>
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<td>26</td>
<td>Mr Akis Despotis</td>
<td>Director of Cluster S.A. – Halikidiki</td>
</tr>
<tr>
<td>27</td>
<td>Mr Chariton Maronikolakis</td>
<td>Marketing Manager, Domaine Costa Lazaridis</td>
</tr>
<tr>
<td>28</td>
<td>Mr Lampros Tsourgiannis</td>
<td>PP7 – Scientific staff of the Prefectural Authority of Drama-Kavala-Xanthi</td>
</tr>
<tr>
<td>29</td>
<td>Mrs Aliki Sotiriadou</td>
<td>Mayor of Paranesti</td>
</tr>
<tr>
<td>30</td>
<td>Mr Kontantinos Tatsis</td>
<td>PP7 - President of the Prefectural Authority of Drama-Kavala-Xanthi</td>
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<td>Mrs Maria Katsakiori</td>
<td>EKBY – PP7 External expert</td>
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<tr>
<td>32</td>
<td>Mrs Maria Alebaki</td>
<td>EKBY – PP7 External expert</td>
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<tr>
<td>33</td>
<td>Mr Petros Kakouros</td>
<td>EKBY – PP7 External expert</td>
</tr>
<tr>
<td>34</td>
<td>Mr Anestis Xatzivasileiou</td>
<td>EKBY – PP7 External expert</td>
</tr>
<tr>
<td>35</td>
<td>Mr Orestis Mposkos</td>
<td>Mountain Guide</td>
</tr>
<tr>
<td>36</td>
<td>Mr Yevgen Kyselov</td>
<td>Interpreter</td>
</tr>
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</table>

The guidelines of the presentations were the modules of the training manual on sustainable tourism development and examples of good practice on the above, implemented by EKBY on behalf of the Prefectural Authority of Drama-Kavala-Xanthi.

**Monday, 17.09.2007 (8:15-13:30)**

1st Training Session – Guided trip by train to the Nestos gorge

The guided tour set off from the Railway Station of Xanthi calling at Toxotes and through the Nestos gorge to Paranesti, where the seminar was held. The route is one of the significant to Mount Rhodope. Guidance was provided by Mr. Orestis Mposkos.
The railway in the gorge is an initiative by Helliniki Etaireia. This is a non governmental organization aiming to the national and international promotion values of nature protection and public awareness in the gorge. The journey lasts about 3 hours and passengers may participate in several activities such as scientific observation, educational games, hiking etc. This initiative has attracted visitors in the area and has become very profitable for the local society and supports the request for sustainable management and conservation of natural resources.

The trainees visited the Natural History Museum of Paranesti and were guided by Mr. Giadamidis. The Museum operates since 2001 on a well planned operational programme with modern equipment. Next to the Museum, the Environmental Education Centre receives 3000 students annually and supplies information about Rhodope Mount. Mr. Karipidis brief them on the benefits to the local society mainly young people and he presented difficulties on function of the Centre.

**Monday, 17.09.2007 (16:40-20:30)**

2nd Training Session: Conference room of Rhodope Natural History Museum

The opening call of the Seminar was conducted by Konstantinos Tatsis, President of the Prefectural Authority of Drama-Kavala-Xanthi. He thanked Mrs. Aliki Sotiriadou, Mayor of Paranesti, welcomed all the participants, and underlined the importance of transboundary knowledge transference in a context of sustainable development, in order to face new challenges.

Mrs Aliki Sotiriadou, Mayor of Paranesti, referred to the great challenge of sustainable development a small municipality such as Paranesti needs to face. Her observations and her vigorous participation were fundamental in understanding what sustainable tourism development means for local authorities.

Mr. Viktor Terres, Director of Heifer Association (Project Partner 19) saluted the seminar and stressed the importance of the collaboration between Greece and Ukraine in order to enhance sustainable tourism practices. He introduced Ukraine trainees and the work of his organization at the Carpathian Region.

Ukrainian representatives gave gifts to the chairmen, as a gesture of friendship and cooperation between the two nations.

Mr. Lampros Tsourgiannis, scientific expert of the Prefectural Authority of Drama-Kavla-Xanthi, described INTERREG CADSES project and he analyzed the goals and actions of the Prefectural Authority.

The target of the seminar, the structure and the presentation of the training material on sustainable tourism were presented thoroughly by Mrs. Maria Katsakiori, project manager(EKBY- PP7, External Expert) and responsible for the seminar and training material.

The training seminar has three basic educational sessions:

1. Strategic Tourism Development
2. Tourism Product Development
3. Quality improvement in tourism business
The first session was on “Strategic Tourism Development”, discussing tourism planning and sustainable development. There were 2 lectures:

- “Sustainable Tourism: Concept, Definitions and Principles”, Mrs. Maria Alebaki (EKBY)
- “Basic elements that need to be taken into account during the planning of tourism development-phases of planning”, Mrs. Roula Koutsou (assistant professor Technological Educational Institute of Thessaloniki).

The first lecture presented principals of sustainability and sustainable tourism, as well as the framework of the Carpathian Convention. Mrs. Koutsou, focused on matters of tourism planning and particularly the phases to be followed in a wide context of sustainable vision.

At the end of the session, there was time for questions and open discussion. The participants were very interested in the development of tourist activities at the region of Rhodope. The mayor of Paranesti shared her experience and emphasized on the pros and cons of agrotouristic practises in a mount region. She focused on the need of the participation of local population in tourism planning from the onset and underlined the significance of the collaboration between local, regional and national agencies in order to achieve social and economical coherence.

Tuesday, 18.09.2007 (09:00-15:30)
3rd Training Session: Conference room of Rhodope Natural History Museum – Field trip

The second educational session, titled “Tourism Product Development”, was presented by Mrs Katrin Gebhard and Mrs Annika Burger (Ecological Tourism in Europe). Mrs Gebhard analyzed the following topics:

1. Tourism and the Tourism Chain
2. The Sustainable Tourism Product
3. Packaging
4. Supply Chain Management
5. Product Diversification
6. Marketing and Promotion of Tourism Products

Mrs. Olga Iakovidou, Professor at the Department of Agriculture at Aristotle University of Thessaloniki, referred to the history of agrotourism in Greece, and emphasized on the importance of women co-operatives to the development of an agricultural region. Her lecture was titled: “Rural Tourism and Women’s Agrotourism Co-operatives in Greece: Complementarities and Limitations”.

The participants then visited the Women Agrotourism Co- operative of Paranesti and they were received by Mrs Aggeliki. She presented the operation of the co-operative and she noticed the importance of these initiatives for the local agricultural economy.
Then the group visited the Domaine of Costa Lazaridi at Adriani, where Maria Alebaki spoke of wine tourism. Afterwards, Mr. Chariton Maronikolakis (marketing manager) preformed a guiding tour at the premises of the winery, and underlined its important role to the tourist development of the region.

Tuesday, 18.09.2007 (17:30-21:00)
4th Training Session: Conference room of Rhodope Natural History Museum

The last session of the educational seminar, titled: Quality improvement in tourism business”, was presented by Mrs. Maria Partalidou (scientific assistant, EKBY), and Mr. Akis Despotis (manager of Cluster S.A, Halkidiki). Mrs. Partalidou focused on Quality dimensions in Rural Tourism, analyzing the topics:
- Certification / Labelling
- Monitoring and Reporting Systems

She presented quality standards for rural tourism in Greece (ΕΛΟΤ ΠΡΔ 1417), and also quality indicators. She concluded, noticing the demanding need to create networks and innovative Territorial Quality Marks.

Mr. Despotis presented a case study on the subject, about Territorial Quality Mark of Halkidiki Prefecture.

Conversation and questions followed up, emphasizing on the implementation of quality marks and their benefits.

At the end of session three, Maria Katsakiori, evaluated the seminar and all the participants took part at the procedure. A few of these points are written below:

Likes best:
- Perfect organizing and diverse program.
- Organization and good selection of speakers – experts.
- Good logistics.
- Thanks for well organizing and interesting excursions.
- Good selection of trainers. Good presentation of the Greek experience.
- Interesting presentation of product’s quality and the women’s cooperatives.
- Presentation of theoretical information. Informative excursions.

Likes less:
- Communication and experience - exchange with objects that supply rural tourism services.
- More examples of practice.
- Trainers did not work with the audience enough.
- Too tight and too long. Maybe better one day more.

Things for improvement:
- Practice in rural tourism is needed.
- Predict some presentations from Ukrainian side.
TRAINING SEMINAR ON SUSTAINABLE TOURISM DEVELOPMENT
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- Include cultural activities.
- Include more experience exchange.
- More examples of successful Greek experience.

The works of the seminar closed with speeches from both sides. A proper ending was an official dinner at a traditional tavern with local gastronomy.
PROTECTION AND SUSTAINABLE DEVELOPMENT OF THE CARPATHIANS

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Photos
PROTECTION AND SUSTAINABLE DEVELOPMENT OF THE CARPATHIANS

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Photo 1: General view of the ToT Seminar. Mrs Aliki Sotiriadou, Mayor of Paranesti, Mr Konstantinos Tatsis, President of the Prefectural Authority of Drama-Kavala-Xanthi and Mrs Maria Katsakiori, EKBY.

Photo 2: The participants of the Seminar
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Paranesti-Greece, 16-19 September 2007

Photo 3: Mr. Viktor Terres (HPI, PP19), Mr. Konstantinos Tatsis (President of the Prefectural Authority of Drama-Kavala-Xanthi, PP7), Mrs. Maria Katsakiori (EKBY, PP7 External Expert), chairing the first session of the seminar

Photo 4: Professor Olga Iakovidou at the podium, on the second session of the seminar
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Photo 5: At the Women Co-operative of Paranesti

Photo 6: At Domaine C. Lazaridi – View of the hall, where presentations on Wine Tourism were held
PROTECTION AND SUSTAINABLE DEVELOPMENT OF THE CARPATHIANS

Action 5.10 «Developing professional skills in tourism – Train the Trainers»

TRAINING SEMINAR ON SUSTAINABLE TOURISM DEVELOPMENT
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Photo 7: Mrs. Maria Partalidou at the podium, on the third session of the seminar

Photo 8: Evaluating the Training of Trainers seminar
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TRAINING SEMINAR ON SUSTAINABLE TOURISM DEVELOPMENT
Paranesti-Greece, 16-19 September 2007

Photo 9: The participants of the ToT

Project Partner 7
PREFECTURAL AUTHORITY OF DRAMA-KAVALA-XANTHI

External Expert
GREEK BIOTOPE/WETLAND CENTRE
PROTECTION AND SUSTAINABLE DEVELOPMENT OF THE CARPATHIANS

Action 5.10
Developing professional skills in tourism - Train the Trainers

Training seminar on sustainable tourism development
Rhodope mountain - Greece 16-19 September 2007

Training Material
Contents

- T o T seminar Pogramme
- Power Point Presentations - English
- Power Point Presentations - Ukrainian
- Presentations Texts
TRAINING SEMINAR ON SUSTAINABLE TOURISM DEVELOPMENT
Paranesti-Greece, 16-19 September 2007

PROGRAMME

Sunday, 16.09.2007
15.00 Arrival at Makedonia Airport, Thessaloniki
16.00 Departure to Xanthi
19.00 Arrival at Elisso Hotel, Xanthi
21.00 Dinner

Monday, 17.09.2007
1st Training Session
08.15 Guided trip by train to the Nestos gorge. Departure from Xanthi Railway Station: Mr Orestis Mposkos, Guide
12.00 Arrival at Paranesti, Rhodope Mountain Range
12.00-12.30 Coffee Break
12.30-13.00 Visit at Rhodope Natural History Museum and Environmental Education Centre: Mr Iordanis Giantamidis, Municipality of Paranesti
13.30 Lunch

2nd Training Session: Conference room of Rhodope Natural History Museum
16.30-16.50 Welcome speeches
   Mr Konstantinos Tatsis, President of Prefectural Authority of Drama-Kavala-Xanthi
   Mrs Aliki Sotiriadou, Mayor of Paranasti Municipality
   Mr Vassilios Skarlatos, President of Rhodope Mountain Range Management Authority
   Mr Viktor Teres, Heifer Association
TRAINING SEMINAR ON SUSTAINABLE TOURISM DEVELOPMENT
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16.50-17.10 INTERREG CADSES project “Protection and sustainable development of the Carpathians”: Mr Lampros Tsourgiannis, Prefectural Authority of Drama-Kavala-Xanthi

17.10-17.30 The training manual on sustainable tourism – Aims and objectives of ToT seminar: Mrs Maria Katsakiori, Greek Biotope/Wetland Centre

17.30-17.45 Coffee Break

17.45-19.45 Training Module 1: Strategic Tourism Development
Lectures and workshops: Mrs Maria Alebaki, Greek Biotope/Wetland Centre and Mrs Stavriani Koutsou, Associate Professor, Technological Educational Institute of Thessaloniki

20.30 Dinner

Tuesday, 18.09.2007
3rd Training Session: Conference room of Rhodope Natural History Museum

09.00-11.00 Training Module 2: Sustainable Tourism Product Development
Lectures and Workshops: Mrs Katrin Gebhard and Mrs Annika Burger, Ecological Tourism in Europe

11.00-11.40 Rural tourism and Women’s Agrotourism Cooperatives in Greece, complementarities and limitations: Mrs Olga Iakovidou, Professor, Aristotle University of Thessaloniki

11.40-12.00 Coffee Break

12.00-14.00 Educational visit to Domaine Costa Lazaridi at Adriani village
Wine tourism as a tool of rural development: Mrs Maria Alebaki, Greek Biotope/Wetland Centre
Guided tour at the vineyard: Mr Hariton Maronikolakis, Public relations and Marketing Department, Domaine Costa Lazaridi

14.00-15.30 Lunch at the Domaine

15.30 Departure to Paranesti village
PROTECTION AND SUSTAINABLE DEVELOPMENT OF THE CARPATHIANS

Action 5.10 «Developing professional skills in tourism – Train the Trainers»

TRAINING SEMINAR ON SUSTAINABLE TOURISM DEVELOPMENT
Paranesti-Greece, 16-19 September 2007

4th Training Session: Conference room of Rhodope Natural History Museum
17.30–18.15 Training Module 3: Quality improvement in tourism business
   Lectures and Workshops: Dr Maria Partalidou, Scientific consultant of the Greek Biotope/Wetland Centre and Mr Efstratios Despotis, Manager of the Enterprises Network of Halkidiki S.A.
18.15-18.30 Coffee Break
18.15–19.30 Training Module 3: Quality improvement in tourism business (continue)
19.30-20.00 Evaluation of training seminar – Conclusions: Mrs Maria Katsakiori, Greek Biotope/Wetland Centre and Representative of the Prefectural Authority of Drama-Kavala-Xanthi
21.00 Dinner

Wednesday, 19.09.2007
10.30 Departure to Chryssoupolis Airport, Kavala
12.30 Arrival at the Airport
14.40 Departure to Kiev
PROTECTION AND SUSTAINABLE DEVELOPMENT OF THE CARPATHIANS

Action 5.10
Developing professional skills in tourism - Train the Trainers

Training seminar on sustainable tourism development
Rhodope mountain - Greece  16-19 September 2007

Power Point Presentations  English
Carpathian Project

Mr Lambros Tsouriannis
Prefectural Authority of Drama-Kavala-Xanthi

16-19 September 2007, Rhodope Mountain, Greece
AIMS AND OBJECTIVES

The project will…

1. integrate European spatial development policies with the management of the Carpathians’ fragile mountain ecosystems in a transnational context
2. analyze and consolidate the information base
3. develop strategies and policy instruments and
4. implement and test pilot activities, in continuous cooperation with local and regional stakeholders
The project builds on the existing structure of the Carpathian Convention, providing a transnational framework for the application of EU policies throughout the Carpathian region.

The Carpathian Project has been developed by United Nations Environment Programme (UNEP) – Interim Secretariat of the Carpathian Convention (PP1) and RTI Polska (PP2) together, with Carpathian Convention Signatories and the broad project consortium.
The Program duration last 36 months
Date of project start: 01/09/2005
Date of project finalization: 31/08/2008

19 partners
Poland, Hungary, Slovakia, Italy, Greece, Austria, Czech Republic, Germany, Ukraine, Romania
6 Work Packages

1. Basic Data Platform
2. General Strategic Process
3. Integrative Policies, Guidelines and Instruments
4. Education and Awareness for the Future
5. Transfer of Experiences – SMEs in the Mountainous Areas
6. Coordination, Management and Progress Consolidation
The Prefectural Authority of Drama-Kavala-Xanthi with the scientific support of the Greek Biotope/Wetland Centre is involved in the WP5:

**Action 5.1:** Coordination of pilot actions for SMEs in the mountainous areas

**Action 5.9:** Developing professional skills in tourism - tools and methods

**Action 5.10:** Developing professional skills in tourism - train the trainers

**Action 5.11:** Developing professional skills in tourism - pilot action phase 1

**Action 5.12:** Developing professional skills in tourism - pilot action phase 2

**Action 5.13:** Handbook for local authorities and development actors
Action 5.1: Coordination of pilot actions for SMEs in the mountainous areas

Objective…
- to strengthen capacity of selected stakeholders in the Carpathian region regarding sustainable tourism
- to enhance training expertise on conservation of Carpathian Region’s heritage
- exchange of know how and experience on tourism development in mountainous areas
Action 5.1: Coordination of pilot actions for SMEs in the mountainous areas

Activities…

- analysis of training needs in the Carpathian Region related on sustainable tourism
- development of a training package on sustainable tourism
- implementation of the training package on the Carpathian’s web site; exchange of know-how
- experience on natural and cultural heritage conservation and sustainable tourism development in mountainous areas
- dissemination of action results
Action 5.9: Developing professional skills in tourism - Tools and methods

Objective…

- strengthen capacity of selected stakeholders in the Carpathian region regarding sustainable tourism
- enhance training expertise on conservation of Carpathian Region’s heritage and exchange of know-how
- experience on tourism development in mountainous areas
Action 5.9: Developing professional skills in tourism – Tools and methods

Activities…

- analysis of training needs in the Carpathian Region related on sustainable tourism
- development of a training package on sustainable tourism
- implementation of the training package on the Carpathian’s web site
- exchange of know-how and experience on natural and cultural heritage conservation and sustainable tourism development in mountainous areas
- dissemination of action results
Action 5.10: Developing professional skills in tourism
Train the trainers

- Performing the training seminars aimed on strengthening the capacity of selected stakeholders in the Carpathian region regarding sustainable tourism
- Use of the results of Action 5.9
- Certification of the trainers qualified to introduce actions 5.11 and 5.12
Action 5.11: Developing professional skills in tourism - Pilot action phase 1

- Pilot action supporting the development of the tourism in the Ukrainian part of Carpathians
- Facilitation of the tourist services of SMEs in selected areas through seminars and direct advisory
- Transfer of know how from Rhodope Mountains to Ukraine
- Continuation of the Actions 5.9 and 5.10
Action 5.12: Developing professional skills in tourism - Pilot action phase 2

- Supporting sustainable green tourism in Ukrainian Carpathians

- Facilitate development of the unified certification standards for sustainable tourism in Ukrainian Carpathians

- Increase the capacity of key stakeholders to be able to provide or facilitate tourist services of high quality and wide variety

- Promote sustainable tourism in Ukraine

- PP7 support the PP19 to develop his own action, basing on the experiences from Action 5.10 and 5.11
Action 5.13: Handbook for local authorities and development actors

- Definition of the short-medium term strategic plan - a comprehensive plan for the development of tourism in Carpathians prepared in collaboration with potential stakeholders, tourist operators, community members, culture associations and the local administration

- Presentation of the short-medium term plan to the local authorities and to the development actors of the Carpathian Area
Thank you for your attention
The Training Manual on Sustainable Tourism & the ToT Seminar

Mrs Maria Katsakiori
Greek Biotope/Wetland Centre

16-19 September 2007  Rhodope Mountain, Greece
Action 5.9: Developing professional skills in tourism
Tools and methods

☑ analysis of training needs in the Carpathian Region related on sustainable tourism
☑ development of a training package on sustainable tourism
☑ implementation of the training package on the Carpathian’s web site
☑ exchange of know-how and experience on natural and cultural heritage conservation and sustainable tourism development in mountainous areas
☑ dissemination of action results
TRAINING MANUAL

Responsible PP7: Prefectural Authority of Drama-Kavala-Xanthi

Scientific coordinator: Greek Biotope/Wetland Centre - EKBY

In collaboration with:

- Ecological Tourism in Europe - ETE
- Aristotle University of Thessaloniki
- Technological Educational Institute of Thessalononiki
- European and Greek experts
Contents of the Manual

✓ Main Text
✓ Activity Sheets
✓ Guidelines
✓ Additional Material
The Main Text

Preface

Module 1: Strategic Tourism Development

Module 2: Sustainable Tourism Product Development

Module 3: Quality Improvement in Tourism Business

Module 4: Training methods and techniques

References

Annexes
The contents of Module 1: Strategic Tourism Development

✓ Chapter 1: Sustainability and sustainable development
✓ Chapter 2: Sustainable tourism - Definitions and principals
✓ Chapter 3: Sustainable tourism planning
✓ Chapter 4: Measuring sustainability - Sustainable tourism indicators
✓ Chapter 5: Rural Tourism - The Greek experience
The contents of Module 2: Sustainable Tourism Product Development

- **Chapter 1**: Cultural and natural heritage as tourism attractions
- **Chapter 2**: Development of sustainable tourism products
- **Chapter 3**: Assessment
- **Chapter 4**: Potential markets and target groups
- **Chapter 5**: The sustainable tourism product
- **Chapter 6**: Marketing and promotion of tourism products and services
The contents of Module 3: Quality Improvement in Tourism Business

- Chapter 1: The importance of quality for rural areas
- Chapter 2: Quality specifications
- Chapter 3: Quality certification
- Chapter 4: International experience in tourism certification in rural areas
- Chapter 5: The Greek experience in tourism certification
1.5 How can heritage be protected?
There are several approaches for protecting heritage that are not necessarily linked to tourism, e.g., environmental conservation laws, programs and education, monuments protection and cultural revitalization programs, legislation, direct protection via banning, guarding, the exclusion of harmful activities and visitor management.

The main measures which should be taken to protect the heritage from the negative impacts of tourism. Educational activities to increase environmental awareness and peoples’ appreciation of the natural and cultural heritage should be considered especially when developing tourism in sensitive natural and cultural sites. Conserving protection and making use of tourism development as a means of conservation is a basic principle of sustainable tourism development.

1.6 Uniqueness versus unique experience
From the point of view of the visitor’s experience, unique natural “scenics” like the Grand Canyon, the Great Barrier Reef or the wildlife of Kruger National Park may be, at first sight, main attractions that most other regions can’t compete with. But this does not necessarily mean that a region without such big attractions cannot be a place for an outstanding natural experience. The key to this experience is interpretation. Exploring and learning about natural features like plants, animals, trees or rocks and their roles within complex ecosystems will change the visitor’s perspective from just a fleeting experience to an insight into the wonders of the natural world.

The same is true for cultural heritage - everybody wants to see the Eiffel tower or St. Peter’s, and compared to them, the little village church may be of less importance. But what makes a visit special is the insight and understanding of a
## Activity Sheets

### Sustainable Tourism Product Development

#### UNIT 4

### POTENTIAL MARKETS AND TARGET GROUPS

1. **Getting to know target groups**

   What kind of tourists pose what kind of offers? Which backgrounds do the tourists in the different target groups have?

2. In order to get familiar with the different types of tourists, target groups and their aspirations, study the following table (see manual, chapter 6). For a group discussion in class, to which category you would count yourself and try to figure out which kind of product you would like to see yourself in your holidays?

3. What expectations do the tourists from this tour or tour package have? What kind of tourist are you?

<table>
<thead>
<tr>
<th>Category</th>
<th>Typical Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Explorer</td>
<td>Travelers, culture, adventures, prefers no specific facilities, may be unrelated well-off, but nothing to spend much money. Partially seasonal. Half-board facilities are often preferred.</td>
</tr>
<tr>
<td>Backpacker</td>
<td>Travels for savings, available under certain budget, often enjoy a variety of activities, flexible about travel dates, tends to travel in groups.</td>
</tr>
<tr>
<td>Backpacker Plus</td>
<td>Often a first-time traveler, and generally unsocialized. More demanding in terms of facilities than backpackers and with a higher daily budget. Generally concerned about culture and leisure experiences.</td>
</tr>
<tr>
<td>High Volume</td>
<td>Often happens to travel in large groups, expensive facilities, enjoys the beauty of a natural environment and cultural diversity.</td>
</tr>
<tr>
<td>General Interest</td>
<td>May travel as Free Independent Traveller (FIT) or take a package tour, looks for diverse activities and facilities, enjoys nature and cultural experiences.</td>
</tr>
</tbody>
</table>

At least 1 activity sheet per topic

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**Project Partner 7**

**PROTECTIVE AUTHORITY OF DRAKA - KAVALA - XANThi**

**Greek Biosphere/Wetland Centre**
### Guidelines

**Sustainable Tourism Product Development**

### Unit 4

#### Potential Markets and Target Groups

1. **Objectives and Implementation**
   - The focus is on selecting the market to target. The market must be divided into different market segments, and for each segment there are target markets or groups that are interested to buy the specific products of the segment. In this module, the objective is to discuss the target market where to invest and find out the market segment where to sell its product or service. The nature and role will be explained in the rest of the module.

2. **Specific Implementation Guidelines**
   - **Lecture**
     - Lecture 1 is based on chapter 4 of the manual and covered by the PPA. The lecture part should include open-ended questions for participants.

3. **Group Work**
   - The second part of the set consists of a discussion in small groups and a plenary session. After discussing 1a, the participants are asked to complete the lecture notes from their group work (4a) and note them down on a paper (4b). The lecturer is asked to facilitate both discussion and completion of task assignments.

4. **Task Completion**
   - Task 1 has been completed. Participants should split into groups of 3-6 people and work on the task (2a) of the activity sheet. The groups should write a plan for the segment and its product. After the completion of (2a), the groups will share and complete (2b) in the plenary and in coordination with the other groups. (2b) represents the concluding discussion and the determination of lessons learned in the plenary.

5. **Plenary Session**
   - Participants should present their group’s assignment (2c), which involves presenting their group’s plan for the segment and its product. The participants should have the opportunity to ask questions. The participants should then choose one representative per group to present their group’s assignment (2c).

6. **Activity Sheet No. 4**
   - Each participant should be able to fill in the activity sheet with the information provided.
Additional Material

- Power Point presentations
- Lectures handouts
- Slides
- CDs
- etc
Additional Material

What is tourism?

Including the whole travel experience: from leaving home to return

Individual experience, impressions and things learned at a destination.
Action 5.10: Developing professional skills in tourism
Train the trainers

- Performing the training seminars aimed on strengthening the capacity of selected stakeholders in the Carpathian region regarding sustainable tourism
- Use of the results of Action 5.9
- Certification of the trainers qualified to introduce actions 5.11 and 5.12
ToT SEMINAR

Objectives…

✓ strengthen capacity of selected stakeholders from the Carpathian region regarding sustainable tourism

✓ enhance training expertise on sustainable tourism development and exchange of know-how

✓ experience good practise of sustainable tourism development in Rhodope mountain
Welcome to Rhodope mountains
Sustainable Tourism
Concept, Definitions and Principles

Mrs Maria Alebaki
Greek Biotope/Wetland Centre

16-19 September 2007  Rhodope Mountain, Greece
The difference between Sustainability and Sustainable Development

Sustainable Development is a goal
Product (mechanical)

Sustainability is a process
System (systematic)

Environment
Economy
Society

Ecological
Economic
Social
Cultural
What is Sustainable Development?

*Development that meets the needs of the present without compromising the ability of future generations to meet their own needs*

World Commission on Environment and Development (WECD) (1987)
“Our Common Future”
2 Key Concepts

- the concept of **needs**, in particular the essential needs of the world's poor, to which overriding priority should be given; and

- the idea of **limitations** imposed by the state of technology and social organization on the environment's ability to meet present and future needs
4 Dimensions

- Social
- Economical
- Ecological
- Political
The Prism of Sustainability
Specific features of sustainable tourism

1. Environment
2. Futurity
3. Quality of life
4. Equity
5. Protection
6. Global attitude of mind
Sustainable Tourism

The chronological development of the concept of sustainable tourism:

- Recognition of the potential impacts of the boom in mass tourism
- The birth of the concept of green tourism
- Growth in the concept of visitor management
- Growth of the concept of sustainable tourism
Towards a definition of Sustainable Tourism

Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. It is envisaged as leading the management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems.

The relationship between sustainable tourism and other terms

- Sustainable tourism
- Ecotourism
- Environmentally friendly tourism
- Minimum impact tourism
- Soft tourism
- Responsible tourism
- Alternative tourism
10 Principles of sustainable tourism
1. Using resources sustainably
2. Reducing over-consumption and waste
3. Maintaining diversity
4. Integrating tourism into planning
5. Supporting local economies
6. Involving local communities
7. Consulting stakeholders and the public
8. Training staff
9. Marketing tourism responsibly
10. Undertaking research
PLEASE NOTE

All forms of tourism can be sustainable
“Sustainable tourism development guidelines and management practices are applicable to **all forms of tourism in all types of destinations**, including mass tourism and the various niche tourism segments”

Sustainable Tourism should…

1) Make optimal use of environmental resources that constitute a key element in tourism development

2) Respect the socio-cultural authenticity of host communities

3) Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders
Thank you for your attention
Basic elements that need to be taken into account during the planning of tourism development

Ass. Prof. Stavriani Koutsou
Technological Educational Institute of Thessaloniki

16-19 September 2007  Rhodope Mountain, Greece
1. The tourist resources and opportunities of tourism development

- Natural
- Archaeological
- Religious
- Cultural
- Technologically manufactured
2. The tourism infrastructure and services of the region

- Transportation
- Hotels
- Restaurants
- Agencies
- Information companies

Both private and public sector are included here
3. Wider infrastructures and services of the region

- Airports
- Railway network
- Hospitals
- Health network
- Transportation
- Commerce
- Entertainment, etc
4. Marketing plan

The existing specialized marketing plan of the region, or in absence therefore, the region’s position in the country’s broader marketing plan.
5. The institutional framework for tourism development, as currently in force

- Tourism policy
- Environmental policy
- Organizations, etc
6. Market research that has been conducted on the tourism demand of the region

Research and studies that record the composition of demand or the problems of supply that regard the region, as well as future trends
7. The region’s human resources

- Age composition of the population
- The percentage of the economically active population
- Employment
- The composition of the professions, etc
Planning Phases in the Tourism Development

PHASE 1

Recording of the basic parameters of a region’s tourism development

Involves the detailed research and recording of all basic elements that were analyzed above, with the aim of determining the comparative advantages of each region, and of assessing the basic needs in terms of projects and interventions.
Planning Phases in the Tourism Development

PHASE 2

Determining the main objectives of the tourism development plan

These objectives are related to different fields of the local economy and society

*Example*
- The maintenance of the local population
- The protection of the environment
- The attraction of urban populations
- The creation of steady jobs
- The improvement of the quality of life, etc
PHASE 3

Selection of the tourism development plan

Involves the selection of the basic framework for the tourism development plan on the basis of alternative development scenarios that rely on different tourism development models.

Based on the features of the specific region, the plan’s ability to contribute to general development, respect towards local particularities etc.
PHASE 4

Shaping of the basic resultants of tourism development policy

Strategies (attract investments, build infrastructure and services)

Programs that concern different parameters of tourism development (marketing program, educational program etc)

Special studies related to issues that contribute to the long-term stability of development (study on the carrying capacity of the region, study of the development of special alternative forms of tourism etc)
Planning Phases in the Tourism Development

**PHASE 5**

**Methods and policies for the implementation of the development plan**

Examples include the creation of a special body to monitor the proper implementation and take steps for the funding of the plan

- Setting of tourism development zones
- Special spatial and urban planning regulations
- Investment incentive legislation
- Special programs for the promotion of the area
Thank you for your attention
Product Development in Sustainable Tourism
-Summary presentation of the training manual –

*(developed in the frame of action 5.9. of the Interreg IIIB, CADSES ‘Carpathian Project’)*
Contents of the Module 2

Chapter 1: Cultural and natural heritage as tourist attraction

Chapter 2: Basic rules in product and service development

Chapter 3: Assessment

Chapter 4: Potential markets and target groups

Chapter 5: The sustainable tourism product and packages

Chapter 6: Marketing and promotion of tourism products and services
Chapter 1: Cultural and Natural Heritage as Tourist Attractions
Goals of this chapter are...

...to emphasise the fact that natural and cultural heritage can be indeed among the main motivations for a visitor to come to a region, and

...to answer the following questions: What is natural and cultural heritage? Why is heritage important for tourism? Why should heritage be protected? How can this protection look like?
Goals of this topic are ...

...to solve the complexity of a tourism product and its development process. Therefore, the following questions shall be answered:

→ What is a tourism product and what makes it sustainable?
→ What is the tourism chain?
→ How can product development be integrated into a region’s economic, ecological and social cycle?
Chapter 3: Assessment
Goal of this topic is ...

...to emphasize the need of getting an overview before really starting with tourism development: Baseline Information and Assessment

...to explain the single steps of assessment for a) products and b) a region

...to present possible assessment tools
Chapter 4: Potential markets and target groups
Goals of this topic are...

... to help identifying the target groups

... to achieve proper positioning of the product on the market

... to present methods of data sampling and research
Chapter 5: The Sustainable Tourism Product and Packages
Goals of this topic are ...

...to clarify what exactly a tourism package is about and why good packaging is so important

...to emphasise the importance of quality management and product diversification

...to have a closer look on the complex aspect of pricing
Chapter 6: Marketing and promotion of tourism products and services
Goals of this topic are ...

... to elaborate the marketing process and make clear its way of functioning

... to explain essential components of marketing

... to present marketing tools and distribution channels
Thank you for your attention!
Towards a sustainable tourism product
- Excerpts of the training module -

(developed in the frame of action 5.10. of the Interreg III B, CADSES ‘Carpathian Project’)

Katrin Gebhard, Ecological Tourism in Europe (ETE)
1. Tourism and the Tourism Chain
2. The Sustainable Tourism Product
3. Packaging
4. Supply Chain Management
5. Product Diversification
6. Marketing and Promotion of Tourism Products
1. Tourism and the Tourism Chain
What is tourism & What is the tourism chain?

Tourism is...

... the journey to and from the destination (travel), staying at the destination, exercising different activities at the site (leisure, business, others)

The different elements which compose 'tourism' are being described as 'tourism chain':

Plus: preparation (selection, packaging, booking) and wrap up (at home)
**Advantages of the tourism chain concept**

- Helps to identify different elements related to tourism → better understanding of tourism’s complex structure
- Enables the creation of a tourism product with full consideration of all economic, cultural and natural assets and impacts → good quality product

* A theoretical model helpful for learning about tourism and developing a sound tourism product
2. The Sustainable Tourism Product
What is a tourism product?

**The tourism product...**

... is defined as the combination of goods and services such as transport, accommodation, food and drinks, guiding services, provision of material and infrastructure for activities etc. that are necessary to enable the tourists to have a complex experience which starts at them leaving their home and ends at their return.
Specific features of a tourism product

No production on stock or storage, but produced for a particular customer and for a certain time **TARGETED**

The tourism product is bound to a particular territory and cannot be transported elsewhere **SITE-SPECIFIC**

Dependent on the regional material and immaterial resources: natural/cultural heritage; infrastructure; human capacities; hospitality, customs, traditions... **AUTHENTIC**

Includes unreliable assets that cannot be influenced, but have an influence on the product, e.g. weather, landscape character, history **DIVERSE / ADAPTED**

The consumer/tourist has an impact on the product’s quality (personal experiences, demands, etc.) **STRONG LINKAGE TO REGION & INFLUENCED BY CUSTOMER**
Challenges for a (sustainable) tourism product

Sustainable tourism aims at achieving a targeted, site-specific product that is based on natural and cultural heritage and thus on local environmental and human resources which sets on diverse products and interaction between locals and tourists for the sake of mutual benefits.
Challenges for a sustainable tourism product

Consequence for sustainable tourism products

Natural (a tree) and cultural (a tradition) heritage of a region are NO PRODUCT ITEMS but the BASIS for product development

→ Challenge: reduce consumption and make sustainable use of the resources that are the basis for tourism

→ No ‘purchase’ of valuable features of a region and its population to foreigners, but offering tourists unique experiences - while taking care that the features are preserved in a original (good) state.
The sustainable tourism product

**Conservation**

preserving biodiversity and natural resources; strengthening understanding and acceptance of nature conservation – among both, residents and customers

**Local participation**

Local people benefit from tourism by improved living standards and poverty reduction; local empowerment and capacity building; in best case – positive cultural exchanges

**Sustainability for tourism business**

long-term profitability: tempered price policies (customer and investment); attractive/diverse products; connection to local economic cycle
The sustainable tourism product

**Locally produced food and drinks**
Tourists like food that is grown and stored in the region or even on the field in front of their eyes. Existing farms may offer their own produced products on site or open an own small café or restaurant. Maybe it is even possible to make an eco farm out of it.

**Lodging**
Local hotels or camping sites can be delivered with those regional products. Thus the farmer or another local producer can rise his sale and the chance that more guests frequent the facilities is high because they prefer the quality of fresh food. If a renovation or just new furnishings and equipment are necessary the local carpenter should be asked first. Again the benefit would stay in the region.
**The sustainable tourism product**

**Handicrafts**
If guests come to the region, they are interested in culture. Handcrafted artefacts are a good possibility to demonstrate it. Handicraft workshops may produce these objects and sell them either directly to guests or they resell it to local or regional handicraft shops that offer it to interested travellers.

**Revitalisation of buildings**
Untenanted houses, flats or farmhouses can be revitalized and rented afterwards. Workshops for regional architecture can be offered for supporting the financing of the costs, possibly a part of the house can be rented to open a small museum or the above mentioned handicraft shop that in turn facilitates further renovations. Smaller flats or even only rooms of a flat or a house can be offered as bed and breakfast, a possibility to supplement one’s income.
The sustainable tourism product

Nature – profit and protect
Not only guests who come from cities, where they don’t have the possibility to enjoy nature are fond of activities like cycling, swimming or hiking outside. Hiking paths or nature observation points can be developed, guided tours can be offered. That way, new jobs are being created and natural resources can be used in a reasonable way. But taking benefit from nature involves also their protection. Without intact nature and thus the recreation-aspect the guests will stay out and so will a long-lasting prosperity.

Festivals and events
Celebrating is a joy not only for guests. Special events, traditional ones or of diverse nature build a point of attraction. It arises the number of guests and by the way possibly forgotten traditions like special dances or songs can be revitalized. Like this the benefit is on both sides the guest’s ones und the local’s.
3. Packaging
Packaging of Tourism Products

The tourism package...

... integrates goods and services into a complete offer and thus concludes the final tourism product.

The following principles should be obtained, when creating a balanced tourism package:

Focus
Certain character, a unifying element (e.g. mining history of the region, active relaxation in nature, etc.)

Quality
The individual items should be of similar quality.
Length
particular items of a tourism package should have an appropriate and complementary length (relaxation time, etc.)

Variability
alternating between active parts and parts for relaxation, indoor and outdoor activities, between morning and afternoon programme

Appropriateness of activities
The client’s wishes, habits and values need to be respected
Things to consider when packing a tourism product

- Type of accommodation (e.g. locally owned, employs local staff and serves local products)

- Method of transport (e.g. if possible choices according to the level of pollution)

- Type of excursions and activities (e.g. avoid cultural or natural sensitive sites, limiting group size to small numbers in natural fragile areas)

- Inclusion or selection of food and beverages (local/regional food should always be the preferred choice)

- and the more...
4. Supply Chain Management
Supply Chain Management

Please note: A tourism product can only be as sustainable as the sum of its suppliers and their products.

Supply chain management...
...addresses actions related to the selection and contracting of service providers, summarised in this document as accommodation, transport to and from destination, ground transport, catering and restaurants, ground operators, and cultural/social events and excursions.

UNEP 2005a
5. Product Diversification
Product Diversification

High competition on the tourism market

Need to create a product which is not only ‘one among all others’

Possibility One: Local Events

Possibility Two: Local Products
Product Diversification - EVENTS

Tourists
⇒ Experience living culture
⇒ Enjoying new experiences
⇒ Unforgettable impressions

Locals
⇒ Recognise value of assets
⇒ New appreciation, ownership
⇒ Revitalisation of knowledge, practices and skills
Huge impact on quality of local supply chain,
on health of local economic cycle,
Conservation of skills, techniques and knowledge

...development causes plus in demand
...being based on local products - driving force for local economy (production)
6. Marketing and Promotion
The lack of marketing expertise and knowledge of the tourism industry’s distribution channels is the main reason why entrepreneurs in (not only sustainable) tourism fail!
Marketing is the key to economic success and – in case of sustainable tourism development – it is also part of the product’s sustainability & long-term viability
1. Inventory of existing attractions and activities, analysis of the possible competition with existing projected tourism developments in the area

2. Clarify community objectives with respect to tourism, the environment, socio-cultural aspects and economic development

3. Estimate current and possible level of demand and compare to existing carrying capacity (number of visitors, frequency of visits, lengths of stay)

4. Assess support services of both, private and public facilities (to see if they are sufficient to meet the demand)

5. Determine market targets (which type of tourists, how many and from where)

Stages to go through before getting concrete with marketing
Marketing and Promotion of Tourism Products

The Marketing Process...

... consists of consecutive steps which aim at the increasing concretion of marketing and thus of the product’s success.

- Marketing Goals
- Marketing Strategies
- Marketing Instruments
  - Product
  - Communication
  - Distribution
  - Marketing Mix

Katrin Gebhard, Ecological Tourism in Europe (ETE)
Marketing Goals

The definition of **reasonable marketing goals** is the first and also one of the most important steps in the marketing process.

Basis for...
... a clear message to everybody
... the elaboration of right strategies
... the application of appropriate measures

Two basic categories
a) Macro economic goals (quantitative)
b) Market psychological goals (qualitative)
Marketing Goals

Macro economic goals

*Macro economic goals refer to the productivity of tourism in a region*

Examples
- Increasing overnight stays of the guests
- Augmentation of the length of stay
- Expansion of the percentage of international guests
- Improvement of the numbers of guests during low season periods
- Increasing participation of local and regional actors
- Augmentation of their benefit
- Increasing of the number of guests using public traffic
Market psychological goals

Market psychological goals are of qualitative nature and help to create conditions, which enable the macro economic goals to be realized.

Example: Corporate Identity (CI)

- Creation of a proper and uniform, thus recognisable image of a product / a region
  - Corporate Design
    - signs, slogans or a logo imprinted on all kinds of documents
    - commonly used by all providers and services that are part of the tourism chain
  - Results: better recognition and assignment, which increases enforceability and thus market communication
Marketing Strategies

Goals: describe terms and conditions

Strategies: determine the frame of actions and deal with the question 'how' goals can be achieved

Strategies...

... build upon or expand competitive advantages

... oriented towards specific market segments

... clearly address the identified target groups
Marketing Strategies

Example: Unique Selling Proposition (USP)

High competition

- Need for distinctiveness and product diversification
- Highlights and peculiarities (so-called ‘preferences’) need to be identified

The preferences or only one single preference is called **Unique Selling Proposition (USP)**

**USP...**

... is a non-interchangeable offer. It can be achieved through real existing differences or through influencing the customer’s subjective perception. An USP can be of material or immaterial nature.
The marketing mix...

... aims to achieve optimal combination of marketing methods selected according to the developed goals and strategies and considering the given environment.

The four P's

*Product/services and Price* (product policy)

*Promotion* (communication policy)

*Place* (distribution policy)
The Marketing Mix

**Product policy** (Product/services and Price)

- Concentrates on the adequate product design for the selected market segment

Often focuses on:

- improvement of services (e.g. for hotels)
- the selection of agencies and staff
- the quality of consultation
- the creation of additional services (guide books, information meetings, etc.)
The Marketing Mix

**Price Policy**

... includes price differentiation, high pricing (quality, exclusiveness), low pricing (discount offers) and price balancing (financing the discount on one product through another product which has a high price)

**Examples**
- **time:** peak season - off-peak season, weekend - working day, stand-by-offers
- **costumer:** families, kids, students, seniors
- **volume:** rebates for groups, prices for contingents
- **point of time of payment:** discount for early booking/payment
The Marketing Mix

Communication policy (Promotion)
- Raises awareness of the product and provides for continuous interest in the product
- Influences the attitude of the customer and his idea of the offer

Within the tourism business it consists of...

... Public Relation (PR)
... Advertising, and
... Sponsoring
The Marketing Mix

**Distribution policy (Place)**

- distribution contents all activities that serve to provide the availability of the tourist services
- Another connecting link between the vendor and the consumer

**Distribution channels include**

- Tourism, leisure and trade fairs
- Workshops
- Ways of purchasing like directly by the customer or via tour operators
- Websites
- Journals and magazines (more or less specialised)
Thank you for your attention!
Rural Tourism and Women’s Agrotourism Cooperatives in Greece

Complementarities and limitations

Prof. Olga Iakovidou
Aristotle University of Thessaloniki

16-19 September 2007  Rhodope Mountain, Greece
Decades of 60’s and 70’s...
Decades of 80’s and 90’s...

3 F (by its Greek initials)
Φύση: Nature
Φιλία: Friendship
Φιλοξενία: Hospitality
Number of women agrotourism cooperatives in Greece:

1980’s: 10

Today: 110
Exclusively women’s cooperatives

Why?

- Poor rate of participation of farm women in socioeconomic activities
- Easier participation of women to women’s cooperatives than to mixed ones
- Luck of personal income for female farmers
Factors of success for cooperatives

- Women with leadership abilities
- Supporting and encouragement from local authorities
- Bottom up approach
Women’s Agrotourism Cooperative of Agios Antonios, Greece
Women’s agrotourism cooperative of Zagora Pelion, Greece
Γλυκό Πορτοκάλι
4,50 Ευρώ

Γλυκό Σταφύλι
5,00 Ευρώ
Thank you for your attention
Wine Tourism as a rural development tool

Mrs Maria Alebaki
Greek Biotope/Wetland Centre

16-19 September 2007    Rhodope Mountain, Greece
Wine is strongly related to the history of human civilization and can be a motive for travel.

Vineyards tend to be aesthetically pleasing and the sort of climate in which wine is generally produced is agreeable during most of the year.

Development of wine tourism
Visits to vineyards have been a part of organized travel at least since the time of the Grand Tour, and likely even since the time of ancient Greece and Rome.

The mid 19th century wine began to appear as a specific travel interest.
Several factors came together at this time...

- the transport revolution created by the development of the railways enabled greater ease of access

- the growth of a new middle class that began to seek quality wine along with the aristocracy

- the publication of the 1855 *Classification of the Wines of the Gironde* for the first time explicitly and officially gave wine, and wine-growing regions, a destination identity (1855)
Wine Tourism can be defined as…

…visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors
Elements which are strongly related to wine tourism
Elements which are strongly related to wine tourism
Elements which are strongly related to wine tourism

natural environment
Elements which are strongly related to wine tourism

local gastronomy
Elements which are strongly related to wine tourism
Elements which are strongly related to wine tourism
Wine tourism…

- is playing a vital role in regional tourism development, employment generation, business growth, and corporate investment

- is helping revitalize and create jobs in traditionally rural and economically deprived regions

- has the potential to give a strong competitive advantage to regions with a grape and wine industry
Wine tourism development in Greece

- Wineries are situated all over the country, and due to the geomorphology, they are located in great distances from one to another.

- Wine tourism product is relatively recent.

- The best known examples of wine tourism development in Greece come from Northern Greece, Attica, Peloponnese and also the informal wine routes in some Greek islands.
The Association of **Wine** Producers of the Vineyards of Northern Greece

Programme
The Association of Wine Producers of the Vineyards of Northern Greece

- Set up in 1993 as a non-profit non-stock corporation by the joint efforts of the 13 visionary members of the Association

- Trade name Wine Roads of Northern Greece

- Tourism program and an innovative way for any visitor, to discover and explore the lush vine-growing areas of this part of Greece, in conjunction with a host of local cultural activities
Common objectives of the Wine Association

- Building up the image of the wines and promoting them in Greece and abroad
- Developing, and exploiting for tourism purposes, the Vineyards of Northern Greece and the natural environment of the various regions
- Supporting Greece’s cultural heritage
- Participating in the formulation of general rules governing the relations between growers, wine makers and wine merchants
Co-operating members

- Companies: services, consulting, equipment
- Hotels
- Restaurants, taverns
- Traditional products
- Wine cellars
The Wine Roads of Northern Greece offer the visitor to the Northern Greek vineyard a total of 8 different routes

1. The wine road of the Olympian Gods
2. The wine road of Halkidiki
3. The wine road of Dionisos
4. The wine road of Thessaloniki
5. The wine road of Naoussa
6. The wine road of Goumenissa-Pella
7. The wine road of Lakes
8. The wine road of Ipiros
Wine Roads of Northern Greece
Thank you for your attention
Quality Dimensions in Rural Tourism

Dr Partalidou Maria
Greek Biotope/Wetland Centre

16-19 September 2007, Rhodope Mountain Greece
The key to a competitive European Rural Tourism is...

...sustainability, preservation of diversity & development of quality

Implemented via:

- Certification / Labelling
- Monitoring and Reporting Systems
DEFINITION OF QUALITY

“set of properties and features of products or services that give to the product or service the ability to satisfy the needs of customers”

ISO 8402
IMPORTANCE OF QUALITY

• establishes enterprises in a competitive market
• keeps customers happy & multiplies them
• secure the future of an enterprise
• improve financial figures
• good for the image of a company
• good advertisement
Quality in Rural Areas

Enterprises face a challenge:

meet standards of hygiene, security and comfort as well as tradition and authenticity

*Balance between the values of the past and the demand of the market*
Measuring quality with…

Quality Norms

Quality Standards

A benchmark so perfect and ideal that leads to evaluation and perfection.

Minimum and maximum acceptance levels of norms.
Tourists experience the **tangible** aspects of quality via their senses, taste, smell, sight and hearing. The **intangible** aspect of quality such as courtesy, assurance and empathy refers to how tourists feel about the personal interaction they may have.

- According to the needs

  - **basic needs**: safety, hygiene etc
  - **scaleable requirements**: size
  - **attractive needs**: welcome

**Quality Standards in tourism**
MANAGING QUALITY

Correct  Planning  Control  Do
CERTIFICATION OF QUALITY

✓ protects customers – tourists
✓ protects businessmen
✓ marketing tool
✓ adding value
✓ better prices
✓ attracts clients

Quality Labels
farmholidays in Austria

special – products

families with children
handicapped people
seminars
handicraft
wine
organic farms / health
horse riding

2 flowers
3 flowers
4 flowers

www.farmholidays.com
http://www.gites-de-france.com

http://www.bienvenue-a-la-ferme.com/

http://www.celotajs.lv/index.do

http://www.eceat.org/
Quality Rural Tourism in Greece
History

- until the end of the 1970s
- first attempt 1980s
- in the middle 1980s
- early 1990s
- Nowadays

- no organized rural tourism destinations in Greece
- undertaken by the Greek Tourist Organization for rescuing and upgrading traditional settlements in six locations in Greece
- private activities rather than public. Farmers and other residents in rural areas
- most intensive growth phase of rural tourism in Greece
- attempts to control quality
Quality Standards for Rural Tourism in Greece

Includes Definitions of:
• Rural tourism
• Rural tourism product
• Rural tourism destination
• Rural tourism enterprise

And a set of standards / requirements for rural tourism enterprises

It can be used by enterprises in rural areas that are involved in:
Good morning...sleep well?

Accommodation

Staying in farm campings
✓ Local Gastronomy
 ✓ Leisure & Environmental activities
 ✓ Tradition & Rural Life
Quality Indicators and Standards refer to:

1. Legislative and regulatory operational framework
   (operating licenses, restrictions, etc.)
2. Building and Operational Terms
   (architectural features, building materials, equipment, safety, etc.)
3. Environment
   (environmental management programme, environmentally friendly measures, etc.)
4. Local features
   (projection and promotion of the unique cultural and natural features of the region, use and promotion of local products, etc.)
5. Human resources
   (work positions, education-training of personnel)
6. Client
   (contact, measurement of satisfaction, constant improvement)
7. Cooperation-Emulation-Networking-Competitiveness-Innovation
1. Legislating & Operational Framework

According to the National Lows
2. Building & Operational Terms

✓ Compatible to the local architectural profile
3. Natural environment must be protected
4. Promotion of Local Features
Local products must be distributed
Local products
Local products
5. Human Resources

- Quality criteria “Tree”
- Inspector’s manual
- Self-evaluation forms
- Virtual training module
- Inspection results data system
6. Client

Clear and accurate information for:

- policy statement
- contact
- quality programme
7. Networking - Innovation

- Quality can be achieved better through networking!
- LQA give a set of quality indicators and standards for local enterprises that voluntarily want to take part
- Up till now the have been established in LEADER areas all over Greece
Thank you for your attention
Case study
Territorial Quality Mark of Halkidiki Prefecture

Mr Eystratios Despotis
Halkidiki S.A.

16-19 September 2007  Rhodope Mountain, Greece
REVIEW

- The Enterprises Network of Halkidiki S.A. (cluster) started it on 2006
- It is a framework of quality standards
ENTERPRISES that can be certificated...

- Hospitality: Hostels, accommodations and farms in the implementation’s region
- Gastronomy: Restaurants, taverns, traditional coffee houses
- Alteration-Standardization of agricultural-animal products (honey, oil, cheese, wine etc)
- Non-Food Industry (aluminum, furniture etc)
Contact of the interested enterprise with the Cluster

Sign of the Co-operation Agreement Setting of the examination date

Assessment by the inspectors about the compliance

Inspection’s Report

If the enterprise does not sign, it is recorded in the customers’ archive

Register in the Enterprise’s folder

Certification Regulation

Opening a folder for the enterprise

Application

Certification Guide
Inspection’s Report

- Non Compliance
  - Improvement Suggestion
  - Registration in the folder of the enterprise
- Compliance
- Award
  - Conservation of the Mark
- Update of the catalogue with the certified enterprises
- Periodic - duplication checks
- Correctional actions from the enterprise & Application for Re-Examination
  - Assessment by the inspectors about the compliance
- Photograph of the enterprise with the suspension of the mark
QUALITY FORMS

✓ TSP/Q1.doc = Co-operation Memorandum
✓ TSP/Q2.doc = Certification Regulation
✓ TSP/Q3.doc = Application
✓ TSP/Q4.doc = Co-operation Agreement
✓ TSP/Q5.doc = Certification Guide
✓ TSP/Q6.doc = Inspection’s Report
✓ TSP/Q7.doc = Improvement – Compliance Suggestions
✓ TSP/Q8α.doc = Effectiveness Tool for TQM’s members
✓ TSP/Q8β.doc = Effectiveness Tool for consumers-visitors
Criteria - Specifications

- different for each one of the four groups of enterprises / branches

- they graduate to three basic quality levels according to the consumer – visitor’s satisfaction related to the price and the product or service:
  - First quality level (low)
  - Second quality level (medium)
  - Third quality level (high)
<table>
<thead>
<tr>
<th>CRITERIA - SPECIFICATIONS</th>
<th>SIGNIFICANCE</th>
<th>GROUP GRADE</th>
<th>WEIGHTED GRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Group A’</strong>: Image of the enterprise in the market</td>
<td>20%</td>
<td>2.75</td>
<td>0.55</td>
</tr>
<tr>
<td><strong>Group B’</strong>: Contact with the customer – communication and first impression</td>
<td>15%</td>
<td>2.75</td>
<td>0.41</td>
</tr>
<tr>
<td><strong>Group C’</strong>: Producing procedure – offered products-services</td>
<td>25%</td>
<td>2.00</td>
<td>0.50</td>
</tr>
<tr>
<td><strong>Group D’</strong>: Organizing, management, human dynamic</td>
<td>25%</td>
<td>2.4</td>
<td>0.60</td>
</tr>
<tr>
<td><strong>Group E’</strong>: Co-operation – accessorional</td>
<td>15%</td>
<td>2.5</td>
<td>0.38</td>
</tr>
<tr>
<td><strong>FINAL GRADE (SUM OF WEIGHTED)</strong></td>
<td></td>
<td><strong>2.44</strong></td>
<td></td>
</tr>
</tbody>
</table>
Quality Levels

Satisfying according to the price

Satisfaction according to the service/product
What has been done so far?
PROTECTION AND SUSTAINABLE DEVELOPMENT OF THE CARPATHIANS

Action 5.10
Developing professional skills in tourism - Train the Trainers

Training seminar on sustainable tourism development
Rhodope mountain - Greece  16-19 September 2007

Power Point Presentations

Ukrainian
Стійкий туризм: Концепції, Визначення та Принципи

Марія Алетакі
Greek Biotope/Wetland Centre
16-19 Вересня 2007, Греція
Різниця між Раціональністю та екологічно Раціональним Розвитком

Раціональність є метою
Продукт (механічний)

Навколошнє середовище
Економіка
Суспільство

Раціональний Розвиток є процесом
Система (систематично)

Екологічна
Економічна
Суспільна
Культурна
Що є екологічно раціональним Розвитком?

‘Розвиток, що компенсує потреби сьогодення, не сприяючи на можливість наступних поколінь задовільняти їхні потреби’
Вищевказаний визначення виходять із двох основних концепцій

➢ Концепція ‘потреби’, зокрема першочергові потреби світового невистачання, до яких перш за все треба приділити увагу та

➢ Концепція обмежень, фіксованих станом технологічної та соціальної організації можливостей навколишнього середовища, задля задоволення потреб сьогодення та майбутнього.
Чотири виміри екологічно раціонального розвитку

- Соціальний
- Економічний
- Екологічний
- Політичний
Характеристики Рационального Розвитку

- Навколишнє середовище
- Майбутнє
- Якість життя
- Безпристрасність
- Захист
- Глобальність міркування
Раціональний Туризм

Хронологічний розвиток концепції раціонального туризму

Визнання потенційних впливів бума масового туризму

Народження концепції зеленого туризму

Зріст концепції менеджменту туристів

Розвиток концепції екологічно раціонального туризму

Наближаючись до визначення раціонального туризму

Раціональний туристичний розвиток єднає потреби сьогоденних туристів та приймаючих регіонів, та захищає і поліпшує можливості для майбутнього

- Економічні, соціальні так естетичні потреби можуть бути втілені
- зберігаючи культурну цілісність, першочергові екологічні процеси, біологічна різноманітність, та системи підтримки життя
Зв’язок між раціональним туризмом та іншими термінами

Альтернативний туризм

Екотуризм

Відповідальний туризм

Туризм із мінімальним впливом

Туризм, лояльний до навколишнього середовища

Альтернативний туризм

Екотуризм

Відповідальний туризм

Туризм із мінімальним впливом

Туризм, лояльний до навколишнього середовища
10 Принципів раціонального туризму
1. Рациональне використовування ресурсів
2. Зменшення надлишкового споживання та відходів
3. Збереження різномаїття
4. Впровадження туризму в планування
5. Підтримка місцевої економіки
6. Заохочення місцевого населення
7. Консультації акціонерів та публіки
8. Тренінг персоналу
9. Відповідальний маркетинг туризму
10. Здійснення дослідницької діяльності
Всі форми туризму можуть бути раціональними

Таким чином, раціональний туризм має:

- 1) Робити оптимальним використання ресурсів навколишнього середовища що є ключовим елементом в розвитку туризму

- 2) Поважати суспільно-культурне самовизнання місцевих жителів

- 3) Забезпечувати довгострокові економічні операції, із наданням соціально-економічних привілеїв всім акціонерам
Дякую за Вашу увагу
Загальні елементи які треба враховувати під час планування туристичного розвитку

Ass. Prof. Stavriani Koutsou
Technological Educational Institute of Thessaloniki

16-19 Вересня 2007, Греція
1. Туристичні ресурси регіону (пропускна здатність) та можливості туристичного розвитку

- Природні
- Археологічні
- Релігійні
- Культурні
- Технологічно сконструйовані
2. Туристична інфраструктура та послуги регіону

- Транспортні
- Готелі
- Ресторани
- Готелі, тощо
- Інформаційні компанії

Враховані обидва сектори: державний та приватний
3. Поширені інфраструктури та послуги регіону

- Аеропорти
- Залізниця
- Лікарні
- Мережа охорони здоров'я
- Транспортна система
- Торгівля
- Розваги, тощо
4. Планування маркетингу

Існуючий спеціалізований план маркетингу регіону, чи зі відсутності в такому випадку, місце регіону в загальнодержавному широкому маркетинговому плануванні
5. Діюча законодавчая база щодо розвитку туризму

• Туристична політика
• Екологічна політика
• Організації, тощо
6. Дослідження кон*юктури ринку, що базується на туристичних потребах регіону

Дослідження що відбивають та акцентують потреби та проблеми забезпечення стосовно даного регіону, а також майбутні тенденції
7. Трудові резерви регіону

• Віковий склад населення
• Співвідношення економічно активного населення
• Зайнятість
• Структура, склад професій, тощо
Фази планування туристичного розвитку регіону

• Фаза 1
Запис базових параметрів уристичного розвитку регіону

Ця фаза втягує детальне дослідження та запис усіх базових елементів, що було переказано вище, з метою визначення порівняльних переваг кожного регіону, та оцінка базових потреб стосовно проектів ті інтервенцій
ФАЗА 2

Визначення головних завдань плану туристичного розвитку

Ці завдання стосуються різних галузей місцевої економіки та суспільства

Наприклад:
- Зберігання місцевого населення
- Захист навколишньої середи
- Приваблення населення великих міст
- Створення постійних робочих місць
- Поліпшення життєвого рівню населення, тощо
• **ФАЗА 3**

Визначення базового планування туристичного розвитку

У цій фазі триває визначення щодо основних напрямків планування туристичного розвитку, що базуються на альтернативних сценаріях розвитку, які відповідають різним моделям туристичного розвитку. Вибір засновується на специфіці кожного окремого регіону та можливості даного планування забезпечити загальний розвиток регіону з повагою місцевих особливостей.
• ФАЗА 4
Формування загальних наслідків політики туристичного розвитку

- Стратегії (приваблення інвестицій, розбудова інфраструктури та надання послуг)
- Програми стосовно різних параметрів туристичного розвитку (маркетингова програма, освітня програма тощо)
- Спеціальна дослідницька діяльність орієнтована на умови забезпечення довгострокової стабільності розвитку (вивчання пропусканої здатності, вивчання умов розвитку спеціального альтернативного туризму)
Методи та політика виконання плану розвитку
Приклади таких методів та політики включають у себе створення спеціальних закладів для висвітлення вірного виконання та прийняття кроків по забезпеченню планування

• Визначення зон туристичного розвитку
• Спеціалізоване простірне та міське планування
• Законодавство щодо залучення інвестицій
• Спеціальні програми щодо сприяння та прогресу туристичної зони тощо.
Дякую за Вашу увагу
На шляху до раціонального туристичного продукту.
- Витримка із модулю тренінгу -

(розроблено в рамках дії 5.10. of the Interreg IIIB, CADSES ‘Carpathian Project’)

Katrin Gebhard, Ecological Tourism in Europe (ETE)
1. Туризм та Туристичний Ланцюг
2. Раціональний Туристичний Продукт
3. Комплекс
4. Менеджмент Ланцюга Постачання
5. Різноманітність продуктів
6. Маркетинг та промоція Туристичного Продукту
1. Туризм та Туристичний Ланцюг
Що таке Туризм і що таке Туристичний Ланцюг?

Туризм це...

... подорож до місця призначення та повернення (подорожувати), перебування у місці призначення, та втілення різноманітної діяльності (відпочинок, бізнес, тощо)

Різні елементи що складають 'туризм' описуються як 'Туристичний Ланцюг'  

Плюс: підготовка (визначення, пакування, бронювання) та останні риси (вдома)
The decision

Pre-visit image messages
Pre visit information
Making bookings
Journey to destination

Initial welcome

Information on destination

The tourism chain

Fidelity service
Return journey

Infrastructure / environment
Attractions and amenities
Places to eat
Places to stay

Переваги концепції Туристичного Ланцюга

Допомагає ідентифікувати різні елементи стосовно туризму → краще розуміння комплексної побудови туризму

Підключає створення туристичного продукту з повним врахуванням економічного, культурного аспектів → гарний якісний продукт

Теоретична модель що допомагає навчанню щодо туризму та розробку звуку “туристичний продукт”
2. Рациональний Туристичний Продукт
Що є Туристичним Продуктом?

Туристичний продукт...

... є комбінацією благ та послуг таких як транспорт, проживання, їжа та напої, послуги гіда, забезпечення матеріальної бази та інфраструктури розваг, тощо. Що є необхідними для того, щоб дозволити туристу відчути комплексний досвід, що починається з їхнього виходу із дому та закінчується поверненням.
Специфічні особливості туристичного продукту

Продукт не є товаром на полиці або на складі, він виробляється для кожного окремого споживача у конкретний час **ЦІЛЕСПРЯМОВАННІСТЬ**

Туристичний продукт прикріплений до окремої місцевості і не може бути передислокований **СПЕЦИФІКА МІСЦЕВОСТИ**

Залежний від матеріальних та ні ресурсів регіону: природна/культурна спадщина; інфраструктура; ємкість людей; звичаї, традиції... **АУТЕНТИЧНІСТЬ**

Містить ненадійні фактори, на які неможливо сприяти, які з іншого боку сприяють на продукт, наприклад: погода, характер ландшафту, історія **РІЗНОМАНІТНІСТЬ / АДАПТОВАННІСТЬ**

Споживач/турист сам сприяє на якість продукту (персональний досвід, потреби, тощо)

**СИЛЬНА ЗАЛЕЖНІСТЬ ВІД МІСЦЕВОСТІ ТА СМАКУ КЛІЄНТУ**

Katrin Gebhard, Ecological Tourism in Europe (ETE)
Виклик (раціональному) туристичному продуктові

Раціональний туризм має на меті націленений, геоспецифічний продукт, базований на природній та культурній спадщині і таким чином на місцевих людських та ресурсах навколишнього середовища що дає різноманітність продуктів та івзаємодію між місцевим населенням та туристами задля вилучення користі для всіх.
Виклик (раціональному) туристичному продуктові

Слідство раціонального туризму

Природна (дерево) та культурна (традиція) спадщина НЕ Є ПРОДУКТОМ, але Є БАЗИСОМ для розвитку продукту

→ Виклик: зменшити споживання та зробити раціональним використання ресурсів, що є основою туризму

→ Ніякого ‘продажу’ цінностей регіону та його населення іноземцям, але пропозиція відчутти унікальні враження – з іншого боку піклуючись про незайманий (гарний) стан характерних рис та деталей.
Раціональний туристичний продукт

Збереження
Збереження різноманітності природних ресурсів; посилення розуміння та сприйняття збереження природи – від усіх, місцевих та клієнтів

Участь місцевого населення
Користь місцевому населенню від туризму за рахунок покращення рівня життя; більше сили регіону; у кращому випадку – позитивний культурний обмін

Раціональність для туристичного бізнесу
Довгострокова вигода: стримана політика цін (клієнти та інвестори); привабливі/різноманітні продукти; приєднання до місцевого економічного циклу

Katrin Gebhard, Ecological Tourism in Europe (ETE)
Місцево вироблені їжа та напої
Туристам подобається їжа що вирощена та збережена в регіоні або навіть на полі перед їхніми очима. Існуючі ферми можуть запропонувати свої продукти для збуту або навіть відкрити своє маленьке кафе або ресторан. Можливо навіть зробити екоферму

Нічліг
Місцеві готелі та кемпінги можна постачати знову таки ж місцеві продукти. Таким чином фермер або інший місцевий виробник може збільшити продаж свого товару та шанси що туристи знову нададуть перевагу саме їм зростають тому що із-за якості свіжої їжі. Якщо потрібна модернізація обладнання чи меблів слід перш за все звернутись до місцевого столяра. Прибуток знову ж таки залишиться в регіоні
Раціональний туристичний продукт

Ремесло.
Зазвичай, якщо туристи приїжджають до регіону вони зацікавлені в культурі. Ремесло ручної виробки є гарною вірогідністю це продемонструвати. Майстерні можуть виробляти та збувати напряму туристам чи перепродавати до магазинів із сувенірами що існують в регіоні.

Модернізація побудов.
Залишені домівки, квартири чи ферми можуть бути оновлені та наймані згодом. Майстерні з місцевої архітектури можуть бути запропоновані для фінансування собівартості, можливо частина будівлі буде наймана для відкриття маленького музею або вищевказаної майстерні. Квартири в будинках або навіть окремі кімнати квартир можуть бути використані як нічліг плюс сніданок, можливість трохи покращити прибуток володаря.
Природа – прибуток та захист.
Не тільки туристи, що приїжджають з міст, де вони не мають насолодитися такими видами активного відпочинку як велосипедні прогулянки, плавання та похід під чистим небом. Похідні маршрути або місця огляду природи, тури у супроводі гіду також можуть бути запропоновані. Таким чином можуть бути створені нові робочі місця. Але отримуючи прибуток від природи кожен має її захищати. При незайманості природи та таким чином важливому аспекту відпочинку туристи затримаються разом із довгостроковими перспективами.

Фестивалі та інші події.
Свята це радість не тільки для туристів. Спеціальні події, традиційні свята є окремим фактором зацікавленості. Відроджують такі традиції як забуті танці та інше. В такому випадку знов виграють всі, і туристи і місцеві мешканці.
3. Комплекс послуг
Комплекс туристичних продуктів

Туристичний пакет...

... єднає товари та послуги у завершену пропозицію і таким чином призводить до кінцевого туристичного продукту

Слід дотримуватись наступних принципів, складаючи збалансований пакет туристичних послуг:

фокусованість
Конкретний характер, елемент що єднає (наприклад історія регіону, активний відпочинок на природі, тощо)

Якість
Індивідуальні об'єкти мають бути схожої якості
Тривалість
Специфічні елементи туристичного пакету мають тривати припустимо та доповнено (час відпочинку, тощо)

Розмаїтість
Чергування між активною частиною відпочинку та часами релаксації, діяльність на вулиці та в приміщеннях зранку та після обіду

Доречність будь-якої діяльності
Побажання та звички клієнтів мають бути врахованими
Треба враховувати складаючи пакет туристичних продуктів

× Тип житла (наприклад те, що належить місцевому населенню, займає місцевий персонал, та надає місцеві продукти)

× Метод транспортування (якщо можливо із меншим забрудненням)

× Тип екскурсій та діяльності (unikati культурно та природно чуттєві місця, обмежувати кількість відвідувачів в тендітних особливо місцях)

× Постачання продуктів (надавати перевагу місцевим та регіональним продуктам)

× та інше
4. Менеджмент Ланцюга Постачання
Менеджмент Ланцюга Постачання

Зауважимо: туристичний продукт може бути раціональним як сукупність його постачальників та продуктів

Менеджмент Ланцюга Постачання...
...адресує дії стосовні вибору та контрактам, підсумовує в цьому документі житло, транспортне перевезення в та із точки слідування, їжу та ресторани, наземні операції, культурно/сузір'яні події та екскурсії.

UNEP 2005a
5. Диверсифікація продукту
Диверсифікація Продукту

Висока конкуренція на ринку туризму

Потреба у створенні продукту не тільки ‘один серед інших’

Вірогідність перша: Місцеві події

Вірогідність друга: Місцеві товари
Туристи
⇒ Отримують досвід місцевої культури
⇒ Насолоджуються новим досвідом
⇒ Незабутні враження

Місцеві
⇒ Визнають цінність активів
⇒ Нові оцінки, власність
⇒ Відродження знань, практики та навиків
Величезний вплив на якість місцевого ланцюгу постачання,
На життєздатність місцевого економічного циклу,
Збереження навіків, техніки та знань

туризм...
...розвиток створює плюс у попиту
... bazуючись на місцевих товарах – рушійна сила для місцевої економіки (виробництво)
6. Маркетинг та Промоція
Маркетинг та промоція Туристичних Продуктів

Недостаток маркетингової експертизи та пізнань туристичної індустрії та важелів розповсюдження є головною причиною невдачі підприємців в туризмі (не тільки раціональному)!
Маркетинг є ключем в успіху бізнесу – у випадку раціонального туристичного розвитку – це також частина раціональності та довгострокової життєстійкості.
1. Інвентаризація існуючих об'єктів приваби, аналіз можливої конкуренції із вже існуючим туристичним розвитком в регіоні

2. Визначення суспільних завдань із повагою до туризму та середовища, суспільно-культурних аспектів та економічного розвитку

3. Оцінка існуючого та можливого попиту у порівнянні до нині існуючої пропускної здатності (кількість туристів, частота відвідувань, тривалість візитів)

4. Оцінка допоміжних державних та приватних послуг (щоб визначитись чи спроможні вони витримати попит)

5. Визначити цільові ринки (який тип туристів, в яких кількостях та звідки)

Стадії, які треба пройти перш ніж братись конкретно до маркетингу
Мети Маркетингу

Стратегії Маркетингу

Інструменти Маркетингу

Продукт
Комунікація
Дистрибуція

Marketing Mix
Визначення рациональних маркетингових цілей є першим а також одним з найважливіших кроків у процесі маркетингу.

База для...

... зрозумілого звернення до всіх
... удосконалення вірних стратегій
... вживання відповідних стандартів

Дві основні категорії
a) Макроекономічні цілі (кількісні)
b) Ринкові психологічні цілі (якісні)
Макроекономічні цілі
Макроекономічні цілі звертаються до продуктивності туризму в регіоні

Приклади
- Збільшення перебування туристів
- Приріст терміну перебування туристів
- Приріст відсоткового співвідношення іноземців серед туристів
- Поліпшення кількості туристів у low-season
- Збільшення присутності місцевих та регіональних діячів
- Приріст їхнього прибутку
- Збільшення кількості туристів за рахунок громадського транспорту
Ринкові Психологічні цілі

Ринкові Психологічні цілі якісної природи і допомагають створити умови, для втілення макроекономічних цілей.

Приклад: Corporate Identity (CI) Корпоративна ідентичність
- Створення уніформи таким чином, щоб розпізнавався імідж продукту/регіону
- Корпоративний Дизайн
  - знаки, слогани або логотіпи проставлені на всіх типах документів
  - спільне використання всіма агентами та учасникам послуг туристичного ланцюга
- Результат: краще впізнавання та визнання, а таким чином ринкова комунікація
Стратегії Маркетингу

Цілі: описання постанов і умов

Стратегія: визначити рамки дій та розібратись з питанням, як досягнути цілі

Стратегії...

... розширені чи побудовані на конкурентних привілеях

... орієнтовані на специфічні сегменти ринку

... чисто спрямовані конкретним таргет-групам
Приклад: Unique Selling Proposition (USP)

Унікальна Пропозиція Продажу

Висока конкуренція

Потреба у відрізняльній спроможності та диверсифікації продукту

Потреба у визначені виразних рис та специфічності продукту (так звані ‘переваги’)

Всі переваги чи тільки одна називаються **Unique Selling Proposition (USP)**

USP...

... є незамінною пропозицією. Може бути досягнута за рахунок існуючих унікальних відрізняючих факторів або за рахунок впливу на суб'єктивне сприйняття споживача. USP може бути матеріальної та нематеріальної природи.
The marketing mix...

... має мету досягти оптимальної комбінації методів маркетингу визначених згідно до відпрацьованих цілей та стратегій та враховуючи існуюче середовище.

The four P's Чотири P

Product/services (Товар/послуга) and Price (Ціна) (Товарна політика)

Promotion (Промоція) (комунікаційна політика)

Place (Місце) (Стратегія Дистрибуції)
Товарна політика (Product/services and Price)

→ Зосереджується на адекватному дизайні товару для окремих сегментів ринку

Часто фокусується на:

- поліпшенні послуг (наприклад для готелів)
- виборі агенцій та персоналу
- якості консалтингу
- Створенні додаткових послуг (книги-гіди, інформаційні зустрічі, тощо)
Цінова Політика

... включає диференціювання цін, високі ціни (якість, ексклюзивність), низькі ціни (знижки, пропозиції) та ціновий баланс (фінансування знижки одного продукту за рахунок високої ціни іншого)

Приклади
- період: високий сезон – низький сезон, вихідні – робочі дні, гарячі пропозиції
- категорії: родини, діти, студенти, прихилого віку
- об'єм: знижки для груп, ціни для окремих контингентів
- за часом розрахунку: знижка для ранньої оплати/букінгу
Комунікаційна політика (Promotion)
- Звищує поінформованість про продукт та забезпечує постійний інтерес про продукт
- Впливає на ставлення споживача до пропозиції

В рамках туристичного бізнесу ще такі складові як...

... Громадські Стосунки (PR)
... Реклама, та
... Спонсорство
Стратегія Дистрибуції (Place)

- Змістом дистрибуції є усіляка діяльність пов'язана з полегшенням доступу до туристичних послуг
- Ще одна з'єднуюча ланка між продавцем та споживачем

Дистрибуційні канали включають
- Виставки по туризму, відпочинку
- Семінари
- Засоби придбання послуг як напряму від постачальника, так і від агенцій
- Веб-сайти
- Журнали (більш-менш спеціалізовані)
Дякуємо за вашу увагу!
“СІЛЬСЬКИЙ ТУРИЗМ ТА ЖІНОЧІ АГРОТУРИСТИЧНІ ТОВАРИСТВА У ГРЕЦІЇ: ДОПОВНЕННЯ”

Ольга Іяковіду,
Професор Салонікійського Університету ім. Аристотеля
Десятиріччя 60 – 70-х ...
Десятиріччя 80 – 90-х...

3 Ф (by its Greek initials)

Φύση: природа
Φιλία: дружба
Φιλοξενία: гостинність
Кількість жінок у агротуристичних товариствах:

80-і: 10

Сьогодні: 110
Виключно жіночі товариства. Чому?

- Мізерні витрати при участі сільських жінок у соціально-економічній діяльності
- Облегшує втуп жінок у жіночі товариства, ніж у змішані
- Змога персонального прибутку сільських жінок
Фактори вдалості товариств

- Жінка з лідерськими амбіціями
- Підтримка і допомога місцевих авторитетних осіб
- Bottom up approach
Жіноче агротуристичне товариство Святого Антонія, Греція
Жіноче агротуристичне товариство “Zagora Pelion”, Греція
Γλυκό Πορτοκάλι
4.50 Ευρώ

Γλυκό Σταφύλι
5.00 Ευρώ
Дякую за Вашу увагу
“Винний туризм як інструмент розвитку села”

Марія Алебакі
Greek Biotope/Wetland Centre
16-19 Вересня 2007, Греція
Вино і туризм

- Вино тісно пов'язано із історією людської цивілізації та може стати мотивом подорожей за кордон.
- Виноградники є естетично приємними в усякому випадку, і в загалом клімат, у якому виробляється вино є сприятливим впродовж усього року.

Розвиток Винного туризму
Історія Винного Туризму

Відвідування виноградників було частиною організованих подорожей принаймні з часів Великого Туру, та ще за часів Древньої Греції та Риму.

Як би там не було, в середині дев’ятнадцятого сторіччя став простежуватись як окрема мета подорожей.
Деякі фактори з'явились разом у той час

- Транспортна революція поштовхом до якої став розвиток залізниці полегшив доступ до окремих територій
- Зростання кількості середнього класу який шукав якісного вина паралельно із аристократами.
- Публікація в 1855 році "Класифікації вин Gironde" вперше однозначно та офіційно дав вину, та виноробним регіонам, ідентичність за походженням
Винний туризм може бути визначений як…

…відвідування виноградників, виноробних підприємств, фестивалів та винних магазинів, у разі яких дегустація та/чи знайомство з атрибутами виноградарства в регіоні стають першочерговими факторами для відвідувачів
Елементи які тісно пов’язані із винним туризмом

ВИНО
Елементи які тісно пов’язані із винним туризмом
Елементи які тісно пов'язані із винним туризмом:

Природне навколишнє середовище
Елементи які тісно пов'язані із винним туризмом

■ місцева гастрономія
Елементи які тісно пов'язані із винним туризмом

обичаї
Елементи які тісно пов'язані із винним туризмом:

- традиції
Винний туризм...

- Відіграє життеву роль у розвитку регіонального туризму, зайнятості і зростанні бізнесу, а також корпоративному інвестуванні.

- Допомагає у робочих місць у традиційно аграрних та економічно обмежених регіонах.

- Має потенціал для поштовху до сильної конкурентноздатної фори регіонам із виноградарством та винною індустрією.
Розвиток Винного туризму в Греції

- Грецькі виноградники знаходяться по всій країні та згідно до геоморфології розташовані на достатній відстані один від іншого
- Грецький винний туризм це стосовно недавній продукт
- Найкращі приклади винного туризму походять з Північної Греції, Аттики, Пелоппонесу та деяких Грецьких островів
Асоціація виробників вина
Виноградників Північної Греції

Програма
Асоціація виробників вина Виноградників Північної Греції

■ Була заснована у 1993 році як некомерційна неакціонерна корпорація сумісними зусиллями 13 наглядачів-членів Асоціації

■ З торговельним ім’ям “Винні шляхи Північної Греції”

■ Є туристичною програмою та інноваційним шляхом для кожного відвідувача винайти для себе соковитість виноробних територій цієї частини Греції
Загальні цілі асоціації

- Будування іміджу вина та проумотерська подальша діяльність в Греції та за її межами
- Розробка та експлуатація у туристичних цілях, Виноградників Північної Греції та природи і навколишнього середовища інших регіонів
- Підтримка Грецької культурної спадщини
- Брати участь у формуванні правил та норм відношень між тими, хто вирощує, виноробами та торгівцями
Співробітники:
- Компанії: сервіс, консалтінг, обладнання
- Готелі
- Ресторани, таверни
- Традиційні продукти
- Винні погреби
Урізноманітні пізнавальних та розважальних заходів, the Wine Roads of Northern Greece пропонує відвідувачу Північно Грецьких Виноградників 8 різних шляхів

1. Винний шлях Богів Олімпу
2. Винний шлях Халкідікі
3. Винний шлях Діонісу
4. Винний шлях Салонік
5. Винний шлях Науси
6. Винний шлях Гуменіси-Пелли
7. Винний шлях Лакес
8. Винний шлях Іпірос
Винні шляхи Північної Греції
Вельми дякуємо
Важливість Якості у Сільському Туризмі
Грецький Досвід

Доктор Наук Парталіду Марія
Greek Biotope/Wetland Centre

16-19 Вересня 2007, Греція
Ключ до Конкурентнозгодатності Європейського Сільського Туризму:
НЕПЕРЕРВНІСТЬ, ЗБЕРЕЖЕННЯ РІЗНОМАЙТТЯ & ПОКРАЩЕННЯ ЯКОСТІ
Досягається через:
➢ Сертифікацію / Маркерування
➢ Моніторингову та підтримуючу систему
ВИЗНАЧЕННЯ ЯКОСТІ

сукупність особливостей та характерних рис продукції або послуги, що дає змогу продукції або послузі задовольнити потреби споживачів

ISO 8402
ВАЖЛИВІСТЬ ЯКОСТІ

• Сприяє становленню підприємства на конкурентному ринку
• Задовольняє споживачів & збільшує їх кількість
• Забезпечує майбутнє підприємства
• Покращує економічні показники
• Підвищує популярність підприємства
• Слугує доброю рекламою підприємства
Якість у Сільських Зонах

мета підприємства:

задовольняти стандарти натуральності, безпеки та зручності

А також

традиційності та автентичності

“Балансування між важливістю стародавніх традицій та вимогами ринку”
Вимірювання Якості з допомогою:

Норми Якості

Стандарти Якості

Еталон настільки гарний та ідеальний, що веде до еволюції та покращення

Мінімум і Максимум припустимі рівні норм
Стандарти Якості в Туризмі

✓ Згідно з потребами

Загальні потреби ➔ безпечноść, натуральність та інше

Зростаючі вимоги ➔ розмір

Потреба привітності ➔ гостинність

Туристів цікавлять реальні аспекти якості через розуміння їх сенсу, відчуття смаку, запаху, їх бачення та чуття.

Не реальні аспекти якості а саме ввічливість, переконаність, співчуття впливають на взаємопорозуміння на персональному рівні.
Стандарти Якості у Туризмі

✔ Згідно з туристичним ланцюгом
Керування якістю

Planning
Correct
Control
Do

Planning
- Do
- Control
- Correct
СЕРТИФІКАЦІЯ ЯКОСТІ

- Захист споживачів - туристів
- Захист підприємця
- Є маркетинговим ходом
- Додаткова Вартість
- Покращує ціни
- Примножує клієнтів

Знаки Якості
Ecolabels
Спеціальні товари

- Кінний спорт
- Інваліди
- Ремесло
- Вино
- Біоферми/ здоров’я
- Родини з дітьми
- семінари

- 2 квітки
- 3 квітки
- 4 квітики

www.farmholidays.com
http://www.gites-de-france.com
http://www.bienvenue-a-la-ferme.com/
http://www.celotajs.lv/index.do
http://www.eceat.org/
Якісний Сільський Туризм у Греції
Історія

• До кінця 1970-х років

• Перша частина 80-х

• В середині 80-х

• На початку 90-х

• Сьогодення

• Не організований сільський туризм у Греції

• Грецька Туристична Організація взяла під свій контроль традиційні поселення у шести місцях Греції для їх збереження та покращення

• Приватна активність краща за державну. Фермери та інші ординарці у сільській місцевості

• Найінтенсивніша фаза росту Сільського Туризму в Греції

• Спроби контролю якості
Стандарти Якості Сільського Туризму у Греції ЕЛОТ ПРД 1417

Включає визначення:
• Сільський турізм
• Продукт сільського туризму
• Місця призначення сільського туризму
• Підприємство сільського туризму

Та набір стандартів/ вимог для підприємства сільського туризму

Це може бути використано підприємствами у сільській місцевості, які складаються з:
Доброго ранку.. добре спалось?

Нічліг у таборі на фермі
Місцева Гастрономія
✓ Дозвілля &
Навколишня Діяльність
✓ Традиційне & Сільське життя
Показники і Стандарти Якості, що відносяться до:

- Законодавче поле та регулюючі рамки
  (ліцензування, обмеження, etc.)

- Строки будування та експлуатації
  (архітектурні якості, матеріали, з яких побудовано, обладнання, безпека тощо)

- Навколишнє Середовище
  (програми менеджменту навколишнього середовища, критерій негативного впливу на навколишнє середовище)

- Місцеві особливості
  (зберігання та промоція унікальних культурних та природних особливостей регіону, промоція місцевої продукції тощо)

- Людські Ресурси
  (робочі місця, навчання та тренінг персоналу)

- Клієнтура
  (контактування, вимірювання ступеню задоволення, постійне удосконалення)

- Співробітництво-Конкуренція-Взаємодія-Дух Суперництва-Інновації
1. Законодавче поле & Регулюючі Рамки

У відповідності з Національною Законодавчою Базою
2. Building & Operational Terms

✓ Compatible to the local architectural profile
3. Навколишнє Середовище повинно бути захищеним.
4. Промоція Місцевих Характерних Рис
Місцева Продукція має бути розподілена
Місцева Продукція
Місцева Продукція
5. Людські Ресурси

"Дерево" критеріїв якості

Посібник Інспекції

Форма Самооцінки

Система даних результатів інспекції

Модуль віртуального тренінгу
6. Client

Clear and accurate information for:

- policy statement
- contact
- quality programme
7. ІНОВАЦІЯ-ВЗАЄМОДІЯ

• Краща якість може бути досягнута з допомогою Взаємодії
• LQA пропонують набір показників якості та стандартів якості для місцевих підприємств, що добровільно хочуть брати участь
• До цього моменту вони були введені в дію у більшості регіонів Греції
Τοπικό Σύμφωνο Ποιότητας
Дякую за Вашу увагу
Територіальна оцінка якості продукції/сервісу Префектури Халкідіків/ Соціологічне дослідження

Mr Eystratios Despotis
Halkidiki S.A.
16-19 Вересня 2007, Греція
Огляд

• Мережа підприємств Халкідіків А.Т. (група), започаткована у 2006
• Загальна схема стандартів якості
Підприємства, які можуть бути сертифіковані

- Гостинність: готелі, приватні садиби, табори відпочинку та ферми в регіоні, що розглядається
- Кулінарія: ресторани, таверни, традиційні кав'яні
- Покращення та нормалізація продуктів аграрного та тваринного комплексів (мед, олія, сир, вино та інше)
- Товари непродовольчого комплексу (алюміній, меблі та інше)
Галузеві Стандарти Якості

Меморандум Співпраці

Правила, Обов'язки

Територіальний знак якості Халкидіків

Сертифікаційний супровід

Форми контролю якості

Регуляція Сертифікації

Меморандум Співпраці
Зв'язок зацікавленого підприємства з групою підприємств

Підписання договору про співпрацю, призначення дати екзаминації

Перевірка інспекторів щодо згоди

Звіт інспекторів

Якщо підприємство не підписує договір, інформація про нього зберігається у архіві клієнтів

Заява
Звіт інспекторів

Відмова
Порада щодо покращення стану

Згода

Прийняття / Припинення перевірок

Додання до каталогу вищезазначеного підприємства

Періодичні повторні перевірки

Корекційні дії підприємства & Заява щодо повторної екзаменації

Фото підприємства після завершення перевірок

Перевірка інспекторів щодо згоди

Реєстрація у справі підприємства
Види якості

- TSP/Q1.doc = Меморандум співпраці
- TSP/Q2.doc = Регуляція сертифікації
- TSP/Q3.doc = Заява
- TSP/Q4.doc = Договір про співпрацю
- TSP/Q5.doc = Сертифікаційний супровід
- TSP/Q6.doc = Звіт інспекторів
- TSP/Q7.doc = Порада щодо покращення стану
- TSP/Q8α.doc = Ефективний інструмент для членів TQM
- TSP/Q8β.doc = Ефективний інструмент дня споживачів та відвідувачів
Критерії - специфікації

✔ Одна група з чотирьох для кожного підприємства
✔ вони отримують один з трьох рівнів якості, що визначається думкою відвідувачів та споживачів щодо цін та обслуговування:

- Перший рівень якості (низький)
- Другий рівень якості (середній)
- Третій рівень якості (високий)
<table>
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<tr>
<th>КРИТЕРІЇ - СПЕЦІФІКАЦІЇ</th>
<th>ЗНАЧЕННЯ</th>
<th>СТУПІНЬ ГРУПИ</th>
<th>ВАГОМІСТЬ ГРУПИ</th>
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<tr>
<td>1 Група: Позиціонування підприємства на ринку</td>
<td>20%</td>
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<td>2 Група: Стосунки зі споживачами, висновки з “першого погляду”</td>
<td>15%</td>
<td>2,75</td>
<td>0,41</td>
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<td>3 Група: – запропоновані товари та послуги</td>
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<td>2,00</td>
<td>0,50</td>
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<td>4 Група: Організація, менеджмент, динамічність персоналу</td>
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<td>2,4</td>
<td>0,60</td>
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<tr>
<td>5 Група: Допоміжне співробітництво</td>
<td>15%</td>
<td>2,5</td>
<td>0,38</td>
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ОСТАТОЧНИЙ ПОКАЗНИК (СУМА) | 2,44 |
РІВНІ ЯКОСТІ

Задоволення від ціни

Задоволення від сервісу/якості продукції
Що було зроблено дотепер
PROTECTION AND SUSTAINABLE DEVELOPMENT OF THE CARPATHIANS

Action 5.10
Developing professional skills in tourism - Train the Trainers

Training seminar on sustainable tourism development
Rhodope mountain - Greece 16-19 September 2007

Presentations  Texts
**SUSTAINABLE TOURISM: CONCEPT, DEFINITIONS AND PRINCIPLES**

Maria Alebaki, Greek Biotope/Wetland Centre, mariale@ekby.gr

**Sustainable Tourism: concept, definitions and principles**

Sustainability and Sustainable Development were the buzz words that emerged from the report of the World Commission on Environment and Development (WECD) (1987) - “Our Common Future” (widely known as “Brundtland Commission’s report”), however the meaning of each is different. In order to delve further into the issues of sustainability and sustainable development it would be wise to firstly show the difference between the two.

![Diagram 1. The difference between Sustainable Development and Sustainability](http://scom.hud.ac.uk/scomjm4/mmport/susmod/Page5.htm)

**Definitions of sustainable development**

Much has been written about the meaning of sustainable development and the need to integrate ecological and economic principles into personal and public decision-making. However, there is no agreed definition of the concept. This is because sustainable development concerns a process of change and is heavily reliant upon local contexts, needs and interests. The most widely accepted ‘official’ definition of sustainable development is still that given in the “Brundtland Commission’s report”, i.e. sustainable development is:

‘Development that meets the needs of the present without compromising the ability of future generations to meet their own needs.’

The above definition contains within it two key concepts:

- the concept of *needs*, in particular the essential needs of the world’s poor, to which overriding priority should be given; and
- the idea of *limitations* imposed by the state of technology and social organization on the environment's ability to meet present and future needs. Unfortunately, this definition does not explicitly mention the need to *conserve the natural resource base*. 
Dimensions of sustainable development

Sustainable development requires simultaneous and balanced progress in four dimensions that are totally interdependent:

- Social
- Economic
- Ecological
- Political

Whereas the environmental and the economic dimension are rather self-explaining, the borderline between the social and the institutional is disputed. We understand the social dimension to cover the population, i.e. the intra-human capabilities of people, and the political –institutional to refer to society, i.e. the interpersonal processes and arrangements of humans amongst each other, including for instance such important phenomena as culture or governance structures and mechanisms. The prism of sustainability (see Figure 1) is a means to visually represent not only the four dimensions, but also all their interlinkages.

Figure 1. The prism of sustainability

The definition of sustainable development proposed in the Brundtland Report has been adopted in many countries. However, the idea of ‘development that meets the needs of the present without compromising the ability of future generations to satisfy their needs’ has been interpreted in many different ways. In fact, several hundred different definitions of sustainable development now exist.

While these definitions seek to make the broad definition from the Brundtland Report and Agenda 21 more concrete, many tend to reflect different emphases in the social, economic, ecological and political dimensions of sustainable development.

Characteristics of sustainable development

Sustainable development has a few features that distinguish it from other forms of development that have made their appearance in the last post-war decades, such as for example, the classic development model of unlimited development. These features are:
1. **Its direct connection with the environment (Environment).** The carrying capacity of ecosystems delimits the outmost boundaries of human action and behaviour. Exceeding the carrying capacity leads to the irreversible decline of natural ecosystems. Thus, all of our actions must take place within the limits of the carrying capacity so that we can pass these natural ecosystems on to our descendants with the unimpaired ability to support human presence on this planet.

2. **Its reference to the necessity to cover future needs (Future).** We have a moral duty to preserve the ability of future generations to also cover their own needs through the natural environment, as our own generation has.

3. **Its reference to the safeguarding and improvement of the quality of life (Quality of life).** The quality of life of people does not only have a materialistic basis, but also a social, cultural, moral and spiritual one, and must be treated under this comprehensive spectrum.

4. **Its reference to equal opportunities (Equality).** Wealth, opportunities and responsibilities must be equally distributed among states and among the social groups in a country. Special social care must be provided to the needy and children with special needs.

5. **The principle of caution.** If we have any doubts about the environmental impact of certain actions or development projects, then greater weight must be placed on the protection of the environment.

6. **The need for an overall consideration of actions and steps that affect the environment (Spherical thinking).** In order to solve complex environmental problems, we must take into account all of the factors that compose the problem under consideration.

**Sustainable tourism**

The term ‘sustainable tourism’ began to be used from the late 1980s, when tourism academics and practitioners began to consider the implications of the Brundtland Report for their own industry. However, the terms ‘green issues’ and ‘green tourism’ were at the time used more commonly. A major conference in Leeds in 1990 on what would now be termed sustainable tourism, for example, was called ‘Shades of Green’.

Since the early 1990s the term ‘sustainable tourism’ has become more commonly used. It encompasses an approach to tourism, which recognizes the importance of the host community, the way staff are treated and the desire to maximize the economic benefits of tourism, for the host community (Swarbrooke 1999).

![Figure 2](image-url). The chronological development of the concept of sustainable tourism.
Towards a definition of sustainable tourism

There is no widely accepted definition of sustainable tourism. Expressed simply, sustainable tourism can be said to be:

‘Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.’ (UNEP and WTO 2005)

The World Tourism Organization (WTO) (1995) defines sustainable tourism in a manner that echoes the tone of the ‘sustainable development’ effort:

- Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future. It is envisaged as leading the management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems.

This definition, based on that adopted by the World Tourism Organization, highlights the thematic interconnectedness between sustainable tourism objectives and those of sustainable development. Principally, the intrinsic notions of futurity and equity, broadly placed within the economic and physical environment frameworks in situ at destinations, are addressed (Eligh et al. 2002).

The existence of other words, which are often deemed as acronyms for sustainable tourism, is an added complication. While they are all related to sustainable tourism in some way, none of them are synonyms with it. Some of these terms are identified in Figure 3.

![Diagram of sustainable tourism relationships](image)

**Figure 3.** The relationship between sustainable tourism and other terms (Source: Swarbrooke 1999)
Principles of sustainable tourism

Several sets of principles for sustainable tourism have been proposed in the literature in an effort to operationalize the term of sustainable tourism and facilitate its implementation. Most of the sets refer to aspects such as involving local communities, sustainable use of the resources, planning for tourism, promoting information and research etc. Table 1 provides a typical example; this particular set being advocated by Tourism Concern and the Worldwide Fund for Nature (WWF):

<table>
<thead>
<tr>
<th>Table 1: Tourism Concern/Worldwide Fund for Nature: ten principles for sustainable tourism</th>
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<tbody>
<tr>
<td><strong>1. Using resources sustainably:</strong> The conservation and sustainable use of resources -- natural, social and cultural is crucial and makes long-term business sense.</td>
</tr>
<tr>
<td><strong>2. Reducing over-consumption and waste:</strong> Reduction of over consumption and waste avoids the costs of restoring long-term environmental damage and contributes to the quality of tourism.</td>
</tr>
<tr>
<td><strong>3. Maintaining diversity:</strong> Maintaining and promoting natural, social and cultural diversity is essential for long-term sustainable tourism, and creates a resilient base for the industry.</td>
</tr>
<tr>
<td><strong>4. Integrating tourism into planning:</strong> Tourism which is integrated into a national and local strategic planning framework and which undertakes environmental impact assessments increases the long-term viability of tourism.</td>
</tr>
<tr>
<td><strong>5. Supporting local economies:</strong> Tourism that supports a wide range of local economic activities and which takes environmental costs and values into account, both protects those economies and avoids environmental damage.</td>
</tr>
<tr>
<td><strong>6. Involving local communities:</strong> The full involvement of local communities in the tourism sector not only benefits them and the environment in general but also improves the quality of the tourism experience.</td>
</tr>
<tr>
<td><strong>7. Consulting stakeholders and the public:</strong> Consultation between the tourism industry and local communities, organizations and institutions is essential if they are to work alongside each other and resolve potential conflicts of interest.</td>
</tr>
<tr>
<td><strong>8. Training staff:</strong> Staff training which integrates sustainable tourism into work practices, along with recruitment of local personnel at all levels, improves the quality of the tourism product.</td>
</tr>
<tr>
<td><strong>9. Marketing tourism responsibly:</strong> Marketing that provides tourism with full and responsible information increases respect for the natural, social and cultural environments of destination areas and enhances customer satisfaction.</td>
</tr>
<tr>
<td><strong>10. Undertaking research:</strong> On-going research and monitoring by the industry using effective data collection and analysis is essential to help solve problems and to bring benefits to destinations, the industry and consumers (Eber 1992).</td>
</tr>
</tbody>
</table>

According to WTO (2004):

“Sustainable tourism development guidelines and management practices are applicable to all forms of tourism in all types of destinations, including mass tourism and the various niche tourism segments. Sustainability principles refer to the environmental, economic and socio-cultural aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee its long-term sustainability”.
Thus, sustainable tourism should:

1. Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
2. Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
3. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

Sustainable tourism should also maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them.

References


http://www.world-tourism.org/frameset/frame_sustainable.html

http://scom.hud.ac.uk/scomjm4/mmport/susmod/Page5.htm

http://www.gosd.net/Pignans.pdf
Basic elements that need to be taken into account during the planning of tourism development

The basic elements that need to be taken account during the planning of tourism development are the following:

1. *The tourist resources of the region (carrying capacity) and opportunities for their exploitation*
   
The existence of certain tourist resources and their regular recording, classification and evaluation constitute the first basic steps of planning. It is also important that there be estimations on the opportunities for the exploitation of these resources in tourism.

2. *The tourism infrastructure and services of the region*
   
The existing enterprises, bodies and organisations that form the wider tourism sector (hotels, agencies, transportation companies, information offices, etc.). Both the private and public sectors are included here.

3. *Wider infrastructures and services of the region*
   
The existing infrastructures and services in the fields of health, welfare, transport, commerce, entertainment, etc. These infrastructures are particularly important for the drawing up of a successful marketing programme for the region. The existing infrastructures at the national level also play a significant role here, such as the transport network (airports, railway network), telecommunications network, health network, etc.

4. *Marketing plan*
   
The existing specialised marketing plan of the region, or in absence thereof, the region's position in the country's broader marketing plan.

5. *The institutional framework for tourism development, as currently in force*
   
The institutional framework regarding tourism development, e.g. investments, spatial and environmental policy, bodies and organisations that are involved, etc.

6. *Market research that has been conducted on the tourism demand of the region*
   
Research and studies (broader or focusing on the region) that record the composition of demand or the problems of supply that regard the region, as well as future trends.

7. *The region's human resources*
   
The human resources of the region, the age composition of the population, the percentage of the economically active population, unemployment, the composition of professions, the vocational training of the local population in tourism professions, etc.
Planning phases in tourism development

The following are the successive phases through which the planning of a region's tourism development must pass:

**PHASE 1**
**Recording of the basic parameters of a region’s tourism development**
This phase involves the detailed research and recording of all the basic elements that were analysed above, with the aim of determining the comparative advantages of each region, and of assessing the basic needs in terms of projects and interventions.

**PHASE 2**
**Determining the main objectives of the tourism development plan**
These objectives are related to different fields of the local economy and society. By way of example, such objectives may include the maintenance of the local population, the increase of financial gains from tourism, the provision of supplementary seasonal incomes to the local population, the creation of steady jobs, the improvement of the quality of life, the attraction of urban populations, the protection of the environment, the development of tourism infrastructures, etc.

**PHASE 3**
**Selection of the basic tourism development plan**
This phase involves the selection of the basic framework for the tourism development plan on the basis of alternative development plan scenarios that rely on different tourism development models. The selection is based on the features of the specific region, the plan’s ability to contribute to general development, respect towards local particularities, etc.

**PHASE 4**
**Shaping of the basic resultants of tourism development policy**
In this phase the policy resultants are shaped. These resultants are:

a) the strategies that describe the methods with which the basic objectives and goals of the plan can be achieved, e.g. the strategy for attracting investments, funding by the state in order to build infrastructure and services, and the strategy for the implementation of the programme.

b) the programmes that concern different parameters of tourism development, e.g. educational programme in tourism, marketing programme, environmental protection programme, etc.

c) special studies related to issues that contribute to the long-term stability of development, e.g. study on the development of sustainable tourism, study on the carrying capacity of a region, study on the development of certain special alternative forms of tourism.

**PHASE 5**
**Methods and policies for the implementation of the development plan**
Examples of such methods and policies include the creation of a special body that is to monitor the proper implementation and take steps for the funding of the plan; the setting of tourism development zones; special spatial and urban planning regulations; an investment incentive legislation, special programmes for the promotion and elevation of the tourist area, etc.
RURAL TOURISM AND WOMEN’S AGROTOURISM CO-OPERATIVES IN GREECE: COMPLEMENTARITIES AND LIMITATIONS
Prof. Olga Iakovidou, Aristotle University of Thessaloniki, olg@agro.auth.gr

Rural tourism in Greece

The concept of agrotourism in Greece refers to tourist activities, which are carried out in non-urban regions by individuals mainly employed in the primary or secondary sector of the economy. Such activities involve small tourist units of family or cooperative type, which offer goods and/or services and furnish complementary revenue. Also they stimulate the local and regional economy and make the rural population remain at place. It is useful to mention that the terms agrotourism, farm tourism or agrotourism and rural tourism are used interchangeably in Greece.

In comparison with other European countries, a considerable delay is observed in the development of agrotourism in Greece.

The first stage of its development, a purely empirical stage, can be traced back to the 60’s and is associated with its development in coastal areas. It consists of the farmers’ effort to offer hospitality, primarily, and secondarily, to promote local produce. This effort did not bear fruit and was soon abandoned due to the lack of organized tourist policy on a national and local scale, as well as to the dramatic increase of mass tourism in these areas.

The second stage in the development of agrotourism, characterized by an effort to implement agrotouristic programs, dates back to the 80’s, but was intensified in the 90’s. The early 1990s saw the beginning of the third and most intensive growth phase of rural tourism in Greece. During this period rural tourism became widely known in Greece as the tourism of the three “phi”s (“physi-philia-philo xenia”=nature, friendship, hospitality) and many of the country’s rural areas that had hitherto been unknown to the tourist market were put on the alternative tourism map as rural tourism destinations.

During this stage in accordance to European guidelines, and with the impetus of initiatives and programs for the development of mountainous and disadvantageous regions of the countryside (LEADER, Regulations for the modernization of Farm Exploitations etc) the creation of a multitude of units of agrotouristic accommodation was financially assisted. These facilities were either concentrated in coastal zones or scattered, usually bearing no connection to the agricultural production and the local farm element, and not in response to the results of any market research.

Rural tourism today is entering a new phase of concentrating on organization of agrotourist destinations and shaping a specific image and profile vis-à-vis agrotourists so as to be competitive both against the established coastal tourist destinations and against other agrotourist destinations in neighboring regions.

The focal aim of agrotourism, as it developed in other European countries, which is to link the tourists’ stay in the countryside with agricultural activities of the host family, does not seem to materialize in Greece. This is due to the fact that the rural exodus took place recently in Greece (after the 2nd World War) and the city-dwellers to date have not cut the painter with their hometowns and always go back to their villages on holidays. Therefore, they have never felt a strong need “to go back to their roots” or seek “the authenticity of the rural world”. Despite in Greece we do not encounter
the model of the “isolated farm” that encompasses the work place (farm land, stable and other facilities) and the place of residence of the rural family. The rural residence lies in the community settlement (nuclear village), while the land exploitation, as production unit is independent from the place of residence.

It thus seems difficult to unite these two different activities of “rural” farm–production and services- to a dynamic agrotourism product, which will incorporate tourism and farming. Thus, the model of agrotourism prevalent in Greece concerns tourist services–lodging and board, entertainment activities, production and distribution of small-scale, local products by family or co-operative units functioning within the framework of the village and not necessarily that of the farm. In this form the resulting agrotourism product incorporates the whole “image” of the area as it is recorded in the natural and agricultural landscape, the way of life and the local civilization.

Agrotouristic activities developing in the framework of the farm are supplementary to the occupation as well as the income of the farmer, are financially assisted by the European Union via the Hellenic Ministry of Agriculture and are essentially focused on offering guests bed and breakfast or simply lodging. Two thirds of these facilities are located on islands, while 9% is found in coastal communities that could hardly qualify as rural in terms of architectural planning, local forms of occupation and income and consumer models.

Agrotouristic activities developing within the framework of the village are being funded by the LEADER Community initiative as regards, not only the construction of accommodation and boarding facilities, but also other entertainment and cultural activities, that enrich and diversify the agrotourism product, incorporating in it the image of the area. Such agrotourism activities are dispersed within Greece, focused in the areas that have agrotouristic resources, such as landscape quality, or cultural heritage, or bear some relation to the existing forms of tourist development.

The most successful examples of agrotouristic development, which are in accordance with the principal aims of agrotourism, lie in mountainous regions, rural areas in crisis, or disadvantageous regions that offer the necessary agrotouristic resources and basic infrastructure. However, a more organized effort for the implementation of agrotourism in Greece is represented by the Women’s Agrotouristic Cooperatives.

Women’s agrotourism co-operatives in Greece

The history of women’s co-operatives in Greece dates back from the 50s and began with an initiative of the Ministry of Agriculture (the first women’s co-operative was founded in 1957 in the region of Grevena). Women’s co-operatives aimed at increasing their family income and upgrading their social status. Nevertheless, they did not succeed in making their presence felt because the priorities of the agricultural policy, at the time, were the increase of productivity and the modernization of the traditional agriculture. From the 50s until the 80s some co-operatives suspended business and new ones were set-ups. By the mid-80s, there were only about 10 left.

In the mid-80s, thanks to the awareness of the European Union on matters of equality between the two sexes in the rural areas, farmwomen were mobilised through vocational training. The saturation of the existing tourist model, the increased raise of awareness of the population on environmental issues and the natural beauties of the countryside created very favourable prospects for extra-agricultural
activities on rural tourism. The first women’s co-operatives of the country were established thanks to an initiative of the General Secretariat of Equality General Secretariat of Equality of the Ministry of the Interior, Public Administration and Decentralization.

The first co-operative was set-up in 1983 and started operating some time later. In the following year (1984), no co-operative was established while, in 1985, there was an "outbreak", since six women’s co-operatives were established by the Equality Council (predecessor of the General Secretariat of Equality) and the Ministry of Agriculture. Another two were established in 1986 and a third one in 1987. Then followed 3 years of inertia while, from 1991 onwards, new co-operatives were gradually established. In 2000 and 2001, there has been an "outbreak" of new co-operatives, which amount to 28. These new co-operatives were established with the help of other bodies, such as the Prefecture and Local Self-Government and, Local Action Group which hoped that women’s co-operatives would give a solution to the pressing problem of female unemployment and would keep the young girls in the countryside. The total number of the co-operatives reached 99 in the end of 2001 and more than 110 today.

The ideology of the new co-operatives does not differ significantly from that of the old ones. It consists of the fact that these co-operatives are not considered as co-operative businesses in a country with a long tradition in mass, organized tourism but as tools for change of the farmwomen’s status or as collective action centres for women.

Besides, their aim was to ensure the economic self-reliance of Greek farmwomen as a first step towards their social liberalization. Emphasis was therefore laid on women’s economic self-reliance rather than to the creation of a second source of income for rural families and the promotion of local characteristics, which are the main aims of agro-tourism.

The initiative of the Equality Council consisting of promoting purely women’s co-operatives was based on the following conclusions:

- The participation rate of farmwomen in social - economical institutions (co-operatives, associations etc) was low.
- It was easier for women to participate in women’s co-operatives than in mixed ones.
- In spite of their active participation in agricultural activities, women did not have a personal income.

Then, mainly in the early 90s, many agents (Ministry of Agriculture, Development Agencies) took advantage of the European Union programs to raise awareness of the farmwomen and urge them to establish purely agro-tourist and agro-industrial co-operatives, specialized in the production of a wide range of traditional and cultural products. However, in most cases, the efforts of these agents were limited to organizing training seminars for women or providing assistance during the establishment of a co-operative and did not foresee further support and promotion. Besides, if we examine the evolution of women’s agro-tourist and agro-industrial co-operatives, we see that these agents’ attitude towards them was very often ambiguous and variable. More specifically, because of the policy priorities of these agents, the results of their interventions were not widely felt. And because of the change in its leadership, the Equality Council sometimes showed a great interest to women’s co-operatives and sometimes it ignored them. The policy of the Ministry of Agriculture (which was expressed mainly through the Division of Agricultural
Domestic Economy) also had to deal with the change of point of view of its successive leaderships. The transformation of the Division of Agricultural Domestic Economy into a Department, which is underway, even symbolically, is indicative of this situation. The Regional, Prefecture and Local authorities can also implement a similar policy aiming at supporting women's co-operatives. In this case the local character, the “outcry” that may arise against their negative attitude and the need for support that will guarantee their re-election do not let the authorities ignore them. However, in any case the choice of mobilizing women by means of co-operatives was successful, because, on an individual basis, a woman’s participation in a co-operative implied lower part of responsibility, smaller investment and, thus, lower economic and personal risk than the establishment of a personal enterprise. Therefore, women’s mobilization was easier.

Initially, women’s co-operatives in Greece were, both in theory and practice, modern and strong elements in the creation of new structures in the rural areas. Then, the local development institutions went through a period of economic and social stagnation, which was mostly due to the lack of support from the competent agents and especially those launching the agro-tourist programs in our country. The State agents considered this type of co-operatives, within the framework of short-term programs, more as an opportunity to receive European Union funds rather than an element of local development. In addition, while, initially, some of them fully supported the co-operatives, then they withdrew their support completely, unexpectedly and at an inopportune time while the structures required for ensuring the self-reliance had not yet been established.

The co-operatives that survived and were developed owed their success to one of more of the following factors:

- They had a nucleus of women, who were particularly active and had leading skills.
- There was a local agent that encouraged and supported their efforts actively.
- They used the bottom-up approach for their establishment.

Today, there are more than 110 women’s co-operatives. Most of them were established as agricultural co-operatives with special end. The agricultural co-operative form was chosen by most women because of the tax incentives it offered and the support provided by the Ministry of Agriculture, the Panellenic Federation of Agricultural Co-operatives (PASEGES) and, from 1999 by the Union of Agro-tourist, Handicraft and Home handicraft Co-operatives. The counter-incentive for the small communities was the number of members required for the creation of a co-operative (20 members and exceptionally 15). The new Law on Agricultural Co-operatives put an end to these problems because the agro-tourist and agro-industrial co-operatives were classed as agricultural activities and the minimum number of members was set to 7.

As far as their geographical distribution is concerned, the Prefecture of Magnesia and Lesvos, had the highest concentration of women’s co-operatives (10 in each Prefecture) followed by the Prefecture of Evros (8), Heraklion (7), Euboea (6), Florina (5) and Chania (5). It is worth noting that in 16 Prefectures of the country there are not any women’s co-operatives.

According to Koutsou et al (2006) women who participate in cooperatives are not very young, not educated, they are insecure and hesitant and they don’t intend to invest capital for the cooperative.
According to a research that was carried out in 2000 in 71 cooperatives (Koutsou et al, 2003) the average number of members per co-operative was 30, with a maximum number of 120 members and a minimum number of 15 members. Most of the cooperatives had 15-30 members. Only three of them exceeded by far the average number of members. Given that recently the number of the members of the cooperatives has decreased while the number of the co-operatives has increased, we presume that neither does this form of enterprises go through a crisis nor has it lost its prestige. With regard to the labour force of the co-operatives, the research revealed that most co-operatives covered their needs with their members. None of them employed qualified employees that would be in charge of their organization, management and marketing even though they recognized the need for a better organization and a more effective promotion of their products. The main reason for the lack of qualified personnel was the limited financial resources of the cooperatives.

The problems facing the women are related to the production, organization, management and marketing of their co-operatives, promotion and advertising of their products and services and capital raising. The most serious organizational and management problems of the co-operatives are due to the misallocation of duties among the members and the lack of a secretary and a qualified accountant - tax consultant. It is a common belief that the allocation of duties among the members may lead to clashes and conflicts among them.

A serious problem for most co-operatives is the lack of capital for investments or for guaranteeing the floating capitals. Given the low co-operative parts and the small number of members, the total capital available can only cover few activities. Even though many co-operatives have received financial aid from various local, national and EU agents, very few of them made good use of them Women’s negative attitude towards loans shows either that they lack business spirit or that they are uncertain about this business activity. It is obvious that the low capital resources of most co-operatives and the cautious attitude of their members towards loans make it difficult for them to plan future activities and/or improve their operation.

Very often, the aforementioned problems cause clashes and conflicts among the members of the co-operatives, which, in turn, result in malfunctions.

Conclusions

The development of women’s agrotourist cooperatives in Greece can be described as an ongoing story of success and struggles. Their success is partly due to the assets of the women themselves such as the true hospitality based on “welcome to my house” model and to a true interest in pleasing the customer. Other factors that contributed to the success of these cooperatives are the rich resources of the areas and the high potential of rural tourism.

The women’s cooperatives succeeded in adding numerous rural communities on the Greek map of “alternative tourism” and the professionalization of the work on the side as well as the unpaid women's work. Further more they had an influence on the development of other sectors of the local economy namely agriculture, trade, small enterprises etc. They also succeeded in guaranteeing an income to rural women. They helped in giving them independence, self-esteem, self-confidence and improving their social status in the local community. Finally, women's daily contact
with people from different cultures and mentalities gave them the opportunity to go
beyond the limits of their own “small” community and therefore open their horizons.
More likely, women’s co-operatives in Greece are a business model that inspires rural
women, Prefectures and Local Self-government and other bodies involved in the
development of the countryside. These bodies consider women’s co-operatives
as a tool for promoting local development and presenting to the female rural
population new employment challenges. Rural tourism activities and especially those
related to the production of local products inspire also rural women. That’s why we
have their numerical increase during the past fifteen years.

The collective business initiatives undertaken by farmwomen and the evolution of
women’s co-operatives, in the last few years, are indicative of high dynamism. However,
the problems that have arisen during the operation of these co-operatives lead to the conclusion that their numerical increase does not reflect the development of those conditions that would make them successful niche markets examples (small units, scattered in far away and demographically weakened the rural areas, with no tourism infrastructure). Great efforts are necessary in order that women consider these co-operatives as businesses that can operate, survive and grow in a competitive environment. In an economic background with highly competitive conditions, the co-operatives must operate as businesses. This implies a business spirit, which, in practice, means search for new development potential. The lack of business spirit that characterizes the members of the co-operatives may be due to their lack of experience and knowledge or to the fact that, very often, co-operatives are their second occupation. Therefore, women do not spend enough time and “money” on them. Besides, the fact that many co-operatives were established thanks to the funds of national or European Union programs shows that it is very difficult for them to overcome the state subsidy “syndrome” and undertake dynamically the promotion of their activities, that would enable them to finance them.

Consequently, co-operatives must, on the one hand, offer products or services that meet the high standards set by the particularly demanding consumers and, on the other, promote these products or services to a highly competitive market. Still, most women are not ready for this. Most of the numerous training seminars that were hold by public or private institutions took place before the establishment of the co-operatives and confined themselves to informing women, local societies and agents about agro-tourism and the co-operatives movement. As a result, they did not provide women the necessary knowledge on the management of the co-operatives and other technical issues related to the production and distribution of their products. Moreover, in very few cases, training programs for women were organized after the establishment of co-operatives. As a result, women now face serious problems and are in no position to satisfy the needs of the market.

Apart from the financial problems and lack of know-how, women’s co-operatives face another problem related to the distribution of their products. That is why, women must focus on finding favourable measures that will facilitate the entrance of their co-operatives to the domestic and foreign market. Nevertheless, women alone cannot satisfy the requirements implying special knowledge as well as planning and technical skills. On the other hand, co-operatives alone cannot hire qualified personnel in order to achieve their goals. Therefore, it is necessary to establish an institutional or an assistance service. In this context, it is suggested to create the “Connection Network”. It will provide assistance and support body, which will launch a common advertising campaign, create a distribution and sales system, offer to women an on-going training on specific technical, organisational and management
issues promote and standardise “best practice models”, establish exhibition centres in the large urban centres etc.

Of course, the fact that women work in the production of local products or in the hospitality field does not create new work positions. However, to run an agro-tourist unit (whether it is a co-operative or not), apart from the knowledge of the production methods, women need other knowledge and skills in such fields as management, marketing etc. This combination of skills creates in the rural space a new profession which to date was totally unknown to women. Yet turning this occupation into a profession does not only require good knowledge of the production methods, good will and high-quality products but also a high capital and other skills that most women in the countryside do not have. That is where, most likely, lays their incapacity to overcome the problems they face already at the beginning of operation of their cooperatives.

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1. Introduction

Wine is strongly related to the history of human civilization and can be a motive for travelling generally. Furthermore, most wine regions and many producers’ premises are attractive places. Vineyards tend to be aesthetically pleasing, and the sort of climate in which wine is generally produced is agreeable during most of the year. The combination of these two elements makes wine the basic axis for the development of wine tourism, since it can be used very effectively to create a tourism management plan.

Visits to vineyards have been a part of organized travel at least since the time of the Grand Tour, and likely ever since the time of ancient Greece and Rome. However, it was not until the mid-nineteenth century that wine began to appear as a specific travel interest. Several factors came together at this time. Firstly, the transport revolution created by the development of the railways enabled greater ease of access. Secondly, a social revolution occurred in terms of the growth of a new middle class that began to seek quality wine along with the aristocracy. Finally, the publication *Classification of the Wines of the Gironde* in 1855 for the first time explicitly and officially gave wine, and wine-growing regions, a destinational identity. This classification, which had government sanction, of the wines of Bordeaux, was the result of recommendations made by the Syndicate of Bordeaux Wine-brokers for use during the Paris exhibition of 1855. The classification served to provide a marketing tool for a region and identified specific chateaux as classified growths which in themselves became visitor attractions.

2. What is wine tourism?

Wine tourism can be defined as: *visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors* (Hall 1996, Macionis 1996).

The above definition identifies key locations in which wine tourism occurs and clearly distinguishes that visitation may be motivated by “grape wine”, “natural environment”, “local cousine”, “customs”, specifically, or, more generally, “the attributes of a grape wine region”, sometimes referred to as the “winescape” or the “wine tourism terroir”. In the above reference no statement is made as to the length of visitor stay, so “tourism” here is understood to encompass recreational activity, excursions, day-trips and overnight stays.

The above definition also seems to suggest that all visitors to wineries have wine-related motivations, and that the scopes of wine tourism and wine tourists are coextensive. However, visitors to wineries and wine regions differ in their interest and in their expertise on wine. Furthermore, we should note that while much wine tourism occurs in a winescape, some wine-motivated travel, for example, to wine and food festivals and wine shows, will occur in urban areas, while in various parts of the world we also find wineries and even vineyards that have now been surrounded by suburbs and urban sprawl.

Thus, another definition that has been given to wine tourism is “visitation to vineyards, wineries, wine festivals and wine shows for the purpose of recreation”.

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*WINE TOURISM AS A TOOL FOR RURAL DEVELOPMENT*

Maria Alebaki, Greek Biotope/Wetland Centre, mariale@ekby.gr
This definition excludes work-related visitation and emphasizes that activity is recreational.

The participant, or wine tourist, was then simply defined as “one who visits a vineyard, winery, wine festival or wine show for the purpose of recreation”.

3. The impacts of wine tourism

As an emerging activity, wine tourism has been identified as one of a few tourism sectors that is genuinely concentrated outside traditional metropolitan areas and, hence, is viewed as playing a vital role in regional tourism development, employment generation, business growth, and corporate investment. It is also helping revitalize and create jobs in traditionally rural and economically deprived regions. Wine tourism has the potential to give a strong competitive advantage to regions with a grape and wine industry and to generate profitable business for wineries, other wine-related products, and visitor services. Thus, it is that the benefits of wine tourism can be felt throughout the whole region and not just the wineries themselves.

Wine tourism can be the core business for many smaller wineries, especially those who have chosen wine-making as a lifestyle option. Cellar door sales can provide a complementary income, which is essential for smaller wineries, considering the increasing competition in a worldwide level. For other wineries, wine tourism maybe a secondary part of their business operation, albeit significant, potentially serving roles as a sales channel, a promotional channel, and/or means of educating the customer. Wine tourism is therefore an important component of the potential marketing and selling mix of wineries and wine businesses.

4. Wine tourism in Greece

Greek wineries are situated all over the country, and due to the geomorphology, they are located in great distances from one to another. This makes wine tourism development more difficult in comparison with other regions, such as Burgundy in France, or Napa Valley in California. Thus, wine tourism product in Greece is relatively recent. The best known examples of wine tourism development in Greece come up from Northern Greece (wine roads of Northern Greece), Attica, Peloponnesus, and also, the informal wine routes in some Greek islands.

A not-for-profit non-stock corporation was set up in 1993 under the official name “The Association of Wine Producers of the Macedonian Vineyard” and the trade name “Wine Roads of Macedonia”. On the basis of Greece’s viticulture, the term “Vineyard of Macedonia” applies to the broad geographical area of Northern Greece, embracing not only the province of Macedonia but also the wine district of Rapsani to the south, as well as the prefectures of Xanthi and Rodopi to the east.

In 1997, the Wine Roads were integrated into the official program of the Cultural Capital of Europe Organization, under the title “Wine Roads and Gastronomy”. Today, the 24 wineries that have joined forces within the association, which now includes Epirus and has been renamed the Association of Wine Producers of the Vineyards of Northern Greece and Wine Roads of Northern Greece, have directed part of their corporate activity towards a set of common objectives. These are:

• Building up the image of the wines of the Vineyards of Northern Greece and promoting them in Greece and abroad.
• Developing, and exploiting for tourism purposes, the Vineyards of Northern Greece and the natural environment of the various regions.
• Supporting Greece’s cultural heritage, focusing primarily on grape growing and wine and on local cultural activities.
• Participating in the formulation of general rules governing the relations between growers, wine-makers and wine merchants, with a view to optimizing co-operation, serving the consumer and improving the quality of both products and services.

Along the routes of the Wine Roads of Northern Greece, the visitor will also find the places of activity of the co-operate members, that is professionals and officials who are involved in the sectors of tourism, gastronomy and wine, at the corresponding regions (restaurant and hotel owners, tourist agents, foods and beverages industry).

With a host of informative and entertaining events, the Wine Roads of Northern Greece continue to play a leading role in support of wine, a key element in the cultural identity of the Greek, and offer the visitor to the Northern Greek vineyard a total of 8 different routes, leading from Mount Olympus and Zitsa in Epirus to Thessaloniki, and from Amyntaio in the north to the Aegean playground of Halkidiki, the Dionysiac heartland of Mount Pangaio and delightful, distant Thrace.

References


The importance of Quality

In recent years, tourism has become a highly demanding market and can no longer compete on the basis of cost alone. At the same time there is a need to be sensitive to both environment and local communities. Quality seems to be the key answer towards this direction. Improving quality in tourism is an essential requirement in satisfying tourist’s needs, in enhancing the competitiveness of the tourism industry, and in ensuring balanced and sustainable tourism development.

Especially the European vision of sustainable development in rural and mountainous areas and the revitalization of the countryside is viewed through the development of local economies in terms of quality of local resources, conservation and protection of natural environment and the diversification of economies; which have become fragile the last decades due to structural changes.

Whereas rural tourism is concerned, it is accepted that the key to a competitive European Rural Tourism is sustainability, preservation of diversity & development of quality implemented via Certification / Labelling, Monitoring and Reporting Systems. Quality is an elusive and abstract concept, especially when referring to tourism. When applied to a service context, “quality” is a particularly subjective notion and there is no generally agreed definition. Tourism businesses are service oriented and such outlets are different from product oriented ones. Furthermore, services are usually intangible and thus difficult for customers to recognize immediately; customers travel to a location where the service is offered instead of taking the product home, interacting with the service provider. All the above elements contribute to the difficulties of defining quality in tourism let alone try to measure and manage it. Quality can be described as the firm’s capacity to meet customer’s expectations. The most commonly accepted definition is «set of properties and features of products or services that give to the product or service the ability to satisfy the needs of customers” (Norme ISO 8402/86)

Quality of leisure experience has been acknowledged as a vital attribute towards the development of rural tourism and a necessary and ‘wining’ strategy for rural areas as well. In fact quality establishes enterprises in a competitive market, keeps customers happy & multiplies them, secures the future of an enterprise and improves financial figures. Finally it is good for the image of a company and a very good advertisement. It’s appreciated that providers, managers and decision makers cannot reach excellence for rural tourism, if they do not comply with standards of conventional tourist supply; comfort and hygiene as well as authenticity and rural identity. The latter is a constant contradiction faced by rural tourism; trying to balance on the same time between the values of the past and the demands of the present; between the expectations of the city dwellers and the reality of the countryside.

Measuring Quality

Measuring quality in rural tourism has received increasing attention in recent years. Service quality however cannot be objectively measured as can technical quality for manufactured goods and thereby remains an elusive and abstract construct. The
characteristics of intangibility, heterogeneity and inseparability in the tourism sector constitute a challenge for managers because they do not allow for an easy process of quality evaluation. More importantly, a customer’s judgment of a service depends as much on the service process as on the outcome; therefore customers’ quality evaluation can be seen as depending on the production of services as well as on their consumption.

Towards this direction, a set of quality norms may help. Norms are what people think is the ideal for a service or a product. In this sense, norms set a benchmark of a tourism activity with which all others try to compare. If tourists have certain norms for quality experience in rural tourism then these norms can be used to define quality standards that are the minimum and maximum acceptance condition of a service or a product offered.

Some theories of quality distinguish between so-called “must be standards” and “attractive standards”. “Must be” requirements refer to factors such as safety and hygiene. Failure to meet them, on the one hand, may cause the complete failure of a rural tourism firm. Meeting them, on the other hand, does not automatically add to their competitive edge. “Attractive” requirements are of a more subjective nature and have to do with the style of the facilities and the treatment of service provision to hosts. They have the greatest influence in a visitor’s ultimate experience and thus the likelihood of coming back to the firm.

Other theories rely heavily on the concept of “tourism chain” and apply quality standards at all stages of the tourism experience. This builds on the concept of the Tourism Value Chain referred to above. It is about attention to detail in delivering quality services and facilities at all stages of the visitors experience. In rural areas, seven key components are:

**Marketing and communication**
This is about understanding who the potential visitors are, putting across a quality image to them based on accurate messages, making it easy for them to book and maintaining contact with them.

**Welcome, orientation and information**
Central to quality in a destination, this is about providing a favourable first impression to visitors, ensuring they understand the area, behave responsibly towards it and have the right information to get the most from their stay.

**Accommodation**
Many rural accommodation enterprises are small, often family run businesses with little professional training. Special attention needs to be given to the range of accommodation, the level of facilities and the quality of service, and to how the establishment reflects the rural qualities of the destination.

**Local produce and gastronomy**
Food and local crafts can be a special feature of rural areas. Improving their quality and how they are presented not only provides a special experience for the visitor but can be of direct benefit to the local economy and agricultural landscape.

**Attractions and events**
Rural areas typically have many small attractions and events often reflecting the areas heritage and environment. Quality management involves linking these experiences and promoting them creatively.
**Countryside recreation**
A rapid growth in demand for countryside recreation, such as walking and cycling, is a common phenomenon across Europe. Rural areas delivering quality increasingly need to provide good access and facilities to meet these interests.

**Environment and infrastructure**
As well as requiring specific facilities and services, visitors expect the countryside to be a pleasant place to relax, easy to reach and to get around, with appropriate shops and other services and an attractive, clean environment. In turn, visitors should be encouraged to behave responsibly towards the destination.

It should be noted that setting and following quality standards is one step to the whole Total Quality Management. In order to manage successfully quality one must plan for quality, do what’s is necessary, control all activities and correct mistakes. The improvement of quality therefore is an on going situation.

**Labeling Quality**
Having established a quality image, tourism businesses and destinations can cement this through branding techniques such as the selective use of logos and slogans. The certification of a tourism business that follows a quality programme aims at confirming all efforts made. It is a reward to the business itself but also a great marketing tool since a quality label is a trademark with great influence to tourists. The Quality label remains on customers mind and makes him or her select a tourism business or a destination over another.

Further more certification of quality protects customers – tourists from cases of misleading and not keeping up with those promised, protects businessmen from competition, and achieves better prices. Research shows that tourists are willing to pay more money in order to buy a quality product or a service. In fact 74% of customers claim that they are willing to pay up to 20% over the conventional price of a product if they are assured that is a quality product or service.

Many Labels exist covering all economic activities and products. Apart from individual labels for manufacturing, services etc, ecolabels and local trade marks and quality labels seem to gain value.

In rural tourism labeling quality is of great importance throughout Europe.

**International experience in quality labels of rural tourism**
In Austria all farms are regularly inspected by a commission with an eye to 150 quality criteria. The quality of the farm, amenities and service are all evaluated as part of the process.

Two Daisies: Functional amenities in your personal accommodations and throughout the farm. WC, shower or bath are generally on-floor.
Three Daisies: Comfortable amenities in your accommodations and throughout the farm. Shower or bath and WC generally in your room or apartment. Farms where you feel totally at ease.

Four Daisies: An outstanding setting from every perspective, with comfortable amenities and quality furnishings. Shower or bath and WC in your room or apartment.

In France the Label “Bienvenue à la Ferme” has a variety of missions and especially developing a policy of quality, with:

- a charter of ethics, which clearly describes the commitments inherent to the Bienvenue à la Ferme network, with respect to both farmers and consumers.
- ten lists of specifications set out to define the activities and best means of meeting client expectations,
- references for national accreditation and verification as well as regional regulations, to create consistency in the network while respecting local identity,
- farm inspections, in cooperation with regional and departmental inspection commissions made up of representatives of the network and of various partner organisations,
- training sessions for farmers providing tourist activities.

In Baltik and more specifically in the countries Latvia, Lithuania, Estonia, since 2005, they have a new quality grading scheme called "Butterfly". They grade serviced accommodations (B&B's, village homes, guesthouses) and self-catering cottages in 4 categories of quality. The quality criteria are based on the customer survey results about their quality expectations and on benchmarking with rural tourism quality schemes in European countries.

The "Green Certificate" is an environmental quality eco-label for tourism establishments, who protect nature and landscape, use water and energy resources rationally, practice environment friendly waste collection and management, offer environment friendly tourist activities, healthy, locally produced food and thorough information on local nature attractions, historical and cultural. Finally, the case of European Organization for ecological and rural tourism is mentioned.

**ECEAT (European Center for Ecological and Agricultural Tourism)** brand is recognised all over the world by both, responsible tourist service providers and travellers for its QUALITY.

There are more than 1300 ECEAT farms, B&B´s and hotels all over Europe. This is an additional quality to usual measures, stressing the ENVIRONMENTAL, SOCIO-CULTURAL and ECONOMICAL SUSTAINABILITY of the accommodation and its services provided. Briefly, an accommodation should:

- provide relevant "eco" information to its guests
- support of environmental friendly agriculture
• use water and energy in an efficient and conscious/responsible way
• follow the green building policy
• reduce production of waste
• support soft mobility
• contribute to nature protection
• contribute to sustain cultural heritage
• contribute to support the local economy
• improve the environmental performance

The Greek experience for quality rural tourism

Some may argue that the perceived low capital of rural tourism in Greece as well as the problems of poor statistical bases and the predominantly domestic character leads to the belief that rural tourism is “able to look after itself”. However, reality has shown that rural tourism needs a better planning and an effective monitoring and management. Especially the improvement of quality is an essential requirement for safeguarding the recreational experience. Even though quality is acknowledged by both operators and public authorities as an important factor for rural tourism management there is no common understanding of what quality should be. Most of the times this added to difficulties of establishing goals in day-to-day management and decision making in order to achieve competitiveness.

The entrepreneurs of rural tourism attribute to quality different notions. Some refer to quality as anything “traditional”, others as “good relationships” between guests and hosts and others as nothing but a “legal framework” with strict rules and regulations regarding the construction. This lack of a national quality policy and a framework of quality standards led managers and providers of rural tourism in setting their own quality standards according to their own experiences and definitions of quality.

Nowadays, the number of rural tourism destinations and rural tourism providers in Greece has increased and has led to the creation of a really competitive climate. Tourists, on the other hand, having acquired quite a few experiences, raise demands and have expectations regarding the products and services offered; in sum they expect authenticity and high quality in services as well as the highest possible “value for money”.

In the framework of achieving quality in rural tourism in Greece, the Greek Rural Tourism Norm has been established in 29/12/2003 by the Greek Organization for Standardization (ELOT). Prepared by a group of experts, academics, managers and politicians the quality framework of standards in rural tourism includes definitions of Rural tourism, Rural tourism product, Rural tourism destination and Rural tourism enterprise, as well as a set of standards/requirements for rural tourism.

The label can be used by enterprises active in rural tourism destinations – that is in regions with small populations and limited development of tourism infrastructures – and provide one of the following services:
Accommodation
Catering
Nature tours
Awareness-raising, environmental education
Introduction to the cultural elements of a region, visits to historical and other sights, participation in outdoor recreational activities
Introduction to traditional professions, agricultural production and cultivation methods, as well as production processes that have ceased to exist.

The main domains of applying quality standards in rural tourism in Greece (through this established norm) are:

- Legislative and regulatory operational framework (operating licenses, restrictions, etc.)
- Building and operational terms (architectural features, building materials, equipment, safety, etc.)
- Environment (environmental management programme, environmentally friendly measures, etc.)
- Local features (projection and promotion of the unique cultural and natural features of the region, use and promotion of local products, etc.)
- Human resources (work positions, education-training of personnel)
- Client (contact, measurement of satisfaction, constant improvement)
- Cooperation-Emulation-Networking-Competitiveness-Innovation

For example all rural tourism businesses have to oblige to current national laws regarding their operation. Their buildings and infrastructure must be compatible to the local architecture profile. All materials used must come from the area. The use of plastic is forbidden. Environmental programmes must be followed by rural tourism businesses which must participate actively to conserve, protect the general cultural and natural environment in the region and also encourage visitors towards this direction.

Rural tourism businesses must also contribute to the preservation of local features, promotes local events, and local products, history and rural identity. Basic quality standard refer to behaviour and education of employees and to the distribution of the quality the policy statement to the clients. Finally it is recommended that rural tourism business if they are to achieve quality they must try and participate to networks, search for new ideas and follow innovations.

Some great examples of networking for quality in rural tourism in Greece we can find in LEADER zones where the last years Local Quality Accords have been activated and using quality labels that distinguish them from all other business in the area.

Conclusion

Rural tourism nowadays faces great challenges and must find solutions to everyday problems and adjust to contemporary demands of a market that is fast growing in numbers and expectations. Satisfying tourist’s needs and adjusting to quality norms, can help enhance the competitiveness of rural tourism, and ensure balanced and sustainable development for rural areas as well. The quality message needs to be communicated and involve all aspects of the product offered and all levels of the purchasing process. Increasingly, there is the need for forums and consortia to develop quality image and achieve consistency. This approach needs to encompass other actors in the rural arena and to bring together those interests that are adjacent but have traditionally remained distant. Appropriate policy approaches and management strategies cannot be devised, however, until the nature quality in rural tourism is acknowledged and its implications are fully understood.