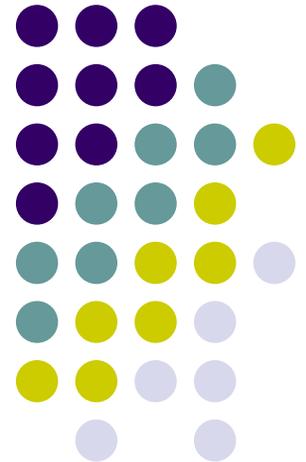


The Development of Ecotourism in Rhodes-Greece

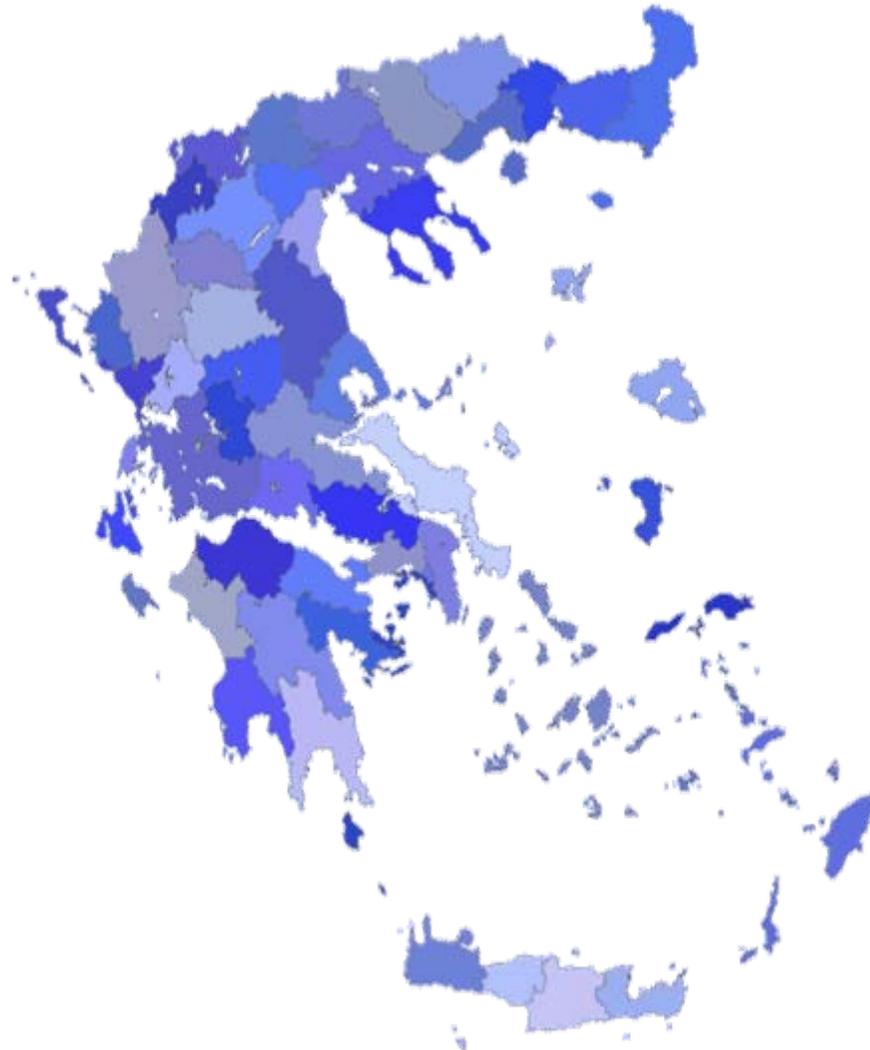


A case study for
Sustainable Tourism
Development

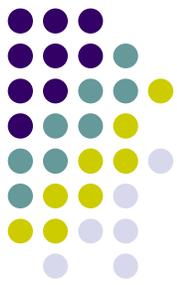




thetrueexperience



Rhodes & Dodecanese

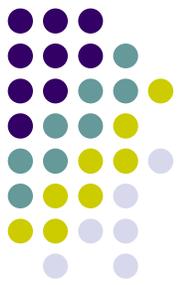


Rhodes: the cosmopolitan Aegean island



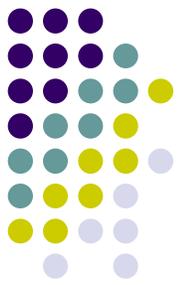
- Situated at the crossroads of two continents, in the Southeast Aegean, the island of Rhodes combines the worldliness of Europe with the mystery of the Orient.
- Its rich historical legacy, archaeological treasures, unique scenic characteristics, excellent climate - with over 300 sunny days per year - and well-developed tourism infrastructure act as catalysts for its admirable tourism development.
- Today, the island of Rhodes with over 1.500.000 tourist and visitor arrivals per year is well established as one of the most important holiday destinations not only in Greece, but also in the whole of the Mediterranean.

Think of the future...



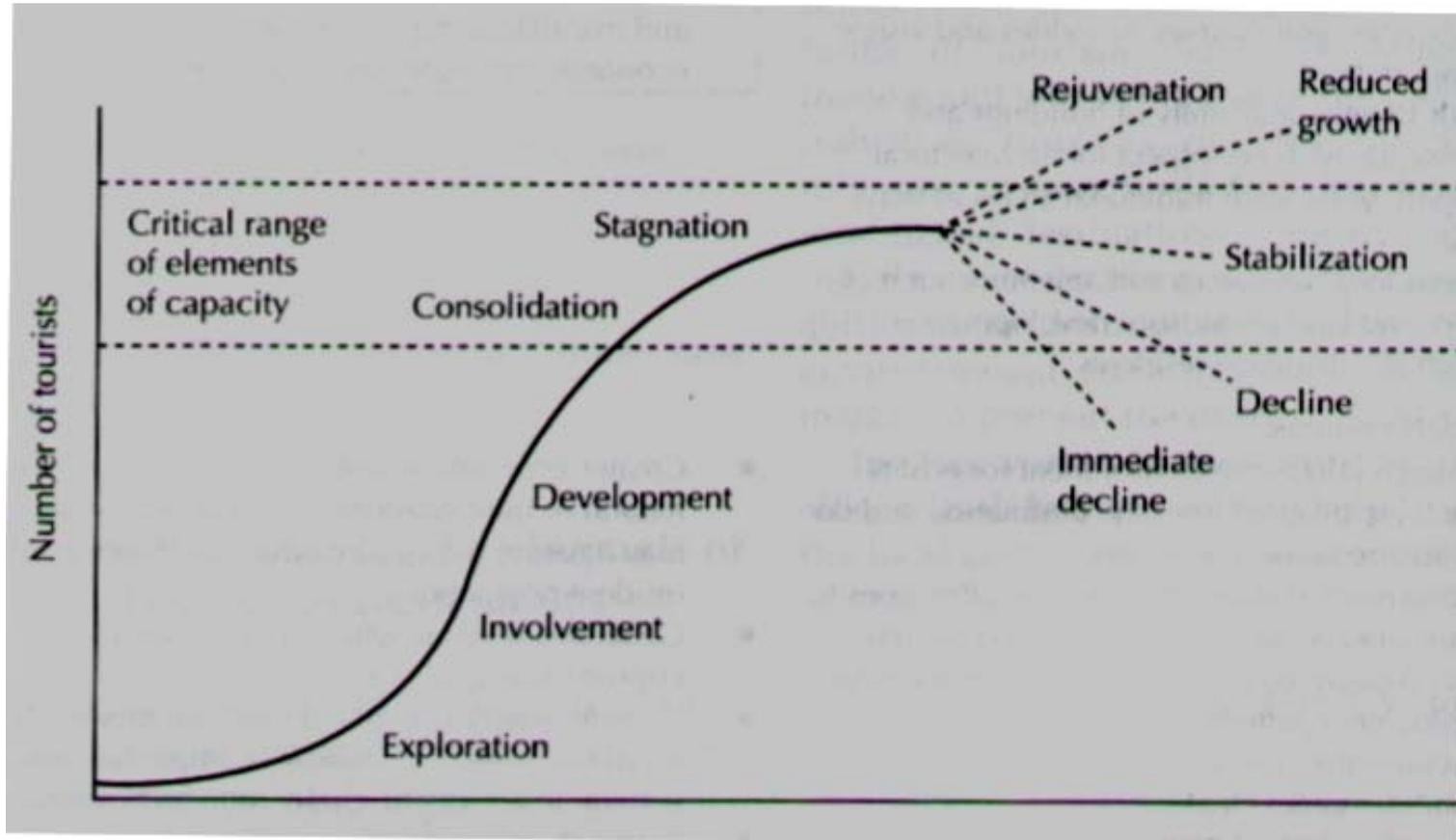
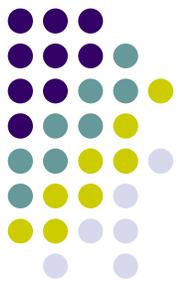
- Tourism and Hospitality in Greece are for the last 50 years the more profitable industries in terms of economic development. Throughout those years Mass tourism model has driven a lot of Greek destinations to socio-cultural and environmental delegation.
- The emerge of alternative and sustainable tourism development was vital not only for the boost of rural and sub-developed areas but for the satisfaction of other **tourism-orientated visitors-consumers.**

Visitors get familiar with...

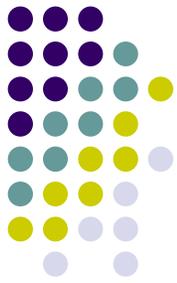


- Local goods and products
- Rural regions and people's habits (daily routine)
- Traditional cuisine
- Cultural authenticity
- Destination=unique experience
- Activities in nature
- Respect of LOCAL VALUES

The Tourist Product Cycle (Butler, 1980)

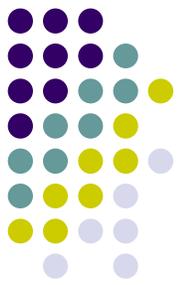


The need of eco development in terms of sustainability

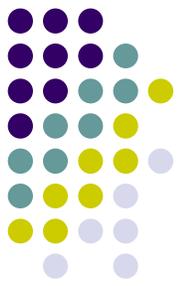


- Tourism is strongly **connected** with natural environment
- In a lot of top destinations **90%** of physical environment is used by tourism industry in order to attract more visitors every year.
- That means that natural environment is the basic parameter of tourism development of a destination, the **“capital”** that tourism needs to promote and use as a **tool** for socio-economic, cultural and environmental development.

The case of Rhodes

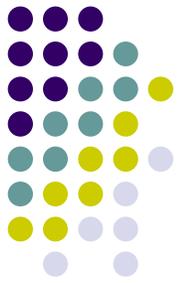


- Rhodes-Traditional top Mediterranean Destination
- Over-capacity and the case of Rhodes
- More beds, more units...more pollution

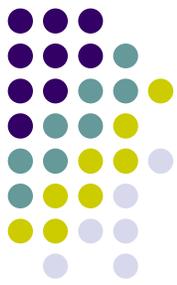


- Ecotourism is a form of alternative tourism that rose at the beginning of 1990s.
- Ecotourism based on the use of nature but not the distraction of it. (case of valley of butterflies, little horses of Arhaggelos Town)
- Types of ecotourism: actions in nature e.g. bird watching in Attaviros Mt, Appolakia, observation and estimation of nature e.g. excursions at Arhaggelos area caves and of course get familiar with local traditions
- Ecotourism related to scientific and training purposes e.g. till 5 years ago during winter time “fly and dry” programme (tourists from Sweden in order to promote holidays throughout the year)
- Ecotourism minimises the negative side effects of tourism
- Ecotourism supports conservation of Nature

Ecotourism & Agro-tourism



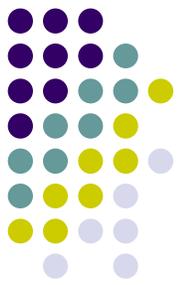
- Ecotourism is the type of tourism that connects tourism with sustainable development.
- Furthermore, ecotourism is a significant element for the conservation of protected natural areas.
- The development of eco-tourism, also known as agro-tourism in Greece, is a government priority
- Environmental sensibility=one of the top criteria of choosing a tourism destination (3rd International Rhodes Tourism Forum 10/2008)



Ecotourism promotes

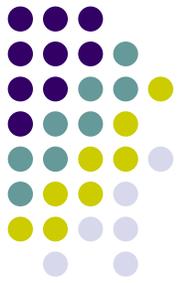
- Values and Ideas of conservation of nature and cultural heritage
- Development of local societies
- Stability of Socio-economic structure
- Visitor's involvement on local eco-actions in order to promote the importance of environmental sensitivity and protection of natural areas and regions.

Who chooses Ecotourism



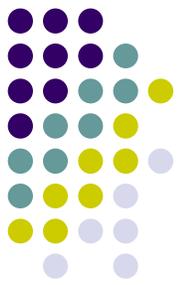
- 25% of middle and upper class citizens (according to income) choose ecotourism and agro tourism (general secretary of Hellenic Ministry of Tourism)
- Visitors demand quality in terms of services and infrastructure
- Lately, ministry of tourism Promotes Ecotourism in Greece with the moto «Think Green, think Greece» (6/2008)

Think Green, think Greece



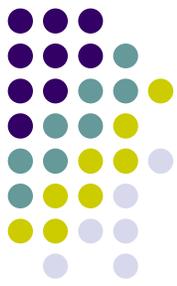
- Mass tourism and the 3 S... (sea-sun-sand)
- New trends
- eco camping, eco marinas, golf courses (Rhodes-Afandou area case)
- Bird observation
- «Ecolabel» & EMAS: Eco-Management & Audit Scheme (e.g. Sunwing Resort in Rhodes-Kallithea)
- Eco-Hotels (Kasos project in 'NATURA' area-alternative forms of energy-unit infrastructure etc)

What leads in promoting eco-tourism and agro-tourism in Rhodes?

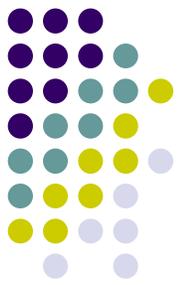


- More than 20 rural villages are isolated due to the distance from the sea and lack of transport connection
- So far, approximately 3% (~50,000) of total tourists in Rhodes are related with agro and eco tourism
- So, for the isolated rural villages 3% can give great opportunities for development.
- A good reason of staying in rural areas

Major Stakeholders in the Tourism Industry



- Government and local authorities
- Owners, operators and shareholders e.g. tour operators and travel agents
- Hoteliers, guesthouse owners and operators; restaurants etc
- present/future local communities
- tourists

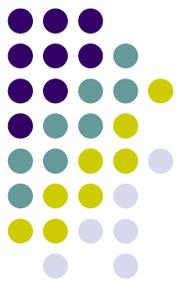


In Dodecanese Islands

- PROTOUR (Office for the promotion of Rhodes)
- TEDK (Local union of Towns and Villages of Dodecanese)
- DOT & ANDO (tourism organisation of Dodecanese Prefecture) & (development company of Dodecanese)
- DETAP (Association for the Development and Progress of the Dodecanese)-Dodecanese Chamber of Commerce and Industry
- Hoteliers Association
- Hotel Managers Association
- etc

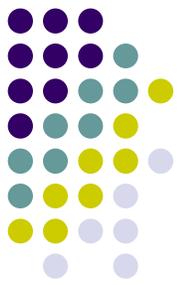


...actions



- Through the above non-profit organisations and councils, local societies and citizens can have access to financial assistance in order to make investments that promotes eco-tourism and agro tourism development
- (LEADER, LEADER +, OPAX, 3rd-4th EU financial assistance packages etc)
- Solution= DESTINATION MANAGEMENT

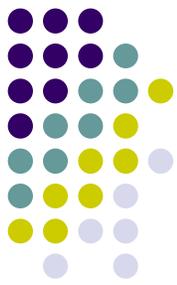
Business categories that promote Ecotourism-Agro tourism



- Eco-Agro type hotels
- Local products store/enterprise
- Traditional restaurants
- Tourism agencies that organize or utilize eco tourism excursions and actions
- Little enterprises of local/traditional artifacts

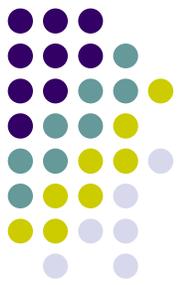
Investments and Green Tourism

(www.ando.gr)



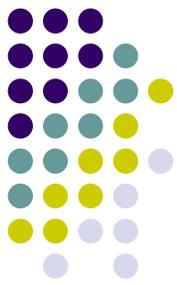
- Eco-hotels & Agro-hotels
- Shops with organic local goods
- Centers for agro tourism activities
- Sports multi-centers
- Promotion of diving tourism (Leros, Karpathos)
- Promotion of athletic tourism

examples

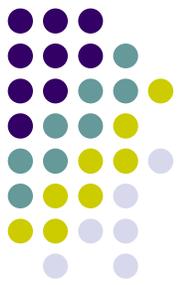


- Traditional exhibitions
- Cluster/networking of local enterprises that promotes ecotourism (nisiros-astypalaia)
- Theme forest parks (Kos Island- Area of Dikaio)
- Hiking (southern Rhodes, Arhaggelos, Attaviros Mt., Profitis Ilias Mt.)
- Conservation and preservation of local monuments for tourist use (in various villages all around the island)
- Rehabilitation and re-use of old local traditional olive oil infrastructures
- Windmills

Museums that promote sustainability in Rhodes



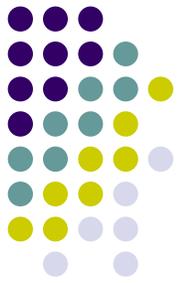
- Artifact museum in Appolona village
- Cultural and Folklore museum in Soroni
- Natural history museum in the valley of butterflies
- Folklore museum in Salakos



Local fests & festivals

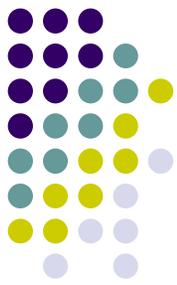
- Promotion of local organic products
- Local cultural women societies (eg Apollona village, Salakos village)
- Local traditional festival (attraction!)
- Local festivals promote culture and products (wine festival in Lardos, watermelon festival in Apollakia, Orange festival in Massari etc)

Protection of biodiversity



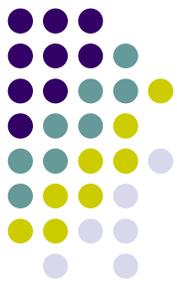
- **The variety of flora in Greece is rich. More than 6000 species live in Greek Regions.**
- **Greece is 2nd in Europe in terms of biodiversity.**
- **Protection of natural heritage is matter not only for locals but for tourists as well.**
- **Greek and Rhodian Geographic position is vital for thousands of species that use this land as a stop for their journey from Northern Europe to Africa and Asia**

In Rhodes



- *Ladigesocypris ghigii* (Pisces, Cyprinidae), or gizani is a little fish that lives only the wetlands of Rhodes Island (named by the Italian Alessandro Ghigi who was the first to mention it on 1900)
- Gizani populations live in Loutani and Gadoura rivers, area of Psinthos, area of Agia Eleousa, artificial lake of Nanoi and artificial lake of Apollakia (rural areas)
- Protected by European and Greek legislation
- Caretta-caretta sea turtle in Plimmiri Area (southern-eastern area)
- Little horse in Archaggelos ('Faethon' society supports the protection of unique specie of little horse)
- 'Natura' Areas ('Iggos' forest and forests in northern part of the island)

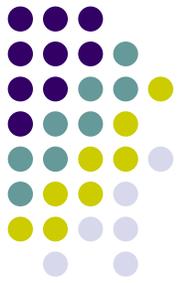
Construction and eco-tourism



- Urban planning is vital and essential
- The development of hospitality units in terms of services and infrastructure
- Withdrawal of old units
- Mesanagros village Case
 - Sustainable development
 - Urban planning
 - Attract tourism investors to create eco tourism and agro tourism units

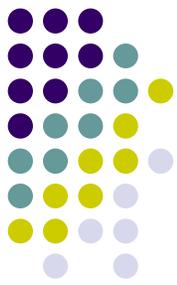


What customer are you targeting at?



- Main question is 'what share of the tourism market are we targeting for the future?'
- Medium and long term strategic plan
- Low quality tourists is constant problem for the development of sustainable tourism but not always
- New destinations offer same product with lower prices
- Rhodes is a traditional mass tourism destination that needs transformation (same in major Italian Destinations)
- In order to rejuvenate our tourism product we should target other type of visitors

...to conclude



- A well organised eco tourism strategic plan has been shown that it constitutes one from the more effective tools for the long-term maintenance of the identity of a place and a culture.
- Main advantage is that region's physical characteristics used as tools to promote tourism. Also, local representatives support all actions (they decide about those in one way or another)
- In enterprising level, the eco-tourism constitutes the conjunctive ring between the primary and secondary sector with tertiary. Agricultural products, veterinary surgeon products and transformation connected with service industry and tourism.
- The above process creates, supports and stimulates the local market, providing new places of work, additional income in the rural families