

Culture and Heritage Added value to Regional policies for Tourism
Sustainability

Effective Partnerships Implementing good practices

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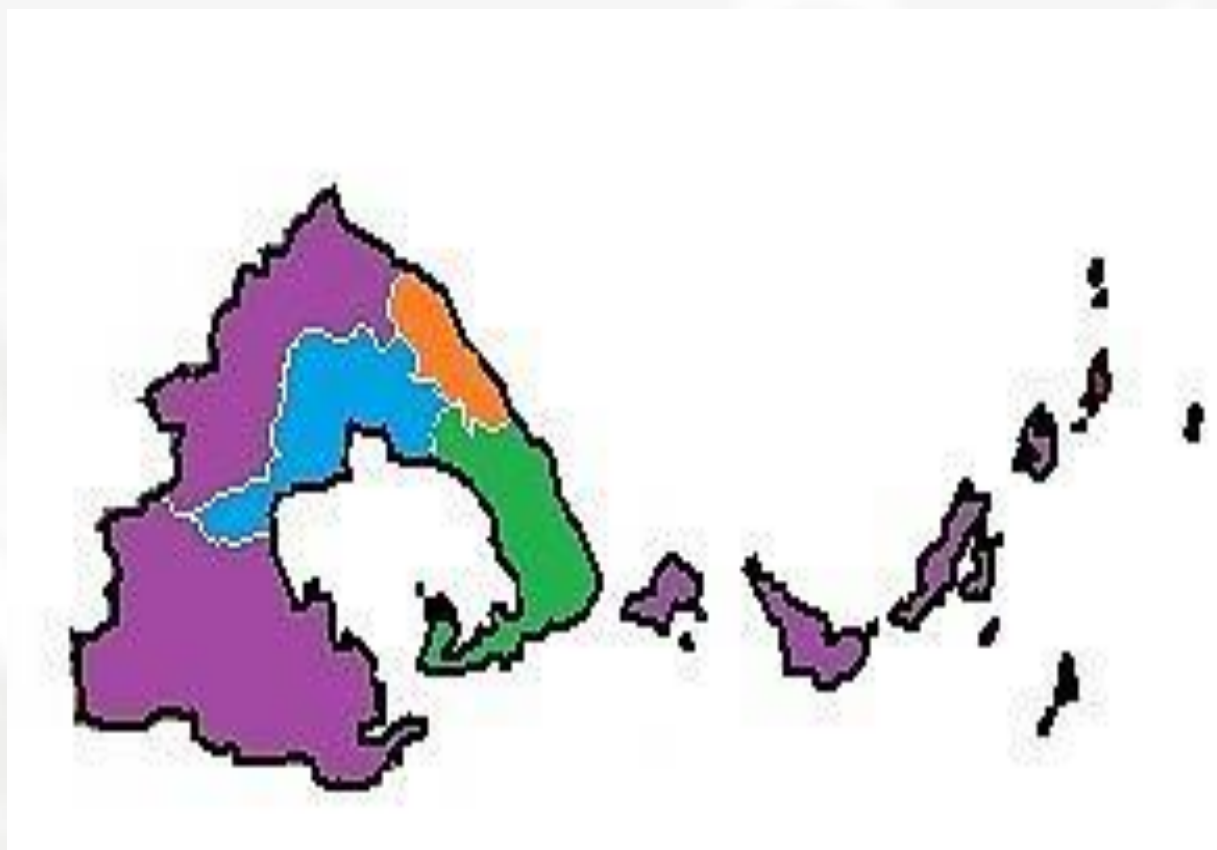
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Effective partnerships: an introduction

- Partnerships can be found in several forms and sizes
- They vary from unofficial verbal agreements to strict legal commitments.
- Greece does not have long tradition in forming partnerships
- The financial crisis has taught (maybe) us some lessons
- There are signs of collaborative work and projects being implemented in the country

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Tourism Promotion in the area of Pelion



- Three municipalities
- Same product (raw material)
- Different brand
- Different strategy

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What is actually happening

- Each municipality promoting its own region with its own, limited financial and physical means and capabilities
- Overlap or miss on key and vital information.
- Over or under representation at tourism exhibitions.
- Direction and common strategy limited if not non existent

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What is actually happening with other partners

- USERLA is a partnership where the municipalities have joined forces to promote the region, obtain funding opportunities, share and exchange, experience, resources.
- Vidzeme Tourist Authority has put together legal entities, professional bodies, universities in order to promote the destination and face challenges
- Pafos Regional Tourism Board is a formal legal entity. Its members are the professional tourism associations. Other organisations (like the airport and the University are linked with the PRBT).
- In all above three partnerships, there are several good practices that enhance the idea of a common tourism promotion agency, board...

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The proposal for Pelion



- One Tourism Board for the promotion of Pelion as a destination

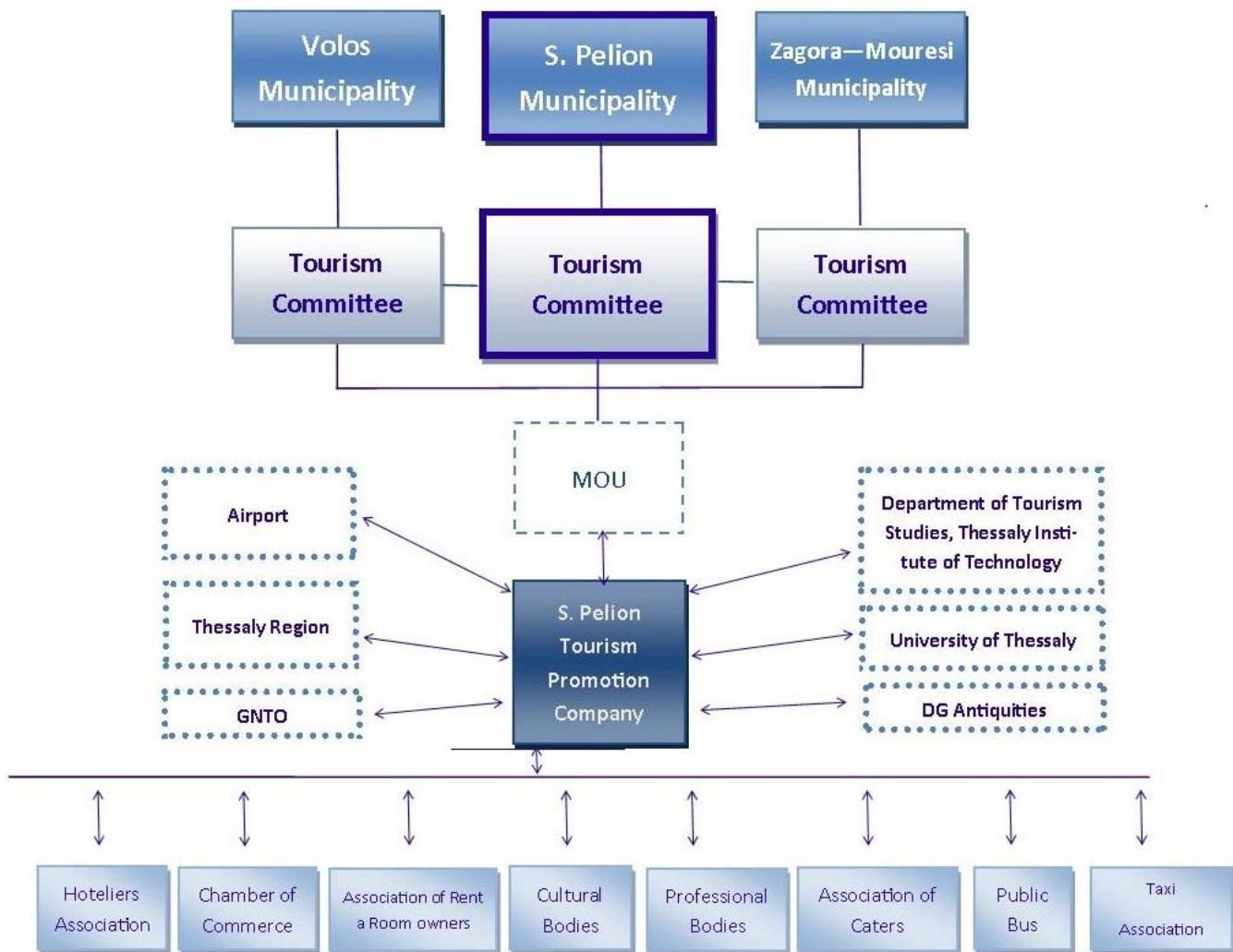
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The proposal in detail

- There has been a discussion on this issue over a several number of years
- The timing is right to proceed with the proposal and implement it
- The proposal has been already presented to the S. Pelion municipality
- There are two alternative approaches in order to implement it.

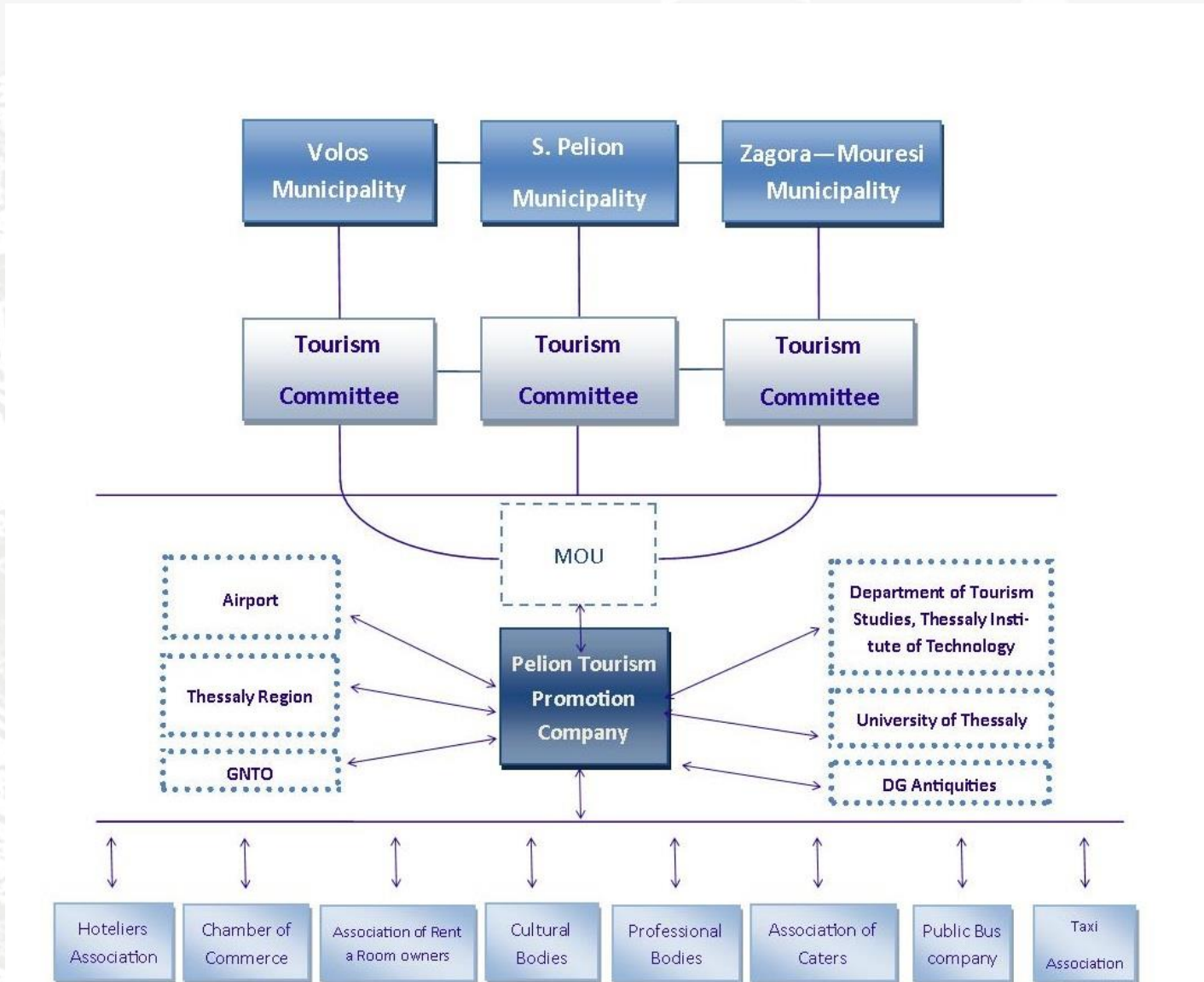
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Approach 1



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Approach 2



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The steps

- Discuss and conclude with the scenario 1, 2 or alternative
- Sign legal documents
- Decide on members, board members, membership fee, alternative funding sources
- Create logo and design promotion strategy
- Merge finances and resources

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In conclusion

- The time is right to create the South Pelion or Pelion Tourism Promotion Company
- The knowledge and the know how is available **and** it can be implemented
- Effective Good Practice Transfer of Effective Partnerships

Thank you

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