



Laboratory for Local and Insular
Development

University of the Aegean - Greece



Importance of the role of Government and partnership among stakeholders



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Need for responding to common questions (1)

How to improve the tourism performance (footprint) for the welfare of destinations' societies?

Need for:

- Differentiation of the supply based on local specificities (environmental, cultural and productive)
- Amelioration of tourism footprint
- Amelioration of the link of tourism with local economy taking into account its shortages and its potentialities (other activities, people's skills)

Need for responding to common questions (2)

- The need of a standard system in order to response to local questions and to deal with islands' specificities as:
 - Tourism development and conservation of valuable but fragile natural, cultural and productive resources
 - Fragile economies due to lack of economies of scale, economies of concentration and transport costs, (provoking higher production costs) and monoactivity
 - Fragile ecosystems due to lack of land and other natural resources, pressures from monoactivity (ies)
 - Fragile societies: unemployment-migration-low skills
 - Distribution of welfare to islands' communities

Different partners – different objectives

There is a need to combine different goals:

- The goals of enterprises for profit maximization in short term
- The goals of tourism partners (including employees and activities related to tourism) for continuous growth
- The goals of destinations/host areas for long term development and quality of life (sustainable development)

All the above have to happen within an increasing global concurrence and a severe economic crisis

The objective of an UNWTO Sustainable Tourism Observatory

Create a tool for

- Measuring tourism activity at sub-national level
- Creating a causal chain between tourism activity, its total results and its per capita performance, its impact to a destination's state and policy measures
- Interrelating economic, social and environmental goals of destination's sustainability with tourism activity in order to evaluate and value the performance and the impact of tourism
- Planning and Monitoring for S Tourism and S Destinations within GCST and SDGs' goals

facilitating stakeholders' decision making

Governance

- "the complex of formal and informal institutions, mechanisms, relationships, and processes between and among states, markets, citizens and organizations, both inter- and non-governmental, through which collective interests on the global plane are articulated, right and obligations are established, and differences are mediated".
- various stakeholders interact and make decisions regarding collective issues, thus creating or reinforcing social norms and institutions

Governance in tourism

- The tourism system and the tourism product are extremely complex
- The actors: small size companies from the supply side and big enterprises as regulators from the demand (TO, platforms, air companies). Need for organization at the level of destination to achieve sustainability goals

The OMT Observatory for Sustainable Tourism of Greek Islands (1)

- Launched in September 2014
- Based on the methodology presented
- Concerns 2 regions of 48 + 10 islands = 58 destinations
- Aegean is the main greek tourism destination
- Aegean has:
 - 9 international + 8 national airports
 - 30% of Beds (205.000 in hotels and 113.000 in secondary accommodation)
 - 18 M nights-spent in hotels (25% of the total)

Policy measures proposals

Amelioration of regional and local tourism governance using information from WTO's Aegean Sustainable Tourism Observatory

- Quality and Performance amelioration of private sector promoted by labelization of companies based on quality and responsibility ([responsibility scheme](#))
- Quality of public sector services & policy based on [GSTC principles](#) and criteria
- New tourism products based on environmental, productive and cultural assets for active tourists – [Promoting islands' identity](#)

The difficulties in practice

- The Greek reality. The lack of collaboration culture and the insufficient governance pattern
- The Aegean reality: regional vs local (island) tourism policy and the lack of appropriate legal framework for DMMOs
- The Santorini case. The outcomes of the study and the public presentations. The hesitation of the private sector

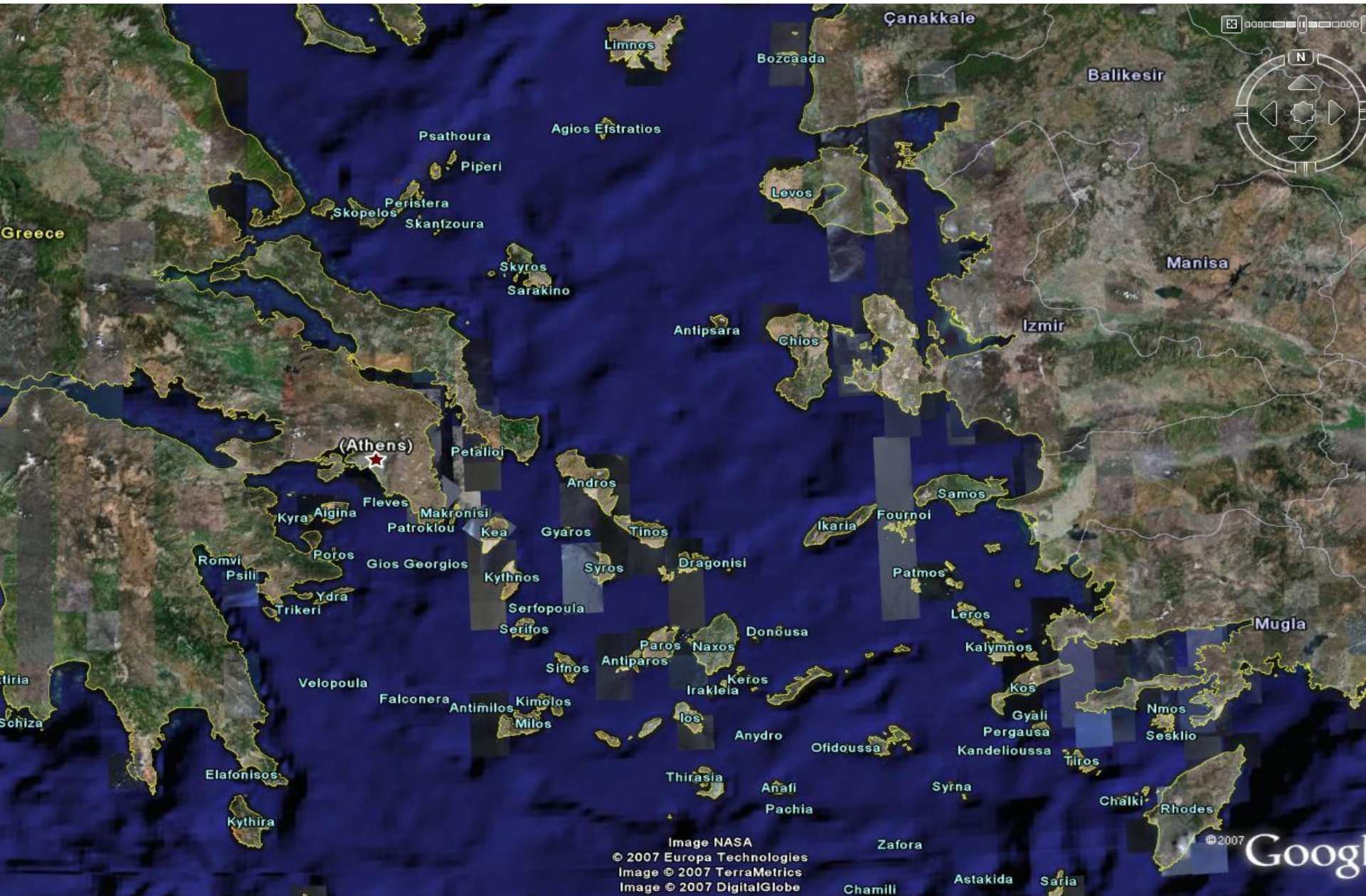
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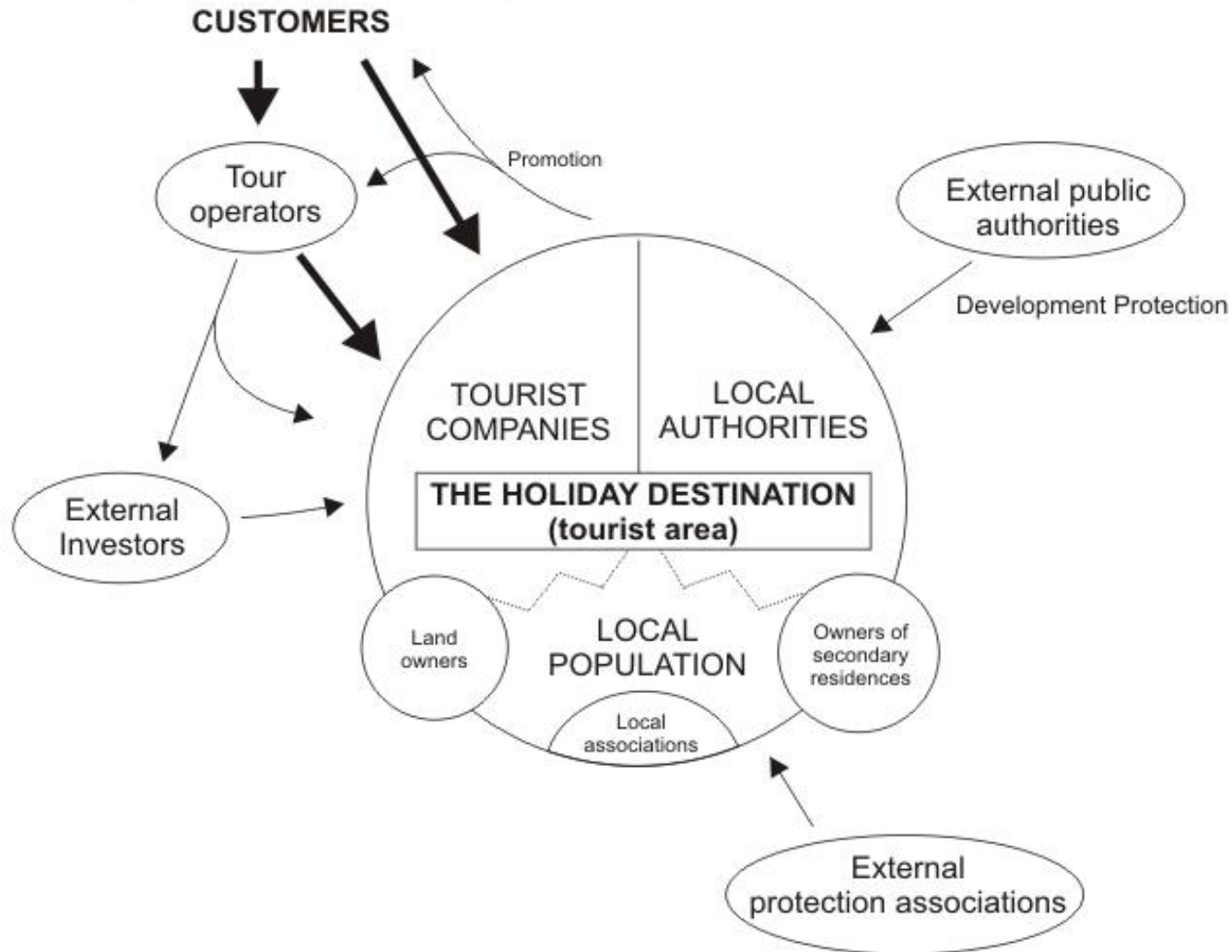


Aegean Sea Islands - Santorini

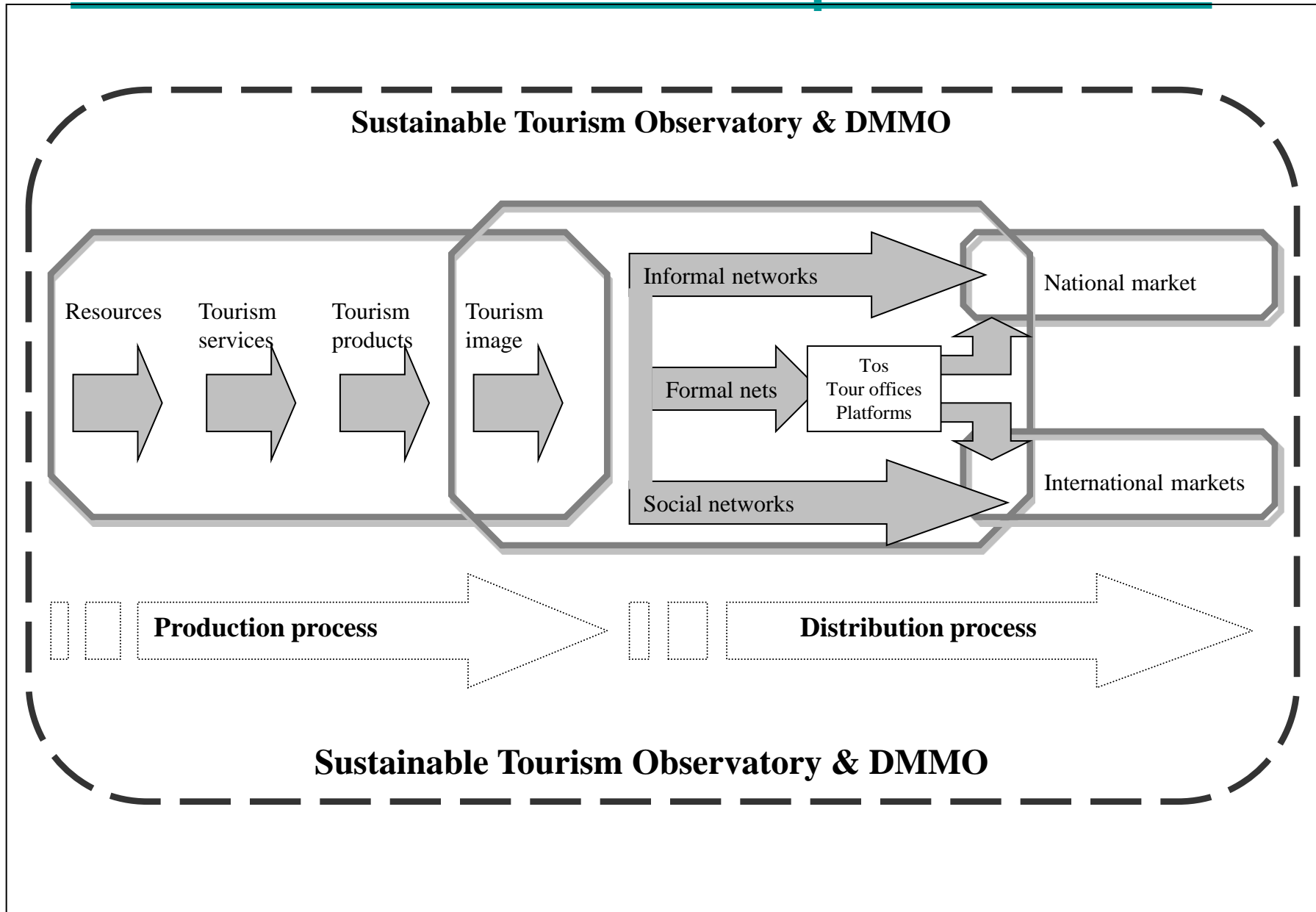


Tourism system

An area's tourist system: players and operational scales



Process of tourism production



GSTC/UNWTO criteria

- SECTION A: Demonstrate sustainable destination management
- SECTION B: Maximize economic benefits to the host community and minimize negative impacts
- SECTION C: Maximize benefits to communities, visitors, and culture; minimize negative impacts
- SECTION D: Maximize benefits to the environment and minimize negative impacts

Responsibility scheme: Aegean Quality

Management practices
Entrepreneurs satisfaction

Quality
Tourist satisfaction

**TOURISM
SME's**

Environmental
management
& responsibility

Health, safety, training
Employees satisfaction

Use of local products &
services
Local responsibility

Islands' identity: Flavors

Samos Σάμος
the light of Pythagoras το φως του Πυθαγόρα

Wine, ouzo and liquid gold

The fertile soil of Samos produces world famous products. The best known product is its Muscat wine, made from the grape of the same name, like the 'Mikavorgo Muscato' and 'Apro Samos' variety.

With its rich, unique aroma and full flavor, it holds a dominant position in demand by Swedes, and also France, Germany, etc., and it is the principal ingredient of Greek venizelos full meals. It has secured dozens of gold prizes and international distinctions. The conservation of the privilege of producing church wine for the Holy Communion by the Catholic Church is proof of the local wine quality. All sweet wines of Samos belong to the Registered Designation of Origin (PDO) category, while most dry wines belong to the Local Wine category.

Since wine is a special gift for wine-lovers, it is a must-have for every home. When a bottle is opened, the room is filled with the aromas of fruit and flowers, reminiscent of holidayland and fine moments.

Οίνος, ούζο και υγρό χρυσάφι

Η εύφορη γη της Σάμου παράγει μερικούς από τους καλύτερους οίνους του κόσμου. Ο πιο διάσημος είναι ο κρασί Μουσκάτο, που παράγεται από τον αμπελόφυτο της ομώνυμης ποικιλίας, όπως ο κρασί Μουσκάτο Απρό Σάμου.

Με το ιδιαίτερο άρωμα και γεύση του κρασιού, η Σάμος παράγει ούζο, που είναι από τα πιο διάσημα ποτά της Ελλάδας. Το ούζο είναι από τα πιο αγαπητά ποτά των Ελλήνων, και έχει κερδίσει πολλές φορές χρυσάφι σε διεθνή διαγωνισμούς.

Η Σάμος είναι διάσημη και για το κρασί της, που είναι από τα καλύτερα κρασιά της Ελλάδας. Το κρασί της Σάμου είναι από τα καλύτερα κρασιά της Ελλάδας, και έχει κερδίσει πολλές φορές χρυσάφι σε διεθνή διαγωνισμούς.

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Oinousses Οινούσες
riches of the sea θάλασσας πλούτος

north aegean islands
9 worlds... explore them all

Flavors

- LESBOS
- LMNOS
- AGIOS EPSTATHIOS
- CHIOS
- DIKOUSSSES
- PSALMI
- SAMOS
- THAKIA
- FOLEGIS

Link tourism with primary sector

Islands' identity: Culture

New tourism products integrating actively the cultural assets*

