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## VII Newsletter

Dear readers,

We are proud to present the seventh newsletter of the ADRIATIC ROUTE project!

This newsletter will talk about the Regional Conference held in Igoumenitsa last 14 December 2015. Have a nice reading!

### Adriatic Route project in a nutshell

- The **Adriatic Route for Thematic Tourism** project has been financed in the framework of IPA Adriatic CBC Programme 2007/2013 – Measure 3.3 Communication Networks
- The **total budget** is equal to euro **1.784.484,22**
- Adriatic Route project started in **October 2012** and will end in **March 2016**
- **Five Countries** are involved for a total of **6 Project Partner**

For more details, have a look at our project web site [www.adriatic-route.com](http://www.adriatic-route.com) and follow our Social Profile on Facebook Adriatic Route Project and Twitter @AdriaticRoute !





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**Regional Conference in Igoumenitsa  
“The prospects of thematic tourism in Epirus Region”  
Adriatic Route for Thematic Tourism  
December 14, 2015**

The Regional Conference on "**Prospects of thematic tourism in the Region of Epirus**", was organized within the framework of project «**ADRIATIC ROUTE - Adriatic Route for Thematic Tourism**» by the Region of Epirus. The Conference was held on Monday, December 14th, 2015 at the Angelika Pallas Hotel in Igoumenitsa and it was very successful.



The opening of the Conference was made by the Governor of the Region of Epirus, Mr. Alexander Kachrimanis, who stressed the need to implement projects on infrastructures and to support the processing plants in the Agri-Food sector, as a means of reinforcing the development of thematic tourism in the Region of Epirus.

He then gave the floor to the Communication Officer of the Regional Unit of Preveza, Dr. Konstantinos Akrivos. Dr. Akrivos presented his topic entitled "**Sustainable Tourism Development in the Region of Epirus,**" in which he stressed the true meaning of the concept of sustainability, how this concept has been applied traditionally by the previous generations in Epirus and the advantages gained by its application nowadays.





The floor was then given to Mrs. Igoumenidou Vassiliki, member of the Adriatic Route project team, who presented the project and emphasized the benefits at which the project aims to, through the proposed strategies for the Region of Epirus.

Subsequently Mrs. Helen Kalampoka, also a member of the project team, presented the **Capitalization Prospects of the project "ADRIATIC ROUTE" within the programming period 2014 - 2020**, highlighting the interest shown by all Regions participating in the project on defining strategies for the wider area of the Adriatic and the importance of ICT in the tourism product's development process and the need for «smart specialization».



Subsequently, Assistant Professor at University of Patras Dr. Dimitris Koutoulas presented the **Organization of the Tourism Product and modern methods of Tourism Marketing**. As a professional with extensive experience in Tourism Marketing, he focused on the importance of macro-marketing and the important role of agencies and bodies in the promotion and development of tourism, as well as on advertising and "branding" methods by giving examples from the Greek reality.







Following Dr. Koutoulas, Dr. Solakis Konstantinos, Lecturer at TEI of Epirus, talked about the gastronomic tourism and its contribution to local development. The presentation focused on the role played by local products for a region and for the development of local identity and on promotion ways of the art of gastronomy for the enhancement and upgrade of the tourism product.



The next speaker was the writer and head of the Program "Greek Breakfast" Mr. George Pittas, who focused on the Greek breakfast and on the relationship between tourism and the primary sector and the gastronomic wealth of each area. After he provided examples to describe the problems of Greek reality with regards to the non-selection of local products, he presented the solutions proposed and implemented by the "Greek Breakfast" for the better and more personalized promotion of traditional products in the context of gastronomic tourism and also, ways to upgrade local products.

The last presentation was made by Mr. Konstantinos Papanikolaou from the Comitech SA Company, contractor to the Region of Epirus, concerning the Web GIS platform & the mobile phone applications of the project "ADRIATIC ROUTE". As he mentioned, these pilot applications aim at upgrading the travel experience of visitors through maps, information and the facilities they offer.





The Conference was attended by businessmen, representatives of bodies of the Region and stakeholders of the tourism sector. After the end of the Conference, a light lunch buffet was offered to the participants.

The program of the event continued with a series of seminars in round tables.

The **1st thematic session** was opened by the writer and head of the Program "Greek Breakfast" Mr. George Pittas with the "Setup & Presentation of Greek Breakfast of Epirus". As he mentioned, "Greek Breakfast" is a program that focuses on our Greek culinary tradition, aiming primarily to highlight the wealth and singularity of local products and local cuisine, bringing together hoteliers and local producers, and secondarily to form the principal element of the identity of the Greek hotel product and hence a promotion tool of Greek tourism. It is obvious that every region, in order to survive in terms of tourism, will have to do everything possible so as to differentiate and promote its own unique identity. An identity, that has to be focused on what will highlight the special character of the region.



The **2nd thematic session** was presented by Mr. Konstantinos Papanikolaou from the Comitech SA company, contractor to the Region of Epirus, and concerned the exploitation of modern promotion systems and electronic booking. The seminar focused on the three ways one can find the best hotel prices on the Internet: 1. OTAs (Online Travel Agencies), 2. Aggregators, and 3. Hotel Websites. He presented the international spectrum of electronic reservation systems using statistics and indicators and depicted ways in which one can exploit these tools in order to promote their business.





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The **3rd thematic session** was focused on Digital Marketing and Organization Profile of Tourist Enterprises and their promotion through social networking websites and was presented by Mr. Christos Akratopoulos, social media expert and co-owner of the 3SIXTYCOM company. As he mentioned, modern tourism has become one with social media and the promotion of tourism enterprises through them is essential. Direct reviews of travelers in social media can now play an important role in their choices during travels.

