

Sustainable Tourism : a priority of RIS Crete
Pilot actions

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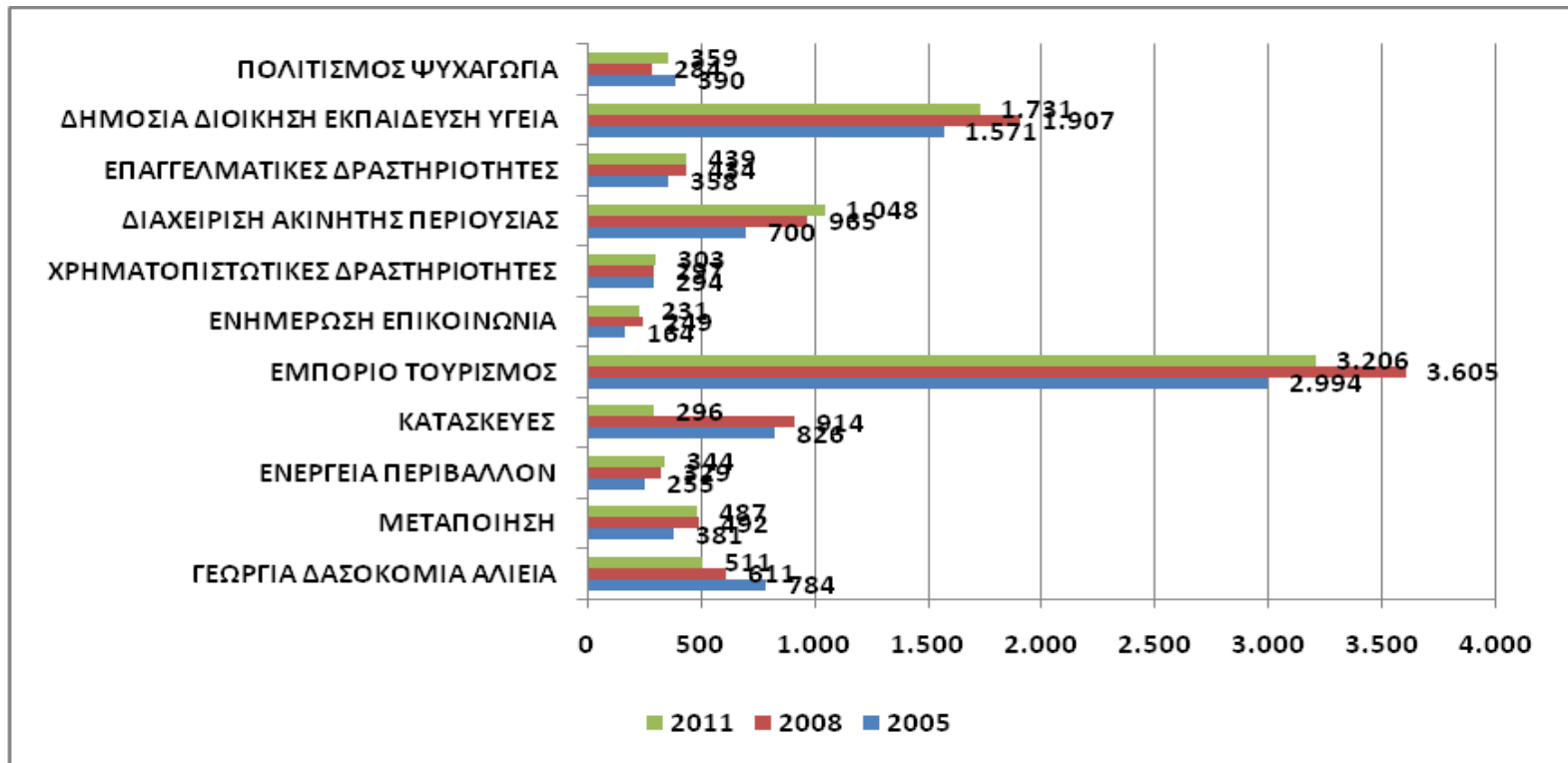
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Tourism: strong dimension of Crete's economy

- ✓ Crete is an established tourist destination.
- ✓ Strengthens its position over time, with high accommodation facilities in categories of 4 and 5 stars, strong growth trend of arrivals and overnight stays.
- ✓ Considering overnight stays, Crete has emerged in first place among the country's regions (27.5% of the national total)

Economic Activity Structure of Crete

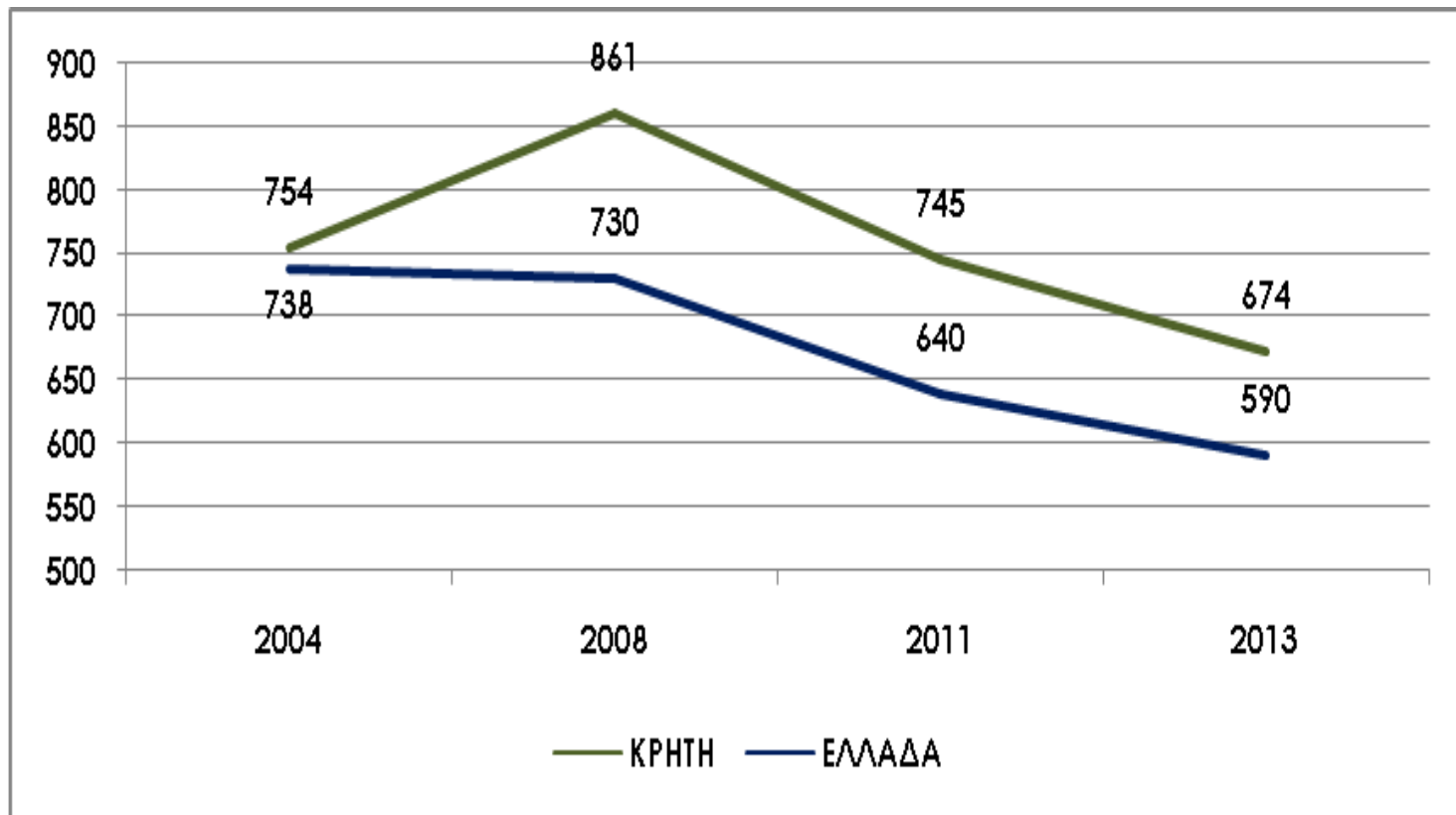
Evolution of the Gross Revenue by economic sector



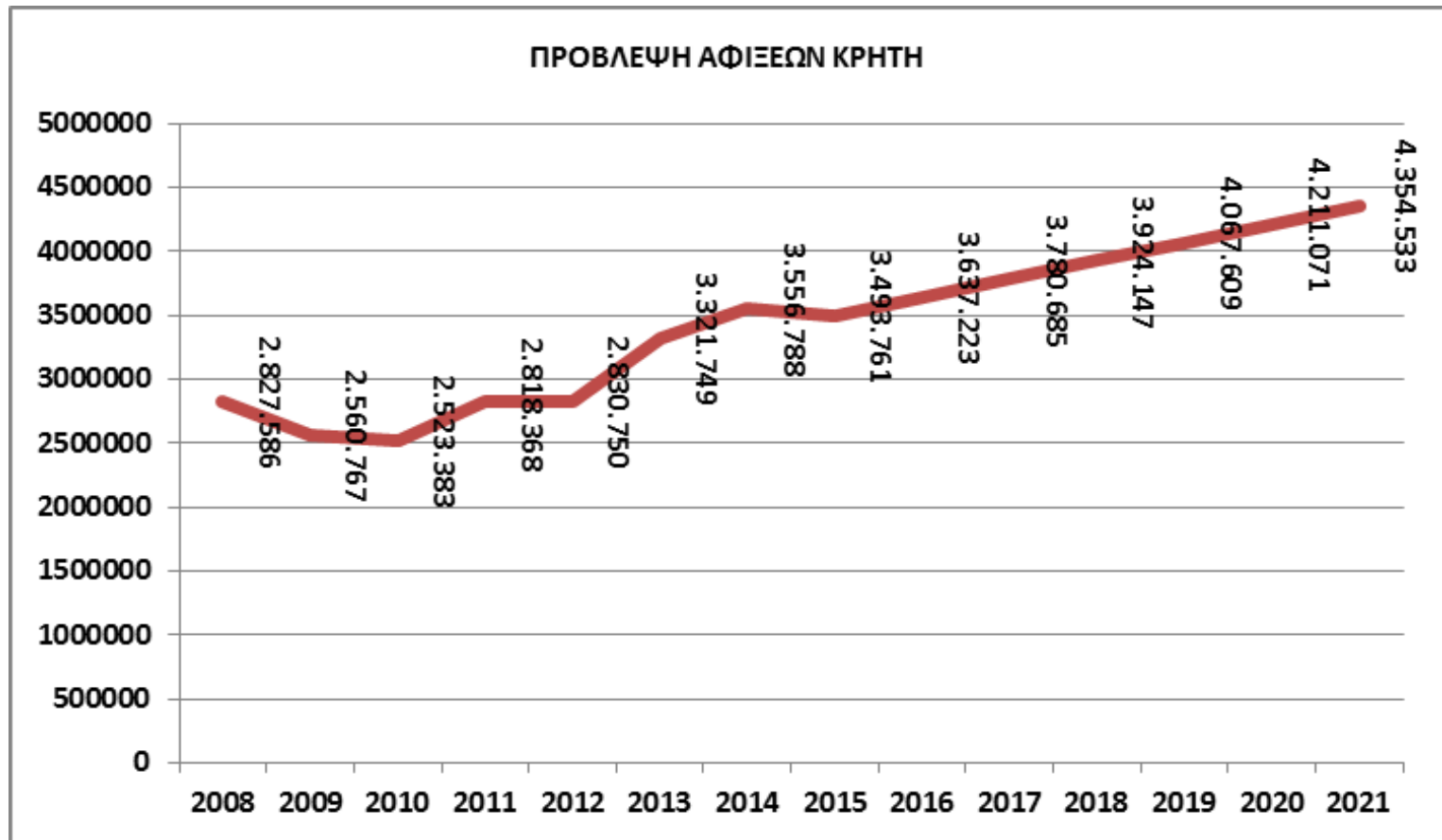
Overnights evolution in Crete



Expenditure per visit (Euro)

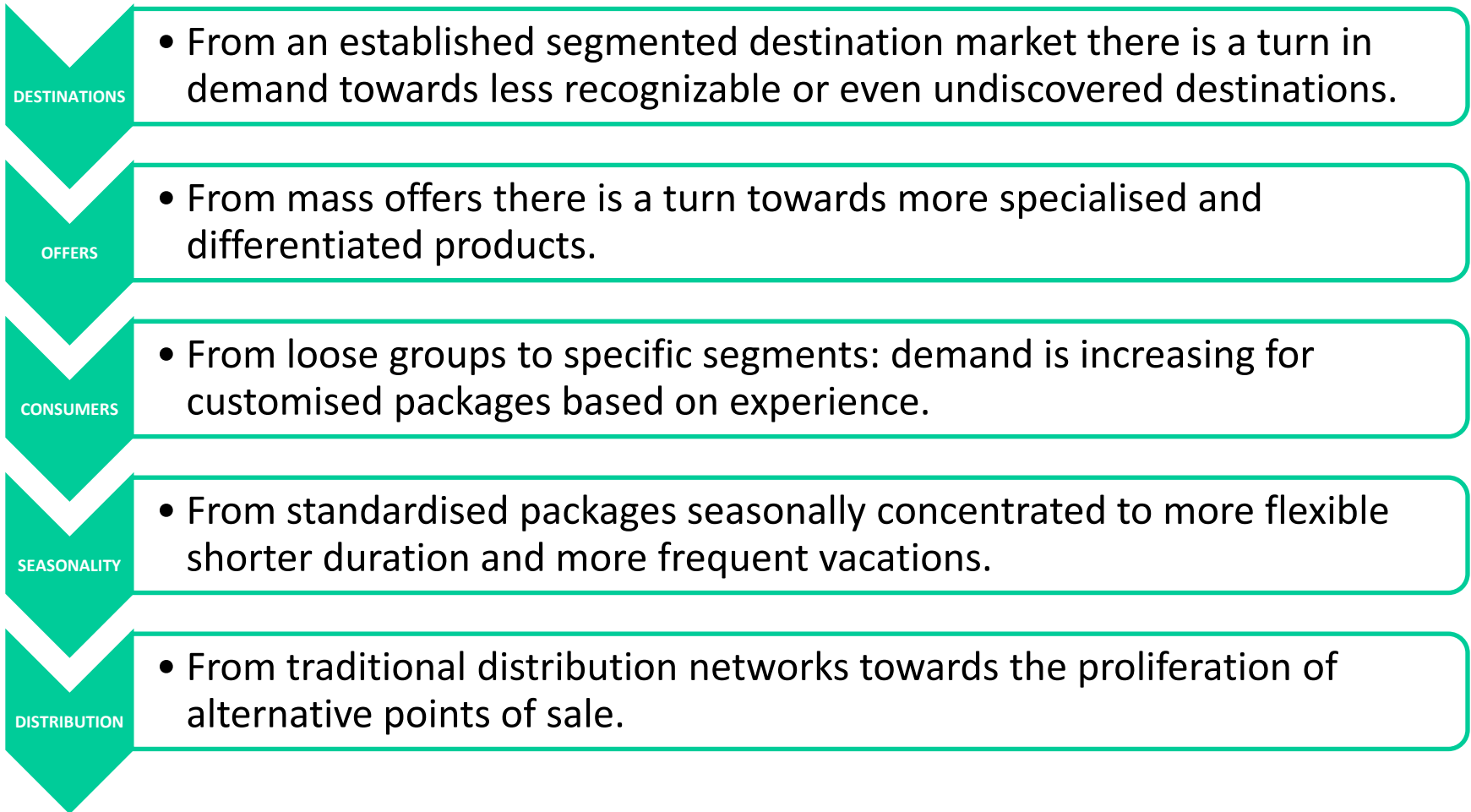


Tourism: a dynamic sector of Crete's economy for the next years



MARKET TRENDS

From mass to more customised tourism



2014-2020: The strategic objective of tourism in Crete region

The Region of Crete aims to strengthen the competitiveness of the **tourism –culture complex** in the world market.

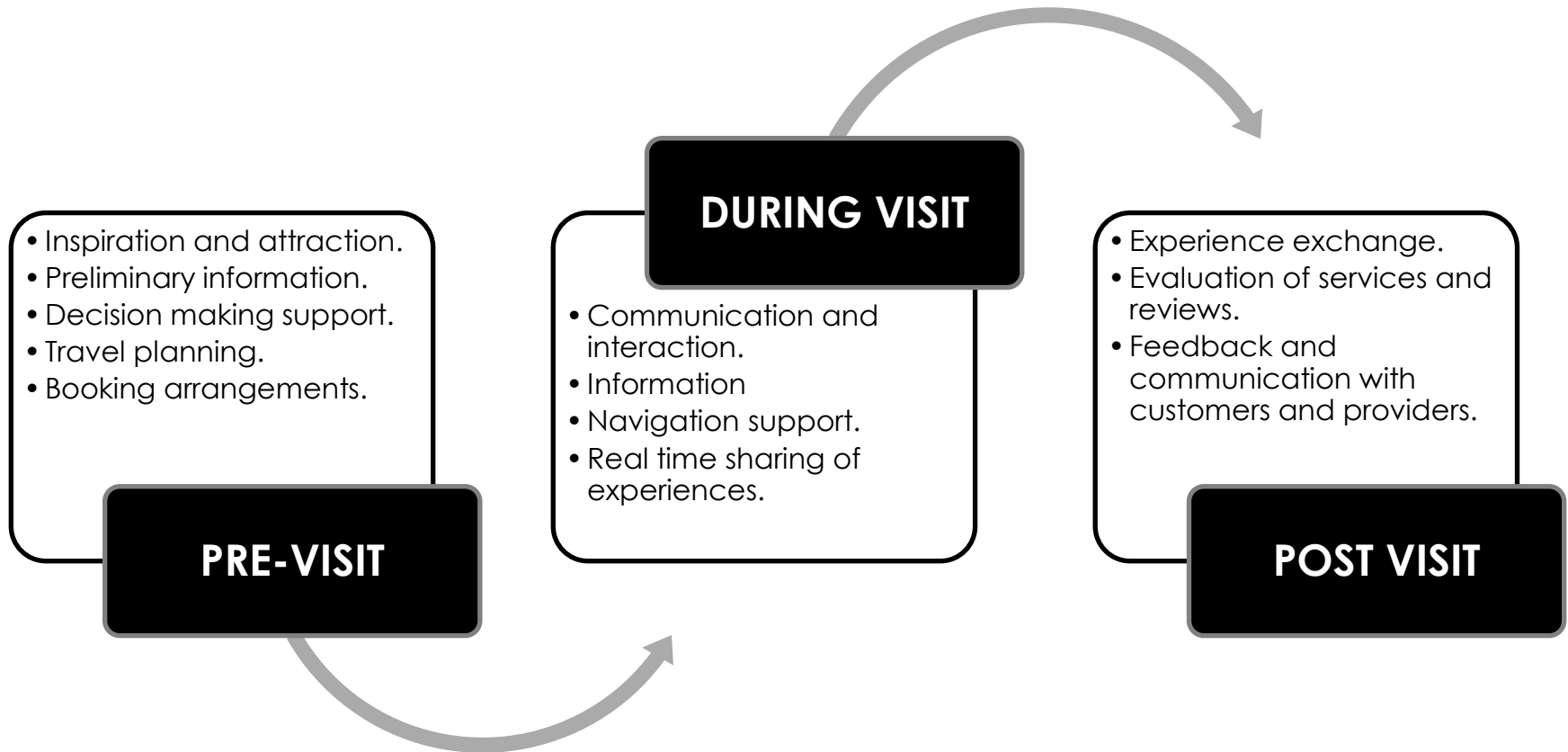
Its basic objective is to offer **innovative, diversified** and **quality tourism products** which :

- ✓ exploit the island's tourist potential,
- ✓ extend the tourist season,
- ✓ increase the economic benefits not only for coastal areas but for the whole region inland,
- ✓ attract new and niche markets .

To achieve its objectives Crete intends to exploit the dynamic of **new technologies and innovation** for the revitalization and enlargement of the tourism and culture value chain.

TOURISM VALUE CHAIN

From the analysis of the tourism value chain we have identified the need for an upgrade of the interconnections between activities at various levels of production and distribution of services with the introduction of information technology tools.



RIS Crete: Sectoral priorities

PROMOTING INNOVATION IN SMEs: KETs, PILOT ACTIONS, FINANCIAL INSTRUMENTS

***C*ULTURAL-TOURISM COMPLEX**

- Use of multimedia
- Promotion & conservation of archaeological sites
- Upgrading of services offered
- Development / exploitation of ICT tools
- High value alternative tourism

***E*NVIRONMENTAL COMPLEX**

- Sustainable constructions
- Energy saving
- Renewable energies
- Smart water and wastewater management

***A*GRO-FOOD COMPLEX**

- Upgrading of basic products
- New product development
- Food technology

***K*NOWLEDGE COMPLEX**

- New educational services
- Production and promotion of exploitable knowledge
- Innovative entrepreneurial support

**SMART
SPECIALIZATION**

IMPROVING SKILLS: TRAINING, INNOVATION MANAGEMENT, MOBILITY

MAIN OBJECTIVES OF THE RIS3

Restructuring of the agri-food cluster with adapting to climate change, strengthening export sectors and highlighting the value of the Cretan diet, which is part of the intangible cultural heritage of Crete.

Consolidating the competitiveness of the cultural-touristic cluster with the introduction of elements of uniqueness and authenticity in the international arena.

Limiting the dependency of Crete to conventional forms of energy.

Rational use and development of the natural resources.

Exploiting the potential of the sea in the context of blue growth initiatives.

Educational activities and human resources training activities of international scope.

Development of high value-added activities in emerging sectors.

RIS Crete: The tourism -cultural complex is a high priority

The tourism-culture complex priority of RIS Crete valorizes scientific knowledge, innovation and ICT technologies to enhance the international competitiveness of tourism by:

- ✓ *improving tourism services quality*
- ✓ *diversifying tourism product in areas where Crete can develop comparative advantages*
- ✓ *upgrading the main entrances of Crete island (harbours, airports)*
- ✓ *exploring the cultural potential of Crete and managing its profitable effects to the society and local economy.*

RIS Crete: Innovation in tourism

A key challenge for the Region of Crete is how to maintain tourism as a high added value and knowledge intensive economic activity, boosting innovative entrepreneurial activity, which will expand the tourist season, increase revenue and create sustainable jobs.

Focus on two topics:

- ✓ Introduction of **technological innovations** to enhance the tourist experience, attractiveness and promotion of Crete's destination and improve business competitiveness.
- ✓ Establish **strong cooperation** between business community and educational and research institutions of Crete –clustering
- ✓ Promote **thematic tourism products** which can tackle the seasonality of the economic activity

RIS Crete and thematic tourism: Cultural Tourism

The element of cultural heritage including religious assets forms a key motivation for selecting a destination.

The regional strategy of cultural tourism and therefore RIS Crete intends to exploit the great potential of:

- ✓ The most competitive and unique cultural assets of Crete such as Minoan civilization,
- ✓ The common cultural elements between Crete and other regions which strengthen cooperation and economies of scale.

Integrated tourism products will be developed based on the concept of cultural routes on regional and interregional level.

RIS Crete and thematic tourism: CruiseTourism

Cruise tourism is a priority of Crete's tourist strategy because of:

- ✓ **The geographical location** of the island
- ✓ **The attractiveness of the destination**

The regional strategy for cruise tourism focus on :

- ✓ Consolidating Crete as a cruise destination
- ✓ Upgrade harbors smart infrastructures
- ✓ Manage profitably the effects of intensive influx of tourists in a way that coastal areas potential be better exploited, creating more lasting economic benefits for the local economy.

RIS Crete and thematic tourism: Diving Tourism

Diving tourism has already taken its first steps in Crete by undertaking several business initiatives (about 20 diving centers) in many parts of the northern coast and spot on the south coast.

The regional strategy for diving tourism focus on developing Crete as an **innovative diving center** able to adopt research oriented applications that leverage the significant research experience available to (HCMR)ΕΛΚΕΘΕ, a research institute located in Crete oriented to marine technologies(Marine biology, biotechnology and aquaculture) .

RIS Crete and thematic tourism: Countryside tourism

Considering that Crete has significant assets as:

- ✓ natural and cultural resources that attract global attention ,
- ✓ accommodation facilities in the hinterland,
- ✓ great variety of local products (agrofood sector)

the growth potential of Countryside tourism is great.

The regional strategy on countryside tourism focus on:

- ✓ The development of **platforms and clusters** that enhance cooperation of all local actors and exploit synergies and economies of scale

RIS Crete- Tourism-Culture Action Plan

Actions	Possible Projects
<p><i>Diversification of the tourism product. Strengthen Crete's brandname</i></p>	<ul style="list-style-type: none"> ✓ Develop networks of excellence.Strengthen innovation in Ambient Intelligence ✓ environments for personalization services in tourism - cultureDemonstration projects ✓ to promote new, innovative business initiatives that consolidate alternative types of tourism ✓ Promotion and diffusion of innovations, for matching tourism products with smart cities related technologies - creating intelligent destinations ✓ Develop innovative tools for thematic tourism products (cruise, religious, diving and marine, phisiolatric tourism)
<p><i>Promotion of culture as a strong element of the tourism product</i></p>	<ul style="list-style-type: none"> ✓ Develop innovative applications for connecting cultural potential such as Minoan Civilization, Byzantine and Venetian, with tourism ✓ Enable tourist experience through the use of historical digital documentation ✓ Introduce innovation in activities related to tourism - culture, such as cultural heritage conservation and the development of creative industries ✓ Utilization of e-ticketing services, electronic tour guide system, support networks with a view to valorize the most valuable cultural resources. ✓ Develop innovative applications to promote the contemporary culture ✓ Strengthe technological innovation in museum display, storytelling techniques (storytelling) for innovative presentation of exhibits / events on cultural sites ✓ Enhance digital services and cultural heritage projection applications, navigation systems, route management in tourist areas

RIS Crete- Tourism Culture Action Plan

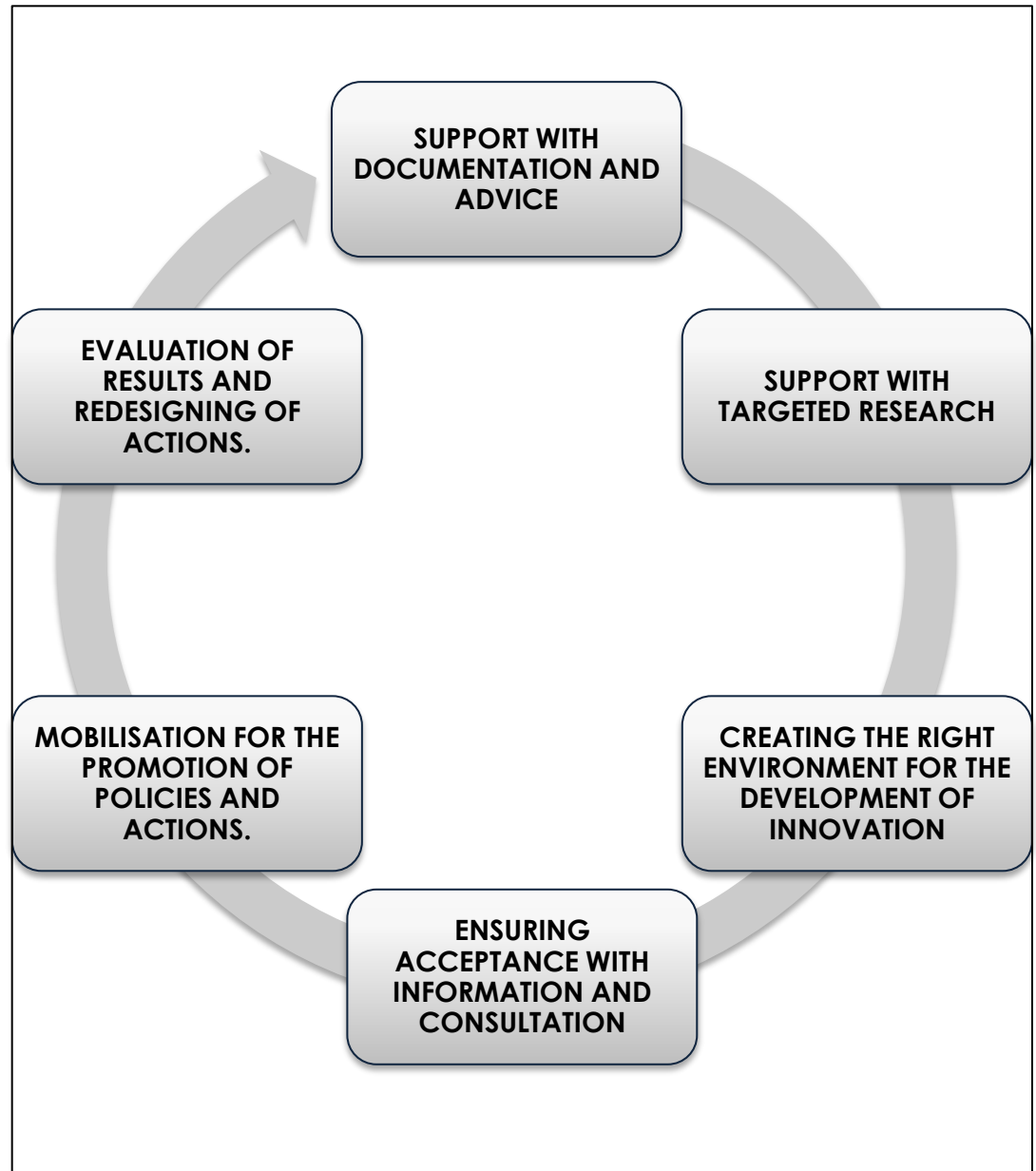
Actions	Possible Projects
<i>Strengthen the synergies between tourism and other economic sectors</i>	<ul style="list-style-type: none"> ✓ Create cluster tourism - culture ✓ Strengthen linkages of tourism with the agro food sector (local products)
<i>Increase competitiveness and quality of tourism services</i>	<ul style="list-style-type: none"> ✓ Promote the image of Crete as a tourist destination by using new technologies. ✓ Utilize ICTs for enhancing personal customer services and reducing the cost of services. ✓ Develop mobile applications and Internet to navigation and interactive communication ✓ Develop applications that leverage open data to provide value added services related to tourist destinations ✓ Promote innovation in customer / passenger information on entry points of the island. ✓ Promoting innovation to serve disabled visitors ✓ Supporting startups in the innovative tourism sector and activities linked to culture and creation industry.
<i>Development of human resource skills</i>	<ul style="list-style-type: none"> ✓ Develop professional knowledge and skills to enhance business, tourism and education personnel involved in managing cultural spaces ✓ Develop research skills of human resources and support tourism businesses

INNOVATION PLATFORMS

The strategy is innovative both in terms of planning and implementation.
It envisages:

- Enhanced participation of stakeholders
- Continuous consultation
- Evolving planning
- Renewal of participants.

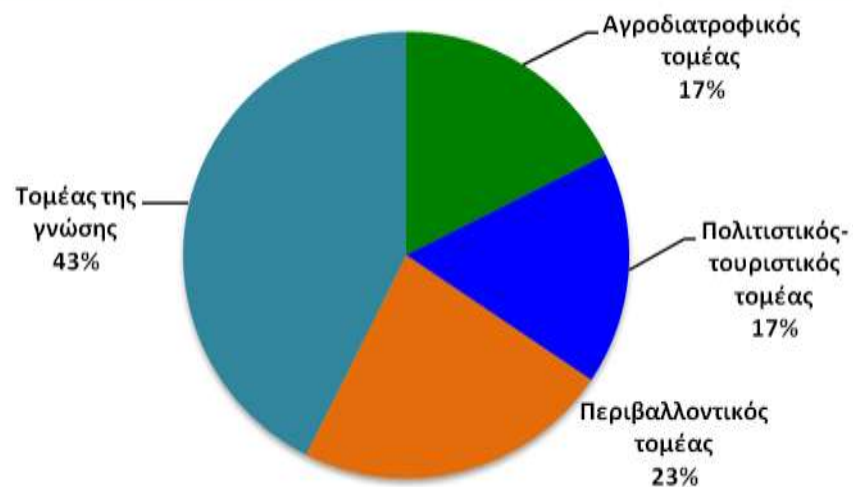
We are using as a key tool the establishment of an innovation platform per priority area.



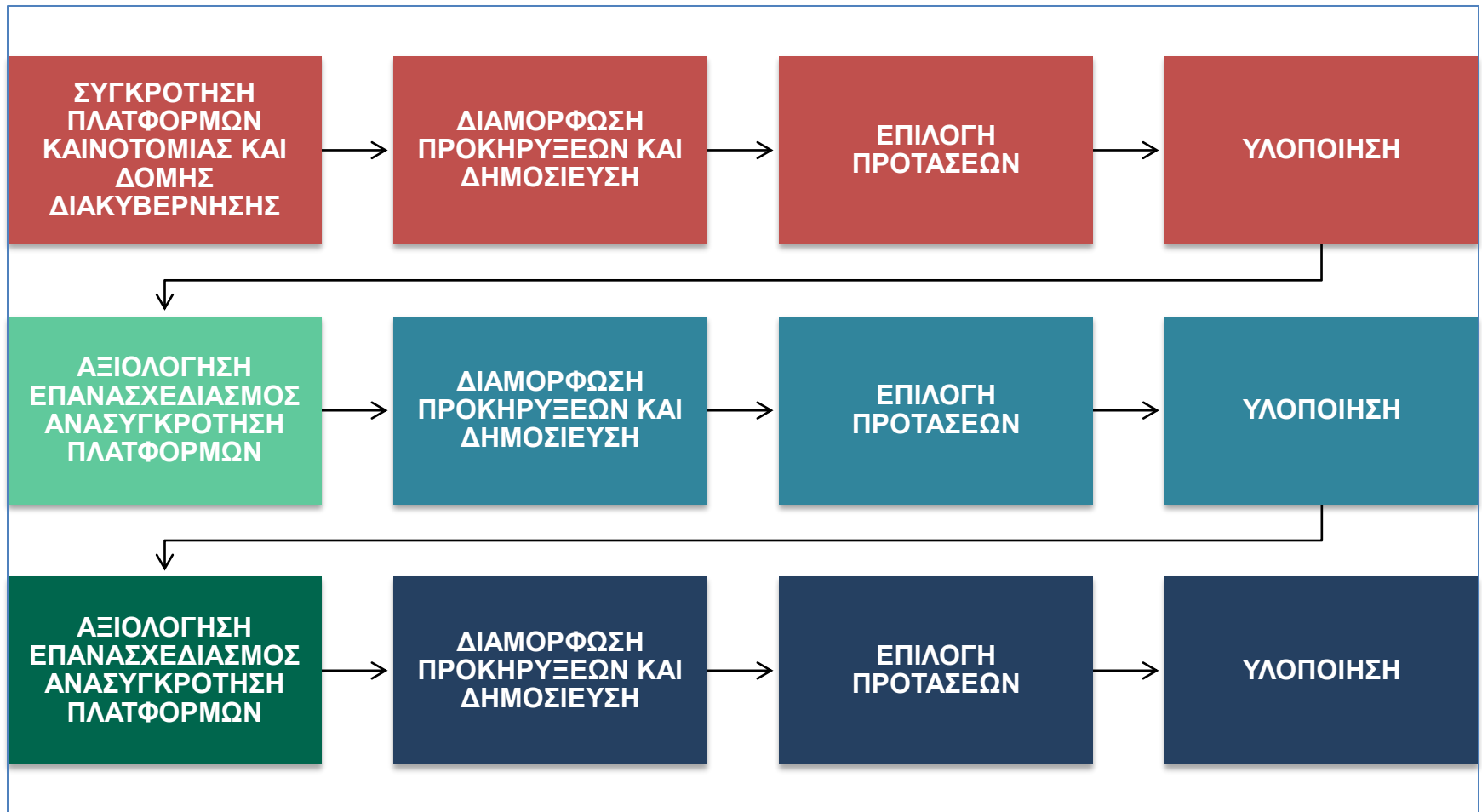
ΠΡΟΫΠΟΛΟΓΙΣΜΟΣ ΠΡΟΓΡΑΜΜΑΤΟΣ

ΤΟΜΕΑΣ	ΠΕΠ ΚΡΗΤΗΣ 2014-2020	ΕΠΑΝΕΚ 2014-2020	ΠΑΑ 2014-2020	HORIZON 2020	ΣΥΝΟΛΟ
Αγροδιατροφικός τομέας	4.000.000,00	14.260.000,00	29.800.000,00	10.000.000,00	58.060.000,00
Πολιτιστικός-τουριστικός τομέας	30.173.253,75	20.500.000,00	0,00	5.000.000,00	55.673.253,75
Περιβαλλοντικός τομέας	18.448.837,25	27.351.162,75	0,00	30.000.000,00	75.800.000,00
Τομέας της γνώσης	6.434.595,00	42.188.837,25	0,00	92.000.000,00	140.623.432,25
ΣΥΝΟΛΟ	59.056.686,00	104.300.000,00	29.800.000,00	137.000.000,00	330.156.686,00

ΠΟΛΛΑΠΛΕΣ ΠΗΓΕΣ
ΧΡΗΜΑΤΟΔΟΤΗΣΗΣ
ΠΕΠ ΕΠΑΝΕΚ ΠΑΑ HORIZON2020



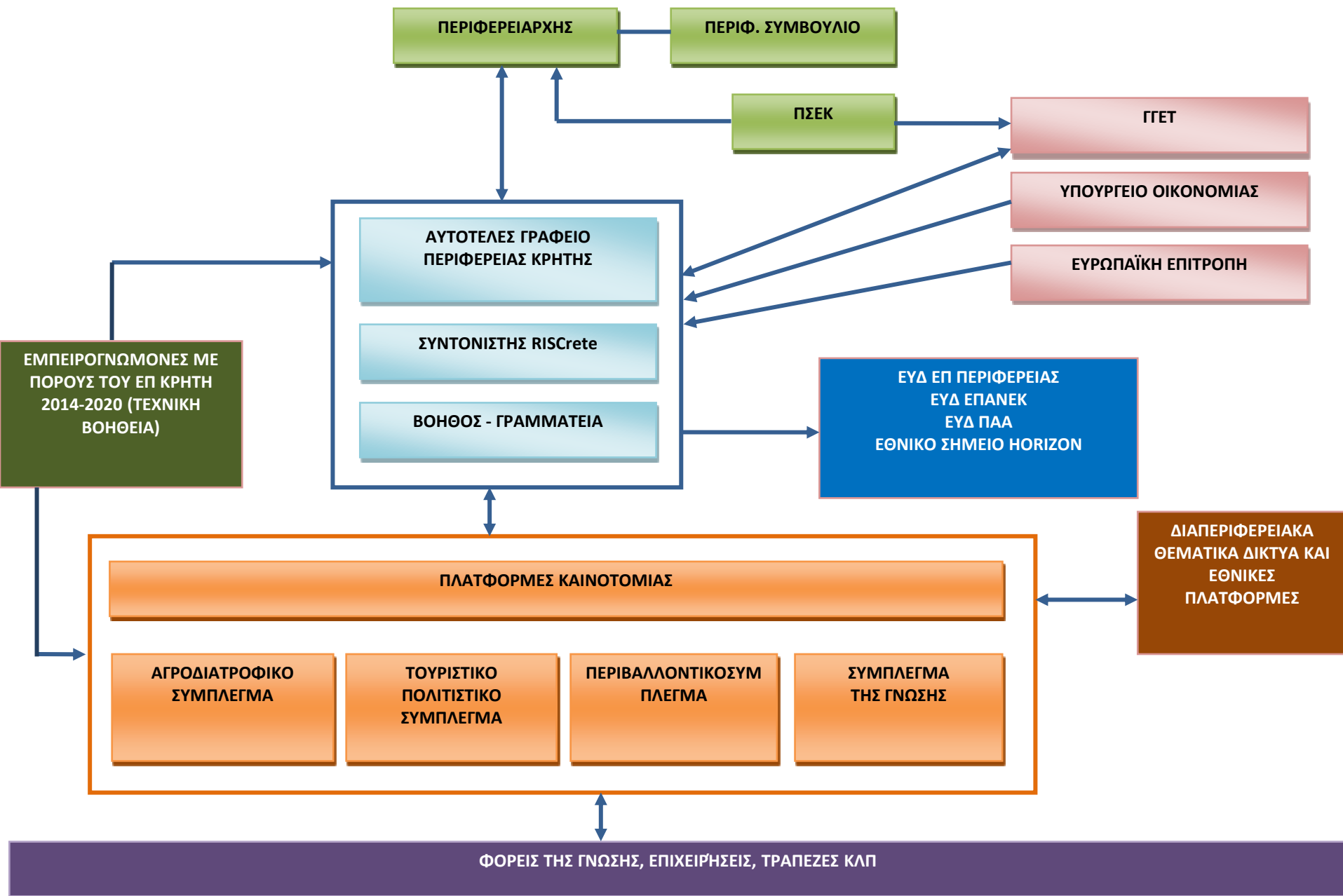
ΕΝΑ ΔΥΝΑΜΙΚΟ ΣΥΣΤΗΜΑ ΥΛΟΠΟΙΗΣΗΣ ΜΕ 3 ΚΥΚΛΟΥΣ ΠΡΟΚΥΡΗΞΕΩΝ ΚΑΙ ΥΛΟΠΟΙΗΣΗΣ



ΙΣΧΥΡΑ ΑΝΑΜΕΝΟΜΕΝΑ ΑΠΟΤΕΛΕΣΜΑΤΑ (ΠΕΠ / ΕΠΑΝΕΚ)

Γενικές Κατηγορίες Δράσεων	Ενδεικτικό αριθμός ωφελουμένων / αντίστοιχος δείκτης εκροών
Ενίσχυση της παραγωγής έρευνας - καινοτομίας	115 ισοδύναμα πλήρους απασχόλησης ερευνητών, που εργάζονται σε βελτιωμένες εγκαταστάσεις ερευνητικών κέντρων
Ενίσχυση συμπράξεων – συνεργασιών, επιχειρήσεων με ακαδημαϊκά και ερευνητικά κέντρα - clusters και δικτυώσεις.	595 ισοδύναμα πλήρους απασχόλησης νέων ερευνητών, που εργάζονται σε φορείς που λαμβάνουν ενίσχυση 45 επιχειρήσεις που συνεργάζονται με ερευνητικά ιδρύματα 50 επιχειρήσεις που λαμβάνουν στήριξη εκ των οποίων 7 νέες 12 ισοδύναμα πλήρους απασχόλησης ερευνητών, που εργάζονται σε βελτιωμένες εγκαταστάσεις ερευνητικών κέντρων 225 επιχειρήσεις που συνεργάζονται με ερευνητικά ιδρύματα
Ανάπτυξη ευρυζωνικών υπηρεσιών και δικτύων υψηλών ταχυτήτων	37.991 πρόσθετα νοικοκυριά με πρόσβαση σε ευρυζωνικά δίκτυα με ταχύτητες τουλάχιστον 30 Mbps 760 πρόσθετες επιχειρήσεις με ευρυζωνική πρόσβαση με ταχύτητα μεγαλύτερη των 30 Mbps
Ανάπτυξη και εισαγωγή ολοκληρωμένων ψηφιακών εφαρμογών στις επιχειρήσεις	301 επιχειρήσεις που λαμβάνουν στήριξη
Δράσεις αναβάθμισης δημόσιων πληροφοριακών υποδομών	19 φορείς και οργανισμοί του Δημοσίου και ευρύτερου Δημοσίου τομέα που ενισχύονται
Ανάπτυξη νέων επιχειρηματικών ιδεών και δημιουργία νέων προϊόντων και υπηρεσιών	334 επιχειρήσεις που λαμβάνουν στήριξη
Ενίσχυση της εξωστρέφειας πιστοποίηση προϊόντων επενδύσεις υψηλής προστιθέμενης αξίας	540 επιχειρήσεις που λαμβάνουν στήριξη εκ των οποίων 170 νέες
Ενίσχυση της νέας επιχειρηματικότητας	
Ανάπτυξη και εφαρμογή καινοτόμων λύσεων και τεχνολογιών για την βελτίωση της ενεργειακής απόδοσης	20 συνεργασίες φορέων - επιχειρήσεων – ερευνητικών ιδρυμάτων
Συμβουλευτική καθοδήγηση και επιδότηση για δημιουργία νέων καινοτόμων επιχειρήσεων	58 υποστηριζόμενα σχέδια για δημιουργία νέων επιχειρήσεων 88 επιχειρησιακά σχέδια που χρηματοδοτούνται

ΣΥΣΤΗΜΑ ΔΙΑΚΥΒΕΡΝΗΣΗΣ



THANK YOU!!