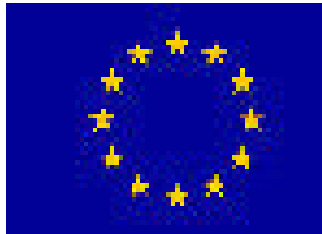
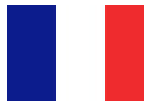




LEADER +
TRANSNATIONAL COOPERATION
"Network for the trading of local products and
rural tourism"



22/23 June 2007 – meeting point ANAP Calabria – Briatico (VV) - Italy

SEMINARY:

RURAL TOURISM SUSTAINABILITY WITHIN
THE EUROPEAN TOURIST MARKET

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RURAL TOURISM SUSTAINABILITY WITHIN
THE EUROPEAN TOURIST MARKET

AGENDA

FRIDAY 22 JUNE ORE 9.00 OPENING WORKING SESSION:

9,30 introduction;

10.00, greetings from local Authorities;

10.20, I^a working session:

the qualitative approach of the rural tourism offer;

- q **Pier Francesco Multari**, rural tourism expertise and chairman of the Association "Strada dei vini e dei sapori della Locride". "Locri's wine and flavours roads"

11.00, coffee break;

- q **Pietro Sirianni**, technician responsible for Coldiretti (agricultural Confederation) ;

speech on the topic:

- q **Spetsidis Nikos**, representative of Kastelli municipality "*the qualitative approach of the rural tourism offer - the case study of Kastelli agrotourism plan*"
- q *debate*

13.15 lunch time

15.00 II^a working session:

Marketing and planning for the management of rural tourism enterprises

- q **Teresa Palumbo** – Italian Economical Agrarian Institution;

On the topic:

- q **Karavagelis Vagellis**, - adjunct professor in marketing economy – administration of enterprises in the technological high institute of thessaloniki – outlier of katerini te agenzia di IMATHIA - "*Total agrotourism management - Methodology and suggestions;*
- q *debate;*

17.00 coffee break

17.15 III^a working session :

Special attention to the image and the aesthetic aspect of the rural tourism facilities;

- q **Domenico Santoro**, advertising planner, expertise about urban topic.

On the topic:

- q **Petrakis Giorgos**, expertise on local development:
Architectural tradition and agrotourism”;
- q *debate;*

19.00, conclusion of the first working day

SATURDAY 23 JUNE 2007

9.00, IV^a working session :

Relationship among products, gastronomy and hospitality

- q **Silvestro Greco** - Calabria Slow Food governor;
- q **Petrakis Nikos**. O.A.S President. Development organisation of Sitia;

on the topic:

- q **Paterianakis Giorgos**- President of the winery A.S. Paterianakis – *Relationship between wine production and agro-tourism" ;*
- q **Drakonakis Nikos** - ETAM- *"The contribution of the "roads of wine" to the diversification of tourism product of Crete" –*
- q *debate;*

11.00 coffee break

11.15 V^a session on the topic

The recreational offer in the rural area, opportunity and Sustainability

- q **Angiolina Oliveti** – Chairwoman of ASSOGAL – Calabria;
- q **Antonakakis Giorgos**– representative of the alternative tourism in Creta;
- q **Vito Teti**, - professor of cultural anthropology , Università degli studi della Calabria, UNICAL

On the topic:

Mavrokosta Chrisoula: Mavrokosta Chrisoula: representative of the Speleological association in Crete; *"Latent aspect of unknown geo-lands":*

field of recreation and sports, platform of cultural activities or vehicle for endogenous development?

q **Alessandra Mazzei**

“welcoming culture and territory complementarity”;

q *debate;*

13.00 Lunch time

15.00 VI^a working session on the topic

The network system acting as support to the management of rural tourism activities

o **Ranieri Filippelli**, Coldiretti local responsible ,

on the topic:

q **Frantzeskakis Nikos**: representative of the rural tourism network in Western Crete, “The Network of Agritourism of Western Crete;

q **Olga Iakovidou**, Professor at the Aristotetle university of Thessaloniki, *“The role of women’s agrotourism co-operatives to the development of rural tourism of Greece*

q **Miliarakis Nikos**: President of the wine association *Listing the “wine roads”;*

q **debate**

17.00 coffee break

17.30, final debite on the seminary topics.

18.30 conclusion and delivery of the certificate of attendance