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**MINISTRY OF TOURISM OF
GREECE**

14th UNWTO ASIA/PACIFIC EXECUTIVE TRAINING PROGRAMME ON TOURISM POLICY AND STRATEGY

**Special Session: “Restarting
international tourism: successful cases and practices in the era of
the New Normal”.**

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COVID-19 CRISIS IN TOURISM: FACTS AND FIGURES



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Tourism is
among the
most affected
sector

According to the latest issue of the UNWTO World Tourism Barometer, international tourism arrivals (overnight visitors) declined 70% in January-August 2020 over the same period of last year (ca 700 million fewer international tourism arrivals)

Loss of US\$ 730 billion in export revenues (> 8 times the loss in 2009, under the impact of the global economic crisis)

Current trends point to a decline in international arrivals closer to 70% for the whole of 2020.



COVID-19 AND GLOBAL TRAVEL TENDENCIES

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Key
tendency: travelers
will be hyper-
aware of safety
measures

Countries, travel
organizations and
businesses have to
promote their
safety protocols

Health and safety
precautions constitute a
significant factor in where
consumers choose to stay
than price, and that heavily
influences the type of
destinations they are willing
to travel to (avoid crowded
places)



COVID-19 AND GLOBAL TRAVEL TENDENCIES

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According to Tripadvisor, nature destinations, have benefited from returning demand. Campgrounds and farmhouses have also grown in popularity, and user searches for properties with outdoor activities are also on the rise.

Opportunity for destinations and the industry to increasingly channel consumer interest towards sustainability practices(make tourism greener, more digital and more resilient)

Europe and parts of Southeast Asia, domestic travel demand also improved significantly this summer.



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PREREQUISITES OF SUSTAINABLE RECOVERY (I)

affordable and more sustainable multimodal transport → improved connectivity

smart management of tourism flows

diversification of the tourism offer

sustainability skills for tourism professionals

raise awareness of the variety of landscapes and the cultural diversity



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PREREQUISITES OF SUSTAINABLE RECOVERY (II)

Adoption of preventive measures

facilitating assistance to visitors

contactless services/ services empowering consumer choice

Prevalent
travel
tendencies
of the
future:

- Slow tourism and micro experiences
- greener and climate friendly holidays
- extended stays linked to the possibility of teleworking
- holistic wellness



COVID-19 CRISIS: GREEK INITIATIVES

- ▶ **Mission:** Redefinition of our tourism offer. Expected outcomes: Extension of the tourism season, high level of services and security, compliance with the new global trends
- ▶ **Main goal for 2021:** the recovery of the country, as a tourism destination, taking into account the current conditions prevailing at national and international level
- ▶ **Main objective of the measures:** to protect travelers, local communities, and tourism workforce
- ▶ **Implementation** of Health Protocols in all tourism businesses and establishments
- ▶ **Opportunity** for destinations and the Industry to increasingly channel consumer interest towards sustainability practices (make tourism greener, more digital and more resilient)



STRATEGIC PRIORITIES

Safety: Implementation of health protocols

Sustainability: Alignment of our policy with the Agenda 2030 for Sustainable Development

Interlinkage
between tourism and agrifood sector → consolidation of rural development

Development of S.T.s (e.g. Gastronomic, wine, health, diving, tourism)



“HEALTH FIRST” INITIATIVE

- ▶ 2/6/2020: A special digital platform has been launched by the Hellenic Chamber of Hotels, supervised by the Ministry of Tourism of Greece, in order to facilitate its members.
- ▶ Through the platform, each hotel can receive the hygienic protocol corresponding to the standards and services offered, since it gives the hotelier the opportunity to enter his/her hotel specifications (size, number of rooms, services).
- ▶ In addition, educational material for hotel staff, provided by N.P.H.O (National Public Health Organisation – N.P.H.O.) and the Ministry of Tourism is provided.
- ▶ Greek hotels and other tourist accommodation establishments are obliged to obtain the “Health First” certification. The certification is provided by the HCH for all the hotels of the country and the Ministry of Tourism as far as other tourism accommodation establishments are concerned



INITIATIVES TO SPUR RURAL DEVELOPMENT

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- ▶ Greece has made a strong and sincere effort to promote its gastronomy and wine tourism as parts of cultural tourism.
- ▶ The Mediterranean Diet was recognized by Unesco as intangible cultural heritage.
- ▶ A variety of traditional products i.e. herbs (feta, yogurt), high quality olive oil constitute the daily elements of a healthy nutritious life.





LINKAGE OF RECOVERY WITH AGRI- FOOD AND GASTRONOMY



- ▶ The integration of agricultural produce and gastronomy in the tourist product is a main component of the national recovery plan for the tourism for the next day. The related actions aim at:

Developing an
Agri-Food,
Gastronomy and
Tourism
Interconnection
System (AGTIS)

Develop an
AGTI industry

Creating a
National Greek
Gastronomy
Organization





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GASTRONOMY

GREECE IS A TRUE FOODIE'S PARADISE, A DESTINATION FOR EVERY TASTE

- ▶ Unique foodie experiences based on the healthy, nutritious, tasty Greek diet
- ▶ Local cuisine -locally grown/fresh products- agrifood sector
- ▶ Wine tasting & winery tours
- ▶ “Standout” products (mastiha, honey, kozani crocus, avgotaraho, paximadi)
- ▶ Greece's famous traditional spirits (ouzo, raki, tsipouro)
- ▶ Large variety of traditional cheeses, herbs (feta, yogurt)
- ▶ High quality olive oil





GASTRONOMIC TOURISM INITIATIVES

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- ▶ The Special Quality Label for Greek Cuisine, aims at establishing Greek (national, local & creative) cuisine as an exceptional element of the Greek tourism product, offering a competitive advantage to certified companies.
- ▶ The “Greek Breakfast” initiative implemented by the HCH has succeed to enrich the buffet offered in Greek hotels, with products of the Greek land and traditional local delicacies.
- ▶ The Aegean Airlines programme “Discover the Greek Cuisine” enables passengers to enjoy a meal inspired by traditional recipes.



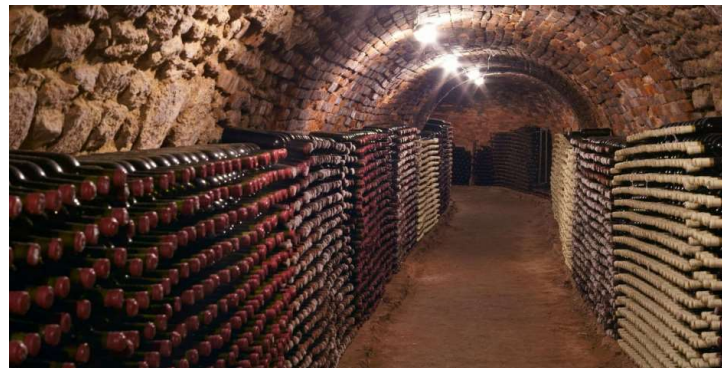


WINE TOURISM INITIATIVES: Label “Open Wineries”

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- ▶ The establishment of the “Winery Open to the Public” Label is an important step in strengthening the brand of Greece and positioning it on the international map as a competitive wine tourism destination.
- ▶ Thematic experiences linked with wine tourism: walk around wine regions, familiarisation with greek wine-producers, gazing the scenery of beautiful vineyards, participation in a tour in wine production, try new and vintage wine and get an update on the fresh wines of this year's harvest





WINE TOURISM INITIATIVES:Label Open Wineries

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ΥΠΟΥΡΓΕΙΟ ΤΟΥΡΙΣΜΟΥ
MINISTRY OF TOURISM



ΟΙΝΟΤΟΥΡΙΣΜΟΣ • WINE TOURISM



ΕΠΙΣΚΕΨΙΜΟ ΟΙΝΟΠΟΙΕΙΟ
WINERY OPEN TO THE PUBLIC

ΛΗΞΗ ΑΡ. ΣΗΜΑΤΟΣ/EXPIRY DATE
.....



Opportunities for developing wine tourism



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- Possibility to extend tourist season
- Attract high income tourists
- Creating new job opportunities
- Develop and strengthen the economy of the regions
- Creating investment interest for winemakers and wine producers
- Cross-cutting form of tourism (gastronomy, ecotourism etc)





HEALTH/ WELLNESS TOURISM INITIATIVES (I)

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- ▶ The national strategy for health tourism also fosters all initiatives towards attracting Health and Wellness Tourists and promotes the formation of health tourism clusters that will consist of certified healthcare providers and tourism services focused on health tourism visitors.
- ▶ 75 Thermal Springs have been legally certified
- ▶ 46 Thermal Spa licensed facilities are operating, offering services related to the thermal
- ▶ springs.





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HEALTH/Wellness TOURISM INITIATIVES

- ▶ L.4582/2018 provides a Register of the Certified Spas and Wellness Centers and Thermal Springs/Sources, registered as medicinal with detailed information on the specific elements, characteristics and qualities of each spring/source, as well as of the facilities available.
- ▶ The Ministry has formed synergies with public and private sector bodies (e.g. National Organization for the Provision of Health Services and the Ministry of Health)→ establish partnerships with insurance providers/institutions in other countries, as well as with health tourism providers in Greece.



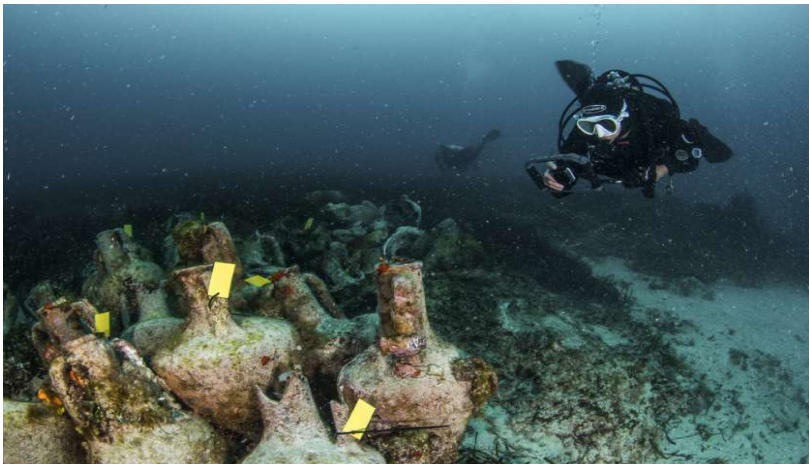


DIVING TOURISM INITIATIVES

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- ▶ L. 4688/20: .The creation of a legislative framework for the development, highlight, and promotion of diving tourism in Greece.
- ▶ Simultaneously, the present Law ensures the protection, preservation and utilisation of natural and underwater cultural environment of the country, under the principles of sustainable tourism development.





MINISTRY OF TOURISM

LOOKING TO THE FUTURE: BUILDING A RESILIENT TOURISM PRODUCT IN GREECE





COMMITTED TO THE ACCELERATORS OF NEW TOURISM NORMALITY



**SUSTAINABLE
TOURISM
DEVELOPEMNT**

**DIGITALISATION
OF THE TOURISM
SECTOR**



Thank you for your attention!



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