

CHAMBER OF



LARISSA



**National Chamber Network
of Women Entrepreneurs**

***The Development of Alternative Tourism in Thessaly:
The Market of Germany as Target***

***Kalliopi Tzika
First Vice President of National Chamber of
Women Entrepreneurs Network
General Secretary of Larissa Chamber of
Commerce & industry***



ΠΑΝΕΛΛΗΘΙΟ ΘΕΣΣΑΛΙΑΣ

1. TOURISM

Globally:

- It accounts for 9% of world GDP
- It employs 1 in 11 employees
- It holds a 6% share of the export turnover with € 1.4 trillion
- Number of travelers was increased from 25 million in 1950 to 1087 million in 2013 with a forecast of 1.8 billion in 2030
- (UNTWO 2014)

In Greece:

- It accounts for 18% of GDP
- (ΥΠΑ, Processing Hellenic Tourism Business Association)

2.1 ECONOMIC IMPACTS OF TOURISM

DIRECT EFFECTS

- International trade is affected
- Jobs are created
- Direct or indirect production activities are created



2.2 ECONOMIC IMPACTS OF TOURISM

INDIRECT EFFECTS

- National income is boosted
- Employment is increasing
- Prices are affected
- State revenue is boosted
- Investments are realized



2.3 PRODUCTION BRANCHES RELATED TO TOURISM

Transport

Hospitality

Food Service

Travel agencies

Organization of sport - cultural and social events

Trade

Constructions

Financial

Marketing – Communication

Education



3 SPECIAL AND ALTERNATIVE FORMS OF TOURISM_(1 of 2)

The term Special and Alternative Forms of Tourism defines all tourist services, which are distinguished by specialization according to the specific needs and preferences of their clients.

Alternative tourism is aimed at a specialized public, while its main features are the search for authenticity and contact with nature, combining holidays with something more creative, but also highlighting cultural heritage and offering solutions to the problems arising during the tourist season.

(Cohen, 1987; McGehee, 2002)

(2 of 2)

Forms of Alternative Tourism

Agrotourism

Cultural Tourism

Adventure Tourism

Gastronomic Tourism

Maritime Tourism

Spa tourism

Game Tourism

Tourism for Bussiness

Walking Tourism



THESSALY (2 of 5)

700.000 Residents

Region of
Larissa

Region of
Trikala

Region of
Karditsa

Region of
Magnesia



Thessaly (3 of 5)

- 52 wildlife sanctuaries
- 29 Natura areas
- 7 aesthetic forests
- 2 nature conservation monuments
- 2 Barcelona Convention Areas
- 1 monument UNESCO
- 1 water park

Thessaly (4 of 5)

Transport

Air connection

Skiathos, Agchialos, Thessaloniki Airports

Road connection

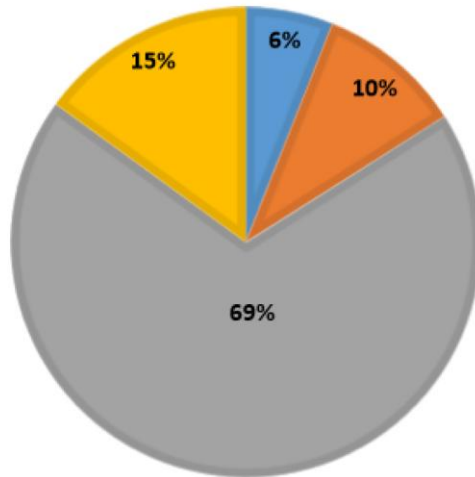
Rail connection

Ferry connection

Thessaly (5 of 5)

Accommodations

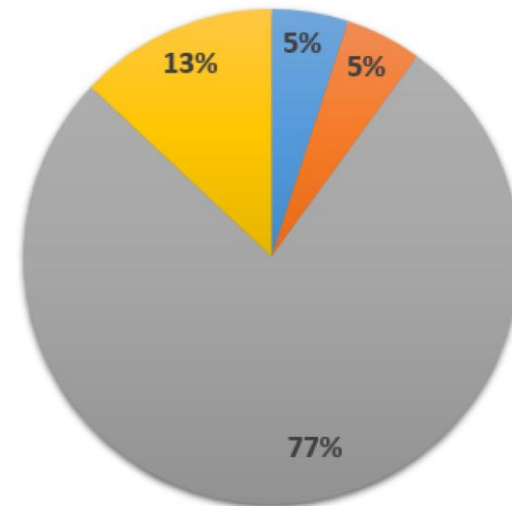
Κατανομή Δωματίων Ξενοδοχειακών Μονάδων ανά Περιφ. Ενότητα, έτος 2015



■ Π.Ε. Καρδίτσας ■ Π.Ε. Λάρισσας ■ Π.Ε. Μαγνησίας ■ Π.Ε. Τρικάλων

571 Hotels

Καταμερισμός των Ενοικιαζόμενων Δωματίων Ανά Περιφερειακή Ενότητα



■ Π.Ε. Καρδίτσας ■ Π.Ε. Λάρισσας ■ Π.Ε. Μαγνησίας ■ Π.Ε. Τρικάλων

24.691 Rental rooms

5. GERMANY

144.000 working positions

11 billion € turnover

14.000.000 regular travelers of alternative forms

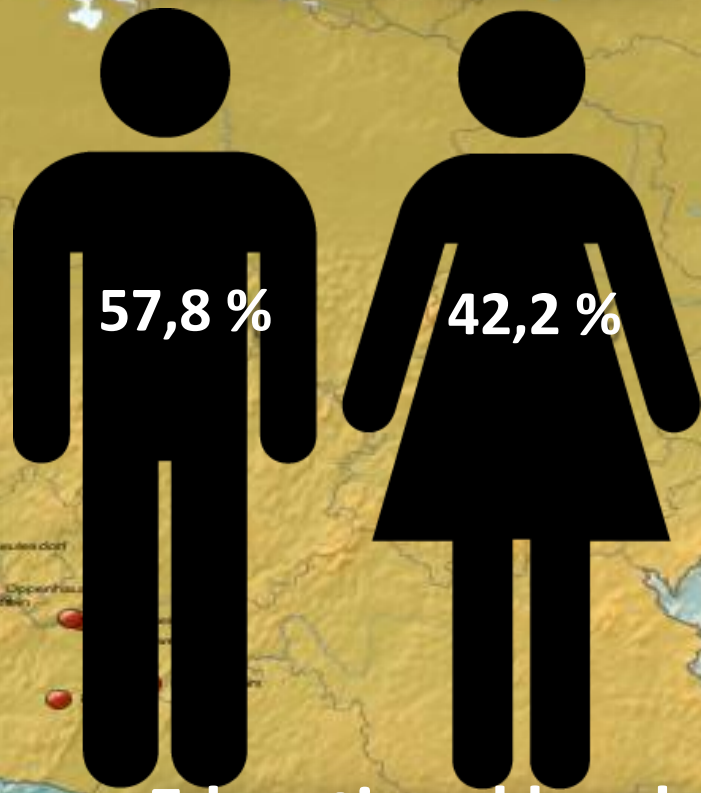
108 € average daily consumption

Πηγή:

Report of the German Ministry of Economy and Technology 2010

100 km

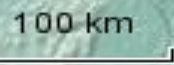
PROFILE OF TOURISTS



Educational level

48% have a high school graduation

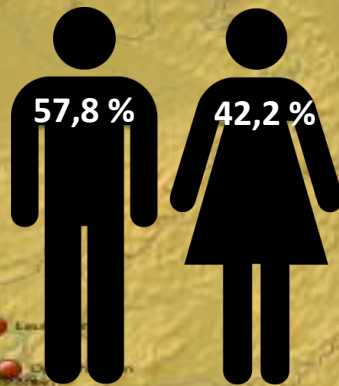
Source : Dreyer et al. 2010



(3 of 6)

Age

10 – 19	0,4 %
20 – 29	6%
30 – 39	16,8%
40 – 49	24,7 %
50 – 59	25,6 %
60 – 69	20 %
70 – 79	5,7 %
89 – 90	0,4 %



MOTIVE FOR PARTICIPATION IN TRAVEL

Enjoy the countryside	86 %
Improving health	69 %
Getting to know the area	57 %
Joy for something different	51 %
Escape from everyday life	49 %
Self knowledge	23 %
Endurance Test	15 %

Educational level

48% have a high school diploma

100 km

Sources of Information (1 of 2)

Recommendation of friends and acquaintances	56 %
Articles in magazines and newspapers	54 %
Internet	52 %
Tourist information centers	39 %
Personal experience	36 %
Destination brochures	32 %
Travel agency	24 %
Television - Radio	22 %
Advertising	11 %

Source : Dreyer et al. 2010

100 km

Most important Tour Operators

Name - Website	Recommended excursions	Employees	Year of establishment
www.wikinger-reisen.de	430	65	1969
www.hauserexkursionen.de	360	40	1973
www.dav-summit-club.de	160	25	1957
www.abenteuerurlaubonline.de	134	6	1999
www.studiosus.com	121	260	1954
www.schulz-aktiv-reisen.de	100	22	1990
www.elchtours.de	53	5	1992
www.frauenunterwegs.de	50	4	1984
www.rucksack-reisen.de	47	19	1992
www.natours.de	44	11	1981
www.urlaubmitsinn.de	42	20	1979
www.demeter-reisen.de	28	8	2006
www.renatour.de	27	5	1994

100 km

Πηγή: Ίδια Επεξεργασία

6. Proposed actions for Marketing (1 of 2)

Positioning (Positioning - Statement)

The landmarks of the Region, Olympus, Meteora, Pelion should be mentioned among other things.

Segmentation

Targeting at the German market.

SWOT ANALYSIS

Strong points: brands, infrastructure, security, easy access

Weak points: Lack of tourist awareness, political conditions, road network condition

Opportunities: The trend to increase tourism towards Greece, the expected funding tools

Threats: Uncertainty, competitors' moves

(2 of 2)

8 P's

Product:	8 day programs or on demand
Pricing:	value for money
Place:	Everywhere
Promotion:	360
Partnerships:	Public, Private organisations, Businesses,
People:	Effective HR management
Programming:	Short -long term planning
Packaging:	Integrated Services

11. Conclusions (1 of 3)

The Region of Thessaly fulfills the key features to support the development of alternative tourism and thereby contribute to the extension of the Tourism Period.

(2 of 3)

The German market is a feasible target, and as it turns out that German people are walking very much and intensively and according to SETE figures, they are the number one tourist population as far as it concerns tourist arrivals in Greece.

(2 of 3)

To succeed in making the Region of Thessaly an Alternative Tourism destination, synergies on behalf of Public and Private sector and Businesses are required.

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