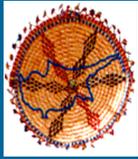


Discover the Real Cyprus-Village Routes. A project to regenerate rural economy, conserve natural resources and protect the environment.



# Cyprus Sustainable Tourism Initiative

CSTI  
**News**  
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## Hidden Delights

On July 6<sup>th</sup>, 2007 local producers, artists and crafts people had the opportunity to exhibit their products and demonstrate their skills at a producers' fair which was held at the one of a kind Olive Park Oleastro. The purpose of the fair which was organized by the CSTI in collaboration with the Cyprus Association for Culture and Special Interest Tourism (CYACIT), was to promote local producers who are included in the Village Routes developed by CSTI and give people in the tourism industry and the general public the opportunity to familiarize themselves with the Village Route project, as well as the work of CSTI and the Travel Foundation - a UK charity - which is sponsoring the Village Routes project in Cyprus.

Among the exhibitors at the fair were the Nicolaidis Winery of Anogyra, the Kato Drys House of Lace, the Castellanos Herb Shop of Mandria, the Anogyra Mosaic WorkArt, local painter Demetris Vanezis, Photographer Marios Ioannides, Herbalist and Tulip Wine producer Sofronis Mandis, ceramic artists Vasos Demetriou and Evthimios Simeou, Kikas Christophe of Diachroniki Gallery, Woodcarver Antreas Pavlides, S.G.N.É Jewellery Ltd., Anoyrkotiko Halloumi maker Stella Theocharous and Simos Simakis who exhibited his wood turning creations.

The evening began with a tour of the Oleastro Park's permanent exhibits and visits to the producers' stalls. Participants had the opportunity to watch



From left to right: Steven Phillips of Thomas Cook, Elan Bradley of the Travel Foundation, CSTI member Maria Arcade, CSTI Chair Phillipos Drousiotis, Louise Wilson of Thomas Cook and Helen Lambrou of My Travel.

demonstrations from producers including a demonstration of halloumi making. The demonstrations were followed by a buffet dinner prepared by Lina and Andreas Ellinas, owners of the Oleastro Park. The over 130 participants were entertained throughout the evening by Despo and Andreas Mavrou Dance Group which performed traditional Cypriot and Greek dances and enjoyed the music of Duo Pasvandis.

The fair was attended by people from the tourism industry including representatives from the Cyprus Tourism Organization, Elpis, Aionas, Aeolos, Salamis and Louis Tourist Agencies, representatives from the Travel Foundation, Sunvil, Thomson Holidays, My Travel and Thomas Cook, the Cyprus TourismBusiness Association, Pancyprian Association of Hotel Managers, the Czech Republic Ambassador, members of CSTI and CyACIT, local producers and their communities and a number of tourists who had the opportunity to experience a traditional Cypriot night of good food, music and dancing under the stars.



Producers Panagiota Demetriou, right and Lygia Nicolaou, centre of the Lace House of Kato Drys.

The Olive Park Oleastro, which promotes the 60,000 years' old civilization of the olive tree, is situated halfway between Limassol and Pafos, 3km outside the pretty village of Anogyra. [www.oleastro.com.cy](http://www.oleastro.com.cy)

## A big thank you

CSTI would like to thank the producers who participated in the July 6th Producers' Fair, the Coca-Cola and KEO for their generous donation of drinks, Lina and Andreas Ellinas of Oleastro for the amazing food and excellent service, and Despo and Andreas Mavrou Dance Group and Duo Pasvantis for their spirited performance. Last but not least CSTI would like to thank all the participants and guests who supported CSTI's work by attending the Producers' Fair. The fair was a success due to your contribution and participation. Thank you all.

## First CSTI AGM

CSTI held its' first Annual General Meeting on July 6th, 2007, at the Olive Park Oleastro at Anogyra in Limassol. CSTI Chair, Mr. Philippos Drousiotis, addressed the meeting and referred to the impact that CSTI and the village routes project had on the Tourism Industry in Cyprus over the last year. Following his welcome message, Mr. Drousiotis presented a detailed report on the organization's first year's activities and accomplishments.

Among those who attended the AGM was Ms. Elan Bradley, representative of the Travel Foundation, who also addressed the meeting. Ms. Bradley talked about the TF's role in the UK Tourism Industry and presented some of the projects/programs funded by the Foundation at tourist destinations which are popular with British visitors. The 2006 audited Accounts and Financial Statements were presented by Mr. Michael Ierides, CSTI Treasurer. Mr. Ierides also presided over the election of the new Board of Directors and the appointment of new financial controllers and auditor.

### CSTI Board of Directors for 2007/08

Philippos Drousiotis, Cyprotels  
Sean Parker, First Choice Holidays  
Helen Lambrou, My Travel  
Michael Ierides, CYMEPA  
Louise Wilson, Thomas Cook  
Angela Richardson, Sunvil  
Pambos Charalambous, Cyprus Wine Museum  
Geoffrey Bezzina, Thomson Holidays  
Christos Petrides, Car Rental Association

### Auditor

Mr. Andreas Demetriades was appointed as CSTI Auditor. Mr. Demetriades offered his services to CSTI free - of - charge.

### Plant a Tree to Raise a Forest CSTI October Tree Planting Event

CSTI joined the efforts for the reforestation of the Troodos Forest which has been ravaged by fire in early summer. To contribute to these efforts, CSTI will be organizing a tree planting event which will take place at the end of October. Sunvil Holidays -UK and AGTA have already donated money towards the tree planting event. To ensure that CSTI's efforts are successful, the organization will be seeking the support and participation of other groups and government agencies including the Cyprus Forestry Department and the Ministry of Agriculture. The devastated Troodos area is included in the Troodos route which is being developed by CSTI. For more information, to make a donation, help with the organizing or to participate in the tree planting event call or e-mail CSTI.

## Program Highlights for 2006/07

2006 was a successful and busy year for CSTI which managed in just one year to establish its identity in the tourism industry in Cyprus as an advocate on issues of sustainable tourism and managed to generate public interest and discussion about these issues. Some of the highlights of last year's program included the launching of the Central and Western Limassol route in September, a successful membership drive, the organizing of a series of public events which promoted the work of CSTI, the delivery of a series of 6 radio interviews and the generating of the writing of 6 articles in local magazines and newspapers.

Ten thousand (10,000) VR books were produced for the Central and Western Limassol route which was launched in September of 2006. Seven thousand five hundred (7,500) copies of the book were distributed in Cyprus, UK and as far away as New York. In addition to the books, CSTI produced 20 signs for attraction sites on this village route, and placed 20 baskets in producers' establishments along the route, which are being used for collecting feedback from visitors. Also, CSTI produced an educational CD which was used to train new Tour Operators' Reps who are promoting the route among visitors to Cyprus.

Last year CSTI welcomed 73 member, among them hotels, travel agencies, tour operators, environmental groups, educational institutions, producers on the VR, as well as a number of individuals. CSTI kept informed its members and supporters about the organization's activities by producing and distributing 200 copies of the CSTI Newsletter. CSTI members and other supporters also had the opportunity to familiarize themselves with the work of the organization during 4 public/members' events that were organized by CSTI.

To promote cooperation and coordination of initiatives that aim to diversify the tourism product that Cyprus has to offer, CSTI strengthened its working relationship with the Cyprus Tourism Organization and secured CTO support for the VR program. Also, as an affiliate to the Travel Foundation, CSTI attended 2 Travel Foundation Project Managers' Meetings in London and used the opportunity to promote the interests of the Cyprus's tourism industry among the TF members and other affiliates.

### CSTI's Plan for 2007/08

- 1) Complete 5 village routes (2 routes are already in process)
- 2) Produce and distribute 50,000 village route books
- 3) Organize 4 members/public events
- 4) Undertake the training of new Tour Operators Reps
- 5) Undertake training for producers
- 6) Increase the number of stakeholders and CSTI membership to 260
- 7) Strengthen working relations with CTO and other relevant associations
- 8) Produce and distribute 300 additional CSTI newsletters
- 9) Continue to generate public interest and discussion on issues of sustainable tourism
- 10) Produce an evaluation report on the village routes
- 11) Make recommendations to the Travel Foundation for future projects in Cyprus