

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
Spring 2007

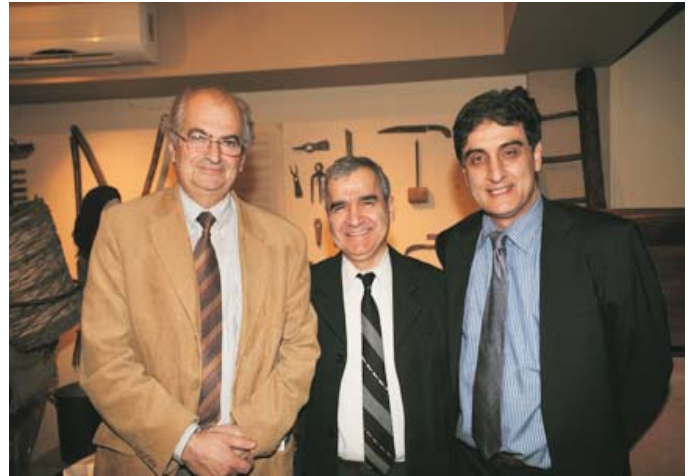
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CSTI Get Together

On February 2nd, 2007 the Cyprus Wine Museum in Erimi was the site of a gathering and a well-deserved celebration attended by over 55 people. CSTI members were joined by local and international supporters of sustainable tourism and producers participating in the CSTI's Discover the Real Cyprus-Village Routes for a celebration of the successful completion of the first Village Route. Participants received their membership certificates at this exiting event and an update on the CSTI's work.

The evening began with a presentation of the **Discover the Real Cyprus- Village Routes Project** by CSTI Chair Philippos Drousiotis. Mr. Drousiotis spoke about the importance of the project which aims to extend the economic benefits of tourism to rural areas, contribute to the preservation of the island's natural resources and promote Cyprus' authentic traditions. In addition, Mr. Drousiotis reported on the Travel Foundation's Project Managers Meeting which he attended in early November of last year. Following Mr. Drousiotis presentation, participants watched the short film on sustainable tourism **Changing Lives**. Cyprus is included in this film which is produced by the Travel Foundation and shown on all British Airways airplanes. After the film, CSTI member ITV Cyprus presented the CSTI web-site which ITV Cyprus has developed. The web-site which will be available very soon, will promote the work of CSTI, the Village Routes project and Cyprus around the globe and will host information about village producers included in the routes.

The presentations were followed by a social event which gave participants the opportunity to talk to each other, to the members of the CSTI Board of Directors and to representatives from tour operators including Sunvil Holidays UK and the Association of Greek Cypriot Tourism Agents UK who contribute to the Village Route project.



From left to right: George Michaelides of the Cyprus Association for Culture and Special Interest Tourism, Yannis Efthimiou of the Association of Greek Cypriot Travel Agents-UK, and CSTI Chair Philippos Drousiotis.



CSTI Board Members from left to right: Geoffrey Bezzina of TUI, Michael Ierides, Philippos Drousiotis of Cyprotel and Jeremy Ashcroft. They are joined by CSTI member Maria Nicolaou.



Participants watching the Travel Foundation's "Changing Lives" film.

A Big Thank You

CSTI would like to thank Sunvil Holidays and the Association of Greek Cypriot Travel Agents-UK for their generous financial contribution to the Discover The Real Cyprus-Village Routes project. This much appreciated contribution will cover the cost of signs on the routes as well as the cost of the baskets in the producers' establishments for the collection of feedback from visitors. Sunvil Holidays and AGTA are also promoting the VillageRoutes among Travel Agents in UK.

CSTI Members

Adams Beach Hotel
 Anthology Travel
 Argonaftis Tours
 Association of Greek Cypriot Travel Agents
 A.T.Holidays2Cyprus Enterprises Ltd
 Cyprus Wine Museum
 First Choice Holidays and Flights
 Forst Park Hotel
 Intercollege-Hospitality and Tourism Department
 ITV Cyprus Ltd
 Kanika Hotels Public Co.Ltd
 Louis Travel Agency
 Mediterranean Beach Hotel
 My Travel UK
 Sunvil Holidays
 The Dome Beach Hotel
 Thomas Cook Services Ltd., Salamis House
 Thomas Cook Tour Operations
 Thomson Holidays (TUI)
 Olive Park -Oleastro
 Tsokkos Hotels

Individuals

Amarakos Farm House
 Antoniadis Maro
 Andronicou Maria
 Aristou Antonis
 Archontidis Antonis
 Ashcroft Jeremy
 Bebe Nikolaou Ariadne
 Cable Ian and Pat
 Christoforou Katerina
 Demosthenous Michael
 Diomidou Antonis and Helen
 Drousiotis P.Philippos
 Drousiotis Savvas Ph.
 Emmanouelidou Eleni and Panos
 Erotokritou Georgios
 Eliades Eftichia
 Georgiou Nicolas
 Gravett Lorraine
 Ierides Michael
 Karaphotias Evangelos
 Kikis Nikos
 Koureas Chrysis
 Laspos Panikos
 Mandis Sofronis
 Mavroudis Mavrikkos
 Michaelidis Yiannis
 Middelton Costas
 Nicos Nicolaou
 Nikolaou Maria
 Olsen Dagfinn
 Panagides S. Dafnis
 Panagiotou Ioanna
 Papaleontiou Kostas
 Paraskeva Androula
 Pavlides Andreas
 Petrakis Anthony
 Pipi Barbara
 Pirillos Kyriakos
 Poleos Michael
 Pope Angela Mary
 Shakalis Tassos
 Taliotou Thalia
 Vanezis Demetres
 Vassiliou Christalla

Please Renew Your Membership

Those of you who joined CSTI before September of last year, if you haven't done so already, please remember to renew your membership.

5 New Village Routes

CSTI has mapped out and is in the process of developing 5 new routes. The routes will include the areas of the Larnaca mountains, Troodos villages, Akamas/Laona area, the Kokkinochoria/Paralimni area and the area of East Limassol.

If you live in any of these areas, or have suggestions, or information to offer with regards to stories, historical events, local annual events that have fixed dates, producers or attraction sites, please forward this information to csticyprus@hotmail.com. CSTI welcomes your contribution and appreciates your support.

Evaluating the Benefits of the Village Routes Project

Evaluation of the economic, culture and social benefits of the CSTI village routes, both for visitors and the communities and producers that are included in these routes, is a large part of the Discover the Real Cyprus project. To do this, throughout the project, CSTI will be compiling qualitative as well as quantitative data which will be used to evaluate the immediate results and to measure the long term economic impact of the project on the affected communities. The Hospitality and Tourism Department of Intercollege, a CSTI member, will be assisting with the development of evaluation measures and the over all evaluation of the project.

To guarantee the social and cultural sustainability of the village routes which contribute to the economic growth of isolated communities, the CSTI village routes are designed to include for the most part villages and producers who are not currently part of the coach excursions. The routes offer visitors' opportunities to buy local products such as hand made crafts and organically grown herbs, oil, wine and carob products. There is always an interesting story about each village on these routes, or a legend to be passed on by the locals. Visitors driving these routes are offered numerous opportunities to participate in local festivals and events and to observe examples of everyday life such as grape harvesting, wine making and olive pressing. In addition, these routes are designed to provide opportunities to visitors to explore and learn about the natural environment and wildlife of Cyprus, opportunities for visits to environmental centres and protected areas and opportunities for visit to cultural attractions such as churches, folk, wine and ecclesiastical museums.

In order to measure the economic benefits on the local communities, CSTI is collecting data both from visitors and producers on the routes. Visitors are asked to fill out a questionnaire (which is included in the Discover the Real Cyprus Village Route Guides) and drop it into baskets which have been placed in the producers establishments. Also, CSTI is keeping a record of the number of guide books sold by tour operators, car rental companies, hotels and others who bought the guide. To assist with this evaluation, at the end of the tourist season, producers will be asked to provide an estimate number of visitors (who are not part of coach excursions) they received. As well, producers will be asked to assess whether their business has increased in comparison to the previous year, before the routes were developed. To compile this data, CSTI will be contacting and/or visiting the producers on the routes, tour operators, car rental companies, hotels and others who are selling the books.