

Research and innovation in tourism in Greece and REMTh in an international context

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* The views expressed are purely those of the authors and may not in any circumstances be regarded as stating an official position of the European Commission.

Three key concerns for this workshop

Concern 1

Idea before money

1. Business ideas need to come before the money

Two alternative options for setting regional priorities:

-Option 1: One can define (and adapt) regional priorities based on funding available

-Option 2: Or first develop ideas based on where the region thinks it can become globally competitive

May the first option bring more money to the region at first instance? Probably.

But will it also help the region forward in the long-term in becoming more competitive globally?

If a good idea is really good, funding is likely to be found

Concern 2

Plug into international networks

2. Need to plug into international networks

- Companies look across borders for sales and marketing
- But the same should go for research and innovation

Combine different strategies in doing so:

- Low hanging fruits: connect to existing international consortia for exchanging knowledge and expertise
- Second step is to become partner of selected international projects in research and innovation that best fit the regional specific priorities



Concern 3

**Combine regional strengths
with emerging trends**

WHAT HAPPENED IN EARLIER FOCUS GROUPS?

Stakeholders involved

Wine sector Nov 2014

- 103 participants
- 46 attended the parallel sessions
 - 30 from industry
 - 10 researchers
 - 6 public administration

Dairy & meat sectors Jan 2015

- 95 participants
- 61 attended the parallel sessions
 - 29 from industry
 - 11 researchers
 - 21 public administration

Examples...

Ideas generated

Religious Certifications of Meat

Wine sector: and Meat Products

- 48 initial ideas proposed
- 12 potential partnerships formed
 - 4 for "technological improvements in wine"
 - 5 for "by-products of grapes and wine"
 - 3 for "wine tourism"

Dairy & meat sectors:

- 44 initial ideas proposed
- 14 potential partnerships formed
 - 3 for "processing & preservation of meat and meat products"
 - 3 for "dairy products"
 - 4 for "organic meat and dairy products for sustainable production"

Research and exploitation of local wine grape varieties

Food supplements and cosmetics using extracts from wine by-products

WHAT HAPPENS AFTER TODAY

Project development labs

- From sector to theme: combine ideas from different focus groups (wine, dairy and meat, tourism, marble & zeolite,...)
- Further develop ideas, search for international partners, develop research aspects,...
- Explore different ways of funding: regional, national, European



ERDF

ESF

H2020

**Cohesion
Fund**

EARFD

LIFE

COSME



**European
Maritime
and
Fisheries
Fund**

**EASI
(Employment
and Social
Innovation)**

ERASMUS+

**Creative
Europe
Programme**

Examples of tourism projects co-financed by European funding sources



genda for New Tourism Approach in n Rural and Mountain Areas

s,
Crete

TEMPO LIBERO



CULTURA



Under DG Enterprise - Support to transnational thematic tourism products as means of enhancing competitiveness & sustainability of European tourism

Secret Wine Tours

The SecretWine Tours Project focuses in particular on cycling, hiking and biking tourism by valorising the trails and routes through these wine growing areas, as a "memorable experience".



VINEST (CIP co-financed) is the network of small European wine areas (Since 1998)

Partners:

BULLAS, Región de Murcia (Spain)
GROESBEEK, Gelderland (The Netherlands)
ILOK - SRIJEM (Croatia)
PLANARGIA, Sardinia (Italy)
SAALE-UNSTRUT, Sachsen – Anhalt (Germany)
VAS COUNTY (Hungary)
VIPAVA VALLEY, Primorska (Slovenia)
WEINIDYLLE SÜDBURGENLAND, Burgenland (Austria)
AREA EUROPA srl

Enterprise Europe Network

Tourism and Cultural Heritage Sector Group

Trip of a lifetime

Reduced mobility tourism:

German travel agency Weitsprung GmbH organises guided tours around the world for individuals with reduced mobility.

Through EEN they found a handicapped-accessible hotel in an attractive location in Greece: Alexander the Great Beach Hotel (Halkidiki).



S3 Platform tourism focused peer review workshop Faro, July 2013

Four regions reviewed with different tourism profiles – some conclusions:

- Innovation in tourism unlikely to be Science and Technology based and more related to 'Doing, Using and Interacting'
- Diversification and 'related variety' most important to those dependent on 'sun and sand' tourism (Algarve and Sicily): Promotes competitiveness; More sustainable and resilient; tackle seasonality; Widens market; Helps other sectors
- Examples include healthcare, ageing, eco-, creativity, ICTs and architecture
- Linked to EU's societal challenges



Thank you