

4 seasons tourism

Examples of four seasons tourism

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Definition of SEASONALITY and its negative impacts

“Uneven distribution of use over time (peaking) is one of the most pervasive problems with outdoor recreation and tourism, causing inefficient resource use, loss of profit potential, strain on social and ecological carrying capacities, and administrative scheduling difficulties.”

Manning, R.E. and Powers, L. (1984) “Peak and Off Peak Use: Redistributing the Outdoor Recreation/Tourism Load”. In: Journal of Travel Research, 23(2): 25.

Reducing seasonality in tourism industry

- All tourism enterprises and regions are impacted by seasonality whether severely or mildly.
- Extending tourism period is not a simple process, as it involves commitment and strategic planning of all stakeholders.
- The decision making process must include and consider social and environmental factors in addition to economic ones.
- It is related with actions varying from infrastructures development to developing local tourism consciousness culture and brand image of new tourism products.
- It is a process that also must be embraced by central national tourism policy giving certain incentives to local tourism industry.

Destination portfolio

- nature and climate
- landscape
- cultural assets
- heritage and memory
- attractions and sights
- people
- facilities, infrastructure and services
- activities
- image and symbolic values

Quality growth of tourism demand

- tourists are becoming more sophisticated and demanding, requesting high quality products
- the “new” tourist is more knowledgeable
- they seek exceptional value for time and money
- travelers can network and exchange experiences
- new consumers are more culturally and environmentally aware

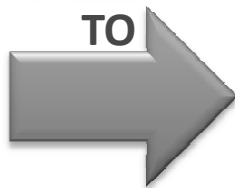
Added value through...

segmentation | specialization | sophistication |
satisfaction | seduction

Expanding tourism season MODEL



TO



Targeting senior tourists as a dynamically growing market for promoting four seasons tourism

Penetration in markets that prefer to travel in low seasons due to institutional and other particularities (e.g. Japanese, Chinese, Americans, Canadians) and **market diversification** (e.g. target different markets for different seasons)

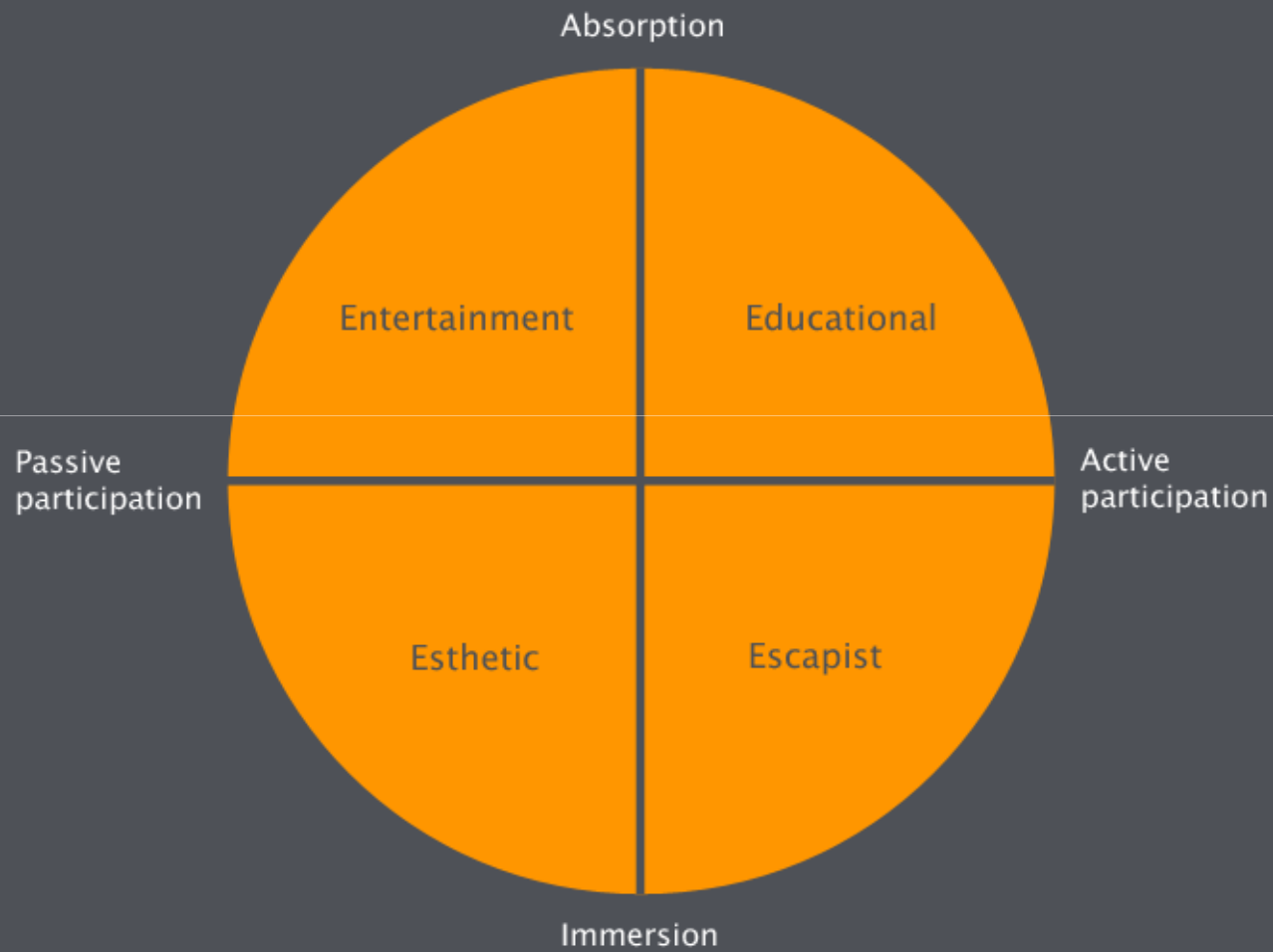
Diversifying the attraction by launching new tourism products for a particular target market (e.g. agro tourism, religious tourism, wine and gastronomy routes, athletic tourism, health tourism, cultural tourism, adventure holidays, cruises, business travel etc)

Time-based pricing reflecting supply and demand situation, meaning the reduction of prices in off-seasons period

...as well as... constant improvement of tourism infrastructure, integration of sustainability principles, development of human resources and appropriate use of contemporary destination marketing tools under the goal of offering all year high quality tourism services

Economy of experience

Experience realms



/ Pine & Gilmore

The example of Cyprus



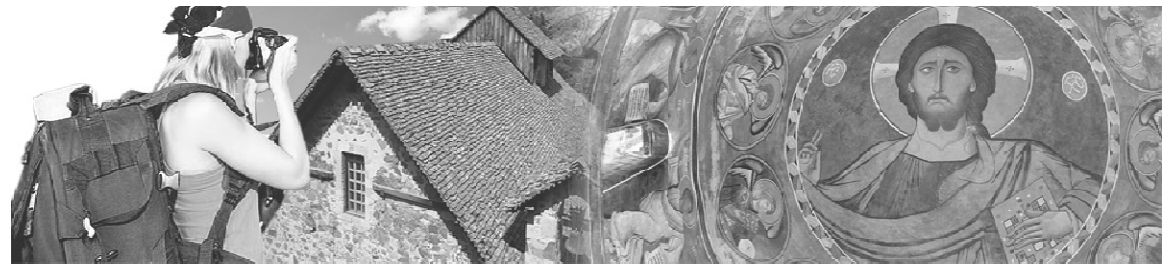
CYPRUS TOURISM ORGANISATION



Discover 7 Wine ROUTES



Discover Byzantine HERITAGE



Activities and Attractions





Wine routes of Cyprus



**Wine routes are important for defining a place as the European Destination of Excellence (EDEN)
eg. Troodos, Vouni Panagias (wine festival), Agros**

Wine is not a new story for Cyprus. Recent archaeological excavations which have been undertaken on the island have confirmed the thinking that this small tranche of earth has been producing wine for almost 5000 years. The discoveries testify that Cyprus may well be the cradle of wine development in the entire Mediterranean basin, from Greece, to Italy and France. This historic panorama of continuous wine history that the island possesses is just one of the reasons that make a trip to the wine villages such a fascinating prospect.

The Cyprus Tourism Organization organizes seven (7) wine routes where visitors can get acquainted with the island's enchanting and humble wineries. Visitors have the chance to taste the wonderful Cyprus wines, try the grape based delicacies in the traditional villages, old monasteries or wine museums and experience amazing scenery.



Religious routes of Cyprus

The location of Cyprus in the Eastern Mediterranean gives it a special religious significance. The island is a treasure trove of religious icons, mosaics and artifacts as well as ecclesiastical architecture. The Byzantine churches of Cyprus with their important architecture, iconography, mosaics, murals and rare icons, the chapels and shrines of the countryside, the monasteries speak for the intense dedication to traditions and the close interconnection of art with religious worship through the centuries. Visitors have the opportunity to come across buildings and places of worship belonging to other doctrines and religions which co-exist in a continuous dialogue promoting the rare historic and cultural wealth of Cyprus.

Ten (10) Byzantine monuments of Cyprus hold such historical and artistic significance and value that UNESCO has included them in its list of World Heritage Sites. All ten churches dating from the 11th to the 17th century are located in the mountainous region of Troodos.





Cycling routes of Cyprus

Part of EuroVelo8 route established by the European Cyclists' Federation (ECF) within the development of a network of high-quality cycling routes that connect the whole European continent.



Cyprus is a biker's paradise offering rapid changes of terrain and scenery on even the shortest bike trails. Within the space of 10 km a biker can go from rocky to clay, and steep to flat, enabling to experience all surfaces within a short period of time, and making the island into one huge mountain bike arena.

Moreover, the excellent weather conditions prevailing on the island mean cycling can be enjoyed almost throughout the year. And, unlike other European or Mediterranean countries, strong headwinds are rare.

A number of bike centers are available on the island offering rental services, route information, guide assistance and support, journey organization through a varied landscape combining mountain views, rugged coastlines, tranquil vineyards and olive groves and fascinating ancient ruins.

Thank you for your attention



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