



8TH EUROPEAN CONGRESS ON RURAL TOURISM 2023

CONGRESS PROGRAMME

DAY 1
22nd of November

TIME	DESCRIPTION
09:00 – 18:00	Arrival and registration
14:00	Informal greeting to the participants
14:30 – 17:00	NETWORKING 1. Guided hiking tour in Kalidonia waterfalls & nature trail (starting point – Psilo Dentro Restaurant) – 60 minutes approximately Meeting Point – Forest Park Hotel 2. Free time and stroll around Platres hill resort
17:00 – 18:00	COFFEE BREAK
18:00 – 19:00	Inauguration Moderator: Mr. Vakis Loizides, Vice Chairman Cyprus Agrotourism Company and Senior Tourism Officer in the Deputy Ministry of Tourism Ms Sandra Carvao, UNWTO (video) Ms Marie-Helene Pradines, European Commission DG GROW, Head of Unit, Tourism & Textiles (live connection) Ms Silvia Nanna, European Commission DG AGRI, Policy Officer on the Long-term Vision for the EU's rural areas (live connection) Mrs. Annita Demetriadou, Director of Tourism, Deputy Ministry of Tourism, President of the board of Cyprus Agrotourism Company Mr. Costas Koumis – Deputy Minister of Tourism (Video) Ms. Agne Vaitkuviene, Ph.d – President of the European Federation of Rural Tourism Mr. Panayiotis Papadopoulos – President of the Council of Platres and Troodos network
19:00-21:00	Informal get together cocktail (at Petit Palais Platres Boutique Hotel)



CONGRESS PROGRAMME

DAY 2
23rd of November

TIME

DESCRIPTION

09:00 – 09:15

Opening of the Plenary session

09:15 – 10:00

Mr. Klaus Ehrlich – General Secretary, Rural Tour

Breaking the ice on the topic

- Framework statement on the topic and expectations of participants (10 min)
- Mindclouds on main Issues and expectations (2 x 5 min)
- Interactive discussion amongst participants (2 x 5 min)
- Voting on support to most important issues (1 x 5 min)

10:00 – 12:00

First Session:

Improving Rural Tourism competitiveness “Sustainability as a major element of the Rural Tourism competitiveness”

- “The Case of Cyprus” – Mrs. Annita Demetriadou, Director of Tourism, Deputy Ministry of Tourism, President of the board of Cyprus Agrotourism Company
- “Agroxenia” Greece – Mr. Nikos Asimianakis, Tourism Expert Commercial and Development
- “Sustainability from Theory to practice” / – Mrs Antje Papageorgiou – Ex TUI Manager, Board Member of Cyprus Sustainable Tourism Initiative (CSTI)
- “Rural tourism and residents’ well-being in Cyprus: Towards a conceptualized framework of the appreciation of rural tourism for islands’ sustainable development and competitiveness”- Dr. Nicolaos Boukas – PhD professor, Tourism & Hospitality Management European University Cyprus
- “Mountain United” sustainability actions of Casale Panayiotis Traditional Village- Mr. Akis Christodoulou, ESG & Sustainability Supervisor

12:00 – 13:00

Light Lunch (finger food)

13:00 – 14:45

Second Session:

Addressing essential skills of young people in the rural tourism ‘Active participation of young people: prerequisite for the future’ Event in the framework of the

European Year of Skills Moderator: Mr. Klaus Ehrlich

- Round table (keynote, short statements, moderated discussion)
- New Skills and Gaps in rural tourism services” – Ms Lobke Elbers, Breda University (results from research work Pact for Skills / Pantour). – Keynote
- Ms. Sotiroula Liasidou – PhD Assistant Professor Department of Hospitality and Tourism Management Faculty of Tourism Management, Hospitality and Entrepreneurship Cyprus University of Technology
- Ms. Christiana Stylianou – PhD Candidate, Department of Hospitality and Tourism Management, Faculty of Tourism Management, Hospitality and Entrepreneurship

14:45 -15:30

Coffee self – service buffet during sessions

15:30 -16:30

Third Session:

Authentic Experiences “Best Practices. Maximize the customer satisfaction”

10” minutes presentations

- Ms. Christina Constantinou – Owner & Managing Director of Vasilias Nikoklis Inn
- Ms. Maria Solomou – Senior Tourist Officer, Deputy Ministry of Tourism Project manager of the authentic route “Heartland of legends”
- Mr. Thierry Joubert – Green Visions Balkan
- Mr. Marcos Zambartas – Oenologist & Director of Zambartas Winery

Panel discussion (30” minutes)

Moderator: Ms. Agne Vaitkuviene, Ph.d

17:00 – 19:30

Guided tour + Dinner

Meeting point: Forest Park hotel

Guided tour to the village of Omodos in Limassol Region

19:30

Dinner – “To Katoi” restaurant, Omodos village



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DAY 3
24th of November

TIME	DESCRIPTION
09:00 – 10:45	<p>Fourth Session: Trends & Opportunities in Rural Tourism “The profile of the next generation of travellers”</p> <p>Intro to the topic (moderator) – 5” minutes 20” minutes presentations</p> <ul style="list-style-type: none"> – Mr. Hans Embacher – Managing Director of the Austrian Farm Holidays Association – Mr. Christopher Zenios -Co-Owner and Marketing Director at Web Theoria – Mr. Charis Papacharalambous – Managing Director MTS Globe, Cyprus – Mr. Gabriel Toggenburg – Inclusive design for new installations – the case of Haus Himmelfahrt. Bolzano, Italy (Live Connection) <p>Panel Discussion (20” minutes) Moderator: tba</p>
10:45 – 11:00	<p>Conclusions of the congress</p> <ul style="list-style-type: none"> • How did we comply with the expectations from day 1?
11:00 – 11:15	Closure note of the 8th ECRT
11:45 – 16:30	<p>Guided Tour + Lunch</p> <p>Meeting Point: Forest Park Hotel</p> <p>Visit St. John Lambadistis Monastery (UNESCO)</p> <p>Lunch in “Byzantino Restaurant” – Casale Panayiotis Traditional Village</p> <p>Tour & Wine Tasting in “Lambadistis winery”.</p> <p>Transfer back to the hotel</p> <p>Transfers to the airports</p>

