
**“Developing Identity ON Yield, SOil and Site”
“DIONYSOS”**

MIS Code: 5016090

Deliverable 5.6.3
**Quality Pact in the Food, Tourism and Trade
Sector**

**Action Plan of the Quality Pact – Indicative
Actions**

Content

Foreword	4
Introduction.....	5
Axis 1: The wineries – Quality Services	6
Activity 1.1: Creating Wineries Open to Visitors	6
Activity 1.2: Up-Grading web pages of the Wineries	7
Activity 1.3: "Green" Wineries	7
Activity 1.4: Participation of the wineries in the "Wine Roads of Northern Greece" Network.....	8
Axis 2.: Promoting Experiences related with the Vineyard and the Wine	10
Activity 2.1: Creation of Hiking - Cycling Routes in the Vineyards	10
Activity 2.2: Designing Car Driving Routes across the Vineyards.....	11
Activity 2.3: Offering Other Experiential Activities by the Wineries	12
Activity 2.4: Creation of a Wine and Vine Museum	13
Axis 3. Quality Accommodation Services	14
Activity 3.1: Improving Quality of Accommodation Infrastructure.....	14
Activity 3.2: Offering Quality Services.....	14
Activity 3.3: Applying Energy Saving & Recycling Practices	15
Axis 4. Raising Local Gastronomy & Local Wine.....	17
Activity 4.1: Serving Local Products.....	17
Activity 4.2: Events Organizing: Gastronomy – Wine tourism days.....	18
Activity 4.3: Local Wine in the Supermarkets, the Grocery Stores, the Wine Cellars	19
Axis 5. Raising the Cultural Sites.....	20
Activity 5.1: Promotion of the Cultural Sites.....	20
Axis 6. Emphasizing the Vinicultural Identity of the Settlements	21
Activity 6.1: Interventions for Highlighting the Vinicultural Identity of the Settlements ...	21
Axis 7. Awareness Raising and Training Programs	22
Activity 7.1 Raising Awareness Actions	22
Activity 7.2 Training Actions	22
Axis 8. Promoting the Area as a Wine Tourism Destination	24
Activity 8.1: Designing Appropriate Tourism Packages and Promotion by the Tourist Offices.....	24

Activity 8.2: Invitation of journalists / Mass Media	24
Activity 8.3: Realizing contacts and cooperation schemes with other wine tourism networks in Greece and abroad	25
Activity 8.4: Preparation of publicity material (in Greek and foreign language)	25
Activity 8.5: Promotion of the wine tourism destination on printed and electronic media as well as in Transportation Means and at Arrival Points	25
Activity 8.6: Establishing a Digital Portal for the Local Pact	25
Axis 9. Service for Complaints' Management.....	27
Activity 9.1: Service for Complaints' Management.....	27
Axis 10. Management - Monitoring – Evaluation.....	28
ANNEX 1.....	29

Foreword

The present text was compiled in the framework of the project “DIONYSOS - Developing Identity ON Yield, SOil and Site” implemented in the context of the Interreg V A, Greece – Bulgaria 2014 – 2020 Programme, by partners from Greece and Bulgaria.

The “*Action Plan of the Quality Pact – Indicative Actions*” is part of the Deliverable 5.6.3 “*Quality Pact in the Food, Tourism and Trade Sector*” realized in the context of the Work Package 5 “*Preparing for Tourism*” and aims at placing the framework for setting up local and a Cross Border networks to Quality in the areas where the project is being implemented, so as to raise those areas to wine - tourism destinations.

Partners involved in preparing the particular Deliverable are the Bulgarian *Institute of Viticulture and Enology* (partner 2)., the *Agency for Local Development and Training – Transcoop* (Greece) (partner 6) and the *Haskovo Chamber of Commerce and Industry* (partner 8).

The present document “*Action Plan of the Quality Pact – Indicative Actions*” is supplemented by two further documents, entitled “*Study for the Local Quality Pact*” and “*Agreement Protocol*” of the Quality Pact and all together should make up a “*toolkit*” for setting up a *Quality Alliance*, a Quality Pact, on wine tourism in the areas of the DIONYSOS project.

Moreover, Deliverable 5.3 together with Deliverables 4.2 and 4.3, “*Upgrading the Landscape: Placing QRC enhanced information signposts in the vineyard area*” and “*Upgrading the Settlements:(Studies, Planting vines, Placing casks, signposts etc.) (study, supply, placing)*” respectively, set up the spatial development interventions of the project DIONYSOS, whereas the other project Deliverables and actions have different thematic focusses, as for instance with reference to the product (wine), or on promoting the project areas and their products (placing them on the market) etc.

The “*Action Plan*” comprises the present text and is supplemented by an additional Table of Indicative Actions, that may be applied by the Local Quality Pact.

The “*Action Plan*” encompasses types of interventions structured in 10 distinct axes, as considered helpful for organizing the works of the Quality Pact. It is self - evident that the actions for each local structure of the Quality Pact to adopt, depend on the capacity and the readiness of its members. So the Plan should be viewed indicative and flexible to cover needs and commitment of the local partners to quality and development.

The particular Actions within the individual Axes of intervention contain a short description of the Action along with indications regarding potential participants and potential sources of financing. Since the costs of each action are area and country depending, and not only, it was not considered useful to make any cost estimates in the present text.

Introduction

The Quality Agreement has set up some minimum, simple, but essential and necessary criteria as a prerequisite for participation in the Quality Pact, so that all, or almost all actors, companies - businesses located around the routes planned by the Dionysos project (Activity 4.2 of Dionysos Project) and more generally in their wider area, should adopt in the first phase of operation of the Pact.

However, in the next phases, as the members of the Pact become aware of the advantages of the quality standards and they realize the related benefits, they will be invited to adopt additional quality standards in their business operation, raising accordingly the rating scale of the Pact.

Consequently the Action Plan for the Quality Pact was compiled taking account of that aspect and it is being presented below.

Emphasis should be primarily put on the wine routes planned by Dionysos project in the project areas (Act. 4.2)

Axis 1: The wineries – Quality Services

Activity 1.1: Creating Wineries Open to Visitors

Short Description

Wineries should have a high-level infrastructure and visitor service, offering guided tours in the winery and the vineyard, wine tasting services in conjunction with sale of wines and other traditional products, as well as appropriate audiovisual material on the vineyard, the winemaking tradition and the local wines to present to visitors. Accommodation services (such as small tourist residences) as well as catering services (such as a small restaurant) could also be provided.

In Greece, it is a Law¹ on acquiring the “Label of the Winery Open to the Public” that regulates the specific activity. According to that Law, a wine-making enterprise is certified as a wine tourism enterprise, if:

- (a) within the borders of the establishment, services are provided either for guiding, or for reception and hospitality in a non-main tourist accommodation, or for catering, or for all of the above services, and
- (b) there are places and special facilities of special specifications that ensure their visiting.

The required specifications - criteria are defined in a relevant Ministerial Decision².

The "Label of the Winery Open to the Public" is being awarded by the Regional Tourism Service and is being renewed every five years.

According to the above, wineries from Greece, participating at the Local Quality Pact, have to be certified as Wineries Open to the Public within a period of two years.

Participants

Local Wineries (especially wineries in the wine routes of Dionysos project)

Estimated Cost

Depending on the needs of each winery

Source of Funding

NSRF 2014-2020 (National and Regional Programmes)

LEADER Programme.

¹ L. 4276/2014 (Gov. Gazette 155/30-07-2014)

² Gov. Gazette 135/τ. B'/22-01-2015 & Gov. Gazette 3233/B/7-8-2018

Activity 1.2: Up-Grading web pages of the Wineries

Short Description

Most wineries have websites, however in many cases their pages refer only to the wines produced and to the winery. In the sense of wine tourism they should therefore include on their website information on the region, the wine-tourism routes, the local gastronomy etc. Of course, in the case of a visiting winery, it is necessary to show on the website the possibility of touring, of wine-tasting, of the cost of those services etc.

It has also been noticed that many websites of wineries are only in Greek. All pages should provide at least one foreign version (English).

Finally, a short reference – text, common to all members of the Quality Pact, on the Local Quality Pact and on its purposes, has to be uploaded. All information must be renewed whenever changes occur so as to be accurate and to reflect the real picture.

According to the above, the web pages of the wineries from Greece, participating at the Local Quality Pact, have to be up – graded with the above requirements, within a period of one year.

Participants

Local Wineries (especially wineries in the wine routes of Dionysos project)

Estimated Cost

Depending on the needs of each winery

Source of Funding

NSRF 2014-2020 (National and Regional Programmes)

Own Funds (considering the low cost of the action).

Activity 1.3: "Green" Wineries

Short Description

Wineries use large amounts of hot water, they need heating and cooling in the storage areas, electricity for the lighting, the press motors and the filter, for the pumps, the fans etc.

It is therefore necessary to have the appropriate machinery - equipment that will help them to saving energy, to turn to the use of environmentally friendly energy sources, and to help to reduce CO2 emissions.

Such systems could be:

- Solar thermal systems,
- Geothermal heat-cooling pumps,
- Photovoltaic roof elements etc.

Also, in order to reduce the impact on the climate change, there are other more simple practices which can be adopted, such as:

- Composting of organic waste
- Recycling
- Reuse of materials and objects to new uses.

According to the above, wineries from Greece, participating at the Local Quality Pact, have to meet one of the above requirements, within a period of one year.

Participants

Local Wineries (especially wineries in the wine routes of Dionysos project)

Estimated Cost

Depending on the needs of each winery

Source of Funding

NSRF 2014-2020 (National and Regional Programmes).

Activity 1.4: Participation of the wineries in the "Wine Roads of Northern Greece" Network

The "Wine Roads of Northern Greece" is an institution (network) created by the Union of Wine Producers of the Vineyard of Northern Greece (the Union was later renamed "Wines of Northern Greece").

The Wine Roads of Northern Greece: They suggest selected routes that cross a winegrowing zone. As for the Region of Eastern Macedonia Thrace, the Wine Route of Dionysus is proposed to become part of the specific network. Participating visitors are wineries open to the public as well as other businesses of the hospitality sector, as accommodation facilities and restaurants. They organize events, such as the "Open Doors", for guided tours and tastings at the wineries. They have the website <https://www.wineroads.gr> where the wineries are promoted. They promote their "members" with various initiatives they develop.

However, very few wineries from the Region of Eastern Macedonia and Thrace participate in this important initiative (3 wineries in total - 2 of them from Drama and 1 from Kavala). Of course, some of them need to become open to the public first, but there are also many others, which although they are visiting wineries, they do not participate in that network.

Upon the present action" it is proposed for the wineries to participate in the "Wines Roads of Northern Greece" network and subsequently in all actions they promote, i.e. the Open Doors, their own promotion through joint actions etc.

According to the above and in relation to the activity 1.1. of the present Action Plan (concerning the need for the wineries to be open to the public the wineries from Greece, participating to the Local Quality Pact, have to become members of the Wine Roads of Northern Greece, within a period of two years.

Participants

Local Wineries (especially wineries of the wine routes of Dionysos project)

Estimated Cost

.....

Source of Funding

Own Funds (considering the low cost of the action).

Axis 2.: Promoting Experiences related with the Vineyard and the Wine

Activity 2.1: Creation of Hiking - Cycling Routes in the Vineyards

Short Description

Hiking or Cycling Routes in the vineyards is an activity that may be easily carried out, and of significant added value, as the wine tourists particularly enjoy.

The wineries in cooperation with the Local Authorities have first to design the paths for hiking across the vineyards and the wineries. Those paths then should be opened or simply cleaned and maintained, so as to be accessible (it is suggested to use and maintain the already existing paths and not to build new ones). The future maintenance of the paths should be ensured (e.g. by volunteer groups). It is suggested to create also rest areas and viewpoints for the hikers.

Signposts have to be installed in those paths to guiding the visitor (directional and location signs, combined with information and explanatory signs on the various attractions that the traveler comes across along the routes).

The institutional framework laying down technical specifications for the design, marking, opening and the maintenance of mountaineering and hiking paths has to be taken into account³. The paths should include in their routes particular cultural elements such as archaeological sites, bridges, monasteries, churches, etc. These sites have to be defined and marked (see Activity 5.1 of the present Action Plan).

Responsible for the construction and the maintenance of the hiking trails may be the Local Authorities.

In the same context Cycling Routes should be designed.

In addition, digital maps for hiking and cycling routes, as well as an internet application guiding to the cultural sites, should be prepared.

It has to be noted that in Dionysos project, Del. 4.2, wine-tourism routes are proposed and information signposts will be installed at specific places. In case that those wine-tourism routes refer to Hiking or Cycling Routes, then the present Activity 2.1 will enrich these routes or shall refer to other, new wine tourism routes.

³ Ministerial Decision 151344/165 / 18.01.2017 of the Ministry of Environment and Energy, and was subsequently amended by the Ministerial Decisions 154551/1839 / 13.07.2017 and 169774/2784 / 10.05.2018

According to the above, the wineries, the Local Authorities, the Hiking Associations from Greece, participating at the Local Quality Pact, should design paths upon the above requirements, within a period of two years.

Participants

Local Wineries, Local Authorities, Local Hiking Associations, Local Tourism Actors, Local Cultural Actors, Local Management Bodies of Environmental Protected Areas.

Estimated Cost

.....

Source of Funding

NSRF 2014-2020 (National and Regional Programmes).

Activity 2.2: Designing Car Driving Routes across the Vineyards

Short Description

The same, as described above (for the Hiking or Cycling Routes in the vineyards), applies to the creation of routes by car in the vineyards.

The wineries in cooperation with the Local Authorities, the Local Tourism Stakeholders, the Local Heritage Actors, Management Bodies of Environmental Protected Areas etc. should design car driving routes crossing the vineyards with stops for visit at wineries, at natural and cultural sites of the area.

This activity requires the existence of cultural sites open to the public, the existence of set visiting hours for the tours (in the wineries, in the cultural monuments, etc.), the creation of the specific tourist packages.

In addition (as described under activity 2.1), digital maps for these routes, as well as an application for guiding in the cultural and the natural sites should be prepared.

It has to be noted that in Dionysos project, Del. 4.2, wine-tourism routes are suggested and information signposts will be put at specific places. In case that these wine-tourism routes refer to Driving Routes, then the present Activity 2.1 should enrich these routes or should refer to other, new wine tourism routes.

According to the above, the wineries, the Local Authorities, the Hiking Associations from Greece participating in the Local Quality Pact have to design driving routes upon the above requirements within a period of two years.

Participants

Local Wineries, Local Authorities, Local Tourism Actors, Local Cultural Stakeholders, Management Bodies of Environmental Protected Areas.

Estimated Cost

.....

Source of Funding

NSRF 2014-2020 (National and Regional Programmes).

Activity 2.3: Offering Other Experiential Activities by the Wineries

Short Description

Wineries can jointly or individually organize experiential activities for the visitors such as:

- tasting of local wines and local products - food and wine pairing
- participation in the grape harvest and in other rural activities in the vineyard
- organizing events on the subject of wine and gastronomy
- organizing concerts, music events in the vineyards
- organizing education programs related to the vine and the wine for children
- organizing conferences on wine, wine tourism etc.

According to the above, wineries from Greece, participating at the Local Quality Pact have to organize one of the above activities, within a period of one year.

Participants

Local Wineries **(especially wineries in the wine routes planned by Dionysos project)**

Estimated Cost

.....

Source of Funding

Own Funds

Activity 2.4: Creation of a Wine and Vine Museum

Short Description

A wine museum should be created to highlight the special wine-making character of the area. The local municipality could have a significant contribution to the creation of this Museum.

The actions required are the following:

- purchasing or long-term leasing the property,
- preparing designs for the restoration of the building, architectural designs, structural design, other designs
- the design for landscape shaping,
- the execution of construction works,
- the preparation of the museological study.

The particular action should be carried out within a period of 4 years

Participants

Local Authority, Wineries

Estimated Cost

.....

Source of Funding

NSRF 2014-2020 (National and Regional Programmes)

Axis 3. Quality Accommodation Services

Activity 3.1: Improving Quality of Accommodation Infrastructure

Short Description

The accommodation infrastructure of the members of the Local Quality Pact should be of a high standard, at a minimum of 3 stars for hotels and 3 keys for room rentals. For this reason, the hotels, room rentals etc. should be modernized and transformed into 3, 4 and 5 star hotels and 3, 4 key room rental facilities. (The specific activity concerns all types of accommodation under the condition that they provide all relevant permits).

Of course boutique hotels, accommodation facilities in the wineries, accommodation facilities in farms certified as such by the competent bodies, can participate to the Pact.

According to the above, accommodation units from Greece participating to the Local Quality Pact have to be modernized upon the above requirements within a period of five years.

Participants

Hotels, room rentals, etc.

Estimated Cost

.....

Source of Funding

NSRF 2014-2020 (National and Regional Programmes)

Leader Programme.

Activity 3.2: Offering Quality Services

Short Description

The hotel facilities, the room rentals etc. must provide quality services such as:

- 3.2.1 Information on the wine tourism in the area (on the wineries, the routes of wine, the local cultural aspects etc.), in printed and digital form, should be available to the customers

- 3.2.2 Each hotel must have a website with a translation at least in English. Besides the information on the profile of the company, which should be updated whenever changes are made, information about the area, its wine and vineyards, its visit worthy sites, its routes etc. should be uploaded on the website
- 3.2.3 Each hotel must ensure an Active Presence of the Local Pact on its Portal. With the basic information on the services it offers, its contact details, as well as a reference to its own website
- 3.2.4 In the case of serving breakfast, this shall include at least 3 local food products (possibly quality products, such as Products of Designation of Origin). It is desired that the hotels from Greece participating in the Pact and serving breakfast, will be certified with the label "Greek Breakfast"⁴ introduced by the Greek Hotels Chamber. This is a very important initiative introduced by the Chamber to highlighting the richness and the specificity of the local products and the local cuisine, bringing together hoteliers and local producers.

According to the above, accommodation facilities from Greece participating in the Local Quality Pact have should be able to provide the above services within a period of one year.

Participants

Hotels, room rentals, etc.

Estimated Cost

.....

Source of Funding

Own funds.

Activity 3.3: Applying Energy Saving & Recycling Practices

Short Description

Wine tourists are usually environmentally aware, so they prefer green hotels. These hotels also save money to the owner, save natural resources on the planet, enhancing sustainability, while at the same time they promote environmental awareness to the guests.

3.3.1 The hotels, room rentals etc. have to apply Energy Saving Practices such as:

⁴ Label "Greek Breakfast" Terms & Conditions of the label in tourist accommodation, 08/2018, 3rd edition, Platform integration and Support for the Label - Hotelier's Manual

- Thermal insulation of buildings
- Increased planting
- Renewable energy applications, such as photovoltaic panels, etc.
- Water saving techniques
- Electronic devices with certified low energy consumption
- Regular maintenance of air conditioners and boilers
- Installation of room thermostats and autonomy of heating or air conditioning
- Low energy consumption lamps
- Light sensors in all corridors and public areas
- Use of key cards to control lighting and air conditioning.

3.3.2 Also, systematic recycling of materials / waste (e.g. glass, paper, frying oil, aluminum, etc.) is of importance.

Of course, hotels can be certified with eco-labels as e.g. the Green Key label, an international eco-label awarded in Greece since 2009 by the “Hellenic Society for the Protection of Nature⁵” (recognized also by the World Council on Sustainable Tourism).

According to the above, accommodation facilities from Greece, participating in the Local Quality Pact, have to apply systematic recycling of materials and at least 5 of the above Energy Saving Practices, within a period of one year.

Participants

Hotels, room rentals etc.

Estimated Cost

.....

Source of Funding

- LEADER Programme
- NSRF 2014-2020 (National and Regional Programmes)
- Other special ERDF programmes
- Investment Incentives Law.

⁵ <https://eepf.gr/el/greenkey>

Axis 4. Raising Local Gastronomy & Local Wine

Activity 4.1: Serving Local Products

Short Description

Serving local cuisine at the restaurants of the area means offering a real experience on the visiting place, the locals, and the food stuff ingredients they produce. Of course, local wine should be offered especially in wine tourism destinations.

In the first phase of the Local Pact the restaurants must offer at least 3 local dishes and 3 local wines on their menu. In a second phase, the above list has to be enriched with additional products or recipes.

If certified local products exist, these products have to be promoted. Also, the restaurant staff should provide knowledge on local wine and how it is served. The chefs-cooks and the staff of the restaurants have to be trained (as described in Activity 7.2).

In the businesses' price - list ("menu") the use of local ingredients, products in the preparation of the dishes must be mentioned, with reference, if possible, to the producer or the supplier.

This menu with the above requirements should also be available on the internet.

According to the above, restaurants from Greece, participating at the Local Quality Pact have to offer local products on their menu: at least 3 local dishes and 3 local wines, within a period of one year.

Participants

Restaurants

Estimated Cost

.....

Source of Funding

.....

Activity 4.2: Events Organizing: Gastronomy – Wine tourism days

Short Description

The restaurants in cooperation with the wineries and the local authorities have to organize events on specific dates (to select) and mainly on dates during the vine harvest or on other days related to the wine, so as to promote the local wine. Of course the local (mainly the certified, if any) products shall also be promoted.

It is suggested to organize **one major event every year** (four days in principle) which should be a gastronomic route across the landscape and the flavors of the area, the richness of the wine tradition, the culture and the hospitality of the region, with a multitude of activities of high aesthetic value and gastronomic experiences.

Each event shall be dedicated to a local product, starting with the local wine and the local grapes.

The event may indicatively include:

- visits to the wineries and the vineyards
- wine tasting
- experiential activities in the vintage
- presentation of the new wine of the year to the restaurant owners / hoteliers by the producers
- tasting dishes and wines in restaurants at special rates
- music events
- hiking activities
- visits to cultural sites of the area etc.

According to the above, restaurants, wineries etc from Greece, participating at the Local Quality Pact have to organize 1 event, within a period of one year.

Participants

Restaurants, Wineries, Local Authorities, the Local Quality Pact

Estimated Cost

.....

Source of Funding

.....

Activity 4.3: Local Wine in the Supermarkets, the Grocery Stores, the Wine Cellars

In the grocery stores (grocery type) and the relevant retail shops (cellars, bars etc.), local wines and as many local products as possible have to be offered.

According to the above, the grocery stores, participating at the Local Quality Pact have to offer local products within a period of one year.

Participants

Supermarkets, grocery stores, wine cellars

Estimated Cost

.....

Source of Funding

.....

Activity 4.4: Encouraging Wine Bars

Wine bars are directly linked to the wine tourism product of the areas and support their identity in terms of wine tourism destination.

Therefore the operation of wine bars upon quality standards should be encouraged as well as the transformation of a conventional bar or a store to a wine cellar or wine bar.

Participants

Bar owners, local businessmen/ women, wine cellars, individual investors

Estimated Cost

.....

Source of Funding

- Own resources
- LEADER programme
- Other NSRF measures.

Axis 5. Raising the Cultural Sites

Activity 5.1: Promotion of the Cultural Sites

Short Description

The Cultural Monuments, along the wine route and in the wider area, should be in principle accessible (either by car or on foot).

It may be necessary at some locations (sites) to clean the path leading to them, or to organize and equip the surrounding area, e.g. with a sunshade installation or with some seats for rest. In some other areas, more important interventions, such as the rehabilitation and / or maintenance of archaeological sites and facilities may be necessary. The municipalities in cooperation with the local services in charge of antiquities should take care of the above.

Besides, the Cultural Monuments should be equipped with information tags about the monument. Also this information must be uploaded on the website of the Local Pact and on the websites of the accommodation facilities, of the wineries, etc. If there are visiting hours they should be also referred to.

It is also suggested to install digital mobile phone and tablet applications for on-site guided tours and information for the visitors. That application should be in English too.

According to the above, Local Authorities from Greece, participating at the Local Quality Pact, have to proceed to the restoration and the appropriate tagging of the monuments in the wine route designed in Dionysos project, within a period of three years.

Participants

Local Authorities, Responsible Bodies for the Protection of the Antiquities

Estimated Cost

.....

Source of Funding

- Public investment program funds
- Funds of the public Heritage Service
- NSRF programme
- Funds of the local Municipality
- Own funds of the Pact

Axis 6. Emphasizing the Vinicultural Identity of the Settlements

Activity 6.1: Interventions for Highlighting the Vinicultural Identity of the Settlements

Activity 4.3 of Dionysos project suggests a series of interventions (small-scale interventions) to raising the wine identity of the project's settlements.

Indicative suggestions of interventions could be:

- interventions at the entrance of the settlement (to demonstrate the relation of the area to wine)
- promotion of squares - communal areas related to wine (e.g. appropriate shaping of building facades, placing traditional items of the wine-production for decoration in squares - communal spaces)
- replacing street name plates with others with appropriate decoration (e.g. which bear a grape, etc.)
- adapting street lighting (installation of decorative lighting lamps e.g. in the form of grapes etc.)
- placing appropriate decorating items to selected sites of the settlement, such as objects referring to wine (e.g. traditional equipment of the wine production in squares, adapting pergolas - railings - post boxes – street numbering sign plates, etc.)
- replacing of waste bins (e.g. replacing community's bins with bins reminding old barrels, etc.)
- hanging decorating labels to buildings - shops (e.g. labels in form of a grape, labels bearing names with reference to wine), etc.

According to the above, Local Authorities from Greece, participating at the Local Quality Pact, have to proceed to two of the above proposals (taking into consideration the study under 4.3), within a period of two years.

Participants

Local Authorities

Estimated Cost

.....

Source of Funding

Axis 7. Awareness Raising and Training Programs

Raising awareness and training of the members of the Pact and of other local actors is very important for the successful implementation of the business plan of the Local Pact. Those awareness-raising and training actions should be continuous and cover different areas as shown below.

Activity 7.1 Raising Awareness Actions

Awareness raising measures:

- on the objectives and the activities of the Quality Pact, on the importance of co-operation, should be addressed to local actors as well as to the wider public
- on the heritage richness of the area and on potential of the area to becoming a wine tourism destination
- to promote **volunteering** in the region, for example for the organization of events, the maintenance of paths, etc.

According to the above, Local Actors from Greece, participating at the Local Quality Pact, have to participate (or organize) to two awareness actions in a period of one year

Participants

Local Population, Local Actors

Estimated Cost

.....

Source of Funding

- own funds of Pact
- ESF funds
- Municipality
- Sponsors.

Activity 7.2 Training Actions

Training programs on the wine of the region, its history/ heritage, on the wine routes, on the concept of a wine tourism destination, on **the philosophy of the Local Pact**, on handling remarks and complaints in the hospitality industry, on the use of local products in the

restaurants, the behavior to the visitors / users of the offered services and products, on the local gastronomy, etc., but also broader training programs aiming at improving the quality of the products and the services provided in the broader context of the wine route, should be addressed to the businesses', institutions' and organizations' managers and staff, which are members of the Pact. Indicative categories of "trainees" include: the responsible persons, managers and staff, in the wineries and the hospitality businesses, in the travel agencies, the enterprises of local products, the foodstuff shops, as well as those at the archaeological sites and museums of the area.

Similar training actions should also be addressed to non-members of the Quality Pact, which, however, have an effect on the quality of the services of the area, as for instance, to the drivers of the tourist busses, the drivers of the public transport busses and the taxi drivers.

More **specialized training actions** are also required, for example:

- on oenology matters, wine tasting, wine tourism development for the reception staff and the tour guides of the wineries,
- on wine tasting, wine tourism development for the staff of the restaurants
- on wine tourism issues, on the areas' knowledge for the guides of the hikers, the other guides and professionals.

According to the above, partners from Greece, participating at the Local Quality Pact, have to proceed in participating (or organizing) at two seminars on two different subjects of the above proposals, within a period of one year.

Participants

Local Quality Pact, Enterprises, Local Authorities, Local Actors

Estimated Cost

.....

Source of Funding

- own funds of Pact
- ESF funds
- Municipality
- Sponsors.

Axis 8. Promoting the Area as a Wine Tourism Destination

Many actions can be applied for promoting the area as a wine-tourism destination. Some indicative ones are presented below.

Activity 8.1: Designing Appropriate Tourism Packages and Promotion by the Tourist Offices

Indicative initiatives may concern:

- Designing new wine – culinary - cultural tourism packages (visits to wineries, vineyards, to the wine and vine museum), acquaintance with the cultural heritage (visits to folklore museums and exhibitions), acquaintance with the local / traditional products (visits to farms), getting familiar with the local cuisine (visiting selected restaurants of local cuisine),
- Supplementing already offered tourism packages with wine tourism activities
- Integrating tours in vineyards into the overall hiking / cycling tours organized by specialized travel agencies, with stops and snacks' breaks at wineries and farms,
- Systematic maintenance of contacts and cooperation with tourism agents and travel agencies in the region to integrating wine tourism activities into the tourism packages offered
- Cooperation with specialized travel agencies abroad organizing oenotourism tours, hiking tours etc.
- Cooperation with mountaineering / hiking associations in the region and abroad.

Activity 8.2: Invitation of journalists / Mass Media

Invitation of national and international journalists as well as distinguished wine and gastronomy specialists to making them familiar with the region.

Activity 8.3: Realizing contacts and cooperation schemes with other wine tourism networks in Greece and abroad

Communication and networking in order to examine the feasibility of joint actions.

Activity 8.4: Preparation of publicity material (in Greek and foreign language)

As for instance drawing a documentary on the wine-making tradition of the region, along with printed promotion material for the purpose of making it available for television shows and to internet channels.

Activity 8.5: Promotion of the wine tourism destination on printed and electronic media as well as in Transportation Means and at Arrival Points

Placing any type of promotion material related to the wine destination in the above spaces.

Activity 8.6: Establishing a Digital Portal for the Local Pact

It is of utmost importance to provide continuous information and to enrich the website introducing new activities, events etc.

The design and subsequently the operation, technical support and development of the site should undertake the Quality Pact

Besides, it is very important that the website of the Municipality of each region to provide a link to the website of the Local Pact

Of particular importance is the use of modern smart phone & tablet apps which address a young and ever-expanding target group, in order to provide them with information and guidance on cultural events, happenings etc. taking place in the region, while enabling them to send messages to other users.

According to the above, the Local Quality Pact from Greece, have to prepare publicity material and the digital portal, within a period of one year.

Participants

The Local Quality Pact

Estimated Cost

.....

Source of Funding

- own funds of member
- Municipality funds
- Resources from programs for support to businesses
- Sponsors.

Axis 9. Service for Complaints' Management

Activity 9.1: Service for Complaints' Management

Each company participating in the Local Pact should offer its clients a service for managing complaints. The Service of Complaints' Management is a tool for the evaluation and the self-improvement and further development of the company itself, as well as for the administration of the Pact. That service should be offered on the internet or via SMS from the visitor's mobile phone (it must be noted that in the starting phase of the Pact, it would be acceptable for the enterprises to have only a facility's impressions card - a short questionnaire or a book of impressions – but they have to replace it by a service offered on the internet or on the phone).

On the internet, through a dedicated site maintained on the Pact's portal resp. the facility's site or alternatively in the social media and / or on a specialized travel service portal (e.g. Trip Advisor, Booking.com, etc.), that will be selected for the promotion of each enterprise participating in the Local Pact.

Alternatively, a message from the mobile of each visitor/ user can be sent to a number of recipients determined by the Administration of the Pact and subsequently communicated to the interested member (enterprise). The enterprise is obliged to respond directly to the person concerned or to the media he/ she uses, not later than 10 days after notification of the complaint or the critical comment. When the reply is made directly to the person concerned, it is then communicated to the Administration of the Pact.

The SMS messaging number and the portal address for comments / complaints or the specific address of the social media or the portal that the enterprise uses for this purpose must be communicated to the visitors electronically and in printed form.

As a consequence from the above, enterprises from Greece, participating at the Local Quality Pact, have to offer the above service within a period of one year.

Participants

Local Enterprises and other Members of the Quality Pact

Estimated Cost

.....

Source of Funding

- Own funds

Axis 10. Management - Monitoring – Evaluation

- The Quality Pact is responsible for managing, monitoring and evaluating the actions of the Action Plan
- The Pact formulates the quality specifications of the Label for the businesses, the operators in the area (route) and the system for checking the compliance of the conditions for its acquisition.
- The Pact develops and maintains the "Portal" of the Wine Route and it is (as described above) responsible for designing its content, defining the procedure for receiving and handling complaints and takes all necessary measures to prevent repetition.
- It enforces, with specific actions and interventions, the professional updating and training of the members of the Pact, by assigning qualified training organizations (Lifelong Learning Centers, etc.) and / or by cooperating with educational institutions, organizations, chambers.
- It develops, in cooperation with the competent bodies of the Pact, marketing and promotion programs and ensures all necessary means to promoting (in printed and digital form) both at international and national level the Wine Route and the Pact. The above encompass: participation at exhibitions, all types of events such as conferences, seminars, lectures and public discussions, the organization of travels to and from other countries.
- It submits, on its own or in cooperation with the members of the Pact, or on their behalf, proposals to participating at financial instruments and undertakes their implementation
- It establishes contacts and partnerships with other wine tourism networks in Greece and abroad, aiming at the exchange of know-how
- It creates an observatory mechanism by recording, analyzing and evaluating various data in relation to the size and attributes of the wine tourism in the area of the Route, drawing conclusions and formulating proposals in relation to the need for interventions
- The Quality Pact organizes regular meetings of its members to discussing specific proposals adopt as objectives. Individual meetings among specific members will be held on particular topics
- The Municipality ... has an essential role in the Quality Pact: It participates in its administration. It contributes to the Sustainability and Growth of the Pact, supporting in practice its efforts with financial resources and know-how.

ANNEX 1

In Greece, a Law⁶ related to the “Label of the Winery Open to the Public” has passed the Parliament. According to that Law, a winery is certified as a wine tourism enterprise, if:

- (a) within the borders of the establishment, services are provided either for guiding, or for reception and hospitality in a non-main tourism accommodation⁷, or for catering, or for all of the above services, and
- (b) there are places and special facilities that ensure their visiting.

The required specifications - criteria are defined in Ministerial Decisions^{8, 9}.

As minimum requirements are laid down, that:

- a) There is, **individually or in combination**, a guest room, a multipurpose hall, a tasting room (area) designed for tasting, a place for the presentation and for the sale of products
- b) In particular the tasting area shall be at least equipped with:
 - wine tasting glasses (glass goblets, whatever size)
 - wine dump bucket (“spittoons”)
 - wine fridges and / or coolers ensuring the required temperature of the wine (serving temperature).
- c) Marking (signpost) at the entrance of the winery with useful information regarding at least the opening hours and days for visiting the winery, also visit and contact details
- d) Existence, at a prominent place in the reception area, of the wine price list and the cost (if any) of the tasting procedure
- e) Existence, at a prominent place in the reception area, of the price list of the other services offered
- f) Compulsory notification, in any convenient way, and in particular by labeling and via the web or telephone or printed information - about the possibility of the winery to accept the visit and hospitality of people with disabilities.
- g) Clear labeling of the internal and external areas of the winery
- h) WC toilets for men and WC toilets for women.

⁶ Low. 4276/2014 (Gov. Gazette 155/30-07-2014)

⁷ That is a) tourist villas and houses, b) rooms to let and apartments

⁸ 1746 (National institutional framework for agrotourism (as well as wine tourism), Gov. Gazette 135/τ. B'/22-01-2015)

⁹ Gov. Gazette 3233/B/7-8-2018

- i) Fire safety and security of premises. At minimum existence of fire extinguishers (whose expiry date is controlled), marking and fencing of hazardous areas and prevention of access to wells
- j) Determination of the responsible person for the reception and the tour guiding of the visitors.
- k) Placing the “Label of the Winery Open to the Public” at the entrance of the facility.

The "Label of the Winery Open to the Public" is being awarded by the Regional Tourism Service and is being renewed every five years.