

**TOURISM AS A MEANS OF DEVELOPMENT FOR THE ISLAND**  
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Ladies and Gentlemen,

Greece as a State, is known to all the Continents, on some more and on other less. Greece's geographical position and the Morphology of its land, allows it to have the full polymorphism of Tourism, during the whole year.

It is universally accepted, by economical and business factors, that Tourism is a lever for development of the life of the men on every place.

But for us the Greek, the most common form of Tourism is the one of pleasure and relaxing, and this for specific days of the year.

Tourism moves all the works of the Man, whether they are spiritual or manual, as well as all the kind of interests of the Man, like obligations, demands, needs, solutions of problems and much more, necessary in our lives.

As Activity- Occupation Tourism is not property of anyone, has no frontiers, no mother country, nor flag.

It belongs to each one separately, with personal responsibility and choice for all the seasons of the Year.

But let us see what is the Tourism that we all seek, talk about and claim that we know. I think that on this point we are all wrong. Because we ignore the basic elements of its structure as well as the number for its kinds, in their total.

Up to today, in our majority, we believe on the following kinds of tourism, which are known to us. These are:

1. Tourism for amusement
2. Curative Tourism
3. Educational Tourism
4. Congressional Tourism
5. Tourism for expositions

But we ignore the total of tourism, which is really tremendous in number and kinds.

As a researcher of Tourism, for 25 years, I ascertained about 20.000 of kinds of Tourism, that are apportioned in approximately 300 groups.

The above ascertainment forced me to form and set forth, the following definition about tourism, which was accepted by other Colleagues without argument. This is: *"Tourism is called the displacement of the people, from one place to another, for any reason and independently of time and duration of stay"*

Thus, with this thinking, I consider that the first tourists on the face of the earth, were Adam and Eve, which were chased out and moved at another place to live.

Every business of tourism, regardless the kind or its working period, has as main assumption some basic principles on which will be built on her anodic course and its viability, and which necessarily must the Businessman know, before he starts working for it.

And these are:

1. The right choice about appropriateness of the place of selling, and its kind.
2. Its position, to be in harmony with the composition and organization, with local base of challenge- invitation for the client.
3. The Unit to be accessible, 24 hours a day, from the sea, air and land.
4. The surrounding place to provide adequacy in the production of kinds of food and water, for the coverage of the needs of its visitors.
5. To provide adequacy of health care and rescue care, as well as fire protection for the visitors.
6. To project simply and clearly its Civilization, on publications and souvenirs for its visitors.
7. The workers in this business must be in harmony of demand and service, without being obsequious towards the visitors.
8. They must be honest to the visitors without being far-fetched or demonstrative with their information.
9. To be informational, clear and proud for their ancestry, their place, their history, and their local civilization.
10. Working in units for tourism, the inhabitants must willingly offer their information to the visitor, for the creation and production of any kind of local or tourist product and must always take care for a souvenir that the visitor will take away with him. This small souvenir has the ability to preserve the nostalgia strong, the images and the desire to visit again this hospitable place, with friends or colleagues.

This Decalogue, with the correct composition, planning and organizing of unit's function, can but only succeed, because the tourism offers everything and asks for too little- but nonnegotiable.

It is a most powerful economical and cultural weapon, with tremendous power, but it is so vulnerable, that from the slightest wrong or bad use, it destructs itself dragging down with it the owners of the unit, the jobs of the employees, the productive class and the worse, the dignity, the reliability and the level of life of the place.

For example, I must refer to the greatness of the success of the TOURISTIC COMPANY of Skandinavian interests, here in Greece.

This Company started her activities, as a business of touristic interest, about 40 years ago, having as rule, the correct composition's planning, choice and organization for its function, for its development, choosing carefully the places for selling.

It was 20-22 years ago that it first appeared in Greece, beginning in Kallithea of Rhodes, with a unit of 324 rooms and suites, called "Sun Garden Resort".

The second Unit of the Company, called "Sunwing Tenk" A.E. in Makrygialos, with 207 rooms and suites and later on with 220 rooms of 53m<sup>2</sup> each.

The same company owns around the world:

1. 4 Group Tours Operators: A) United Kingdom, B) Skandinavia, C) West Europe, D) North America

2. 820 and more shops of tourist's items.
3. 31 airplanes, type AIRBUS A330
4. 22 Hotels with force of 6500 beds.
5. 11 cruise ships
6. 2 accommodations from time-sharing holidays

Ladies and gentlemen,

This company moves 8.5 million of travelers, from 16 countries of the world, and with more than 300 different destinations, around the world.

I mentioned as example this company, to make it comprehensible that the business man using Decalogue in the right form, and bringing in harmony the plan, composition and organization, cannot but succeed.

Let us see this beautiful island, Amorgos. Let us see what good elements it has, for its touristic development, given that as an island several days a year doesn't have the privileged of easy and immediate access with the mainland of Greece.

But it is especially gifted by our creator it has positive gifts, that very few other places in Greece have and make it an ideal place for amusement, rest and holidays, because it has:

1. Clean sea for sea-therapy and all kinds of sea-sports
2. Sand- therapy
3. Alternative scenes for walking and excursions from land and sea.
4. Traditional shops of local structure and Architecture with gifts
5. Picturesque taverns, with local food, projecting the local taste and appearance.
6. Rich local civilization with history of centuries.
7. kind smile of the local Amorgian.
8. Her local Press, indispensable tool for its advertising, and a local Self-government that knows how to claim.

With these elements, Amorgos can develop a controlled touristic local market, continuously evolving, offering to the visitor the satisfaction of all the five senses.

For example:

If the Ability of production of food, of the Island, is enough to satisfy 15.000 visitors, then they shouldn't attempt to raise the visitor's number, during the touristic period because this way there will be created a situation NON CONTROLLABLE, having as a result to cause problems and dislikes and the trust to the place, the food's quality, the hospitality and the other services will be lost for the visitor that came to enjoy and instead of all these, he gathers disappointment.

I SUGGEST FOR THE TOURISM OF AMORGOS:

1. Control on the number of visitors for the High Season.
2. Cooperation with other units of Tourism of the country and especially with the closest islands.
3. Direct contact with the big Units of occupying working population in the country and abroad, with offer of packages of a certain number of people and duration of stay on the Island, with complete time-sharing of evaluation of the touristic period. This way are avoided the intermediates, which take a big part of the income of the touristic units, small or great.

4. Right projection through the printed and electronic Press, nationally and internationally.
5. Organizing of similar Events, like the one today, with the presence and offering hospitality to journalists from all over the world, which can be committed that they will make extended references to their countries and the means that they work for, for their experience during their stay on Amorgos.

Ladies and gentlemen,

It is certain, that if the above mentioned proposals are applied, and in harmony with the employees of the Touristic Units and residents, the visitor will return to his country and with out willing to, he will be the carrier of memories and pictures from your Island, which he will positively recall, to relatives and friends, while showing his souvenir, that you gave him, us a proof of his words, while trying to convince that by visiting Amorgos he didn't waste neither his time, nor his money. And this will be the best advertisement for your Island .

Thank you for your attention.