

Asunto: PP from CY interested in cooperation

Dear colleagues, good morning.

Pafos Regional Board of Tourism is looking for LP and other PPs to cooperate in the framework of the 1st call. Please find attached information about the Board and below the priorities/objectives that are their priorities.

Objectives and corresponding Specific Objectives

1. Smarter Europe

Specific objectives:

- (i) Research and Innovation capacities, uptake of advanced technologies.
- (ii) Digitisation for citizens, companies, research organisations and public authorities.
- (iii) Sustainable growth and competitiveness of SMEs and job creation in SMEs, including by productive investments.
- (V) Digital connectivity

2. Greener Europe

specific objectives:

- (vi) Circular and resource efficient economy.
- (vii) Protection and preservation of nature and biodiversity, green infrastructures, pollution reduction.
- (viii) Sustainable urban mobility for zero carbon economy

Please, send this information, to relevant PPs from your countries and if interested, they can contact:

Mr. Nicolas Tsifoutis, nicolas@visitpafos.org.cy .

Thank you in advance

Kind Regards

Marilena

Pafos Regional Board of Tourism

The Pafos Regional Board of Tourism is the official body representing under one umbrella all sectors involved in the tourism industry at a regional level.

The Board consists of 13 members including the four Municipalities represented through the mayors of the region, the chairman of the Union of Pafos communities, the Deputy Ministry of Tourism and representatives of all associations related to the travel industry, chaired by the chairman of the Pafos Chamber of Commerce and Industry.

The Pafos Regional Board of Tourism -PRBT is the local authority which aims to develop further the tourism experience offered as well as promote the region to travel domestically and internationally. PRBT design and implementing actions while at the same time act as a coordinator at regional level. PRBT is mainly active in three specific pillars focusing on a) Product and Experience development (b) Marketing c) Quality assurance and added value. It has a lot of experiences in international cooperation and EU projects. It participates in many international tourism exhibitions and events; promoting the Region of Pafos. The PRBT has participated in several Project areas relevant for this Project in sustainable development and cultural heritage through Interreg and ERASMUS + programs. The following constitute a sample of this participation:

- 1. CHARTS** Project (Culture and Heritage Added value to Regional Policies for Tourism Sustainability) funded by the INTERREG IVC program and promoted by the European Network of Cultural Tourism 2012 - 2014.
- 2. GASTRONOMY NET** The frame-work of the project “Actions for the development of gastro-tourism through the promotion of the local food traditions cuisine of Cyprus and the Dodecanese (Gastronomy Net)”. This project is part of the Cross-border Cooperation Programme for Greece-Cyprus 2007-2013 and is co-financed by the European Union (80%) and by national funds of Greece and Cyprus (20%).
- 3. Cult-Mark** Project - funded by the INTERREG IIIC program Cultural heritage, local identity and place marketing for sustainable development 01/01/2004 -31/12/2006.
- 4. CHRISTA** Interreg project. The overall objective is to protect and preserve natural and cultural heritage assets and deploy them for the development and promotion of innovative, sustainable and responsible tourism strategies, including intangible and industrial heritage, through interpretation and digitisation, with capitalisation of good practices, policy learning, policy implementation and capacity building. Funded by the INTERREG EUROPE 01/08/2016 – 31/3/2020
- 5. Cult-RInG** (Cultural Routes as Investment for Growth and Jobs) the overall objective of the CultRing project was to highlight the value of investments in European Cultural Routes, in terms of their contribution to Growth & Jobs, with capitalisation of good practices, policy learning, policy implementation, development of new Cultural Routes, monitoring and capacity building. Funded by the INTERREG EUROPE 01/01/2017 – 31/11/2020
- 6. DESTI-SMART** (Delivering Efficient Sustainable Tourism with low-carbon transport Innovations: Sustainable Mobility, Accessibility and Responsible Travel) the overall objective is to improve the transport and tourism policies of EU destinations, by integrating strategies for sustainable mobility, accessibility and responsible travel with efficient & sustainable tourism development, for transition to a low-carbon economy, through efficiency, resilience, multimodality, novel low-carbon transport systems, cycling & walking, with implementation innovations, policy learning and capacity building. Funded by the INTERREG EUROPE 01/01/2018 – 30/12/2022
- 7. SUSTAIN IT** (Sustainable Tourism Innovative Training) innovative and practical training and tools for sustainable tourism. Training is available for free and without restrictions in multilingual versions via the OER platform. Funded by ERASMUS+ 01/12/2018 -01/12/2020.
- 8. U Mar** (U-Mar - Enhancing underwater archaeology to make it an innovative tool for developing sustainable & creative tourism Funded by ERASMUS + 10/01/2022 -09/012024

skills and expertise of key persons involved:

NASOS HADJIGEORGIU

Bsc degree in Hotel, Restaurant and Institutional Management from the Johnson and Wales University, USA and a Postgraduate in Business Administration with specialization in Marketing. Holder of the Professional Designations, Certified Hospitality Sales Professional (CHSP) and Certified Hospitality Supervisor (CHS) from the E.I of the American Hotel and Lodging Association as well as a member of the Chartered Institute of Marketing UK since 2007. He has a long presence in the Tourism Industry having served through various levels which include supervising, head of department and managerial and has covered almost all aspects of the Hospitality industry. This experience ranges from entry level kitchen employee, to supervisory positions in a Cruise line, Hotels, Restaurants, Managerial positions in operations and Marketing of an Airline & Aviation Agency, Travel Agency, Inbound and Outbound Tour Operator, Cyprus Hotel Association-Pafos District and the Regional Tourism Committee of the Pafos Chamber of Commerce & Industry. His presence in this field (from 1990 until today), his participation in the most fundamental travel and tourism exhibitions of the World, developing personal relationships with major tour operators, travel agents and airlines, his participation in meetings and seminars regarding the Hospitality industry with local and international stake holders, his involvement and contribution in tourism related studies, surveys and strategic plans, design and implementation of marketing campaigns, his achievements in sourcing EU funding for tourism development and much more have equipped him with valuable know how and excellent managerial and organizational skills. He is the President of the Board of the International Network ECTN (European Cultural & Tourism Network) based in Brussels. From 2013 to 2019 he was a member of the Board of Directors of the Cyprus Tourism Organisation that now converted to the Cypriot Deputy Ministry of Tourism

NIKOLAS TSIFOUTIS

PRBT Marketing Officer, Mr Nicolas Tsifoutis : Holder of a BSc and MA in Business Administration from Montclair State University N.J USA. He has an extensive presence in the Tourism Industry having served through various levels. His presence in the industry from 1992 till today and his participation in major travel and tourism exhibitions all over Europe, help him to developed relationships with European tour operators, travel agents and tourism boards from all over Europe. Throughout his career he participated in seminars regarding Cultural Tourism sustainable and responsible tourism. He has close ties with local and international stake holders.

LOUKAS NIKIFOROU

PRBT Administration officer, Mr Loukas Nikiforou: Holder of a (BSc) degree in Accounting & Finance from the Salford University in UK and an MA in International Tourism, Hospitality & Event Management from the University of Central Lancashire, UK. He has worked in the hospitality industry and his experience ranges from entry level kitchen employee, to supervisory positions. Loukas, since joining the Pafos Regional Board of Tourism has participated in major travel and tourism exhibitions all over Europe, developed relationships with European tour operators and travel agents. He has also participated in meetings and seminars and implemented specific actions derived from several EU programs where PRBT participates as partners.

KYRIAKI CHARALAMBOUS

PRBT P.R & Administration officer, Mrs Kyriaki Charalambous: Holder of a (BA) degree in Public Relations and Communication from the TEI Western Macedonia University in Greece. She has worked in the hospitality and Tourism Industry. Kyriaki, since joining the Pafos Regional Board of Tourism has participated in major travel and tourism exhibitions all over Europe, developed relationships with European tour operators and travel agents. She has also participated in meetings and seminars and implemented specific actions derived from several EU programs where PRBT participates as partners.