

# COOPERATION IDEA

## *Fisheries Local Action Groups*

### **AKTES - Transnational Coastal Quality Pact**

Many tourism products linked to coastal areas are lagging behind in quality, which can lead to a decrease in demand and a poor image of tourist services. In areas that are highly dependent on the sector for their economic viability, poor quality tourist products means low income for local stakeholders, including fishermen, some of whom are carrying out services linked to tourism to obtain extra income that complement their activity.

The creation of AKTES transnational organisation would aim to develop and implement a transnational quality agreement (pact) to join tourist stakeholders under a common strategy to guarantee a minimum quality for products and services, improving the tourist offer of those areas, mitigating seasonality and encouraging better incomes and working conditions for local communities in coastal areas.

To develop the strategy, partners will exchange experience and knowledge on each other's heritage and potential to promote tourism in the areas involved. The project would include the setting up of a transnational organisation to be called AKTES. It would also involve developing a business plan for implementing the pact, establishing collaboration with local tourist agents, designing three transnational thematic itineraries and 15 transnational thematic tourism packages, and establishing common quality specifications for services and products.

**Thematic category:** *Tourism; Integrated coastal management; Business support*

**Looking for partner located in:** Cyprus, Italy, Malta, Spain, Portugal, France

**Cooperation idea proposed by:**

Name of FLAG	<a href="#">Pelion Development Company S.A.</a>
Contact person	George Agrigiannis
Address	191, Larisis Street, 38334, Volos, Greece
E-mail	<a href="mailto:gagrigr@eapilio.gr">gagrigr@eapilio.gr</a>
Telephone	+30 2421078391-5
Language(s) spoken	Greek; English