



Circular tourism in action in Greece

Welcome to the fourth edition of the **ECOTOURS newsletter**, where we share the latest insights and achievements in the field of circular and sustainable tourism. ECOTOURS continues to empower tourism SMEs and local communities across Europe, promoting the adoption of circular economy principles through study visits, collaborative strategies, and capacity building.

Study visit in Kozani, Greece: rethinking the relationship between nature and community

From September 18th to 20th, 2024, Kozani, Greece, became the gathering place for a dynamic study visit focused on sustainable marketing and destination management. This event offered a unique opportunity for tourism SMEs from across Europe to explore new models of circular tourism, sharing best practices and fostering innovation in the sector.



A rich program of learning and exploration

The three-day study visit was designed to provide participants with hands-on experiences and insights into sustainable tourism practices. The first day focused on collecting best practices and discussing circular tourism itineraries, with visits to local

initiatives like the Kozani Saffron Cooperative and the Kamkutis vineyards. These examples showcased how local resources can be integrated into a circular tourism model. The second day took participants to the natural and cultural treasures of the region,

including a boat tour in Kastoria, visits to the Dragon's Cave, and the Tsatsapa Mansion. The highlight was an excursion to the UNESCO Global Geopark in Siatista, where participants discussed how sustainable tourism can revitalize rural areas.

The final day featured visits to key cultural and environmental sites such as the Municipal Library of Kozani and the Arktouros Environmental Center, an organization dedicated to protecting wildlife and natural habitats. This experience highlighted the importance of biodiversity and the role of tourism in preserving local ecosystems. The visit concluded with a stop in the picturesque village of Nymfaio, an inspiring example of sustainable tourism development.



Strengthening collaborations and building networks

A key aspect of the study visit was the focus on collaboration among tourism SMEs, local authorities, and stakeholders. Through round table discussions and cooperative planning, participants explored future business agreements and co-designed new circular itineraries. These interactions laid the groundwork for stronger partnerships and sustainable tourism practices across Europe.

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Visit our website to learn more about the **ECOTOURS** project, discover resources, and find out how you can be part of the change toward a greener and more resilient tourism industry. Together, we can make a difference!

FIND OUT MORE

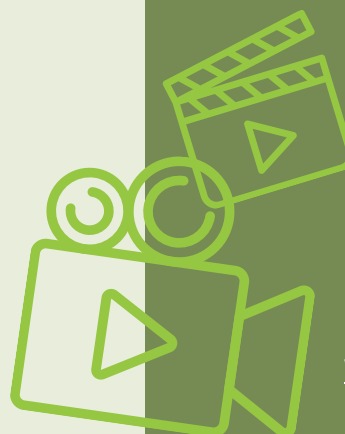
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What's next for ECOTOURS?

The study visit in Kozani marked a significant step in the journey of ECOTOURS, connecting key actors from different regions and fostering a shared vision for a more sustainable tourism sector. The insights and knowledge gained during this visit will guide the next stages of the project, as we continue to support the growth of circular tourism ecosystems.

Stay tuned for more updates on our upcoming activities, and don't forget to follow our social media channels for the latest news and stories from the ECOTOURS community.



Meet our participants

[Watch the interview](#)