

THE CASE OF XENIOS DIAS AT KOZANI

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To make the difference for the tourist product we used elements of local civilization (ethics, gastronomy, festivals, monuments, etc). The enterprises that offer local Traditional food they made at first a declaration, a local agreement for quality. Expert studies and action had made in order to inform and to capture the interest of these who will be interested to participate. Homogeneity and exchange of similar successful actions came as it was expected and when the team reached the zenith of their abilities they create non profit organization (or a company) for quality and to preserve and have proper use of the good name of their region.

In conclusion, we create a workshop to strengthen the social capital which it is perceptible by the number of local groups and institutions that exist in our society. This kind of model took part in Karditsa (Plastira lake), Lakonia (Parnonas), Kozani and to almost 12 regions of Pindos.

A Local Agreement for Quality can also act as Local Supply Chain more stable than the globalization treatment.

A Local Non Profit Organization has 17 to 50 members and they have self-disciplinary internal committees that minimize the control cost.