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Work Package 2

Activity A2

Identification of Challenges and Barriers that stand in the way of developing Regenerative Tourism experiences.

Interviews with individuals and/ or
representatives of organizations that implement
virtual experiences in the gastronomy sector

Reporting Template

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Developed by p-consulting.gr.



Interviews with individuals and/ or representatives of organizations that implement virtual experiences in the gastronomy sector.

Reporting – E. Konstantakopoulos

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Interviews with individuals and/ or representatives of organizations that implement virtual experiences in the gastronomy sector – Reporting Template

Guidelines for conducting Interviews with project stakeholders / individuals or representatives of organizations that implement virtual experiences in the gastronomy sector, to support the creation of the Sustainability Guide.

Here are comprehensive guidelines for conducting interviews with stakeholders in the context of creating a sustainability guide for addressing challenges and barriers for promoting collaboration between community agents and other stakeholders that support and implement regenerative tourism experiences involving local communities:

- **Identification of relevant stakeholders – Interviewee's profile:** The key participants of this series of interviews for the support of regenerative tourism experiences, are **individuals and/ or representatives of organizations that implement virtual experiences in the gastronomy sector**. You should ensure representation of perspectives and expertise.
- **Interview Objectives:** The objectives of the interviews, are gathering insights on challenges and barriers, understanding stakeholders' perspectives on sustainability practices and implementation of regenerative tourism experiences, and identifying potential solutions. This will help focus the interview and ensure relevant information is gathered.
- **Development of Interview Questions:** We have prepared a set of open-ended questions that encourage participants to share their knowledge, experiences, and suggestions. There is a **generalized set of questions**, and **a set of questions tailored to the specific challenges and barriers** identified in the context of regenerative tourism experiences involving participants/interviewees. However, **partners** conducting the interviews, **should bear in mind the local context, which might lead them in identification of additional challenges that have not been listed herein**. In this case, **they can add questions, if they consider them to be relevant for the purpose of finding out more about specific situations**.
- **Conduction of the interviews:** You are proposed to schedule interviews with participants and ensure a comfortable and conducive environment for open discussion. Use active listening techniques, probe for deeper insights, and encourage them to share their experiences, ideas, and suggestions.
- **Establishing Rapport:** Begin each interview by introducing yourself, explaining the purpose of the interview, and emphasizing the importance of the participant's perspective. Establish a friendly and open atmosphere to encourage honest and meaningful responses.
- **Document the answers:** You are suggested to take detailed notes during the interviews. Transcribe or record interviews (optionally with the use of a consent note when anonymity is not an issue) to ensure accuracy. Also, if feasible, ask for photos or/and a short bio of your participants. Otherwise, ensure participants' confidentiality and anonymity, if desired. Assure them that their responses will be aggregated and anonymized to protect sensitive information.



- **Follow-up and clarification (optional):** If needed, follow up with stakeholders to seek clarification or gather additional information after the initial interviews. This can help ensure a more accurate understanding of the challenges and barriers.
- **Follow-up and Gratitude:** Send a follow-up email or letter expressing gratitude for the stakeholders' participation. Offer to share the project's findings and demonstrate how their input contributed to shaping the sustainability guide.

Interviewee's Introduction: *My name is Elias Konstantakopoulos, I am co-founder and co-owner of NOWW-New Old Wine World Company, a company which focuses on brand creating, mostly for Greek wine but not only that, but we also produce new ways to communicate wine and its characteristics in each civilization and each culture, to people that want to learn about it. We have created a guide, like an entry level guide, for Greek wine, for some of the most important wine producing regions in Greece and for some of the most important grape varieties that we have in Greece. And we also, have produced some special editions about that, and we worked together with some wineries which communicate these editions, and help people that visit them to learn more things about Greek wine in general. We also do some more focused presentations, some wine tastings, with the same main subject, during which one can taste different grape varieties and learn more about them. We have created a very specific storytelling technology, to be able to do that, so that's about it, in general, what we do.*

Source: <https://newoldwineworld.com/>

Generalized interview questions

1. *The most common definition of regenerative tourism is "leaving things or a place in a better state than visitors found them or it" and most recently it has been stressed that "it is not just about visitors having a positive impact but also for hosts to play an essential role in the process". What do you think regenerative tourism experiences are all about?*

Answer: *So, the basis is definitely correct, I would add that, when I think about regenerative tourism, I think about a type of tourism which allows for, not only allows but also boosts or presents the main characteristics, for which a certain place has become a destination, in the first place. So, keeping the identity of a place intact, and that might be a number of things, so certain places are widely known about their natural environment's beauty and people go there for hiking or for such activities, or another place might be very famous for its wine production, or olive oil production, or anything. There is a reason for which these places have become known for specific things. This is a procedure that has taken place for decades or even centuries, in many cases. So, this is something very important which regenerative tourism seems to take into consideration and is also a type of tourism that supports local economies, emphasises the uniqueness of a place, all those things together.*

2. *How do you see the future of regenerative tourism?*

Answer: *It is definitely the most sustainable model of tourism, so it should have a bright future but on the other hand, sustainability though being used as a term more than ever before, it has become a highly communicated term, doesn't seem to, for me at least, doesn't seem to be really, let's say, a priority in the world, at this time. So, we will see. I am not quite sure about its future.*

3. *How do you perceive the importance of sustainability and regeneration in addressing long-term environmental, social, and economic impact?*



Answer: There are many points in which it plays a huge role, most importantly, as we said before, it creates more independent communities. It can create a more independent community by supporting local economies, and supporting economies which do come from traditional practices that are already there, and have already a history behind them, and that can be capitalised in so many ways, it's not only the product or the scenery that has the current value that one can take when he or she visits a place, but at the same time it has a brand behind it. All the history that is behind it is a huge brand that should be used, because it is not something that can be considered old from nothing, or if we do, we can build something like that from nothing, but it takes so much time and so much effort that it is more sustainable to use at least the practices that we have found to be helpful and good for a place. So, that's one and it's hugely important for preserving the natural environment in many cases, especially of agricultural production, not only that but sustaining the natural environment, natural parks, all those things can be only enhanced, using these types of tourism. The enhancement of social structures, it is easier and more functional for people that live in a place like that, when they can live and work there, they can grow their communities, they can create more structures for using all those things in a better way and evolving in general. So, that is also a very important point. Also, for the protection of the identity of a place. It is very important for protecting the identity of a place. Protecting it in an open-minded way of thinking. I do not mean that in a ... everything can be changed, and it is very important that we do see traditional values in a new way, and we enhance them, and we bring them into today, but in the same time it is very important to maintain the core of that identity.

4. What role do local associations, authorities, and infrastructures play in supporting regenerative tourism experiences?

Answer: At least for Greece, the foremost role that they play it is mostly using regenerative tourism or any kind of agro-cultural tourism as an excuse for getting more money out of it. In any case they do not seem to have the willingness to help these kinds of tourism and this kind of enhancing and supporting producers and all people that are interested in doing so. There is a very closed system inside this whole market, which is very difficult to get into. Many things being done on this so, personally, especially in the section of wine, I have seen so many talks being held on the subject of wine tourism, it's been decades now that we are hearing the same things and there are huge amounts of money being spent on these talks. There were seminars being done, I mean, there are solutions that are designed to help, to materialize all these things here in Greece, but nothing gets to the end goal. Most, if not all the money, are held in-between the State which is used mostly to create that are not working. They never work. To be fair, there are some bright exceptions to this rule, so there are some cooperations that are doing magnificent work in this field and there are some producers that they are doing a good job, but it is mostly each man for himself. It is not a more general situation.

5. What improvements or collaborations and co-design initiatives, would you suggest in supporting regenerative tourism experiences?

Answer: Again, talking specifically for Greece, because it is definitely a problem for all European countries, it is certain that every country has its own characteristics and other ways of doing things. For Greece, probably the most important thing that has to change in the way of thinking of people, because people that are in the centre, in the core of the regions and the areas in which regenerative tourism can find its place, are people that are more disconnected from new technologies, not meaning that they do not have basic skills, I mean that they are more distant from the whole procedure of programs that they can be informed about, the ways they can develop companies in order to do their job. So, one thing is that communication has to improve. The State and probably European programs should focus on finding

the actual people that are going to materialise all these things, because organisations in-between cannot fully, let's say, connect problems and end-users. So, one thing that has to be done is that and the other thing is that Greeks also have to change in the way that they think about things. They are still probably afraid of, or not used to working with other people, so it is again each man for himself, it is a concept that works like this. They have to comprehend that this is a community work, it needs many people to work together in order to achieve what needs to be achieved. That is the most important thing. The other thing is that the State has to help the companies in this sector.

6. What are the main challenges you have encountered in developing and implementing regenerative tourism experiences through collaborations with peers, local authorities, community agents and/or associations and other relevant stakeholders in your area, if any?

Answer: *So, it is mostly a straight continuation from the question before and it is about the exact same problems. Number 1 is that there is no unified concept. For most of the people that work in this area, there is no unified concept, and they have a huge difficulty in understanding how branding works. Even though many of those people have worked with brand creators in order to build their own brands. They can understand how their brand works but they cannot easily understand that when one talks about tourism, areas, structures one talks about things bigger than him/her. When you want to communicate your product, you are going to communicate your product directly but at the same time you are going to communicate your product as a part of a larger and unified thing. So, this is probably the most important thing. You need to communicate a whole area. This is the most important challenge I have found in trying to do so. Because most of the people are interested in building their brand in a more powerful way but at the same time they have no community perspective, concept about building that brand for the whole region. To give an example of this, it is like talking about Bordeaux wines. There are so many important wine producers in Bordeaux and there are a lot of people that know that. But at the same time the Bordeaux appellation is a more powerful brand the independent estates. What I mean with this is that the majority of people when they hear Bordeaux, they know that it is a very high-quality wine. So, first of all, the area has been famous for that product, and it has been famous from the work of many independent producers but at the same time it is a brand name, a more general brand, and that is a very important thing. It is like an umbrella brand. In today's world, with the communication systems that we have, the social media, it is even more important to have more condense information. In many of the social media platforms we have a small portion of peoples' time. They are scrolling down on their Instagram accounts, and you have just one second. You have to build things that can communicate in a very powerful way, and then, if you can get the attention of a person, they can go further deep, learn more about the products of a place, the place itself, its history and so on. We need to have more unified systems of communication, and that is the main problem that I have encountered in this endeavour.*

7. Would you have suggestions and solutions to share for successfully addressing such challenges?

Answer: *It is a quite difficult thing, and I do not know how I would be able to change that situation because this is hugely to do with the maturity of the population. It takes time and it takes very specific conditions in order to be informed and unified. On the other hand, the quickest route towards that would probably be a job for the State and all the relevant organisations. Because if you have a very specific program, you can help people understand more things about it and you can help them enter this whole procedure in a more linear way. I would say that the most important thing is for the State to create organisations or use the existing ones to make programs by which they can inform people, really explain to people what branding is, what are the most important systems of communicating products,*

especially in the sector of tourism for today. Really explaining to them how, or even the way that social media work. When you know the exact way the system works, you can understand what the needs are you need to address, to be able to do your work in a good way. This is probably the most important thing, like having solutions about this that end up to the real people that are called to manifest this type of tourism. If you create something that 100, so called experts, gather around, and talk about, like that, is never going to work. You have to have direct contact with the communities.

8. Can you share any specific environmental impacts that you have identified and the measures you have taken to mitigate them?

Answer: Most of the impact in the environment is a positive one. Because one thing that happens is that, again, a local community is boosted economically, so, for example, regarding my section, a winery that has many visitors and they might go for a walk in the vineyards, and they consume wine over there. It is a hugely important thing, because this helps the local community grow and it helps people being really able to live in these areas, because this is a huge problem and not found only in Greece, in other European countries as well. The places in which regenerative tourism takes place, have a big problem with the population, the most important thing right now is the economic capabilities that keep people there and enables them to produce wine, or produce olive oil, or something. In that case, this is very important. The question is about the environment but at the same time this is something that helps a local produce being kept up in a good way, so that is definitely good, the other thing that is hugely important is that you have some consumption of the product in the same place in which it is produced. This means no shipping. This is hugely important. You don't have to, and I am not saying that people should not ship wine to other places, but again, when you have some places, like Santorini for example, a very known destination for wine production, so, the amount of wine that is being consumed in Santorini is huge. This is very important for the environment. Of course, there are going to be some drawbacks as well, because wherever you have a surge of people who come from different cultures, which might be even better, I am not saying that in a specific way, but it is definitely something that changes the way of things, especially in small places. It depends on the number of people, and we have seen places in Greece being revived in a way, which is a something good but at the same time, being slightly changed. There are places that have become famous because they had a very specific character and because of the businesses that upsurged in those areas, there is a change of identity. There is a change of character in those places, something not very helpful. This is a problem that can be solved with correct practices. If you have a very specific vision about what you need to do in that specific area, and you stick to it, because in most cases this means things in many different levels, that means that the State has to have very strict rules about what can be developed in which area, to what extent, etc. but if you do that, it will be mostly positive for the environment as well.

9. In your experience, what are the key barriers to involving the local population to participate in regenerative tourism initiatives?

Answer: The number one reason is this whole mechanism that has been built between them and the incoming European programs. There is a huge market set-up by people that do not really care about what happens with all those things. And this is not something that happens only in Greece. It happens in other countries as well. But here in Greece we are quite good at this. I really believe that this is the most important thing. Because I have seen examples in which some people, only by their own energy and will to change things in the local environment, have actually done that. I have seen people that have been able to connect communities, small villages, around Greece. The most recent example that I have is from the island of Crete, in a small village. I have seen things happen in that area and I have seen that it is

not that difficult to do. The State lacks the will, and it is not just that, the State moves in a completely different direction. Most of these people are only interested in the money and all those funding programs that take place in European Union never reach those people. So those people cannot know all about those things, considering that people in the rural areas, are not so well equipped or educated in the ways of communicating, searching for programs in which they can be integrated, their companies and their produce integrated, or they are not that up to date in terms of social media. They cannot by themselves find their way into this. If there was will from the State, so many things could have been done on this matter. I think this is the number one reason. There is a second reason which involves the people in the rural areas as well and it has the same basis as the one, I described before. The people live a very different life, and their life doesn't have a huge connection with the lives people lead in big cities. They have another way of communication, and they also have a different way of thinking. So, someone has to bridge that. And in order to do so, you have to do work, you have to train and most importantly you have to bring young people back to those places. Because this is also a huge problem. The people that are now at an age and above they can make a difference but at the same time there has to be a continuation. And if there are no other people to continue that work, over there, you can't even find people to work in a field, in a company or in a hotel, because this is a very real problem, that happens in rural areas in Greece, you cannot do anything, even if you are having the best of intentions to do everything. You do not have the basics, the people that are going to work, so you do not have anything in your hands. So, no real manpower in productive age.

10. What strategies or initiatives have you found effective in educating visitors about sustainable practices and ensuring their active participation in maintaining the area's cleanliness and good practices?

Answer: Agrotourism does have, even though it is not very well evolved in Greece, in the very small occasions it takes place, it creates good results in terms of how the place is left. First of all, people-visitors learn things about the local produce, so they do get connected to the place in an even better way, they don't stay in the most superficial planes of tourism, and they go deeper into really knowing the place. So, this is hugely important, and they create, in the same way, a story which they take from the producers, but at the same time a story is being created within them, and they take this story with them, when they leave, in the actual experiences that they had, in that specific place. So, this is something that remains and still connects a certain person with that place, which is very important. Now, of course some initiatives that some places take, especially in the summertime, when the tourism is in upsurge in Greece, some traditional fairs have an interest, a presentation of local products, is in many times and many cases, important. And at the same time cultural events have a huge importance in communicating the character of a place to people that come from other places to visit.

Specific interview questions for individuals and or representatives of organizations that implement virtual experiences in the gastronomy sector.

- Can you describe your role in promoting local products through virtual experiences?

Answer: The first part of what we do has a more physical aspect to it. I mean the presentations that we mostly do are in direct contact with people with who we do that. We are building towards a system through which we can communicate that from a distance. But what we have already done is created symbols and brands for each area and we also have created a system by which we can communicate taste in ways that are not typical according to the market today. What we have made is a system by which we can communicate the taste of wine to people that do not have an image of how wine is produced, or how its taste functions, so what we are trying to do is, in terms of the virtual part of it, for



that specific reason, we have created tools, which can be used in a digital environment. Now we have a system, “oenotecture” in which, wine and architecture co-exist, and this co-existence gives information about how the taste in wine actually works. We have created symbols, and, in our website, we explain the way this system works, and we have also created symbols for many wine producing areas in Greece. We have also created a way of wine notetaking, through infographic systems, that can describe characteristics, but also not only characteristics of wine but also of the place itself. Meaning, actual data that have to do with the altitude of the vineyards being planted over there, with temperatures, the climate conditions that occur in that specific place. Much information has to do with the place and the wine at the same time. Again, connecting the two into an even wider unity. So, this what we mainly do, we use those additions that we have made, as I explained earlier, and we communicate them through some wineries that have specific spaces that people visit and taste their wines and they have different memorabilia etc. So that is our main activity, a digital symbolic narrative of wine connecting it with a more tangible methodology like architecture, for people to reach wine. It is mostly like a visual language that we are trying to build, through which people can perceive in an aesthetic way. Because we do realize things aesthetically even if you do not understand it. And that happens with architecture. You don’t have to study architecture, when you see something that has a good balance you can sense it and get a nice feeling out of it. The thing is that the wine language that professionals use is pretty complicated, and it makes it very difficult for many people that do not speak that language to understand what is being said. So, we are trying to create a “language” for people to understand even in a minimum way. It is like creating an aesthetic vocabulary.

- What are the main challenges and barriers you have encountered in promoting local products through virtual experiences?

Answer: It is almost as I described earlier. It’s the networks, the State networks, but also the independent networks that work in Greece and this is a very narrow “space”. In terms of the way things work in this market. It is very difficult to make new cooperations or work with people that are part of this “space” because there are many different dynamics, huge competition, and I am not talking about the competition related to others doing what we do, or doing it better, it is a competition related exclusively to money. There are places where you cannot enter. You cannot enter not because of having a bad product but because someone else has taken up that specific spot already and they cannot be moved. And I am not saying that we want to move anybody from anywhere, we do something that works in a completely different way, something that connects everything. Again, the concepts in the markets for Greece are of a completely different era and completely different concept. It is a very difficult environment and not only for wine.

- Could you provide specific examples of how outdated technology has affected the virtual experiences you've been involved with?

Answer: I can’t say we have found a problem with that, on the contrary there are many technological solutions right now that one can use to communicate information, that the only problem is to keep up, with the solutions available. So, I don’t think there is a technology problem.

- In your opinion, what impact does logistics, such as wine delivery or product shipment, have on the success of virtual experiences??

Answer: This is a true problem, that arise especially in the COVID-19 era, because so many of the traditional systems of shipping, here in Greece, as well as in other countries have been destabilised and there have been problems, for example regarding virtual wine tasting, where it does involve sending the

wine bottles to a person to taste according to the presentation that you make, so we did have problems in that area. At the same time there is a problem with the cost, as well. Some things have become worse in the section of postal activities. There are not that cost-effective. You have to work in huge scale to be able to do these things and it is such a small market yet, and I do understand that we have to have the economies of scale in order to ship in lower price and it is necessary but at the same time when you have new markets which are just now growing, it is not easy to support the cost of transportation. Not without charging a huge price for it. Thus, making the product not competitive or even affordable. And this problem is probably here to stay. And though it is really understandable for the pandemic period it did not return to the previous standards. This could probably be surpassed by even more digitalisation. For example, for small companies to stay competitive and to stay on top, for us it has been also a very important thing, turning even more to digital services, might even be more important in the future. Just because the shipping situation right now isn't cost effective. It causes a shift in the direction of similar projects.

- Have you encountered any accessibility problems or limitations for participants during virtual experiences? If so, how did you address them?

Answer: I wouldn't say that we have encountered such a thing. We didn't have to address something like that.

- Could you share feedback from end-users of a virtual experience demonstrating positive environmental impact?

Answer: I do not know about the result, the environmental result, for that, because you and we don't have an image of how this works in the future. I mean, somebody would communicate our work to somebody, and we do get feedback, and, in this section, we have got great feedback and very enthusiastic responses. We do hope that this has an impact for the future, because mostly we have tried to do the best and focus on the coalition of culture and product. We are trying to communicate that it is the exact same thing, which manifests in different ways. So, we do want it to have this effect, we want people to understand that this is a unity, and in some cases, we call it an agro - cultural product. Because it is. You can communicate so many things, in terms of where it came from and the place also, the story of the people that have produced it, so we do hope that and we have also designed this in such a way, so that people can really understand this connection and see that product in another way. And see the place in another way. So, this is what we do want. On the other hand, I do not know if this changes the way people look at things. I hope for the best. Probably it is too soon to have feedback already. Maybe it will come in the long run, if not sooner. It probably needs time to settle and for people to have more time to process it, because it works in many levels, it does not transfer only information, it transfers knowledge and experience not in the traditional way of teacher – learner. We try to communicate a more relaxed concept about it, so people do not think that we are there to “teach” them. We want them to have an experience, to have a mostly the feel of what we are talking about. That's the most important thing.

- Is there feedback from end-users of an experience on how it may enhance a regenerative experience in place?

Answer: We have had that but mostly with some professionals. In a way it's logical, in another way it's not. Anyway, it has happened mostly with professionals. In one case, having a really good contact with the product and all its information, some can connect with it in an even broader way, so this where the feedback comes from. Even though we have found many difficulties also with professionals because they are more “locked” within the concept he/she has for the product, so it is very difficult for many people

that are in the wine communication profession to think about it in a completely different way or a broader way, because there is a “language” that they have already built, and it is difficult to surpass that and see another image. That’s about that.

- What are some potential strategies or initiatives that you believe could improve the sustainability of virtual experiences for promoting local products?

Answer: I would say mostly originality. Originality is a very important thing. Also, the true connection, mostly truth. The answer would be truth in all layers of each communication. And that also means direct connection to the products, or the places, or the concepts that are being communicated. Even if you are not there, regarding the virtual experiences, for example, you may not be in a specific place, but it is important to hear the opinion of not just the provider, the presenter, like me, but also the opinion of the person you would find if you would visit the specific wine production area. It is important to hear the opinions of the people who work in the vineyards, the people who work in vinification, to have this holistic image, if you can.

- Are there any successful approaches or collaborations you have witnessed or been part of, that have overcome the challenges and barriers in virtual experiences?

Answer: Because part of what we do is still under development, I wouldn’t say that we have reached a point where I could present you with that. We have had signs and experiences in which things have worked and we have some feedback about this, but it is not something I could present like a case study.

Possible additional interview questions, bearing in mind identification of additional challenges, for individuals and/or representatives of organizations that implement virtual experiences in the gastronomy sector.

- Is there something that you would like to share?

Answer: To summarise what have been said, I would like to add that regenerative tourism is a very important type of tourism, it is something that can create many important and interesting things in local communities, and it can be something very important in so many levels and it is definitely worth it to give it a try. And do that with a clean start and build from the bottom up, by really connecting with the communities and really connecting with the people that can manifest all those things!

Summary of the main points reported by interviewees.

Summary of generalised questions 1-10.

Here are the main points from each question and answer:

1. Definition and Essence of Regenerative Tourism

- Regenerative tourism aims to leave places in a better state than when visitors arrived.
- It involves preserving the identity and uniqueness of a destination, emphasizing its core features.
- Supports local economies and emphasizes traditional practices.

2. The Future of Regenerative Tourism

- Regenerative tourism is considered the most sustainable tourism model.

- *Sustainability, while widely discussed, may not be a top global priority, casting uncertainty on its future.*

3. Importance of Sustainability and Regeneration

- *Regenerative tourism supports independent communities, local economies, and traditional practices.*
- *Helps preserve natural environments, parks, and the identity of a place.*

4. Role of Local Associations and Authorities

- *In some cases, local authorities focus on generating revenue from tourism, hindering support for regenerative tourism.*
- *Challenges exist in establishing cooperation between stakeholders, with some exceptions.*

5. Improvements and Collaborations in Regenerative Tourism

- *Communication improvement, especially with local communities, is crucial.*
- *State and organizations should facilitate education on branding, marketing, and social media.*
- *Emphasizes the importance of direct contact with communities.*

6. Challenge in Developing Regenerative Tourism

- *Lack of a unified concept and difficulty understanding branding and community perspective.*
- *Ensuring the local identity is preserved amid changes brought by tourism.*

7. Solutions for Addressing Challenges

- *Government and organizations should create programs to educate and inform local communities.*
- *Highlighting the importance of unified communication for a region as a whole.*

8. Environmental Impacts and Mitigation Measures

- *Regenerative tourism has mostly positive environmental impacts, such as supporting local communities.*
- *Consumption of products at the place of production reduces the need for shipping.*
- *Acknowledges some drawbacks related to changes in small communities.*

9. Barriers to Involving the Local Population

- *Complex mechanisms and a disconnect between local communities and European programs hinder involvement.*
- *Rural areas have distinct ways of life, communication, and thinking.*
- *Encouraging young people to return to rural areas is crucial for continuity.*

10. Educating Visitors and Ensuring Their Participation

- *Agrotourism helps visitors learn about local produce and connect more deeply with the place.*
- *Initiatives like local product presentations and cultural events play a significant role.*

Regenerative tourism focuses on leaving destinations better than they were found, emphasizing local identity and sustainability. Challenges include communication, government support, and preserving the local character. Effective solutions involve education, community involvement, and showcasing local culture and products to visitors.

Summary of specific questions.

The main points from the interview regarding promoting local products through virtual experiences are:

1. Role in Promoting Local Products

- The interviewee's role involves both physical and virtual aspects.
- They create symbols, brands, and a system to communicate the taste of products, particularly wine, through virtual tools.
- They focus on building a visual language to help people understand and appreciate the products aesthetically.

2. Challenges and Barriers

- The main challenges include dealing with established networks, strong competition, and limited opportunities to enter the market.
- The market dynamics in Greece are heavily influenced by financial considerations rather than product quality.

3. Outdated Technology

- The interviewee hasn't encountered significant problems with outdated technology.
- They emphasize that there are many technological solutions available for virtual experiences.

4. Impact of Logistics

- Logistics, such as wine delivery, has been affected by COVID-19 disruptions.
- Shipping costs have increased, making it challenging for small companies to offer cost-effective shipping.
- The interviewee suggests that digitalization might be a solution to overcome these issues.

5. Accessibility

- There haven't been any notable accessibility problems or limitations for participants during virtual experiences.

6. Positive Environmental Impact

- The interviewee has not yet seen direct feedback on positive environmental impacts but hopes that their approach will lead to a greater appreciation of the connection between culture and products.

7. Enhancing Regenerative Experiences

- Professionals have provided feedback on how their approach enhances regenerative experiences.
- The interviewee emphasizes the importance of originality, truth, and a direct connection to products and places in virtual experiences.

8. Strategies for Sustainability

- The interviewee suggests that originality, truth, and a holistic approach involving various stakeholders, including those directly connected to products, can improve the sustainability of virtual experiences.

9. Successful Approaches





- *Due to ongoing development, there are no specific case studies or collaborations highlighted as successful approaches yet.*

The interviewee is working to promote local products, particularly wine, through a combination of physical and virtual experiences. They are focused on creating a visual language to help people understand and appreciate products aesthetically. Challenges include market dynamics, competition, and shipping logistics. They emphasize the importance of originality, truth, and a holistic approach for sustainability in virtual experiences.

Summary of additional question 1.

The interviewee emphasizes the importance of regenerative tourism and its potential benefits for local communities. The key points include:

1. **Regenerative Tourism Importance:** *Regenerative tourism is highlighted as a significant and valuable type of tourism.*
2. **Positive Impact:** *It has the potential to create important and positive outcomes for local communities.*
3. **Opportunities:** *The interviewee encourages giving regenerative tourism a try and suggests building it from the ground up. They emphasize the importance of connecting with communities and individuals who can make these initiatives a reality.*

