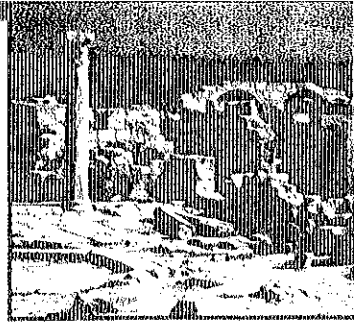


Agrotourism in Cyprus

Cyprus received an International Award for the programme promoted by the Cyprus Tourist Organisation on February 25th at a ceremony held in London. Cyprus was among the five winners, along with Britain, Australia, Ghana and Trinidad.

The aim of the competition is to reward tourism related programmes that show respect and sensitivity towards environmental integrity and cultural diversity.



1. _____

The programme has largely achieved its original objectives, namely:

- a) it has created tourism infrastructure and encouraged new entrepreneurial activities in the rural areas of Cyprus
- b) it introduced Cyprus as a tourist destination
- c) it helped smooth out the seasonal pattern of Cyprus tourism because agrotourism is an all season product
- d) it has directed quality tourism to the countryside

2. _____

A central objective of the Agrotourism Programme was to facilitate the revitalisation of the countryside. According to the Programme, 50 villages with traditional architecture were selected and the restoration of traditional buildings and their conversion into tourist establishments such as accommodation units, folk art centres and museums was financed by the C.T.O.

3. _____

Tradition and customs are core ingredients of the agrotourism product. For instance, in the field of traditional cuisine old recipes that survived through the ages were compiled and edited. They embarked on an effort to educate the inhabitants of the countryside as well as traditional restaurant owners on the merits of the Cyprus cuisine, and the preparation of the traditional dishes in the traditional way. Similar activities were pursued with traditional arts and crafts (embroidery, pottery-making, silverware, icon-making), Cyprus folkloric dances and music, wine-making and architecture.

4. _____

Protecting and promotion of the local vernacular architecture is a very sensitive issue because no new construction development would be encouraged in the villages. Moreover, strict planning approval procedures have been introduced to ensure that traditional houses are correctly renovated and the level of facilities offered to the guest satisfies Cyprus's strict hotel classification requirements.

5. _____

The agrotourist product is preferred by a new, more sophisticated type of tourist, environmentally and culturally conscious and educated, and not so price sensitive. Such a tourist may also prefer off-season vacation, and stay away from the overcrowded beach resorts.

An agrotourism programme can not only show the way for the development of cultural tourism products, but it can also provide a firm basis upon which such products can be developed, as it can supply the tourist infrastructure around which local entrepreneurs would set up their cultural tourism enterprises.

Comprehension check

Choose from the list A-F the sentence that best summarises each part 1-5. There is one extra sentence which you don't need to use.

- A The C.T.O. leadership
- B Revitalisation of the countryside
- C Local entrepreneurs' support
- D Architecture protection
- E Traditional cuisine and arts
- F The objectives of the Agrotourism programme

EXERCISE 3

Read the text below. Use the word given at the end of each line to form a word that fits in the space in the same line.

The Cotswolds is an area of great 1. _____ in England. It has a number of 2. _____ villages and small towns with lovely old buildings that have remained 3. _____ since the area was a major 4. _____ centre several centuries ago. The countryside in the area is 5. _____ and most of the buildings there are made from an 6. _____ type of light stone that is particular to the Cotswolds. In the summer, the Cotswolds can get rather 7. _____ but it is always possible to find pretty places that do not have the 8. _____ of the more well-known villages and towns. There is no 9. _____ of pleasant hotels and 10. _____ inns for visitors to stay in and the Cotswolds area is an excellent place for an 11. _____ weekend or longer trip.

- beautiful
- delight
- change
- commerce
- charm
- attract
- crowd
- famous
- short
- tradition
- enjoy

EXERCISE 4

Find the definitions of the verbs in the left column.

- permanent exhibition a person who starts a business company in a certain place
- revitalisation informal - country design of building
- restoration the principle parts (of the programme)
- core ingredients repair something old
- vernacular architecture to make something more active or exciting
- local entrepreneur continuing / long-term show of objects to the public

? Questions for Discussion

1. Are there any significant positive or negative environmental impacts of tourism in the region you come from? How could the present negative impacts be mitigated?
2. Is the infrastructure in your region sufficiently well developed in order to avoid environmental problems caused by the growth of tourism?
3. Give examples of adequate regulations and measures adopted in our country to protect natural and historic sites and avoid negative environmental impacts?

Vocabulary reference

This section comprises vocabulary related to the main topic in this unit.

objective [əb'dʒektɪv] cí	environmental integrity [ɪnvaɪənt'mentl̩ ɪn'teɡrətɪ]
permanent exhibition [pɜːmənənt] stála výstava	neporušenost život. prostředí
animal husbandry [æ'nɪməl hʌsbəndrɪ] hospodářství se zvířaty	diversity [daɪ'vɜːsətɪ] rozmanitost
agriculture [ægrɪ'kʌltʃə] zemědělství	all weather product [ɔ:l wɛðə prɒdʌkt] sezonní i mimo sezonní produkt
agro-tourism [ægrə tuə'zɪzm] agroturistika	revitalisation [rɪvaɪtəl'ɪzɪʃn] znovuzožití
eco-tourism [i:kəu tuə'zɪzm] ekoturistika	restoration [rɪ'stɔːreɪʃn] rekonstrukce
wild nature [waɪld nɛɪtʃə] divoká příroda	conversion [kən'veɪʃn] změna, přeměna v...
meadow [ˈmeɪdəʊ] louka	core ingredients [kɔː ɪn'grɪdiənts] základní součást, složka
disperse [dɪ'spɜːs] rozptýlit, rozšířit	compile [kəm'paɪl] nahromadit
Skansen - open-air museum [sʌpən eə mjuː'ziəm] skanzen	embark [ɪm'bɑːk] pustit se, dát se do něčeho
traditional folklore [trə'dɪʃənəl fəʊklɔː] lidový folklor	merit [mɪərɪt] přínos
painter's houses [peɪntɪz haʊzɪz] malované domy	traditional dish [trə'dɪʃənəl dɪʃ] tradiční jídlo
folk costumes [fəʊk kɒstjəmz] lidové kostýmy	traditional craft [trə'dɪʃənəl kra:ft] tradiční umění, dovednost
embroidery [ɪm brɔɪ'dɪəri] vyšívání	pursue [pɜː'sjuː] provádět, pokračovat v
home-cooking [həʊm kʊkɪŋ] domácí kuchyně	vernacular architecture [vɜːnə'kjʊlə a:kɪtʃəktʃə] lidová architektura
country-side [kʌn'trɪsaɪd] krajina	approval procedures [ə'pruːvəl pri'si:dʒəz] schvalovací procedury
game hunting [geɪm haʊntɪŋ] lov zvěře (pro zábavu)	
angling [æŋɡlɪŋ] lov ryb na ulci	
fishing [fɪʃɪŋ] rybaření	