

1st EPAL of Drama, Greece

CONDUCTING BUSINESS CASE STUDY

"Air Club Aiolos of DRAMA"



Education and Culture DG
Lifelong Learning Programme
Leonardo da Vinci

**New and Alternative
Tourism Enterprises**

PART 1

Key objectives for implementation of this program are:

- ✚ Encouraging young people into employment through establishing Healthy business units.
- ✚ The supply of appropriate and necessary skills to young people for undertake business initiatives
- ✚ Strengthening research
- ✚ Awareness of the students the importance of innovation and entrepreneurship
- ✚ Strengthening of the cooperation between the school community and business

The main focus of effort is the cultivation of career management skills, both in terms of professional development work-identity as self-employed entrepreneurs, and to investigate their needs at taking entrepreneurship and support the creation and adoption of business ideas

Case Study (FA) is classified in the category of **qualitative research**. Qualitative research is an investigation that is based on the assumption that individuals construct social reality in the form of meanings and interpretations, and that these structures tend to be transient and occasional. The dominant methodology is to draw these meanings and interpretations with intensive **case study** in natural areas and the presentation of findings in a **detailed induction**.

Therefore, the case study is an in-depth study of a phenomenon in the natural environment, and **the angle of view of participants in the operation of this phenomenon.**

We used the following tools:

- ✚ Interviews with members of the association
- ✚ Interviews with local Authorities
- ✚ Comment
- ✚ Find information online
- ✚ Interviews from tourists athletes
- ✚ Local press

General information

Alternative mountain tourism

The alternative mountain tourism is a mild form of sustainable tourism development and multilateral activities in the mountainous area, which:

- ✚ Brings visitors closer to nature with outdoor activities which may be involved, work out, be entertained and feel the joy of browsing and knowledge, to know the mountains and natural beauty in mountainous rural areas, to get acquainted with agricultural occupations, local products, traditional cuisine and daily life, cultural figures and original features of the area.
- ✚ Activates productive, cultural and developmental forces of the place thus contributing to sustainable environmental, economic and social development of these upland areas. It can stimulate the local market by local production of agricultural and livestock products, creates jobs and eventually keep the population in rural areas by enhancing the income of rural families

The categories of businesses that can join the alternative mountain tourism are:

- ✚ Companies / firms that undertake the organization and implementation of programs of outdoor activities and tours ecotourist interest
- ✚ Agrotourism accommodation-hostels
- ✚ Production and sales of traditional products
- ✚ Business for restaurants and recreation
- ✚ Farms
- ✚ Workshops folklore

There will be conducted a case study which main subject is air sports. If air sports develop further, it will bring the growth of all these companies mentioned above!

PART 2

GENERAL COMPANY INFORMATION

Drama airclub "AIOLOS"

1. Company's Name: **Airclub Aiolos, Drama**
2. Activity sector: **Flights**
3. Founded: **1986**

Historical recursion of air sports in Drama prefecture.

According to witnesses, before the Second World War in our area an Armenian in origin built a light wing and tried to take off from the area between Kalifytos and Taxiarches. According to what is being said, quite a large crowd gathered and in his first attempt he got killed.

The first flight from Korylovos was done in 1985 from Tsitsimakas a man from Thessaloniki.

Up until today we can see the pieces of the boards used to build the first ramp in Korylovos inside the bushes.

More or less at the same period in the area of Ptelea the first light wing took off.



The founding of the first Drama Airclub

The founding of the first Drama Air club took place in Drama in 1986.

On the **22nd of November 1990** the first flight from Korylovos becomes a reality.

The take off is 30m after the small stadium on top of the hill right below the antennas of radio and TV.

On the **3rd of April 1991** the "Union of hang gliding of Drama AIOLOS" was founded with Antonis Hristianopoulos for president.

In 1991 a meeting takes place of airathletes from Kavala Serres and Thasos.

A lot of athletes went to various championships and meetings that were held in Greece.

The first organized core of paraglider pilots is formed in Xiropotamos a village of Drama.

On the **24th of June 1998** according to the decision 111/98 the Airsports airclub of Drama is recognized with Ioannidis Ioannis (Kabanias) as president, Voultios Agelos(Olympic) as vice president, and Alexandridis Ioannis (Bordo) as secretary.

From the **2nd until the 5th of July 1998** the paragliding competition "AIOLEIA 98" takes place at the launch site of the mountain Kedros near the village of Petrousa. 16 athletes participated from different areas of Greece.

On the **19th of June 1999** the Greek Paragliding Championship "AIOLEIA 1999" takes places in Drama and at the launch site of Kedros Petrousa. 42 athletes participate from around Greece and abroad.

On the **9th of February 2000** at 7.00pm in a general meeting held at the workers center of Drama, everyone involved with paragliding and hang gliding

gathered, a decision was made to create a new club with the name "**AIOLOS Drama Airclub**" placed in Drama.



The air sports of AIOLOS Drama Airclub

+ **Airmodeling**



+ **Hang gliding**



+ **Paragliding**



+ **Paramotoring**

+ **Hang motoring**

+ **Ultralight planes**



AIOLOS Drama Airclub since its founding was successful at achieving the following:

- ✚ Making the asphalt road to the Korylovos south launch site
- ✚ Creating and forming the east launch site of Korylovos
- ✚ Acquiring the airport of Panorama from the military
- ✚ Forming the area of the Korylovos ring road to become our landing zone and placing our office headquarters there.
- ✚ Installing the statue of Ikaros at the side of the ring road.

The airclub AIOLOS is essentially a **club** rather than business. It belongs to the Greek Air Sports Federation which is member of the international air sports federation.

The airclub AIOLOS is located the most beautiful part of the city but housed in a container. The funding comes from the municipality with a minimum annual amount (1000 euro), and the races are mainly funded by donors.



Successful events

Drama pre-Paragliding World Cup 2008

With the help of local authorities the air club Aiolos of Drama successfully organized the 2008 pre-Paragliding world cup event in Drama with the participation of almost 150 pilots from all continents (Bulgaria, Turkey, Belgium, Romania, Australia, Japan, etc.)

Drama Paragliding World Cup 2010

After the successful organization of the 2008 pre-Paragliding world cup event in Drama with the participation of almost 150 pilots from all continents, the air club Aiolos of Drama proudly organizes the Paragliding World Cup during June 2010.

Organizers provided live tracking devices for all the pilots in the Paragliding World Cup so they could enjoy the race live.

Target 2011

Air Club Aiolos (Aeolus) Drama invites all friends to the third accuracy competition organized in Korilovos hill. The competition takes place in two days. The competitors need a license for paragliding pilots Parapro 4 or equivalent and valid international FAI card.

XC warmup event

At the end of the winter there is always some need to do some training and get into condition for the summer flying. Air club Aiolos of Drama invites all friends to fly together over the beautiful mountains in the area. Scored tasks will be flown according to the meteorological conditions and for the scoring we will use FS.

Paramotor Sky Race **2011 OPEN**

The Air club Aiolos (Aeolus) Drama organizes the first National competition called Paramotor Sky Race 2011 Drama OPEN, the last weekend of April. The venue of the



competition is the Panorama Airfield, located close by the city of Drama. The invitation applied to all paramotor pilots regardless of their skill level. Tasks of navigation and landings accuracy will be specially adjusted to the current level of participants. The club's aim is to host also products exposure related to air sports and for this reason the organization welcomes companies and dealers of relevant products to expose their equipments into the competition's wide area, specifically prepared.

Pilot's exams in Drama

Upon request by the Air club Aiolos of Drama to organize a period of examinations for pilot's license capability, the Commission Paragliding, considering the needs for licensing arising, authorizes the undertaking of the examinations by this aerathletic club



Suggestions for improvement

- ✚ The creation of a **movie** in order to promote all the beauties of the city of Drama. This could be a very good advertisement.
- ✚ Make **contacts** with foreign clubs and trainers.
- ✚ Resolving the issue concerning the air sports' **equipment** at the airports. The equipment of an aerathlet weighs quite enough (about 25 Kgr).
- ✚ The creation of a business which will sell or **rent** equipment.
- ✚ Cooperation with hotel agencies in order to provide the market with tempting **special** package offers.
- ✚ The local authorities could provide easy access to the facilities and creation of **maps**.
- ✚ All tracks landing filled with grass will offer a beautiful **environment** to the athletes and the local residents as well. It would be tempting for tourists to see the tracks so neat.
- ✚ Foreign universities promote sports. In Greece we could do the same. The **universities** organize groups of students to train them by the suitable personnel.
- ✚ Create **campsites**. Most aerathletes love nature so it would be more than a good idea to create a camping where they could enjoy the nature when they don't fly.
- ✚ The **army** that has its base in Drama could integrate into its training aeroathletism.

Comparison with a private company

In Mount Olympus there is a private company named Olympic Wings engaged in Air Sports, with great success.

- ✚ Olympus is known from the **mythology** around the world. In Drama we could take advantage of the Temple of Dionysus, and the fact that Dionysus possible origin is Drama.
- ✚ The **sea** is near. So tourists can combine family holidays, satisfying their flying hobby. This is something that goes for Drama also.
- ✚ **Thessaloniki**, the largest urban centre in Macedonia is very near. From Drama, Thessaloniki is only 1,5 hour far by car.
- ✚ In Olympus mountain the private company has taken care of people with **disabilities**. In Drama such conditions are rather limited, and even more could easily be created.



Presentation of successful companies in the sector

1. ALTERNATIVE TOURISM "H2O"

Krania of Meniidos' municipality, 58005, Kali Skydra (Κρασιά Δ. Μενιδίου, 58005, Καλή Σκύδρας)



The company's head offices are located in Giannitsa with a central branch office located in Krania of Meniidas' municipality. Active in the area since 2002, its main activity is the descending of rivers and lakes navigation.

Along with other sub-companies dealing with mountain tourism, the company offers the visitors the opportunity to experience water activities (rafting, canoe-kayak, swimming, etc.), cycling, along with flying activities as paragliding and hang gliding, exploiting - utilizing the natural landscape, rushing waters and air updrafts.

2. The Aerathletic Center of Macedonia and Thrace

It is located at the foot of Kaimaktsalan (Καϊμακτσάλαν) mountain, at the position hersolibado Zerbis ("χερσολίβαδο Ζέρβης"), 4 Km north from Begoritida lake in Pellas Prefecture.

The land area consists of debris that was deposited by the various streams in the area, descended from Kaimaktsalan and head to the lake Vegoritida. So the land area is mostly sandy. The entire basin is sloped slightly downhill from the



foothills of Kaimaktsalan until the lake

East of the airport at 300 meters, lies in the direction North - South hillside height of 20 meters at "Tripotamos

West of the airport and 2.5 km away, lies the hill of Beech Bottom "with an altitude of 650 meters above the level of airport

North of the airport and 2 km away stands the Kaikmatsalan mountain with a height of 2.552 meters from the sea

From the airport, to the south lies a valley until lake "Vegoritida".

History:

The first airclub of Edessa was founded In 1950.

In 1974, it is the acquisition of 50 acres at the foot of Kaimaktsalan by concession of the Ministry of Agriculture.

In 1976, begin the excavation works and construction of the airport of Aerathletic Center of Macedonia and Thrace.

Hypothetical case

Each person concerned can start training after having chosen the sport in which he or she wants to be trained. After the end of the training he or she has the opportunity to acquire its own equipment or vessel and shelter at our company's sheds.

We can rent one of the aircrafts or the necessary equipment of our company at affordable prices. In this way you can enjoy a wonderful trip to the coast of Kavala or Thassos island with the possibility of landing on concrete and selected (partner) from our company places, even overnight staying.

Parents don't need to worry about their children during their staying in the area after being developed for them a playground and an especially suitable protected area where they can spend their time playing and having fun on their own way.



The company could also have the representation of equipment and boats corporations. In the area there could be several stores such as traditional dishes, traditional sweets, folk art, souvenirs, clothes, cards, snacks, etc.



Below, there are some pictures of how it could be reconstructed the existing area.



Interventions that can be done

- ✚ Providing training
- ✚ Changing goals
- ✚ Improved procedures
- ✚ The creation of groups with specific tasks
- ✚ The systematic monitoring, evaluation and feedback of the entire course – progress of the business - company.

Promotion

- ✚ Distribution of leaflets and posters
- ✚ Advertising in newspapers, magazines and media
- ✚ Business involvement in tourism exhibitions
- ✚ Enhancement of public relations

Finally, we present some posters to promote air sports

