



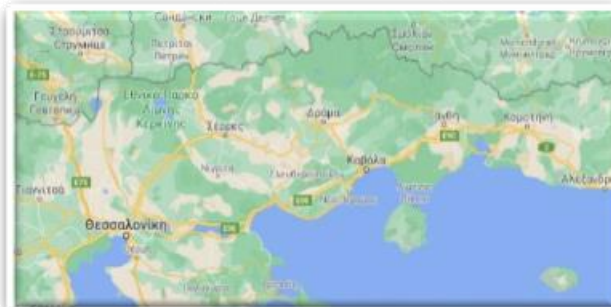
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MKS TRAVEL SERVICES KESOGLOU MILTIADIS

Location: Central Macedonia

Key words: Travel agent related with mass and alternative tourism activities



The agency actively promotes alternative forms of tourism (cultural, religious, agricultural, adventure tourism etc.), despite the dominance of mass tourism. In their offer they usually include traditional cooking lessons in traditional restaurants, traditional food and wine tasting and agritourism activities such as the oyster - mussel farms of National Park of the Axios - Loudias - Aliakmon Delta, buffalo breeding in Lake Kerkini, Agricultural Beekeeping Cooperative of Nikiti.

Marketing approach

The agency runs its own website (<https://mks.net.gr/>). It collaborates with international travel agencies and actively participates in various travel fairs and tourism exhibitions (such as ITB, Filoxenia).

Key success factors and challenges

According to the owners, the key for their organisational success is the constant passion about the activities they do, as well as deep and specific knowledge and skills of the history, culture of the place and local life. Having a multi-lingual staff, they can offer high quality services to foreign tourists coming from

different countries. For them is important to keep both flexibility and consistency in the process from design, through offering and during the delivery of personalized experiential programs/ packages.

Another factor for their success are the partnerships they have developed with Management Authorities (Axios - Loudias - Aliakmon Delta), National Parks (Lake Kerkini) as well as many different experienced and accredited partners (such as guides)

In order to keep its competitive position, the organisation encourages the constant training and education in the new tourism trends and challenges.

Plans for future development

The agency is planning to invest efforts in further promotion of the destination of the wider region of Macedonia and Thrace, as well as design of new quality products in collaboration with public and private partners and bodies. In addition, they plan to expand their partner network with foreign and domestic bodies.

- In the light of the current pandemic, the team is also searching for solutions how to manage the new requirements that will arise in the post-COVID period.

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