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# In-On

Special Term Crete Business Issue

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**CRETE AND THE  
NEW SOLAR  
ENERGY PROJECT  
DESERTEC**

Georgios Atsalakis

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**THE BOOKS OF NIKOS KAZATZAKIS ARE «ABSENT»**

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## GREETINGS FROM THE PRESIDENT OF THE INTERNATIONAL FAIR OF THESSALONIKI (plc), Mr. DIMITRIS BAKATSELOS FOR THE "IN-ON" MAGAZINE



For nine consequent years the International Fair of Thessaloniki (plc) is present in Crete through the organization of the Pan-Hellenic General Fair "Crete 2009" with respect to the needs of the local enterprising community. From the 1st until the 4th October in the installations of the International Fair Centre of Crete in Gournes, Heakleion, enterprises from all over the country will participate, elevating the fair to one of the biggest regional organizations in Greece. All these years, "Crete" constitutes a core point of the regional policy of the International Fair of Thessaloniki (plc) and in this financially hard conjunction of circumstances new, special features are required, in an attempt to respond efficiently to the companies' needs. In this framework, the International Fair of Thessaloniki (plc) provides branch focus on this year's organization, adding thematic units and energy as top priority. The present time creates new demands for the projection of the enterprises, especially those that are not situated in the center. It is now more demanding to invest in extroversion and in co operations so as to create developmental motives and new opportunities. The International Fair of Thessaloniki (plc) is ready to offer know-how and experience towards this direction, having faith in the region and its prospects. Even though Crete constitutes a common ground now for us, the margin of development of our actions in the fair are not exhausted, since regional potentiality can be further exploited through the strengthening of the ties between the International Fair of Thessaloniki (plc) and local authorities. The cooperation of our company with the Chamber of Commerce in Herakleion is a striking example on what can be achieved through common action and common enterprising drives. The memorandum of cooperation with the Chamber of Commerce in Herakleion was one of the first that the International Fair of Thessaloniki (plc) signed in a frame to intensify regional actions along with contacts with the local communities. The International Fair of Thessaloniki (plc) closely cooperates with other local authorities in the prefecture of Herakleion, tracing new more efficient roads in order to achieve

two basic aims: the promotion of the local production and the projection of local enterprising.

The International Fair of Thessaloniki (plc) specially emphasizes on its regional policy, enriching it through new co operations with the local Chambers laying the foundations for extrovert moves and the projection of the companies abroad. These attempts were evident in the quantity and quality sizes of last year's organization. The 8th International General Fair "Crete 2008" attracted 93 exhibitors from Herakleion, Rethymnon, Ierapetra, Patras, Athens and Piraeus, Larisa, Katerini, Kavala and Thessaloniki, proving its Pan-Hellenic character. The fair was developed in an operational space of 4.500 square meters, occupying the whole of the provided space. In fact, the number of the trade visitors was increased to 35% reaching a total of 2.177. On the whole, the Fair "Crete 2008" hosted 8.198 visitors – individuals or trade visitors – compared to the 7.944 visitors of the 2007 organization. In the frame of the parallel activities of the Fair "Crete 2008", more than 120 representatives of the agriculture and tourist community of the area attended the meeting that the International Fair of Thessaloniki (plc) organized in cooperation with the Prefecture of Herakleion, on the topic: "Agricultural Development – Promotion of the local products – Alternative Forms of Tourism". During the meeting, important issues regarding two strategically-important sections that had to do with the economy of Crete were put forward. Alongside, valuable suggestions were introduced for further development.

The International Fair of Thessaloniki (plc) will continue its efforts in the region of Crete, investing in not only its rich productive potentiality, but also in the ardent desire of the area for new actions and new initiatives. This year's organization of "Crete 2009" wishes to be improved in all levels, responding its significant role to the local community. Therefore, it looks forward to a bigger participation regarding not only the trade visitors but also the individual visitors of the area, as well.



## New sales-branches with Cretan products

The owners of the SIMANDIRAKIS ELEFThERIA and CO (Ltd) who started enterprising in the field of the traditional Cretan products at the end of 80s are directed towards the creation of sales-branches with Cretan products of their own production to Athens, Thessaloniki, Herakleion etc. The company is located in Kera village in Kasteli Kissamou in Chania and is equipped with not only the latest facilities but with cars to transport the products, as well. The company is certified with ISO 22000-2005.

The traditional, yet unique way – clarified to “In-On” Panayiotis Simantirakis – which Mrs. Eleftheria Simantirakis used to make the favorite xerotegana and avgokalamara, made people try to find them and the family to seek ways to satisfy all those who wished to enjoy this delicacy.

More particularly, according to his words the company produces “xerotegana, avgokalamara, baked or fried Kalitsounia (with herbs, with skim-milk cheese, mixed with onions), meat pies, fennel pies, pies from Sfakia – an assortment of cookies – crunchy rusks. The products are in great demand all over Greece while the aim is to increase production so as to be promoted to the market abroad”.

He continued “hat during the 80s, when the enterprise set off, the house was properly formulated, the traditional oven was in operation all day and gradually the whole family started learning the mother’s secret recipe increasing, therefore the

production. Being a household name through good publicity derived by the high quality of the products and the impeccable service, our orders have increased more and more. Development is now a fact. As a natural consequence the company took part in a developmental project in order to confront the increasing demand. Equipment was improved, the space became larger and a model now unit that follows all the latest specifications replaced the old one. Today the company is able to cover the needs of every social and family celebration all over Greece regarding xerotegana and other traditional Cretan delicacies always with the widely-known quality and service. The big markets of Crete, Athens and Thessaloniki and recently of Larissa and Patras have started tasting the products of our company, which apart from the unique xerotegana also presents other Cretan products such as kaltsounakia, meat pies, cookies, fennel pies, crunchy rusks, along with every Cretan product according to the special needs and the demands of each customer. A lot has changed since the mother of the family made her favorite xerotegana in the kitchen of her house. However, what did not change but was transferred to the children of the family who have undertaken the enterprise is the promise to proceed with the same quality standards and ardent desire along with the moral responsibility to the public to keep the products so tasty and pure as the old neighborhood knew them”.



The chairman of the Export Promotion Corporation (HEPO) Mr. Panayiotis Papastavrou

## New enterprising opportunities

The Export Promotion Corporation (OIE) will contribute to the progress of business and financial cooperation and the gradual creation of an area of free trade after signing the Athens Declaration for the Future of the Euro-Mediterranean Business Cooperation from the agents of the Department of International Actions of the Business and Industry Association (ΣΕΒ).

According to Mr. Panayiotis Papastavrou the chairman of the Export Promotion Corporation, Business Actions will be supported by missions to Europe, America, Asia, Oceania, Africa and Middle East based on the Action Plan of 2009.

According to the files of the Corporation there have been scheduled business meetings and exhibitions to many countries. More specifically:

- In Europe to Bulgaria, Germany, France, Belgium and Denmark.
- In America to the U.S.A, Canada and Mexico.
- In Asia and Oceania to the areas of Azerbaijan, Australia, Dubai, Abu Dhabi, Japan, Turkey, India, Kazakhstan, Qatar, China and South Korea.
- In Africa and Middle East to Egypt, Jordan, Libya, Morocco, Bahrain, Oman, Kuwait, South Africa, Saudi Arabia, Syria and Tunisia.

The missions and the exhibitions have to do with foodstuff, drinks, construction products, industrial and mechanical

equipment, agricultural equipment, chemicals, electrical and electronic equipment, hotels equipment, interior design, cosmetics, clothes-shoes, plastics, hospital-medical-dental equipment, packaging, technology, services, furniture and jewels.

At the same time, in the present economic environment the factors of the Mediterranean Countries – as the official quarters of the Corporation underline – through the reforms they have already started to materialize have laid the foundations to prospects of recovery from the financial crisis combined with the new investing opportunities that emerge.

Regarding the Greek companies, according to the files of the Corporation (OIE), the products are promoted in an organized way, through the actions that the people in charge from our Corporation design in cooperation with local communities all over the globe. This process results in an increase in exports every year.

More specifically, during 2008-2007 an increase in exports in many products was observed in Turkey, Syria, Saudi Arabia, Malta, Libya, Tunisia, Egypt, Lebanon, Cyprus, Israel, Spain, Jordan, Algeria, Morocco and the United Arab Emirates. However, in cases that a negative route in some products has been observed, the people in charge of our corporation aim to succeed through new enterprising missions so as to reinforce their position.



PHOTO IGD

Cleopatra Prifti was born in America. Her mother was from Chania and her father from Ierapetra. They came back to Crete, to Chania where they transferred their property. She had her basic training in Chania (Primary School and French School) and then when the family moved to Athens she attended Law School, piano lessons at the Music

School, Theory and Melodrama as well as Decorative Arts. She is the author of 33 books and many studies on Nikos Kazantzakis. She is an honorary member of the Board of Directors of the Museum Nikos Kazantzakis and the President of the Greek Section of Kazantzakis' Friends.

“For me Nikos Kazantzakis has been since my early years, “MY TEACHER”, a Cretan a real Cretan. I loved him. I regard a great gift for me that I got to know him and till the end of his life I used to write to him and this love continued for Eleni, the insuperable companion of this Giant of spirit and humanity”. With the above words from her book “The inspired by God and persecuted Kazantzakis”, the author Cleopatra Prifti commenced the interview she gave to “In-On” magazine, after the honorable ceremony concerning the closure of the International Convention about the work of Nikos Kazantzakis, in which she was distinguished as an Honorary Member of the Board of Directors of the Museum Nikos Kazantzakis.

I first met Nikos Kazantzakis during the first grades of Primary School through the pages of “Anagnostiko-Course-book”, reading his literal work - she clarified - and in my eyes he was a Giant. She also continued “I was lucky to see Nikos in person when I attended Law School. He helped me stay here rather than move to America. The contact was made through Giannis Kalitsounakis the professor of the department. I was born in America and I have an American citizenship. During the Second World War, the American government used to pay the expenses to its citizens in order to return to America. However, I did not want to leave and then my professor fixed an appointment at Kazantzakis' house (in 1946 he was a minister without portfolio in the Ministry of Foreign Affairs) because they were friendly related.

I remember it as if it was now. It was noon and I reached Mavromateon St. in Athens at Kazantzakis' residence. I rang the doorbell and a man of medium height opened the door. However, as I suddenly saw him in my own eyes I was given the impression that he was two meters tall. I could not believe that the writer I used to read since Primary School was just standing in front of me. He welcomed me and offered me a seat. He asked about my problem. I explained that I was an American citizen but I do not want to go to America because I had developed a bond with my family here and there would be no one for me in America. What would a young girl like me do in an unknown country? He calmed me down and reassured me that everything would settle. I was frightened at first but as time passed by I gained my courage and started telling him my plans. Some time when I realized that my stay was extended, I thanked him and was ready to leave when I heard a voice ...halt, I turned back and I saw him standing on a chair to pick a packet of sweets to offer me because he realized as a hospitable Cretan that I was about to leave without being offered a sweet. After being

## First Ladies

Almost fifty years have passed by since Nikos Kazantzakis' death and he is still being persecuted

treated I departed. Suddenly the world had changed for me, Athens was very beautiful and everyone was beautiful, too. It was a very important day for me.

We used to see each other several times in the street and talked while we used to correspond when he left Greece. There was a time when I stopped reading his work because I started to realize that I was losing my personality. Then I got married to a very interesting man Mr. Faedonas Priftis, a dentist and a qualified musician.

When we heard Kazantzakis' death and that his body was in the 1st Cemetery in

Athens my husband and I got ready to submit our last respects (10am November 1957). His body was in the morgue and we were only 30 people present, among them Katina Paxinou and Manos Katrakis while next to the coffin Max Taou from Scandinavia (writer and translator of Nikos Kazantzakis' works) was standing motionless as a sign of courtesy. After the two hour's service, Aristotle Onassis sent two buses to take us to the airport along with the corpse so as Kazantzakis was buried in Herakleion, Crete. When we reached Herakleion a large number of people were waiting to escort the “Giant” to his last residence. Nikos Kazantzakis' funeral was attended by thousands of Cretans, men and women compared to the service in Athens where the two buses of 50 people each were not completely full. The service was realized by metropolitan bishop Eugenios in Saint. Minas in Herakleion. Actually, when we started to escort Kazantzakis' body, a distinguished student was in front holding the book of Odyssey and all around there were students from the Teachers' Training College having Kazantzakis' books in their hands. Then the rest of us followed. The funeral was attended by Georgios Papandreou, Kostas Mitsotakis and the minister of Education and Religion Mr. Gerokostopoulos”.

I have written - she stressed - 33 books (novels, theatrical plays etc.) and three theatrical plays of mine have been put on: in “VERGI” Theater in Athens “The house with the green windows”, in Thessaloniki “The story of Cyprus” and in Athens “The battle of Crete”.

I have published -she said- five studies on Nikos Kazantzakis, while when the Kazantzakis' Museum started to become known which Anemogiannis set off, my husband and I agreed to help this endeavor. When Anemogiannis got seriously ill, I substituted him in the Museum. The heavy load, though, was on Mayor's Roussos Kipriotakis' arms. Today the museum is given a fresh impetus, it is modern and can fully exploit Nikos Kazantzakis' heritage, which is not complete to its biggest part and it is our duty to bring all Kazantzakis' works to his modern home.

George Atsalakis PhD  
 President of the department of AHEPA,  
 Kidon - Crete HG-06  
 Professor in the School of Polytechnics of Crete  
 Laboratory of Data Analysis and Prediction



## Crete and the project of production and energy distribution DESERTEC

Humanity's prosperity during the last 200 years resulted in the aggravation of the environment and climatic changes which become more intense year after year.

The average temperature of the atmosphere is increasing, the ice melt in the poles and the extreme weather phenomena constantly rise. Unless we stop to produce carbon dioxide in the atmosphere, we will face destructive consequences. For example, if the ice in Greenland melts, the sea level will rise several meters. The result will be that many areas will flood becoming uninhabited. Other areas will become uninhabited due to drought. Drought and floods will create a massive and unpredictable influx of emigration.

Till 2050 around 10 billion people will inhabit the Earth. Today the one third of the habitants of the Earth has limited access to essential goods to survive (food, water, energy etc.). Under the present financial circumstances it will be very hard for the economically-developed countries to maintain and raise their level of prosperity, since they will compete with several billions of people who will try as well to raise their level of prosperity. As a result, conflicts regarding access to natural sources and especially energy and water will deepen, climatic changes will

accelerate and the already gained levels of prosperity in many countries will seriously be threatened.

For the humanity to relish the merits of the essential energy in the future and the climatic changes to cease, the sun and the solar radiation should be exploited. Within a period of 6 hours, the deserts of the Earth receive more energy than the humanity consumes in one year.

The question that needs to be answered is the way solar energy will become financially useful and can be transferred to consumption.

The answer comes from an ambitious project called DESERTEC, which constitutes to the solution of the above problems: energy shortage, water and food shortage and reduction of the emission of carbon dioxide. At the same time, it offers new development potentials not only to the financially developed countries but also to the less economically developed countries that will participate in the project. Researches of the German Aero spatial Centre, (DLR) show that, within 40years, solar thermal factories will produce more than half the energy that the countries of Europe, Middle East and North Africa (EUMENA) will consume.

In order to produce today's annual needs in energy (18.000 TWh) it is required to place in the deserts of the Earth a bank of solar cell panels of 90.000 square meters. Almost 20 square meters of the desert are enough to produce the energy that a person consumes day and night, without emission of carbon dioxide in the atmosphere.

Project DESERTEC (look picture 1) will give the opportunity to many people around the world to have access to solar and wind energy from rich in energy, yet deserted areas. By using Concentrating Solar-Thermal Power Plants (CSP-Plants) and High-Voltage Direct Current transmission lines (HVDC), energy can be transferred with a loss of 3% per 1.000 kilometers. Twenty companies, mostly German, established an association in order to realize this project. The cost of the project comes to 400 billion of Euros, and 350 out of them will be allocated to the construction of solar thermal stations. The rest will be given for the construction of photo-voltaic, hydroelectric geothermal and wind- powered stations.

CSP-Plants have an advantage over photo-voltaic, which is that solar heat can cheaply and efficiently be stored so the CSP-Plants can produce energy even during night time or on cloudy days. Additionally, natural gas or biofuels can auxiliary be used in case that sunlight is not enough.

At present, the cost of producing energy from solar thermal stations including the cost of transfer through HVDC, ranges from 10 to 20 minutes per kilowatt/hour according to the location, the technology used and administration. This cost will significantly decrease through the achievement of scale economy and technology improvements. If we calculate the envi-

ronmental cost along with other secret costs, it is very possible that energy production by CSP-Plants is already cheaper than the one produced in coal and nuclear plants.

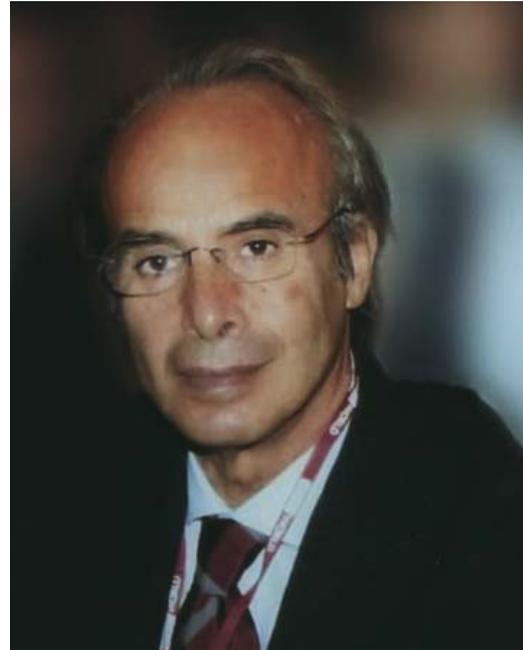
The countries of Europe, Middle East and North Africa (EUMENA), can gain great profits from DESERTEC project. They will be able to get energy from solar thermal stations in the deserts, and complimentary from wind-powered and hydroelectric stations. The production and energy distribution will boost the financial development of these countries and will produce jobs not only during the construction period but also during energy production (the construction of a solar thermal station requires almost 1.000 workers and mechanics for a period of 2 to 3 years).

European countries will be able to increase the percentage of energy produced by renewable sources and decrease the dependence on natural gas and coal. Instead of depending on big pipelines to transfer energy, as required by the natural gas and petroleum, DESERTEC project will increase their security standards since energy will be supplied by many medium carriages. Occasional damage in the production stations can be mended very easily.

Crete has more sunny days than any other European country. Especially, in the area of Fragokastelo the days are sunnier than any other part of Europe. Having such a lot of sunshine Greece and especially Crete should not be excluded from the DESERTEC project. The above benefits Crete will be able to acquire as well if it is included to the DESERTEC project. Towards this direction there should be joint attempts by the state along with development and energy authorities.



The president of the Hoteliers Association,  
Mr. Nikiforos Lambrinos



## Tourism functions as a “Barometer” for the economic crisis

“It is necessary to create an organization to manage travel destination (D.M.O. Destination management organization) either in a local or super local level with successful product managers from the private sector, for the promotion, advertisement marketing strategy, a central problem in our tourism” stressed in a press conference to “In-On” magazine the president of the Hoteliers Association, Mr. Nikiforos Lambrinos.

For the support and development of the enterprises on tourism – he clarified – the on line presence of Crete is needed along with the introduction and appliance of new technologies. At the same time the continuation of studies and research in the field of Tourism is top priority as the ones conducted by the School of Polytechnics of Crete and the creation of a reliable data of statistics. Question: Which are the Association’s plans to support enterprises because of the economical crisis?

Answer: The economic crisis that has overwhelmed the economies all over the globe even though it started as credit recession, it was developed as a liquidity crisis. No one doubts, therefore, that the current financial crisis is systematic. Tourism, this very industry of vacations, travel, journeys and free time, is the most promising branch of economy it has acquired a horizontal role because of the level of its interconnection and its impact on the social and economical network, being at the same time the creator of income, employment and regional development.

And since Greece and Crete are constantly developed in places that provide services, tourism is de facto a main factor of collective welfare and it is natural for the government to agree on

tourism support through a set of measures. These positive measures come from relevant proposals in the sector of tourism; they were examined from the perspective of the relation of cost and benefit and reinforce liquidity, competitiveness and maintenance of jobs. The final aim is of top priority, since one in every five Greeks is occupied either directly or indirectly with tourism, which along with shipping supports the great net loss in the external account balance constituting the mirror of competitiveness in every country. In cases, therefore, of international monetary crisis, it is logical for the government to support the sector that offers the added advantage to the economy, is exposed to a ruthless international competition, while it is the sector that more directly, faster and more efficiently than any other, can operate and “warm up” economy. Thus, in this momentum, Tourism constitutes a “barometer” factor that estimates the consequences of the monetary crisis in the Greek economy.

The main target in this year’s negative coincidence is the minimization of the loss by examining every source of the cost, through the rationalization of the expenses and costs, focused offers and discounts, but not discounts in the quality of the services provided. The viability of Hotel Businesses and the maintenance of jobs is a very credible achievement, a riddle, actually, for strong opponents, when the wages and salary costs and in particular the non-wage costs, constitute the 50% and more of the turnover for more Hotel Units.

As it was proved in the recent extraordinary meeting of hotel owners, the blight upon Tourism will be more intense in terms of

turnover (overturn) and less in the sought after arrivals because, especially this year the prices are subjected to special discounts and offers.

It is suggested, therefore, the completion of the already taken measures on Tourism, by the extension of the employment benefit during June, September and October, since during April most accommodation units did not operate, while in May vacancies were enough. Regarding, we can refer to “the lost honor of Greek Tourism”. Insisting on lavish price reductions, competitiveness is placed in a faulty level, the quality of services is negatively influenced, while trapping future touristic periods. Crete should not fall to the logic of the cheap prices that our antagonists offer on the East side of the Mediterranean, who do not belong to the euro-zone, though and have law operating costs, offering the same core product of sun and sea. We should not be competitive based on the cost, but only based on the quality of the provided services. From a different perspective, we are intensively puzzled by the early shrinkage of the touristic period and the “early fatigue” of our big traditional markets of Great Britain and Germany.

Another section that needs consistent, lasting and not occasional policy on behalf of individual businesspeople and the state is the significant market of internal tourism, which constitutes the 25% of the overturn of tourism, whose proceeds are not an extra income for the country; however they contribute to the income redistribution inside the country. Actually, our suggestion is the Greeks should relish the same services, the same prices (wholesale or through an agency) as the foreigners do and even more, the hotels should guarantee the best prices (best price guarantee) to Greek travelers given to customers either in Greece or abroad. Yet, a great issue still remains, which deals with the fragmentation of the national holidays in August.

Question: What has been planned for 2010?

Answer: A pre-evaluation for 2010 is extremely difficult, but definitely this is a hard year, too that requires preparation for complementary measures to support tourism, since the crisis of 2009 has been fully estimated. The monetary crisis will pass off some time and improvement will come, the problems, however, of the general public substructure are everlasting. Undoubtedly, the hotel sector in Greece is characterized by over-supply and a low level of bed usage due to the seasonal qualities that are attributed to our tourism, while the existence of a great deal of old units lowers the quality standards compared to our antagonists. This sort of underemployment in the hotel units causes a low influx of money, a fact that progressively influences the realization of investments in the field of hotel businesses. Beyond all this, what is required is the creation of a destination management organization D.M.O. either in a local or super local level staffed with successful product managers from the private sector, so as to promote, advertise and provide marketing strategies, a core problem in our tourism. The on line presence of Crete is needed along with the introduction and appliance of new technologies. We are in the era of «net-working or not-working». At the same time the continuation of studies and research in the field of Tourism is top priority as the ones conducted by the School of Polytechnics of Crete and the creation of a reliable data of statistics. It also becomes essential to create a pre-graduate department for

the Design and Administration of Tourism in the University of Crete, within the framework of the higher education system of our country in order to reinforce competition. A complete study on viability is already in the Ministry of Education.

Question: What is the influence of the environment in the enterprises of the field?

Answer: It is commonly-known and widely-accepted that the raw materials of the product of tourism are the civilization and the environment in all its forms: natural, cultural, human-made or structural. Our Association in coordination with Π.Ο.Ξ. and Σ.Ε.Τ.Ε. introduces the reinforcement of a point system from the Developmental Law for those hotels that use environmentally-friendly technologies and do not waste energy. Well, “Green” hotels, “green” rooms, in terms of a “green” economy and “green” enterprising. Crete still has a big tourist supply along with cultural deposits and high quality hotel units that provide surplus-value in the land property of the relevant tourist destinations.

The issue of the deterioration of the natural environment is of grave importance namely the slopes, mountains and ridges due to the construction without a housing project, a not formal urbanization with a substantial refutation of the levels of differentiation concerning housing projects. The Cretan landscapes resemble natural paintings, an embroidered carpet, and the labor of many generations.

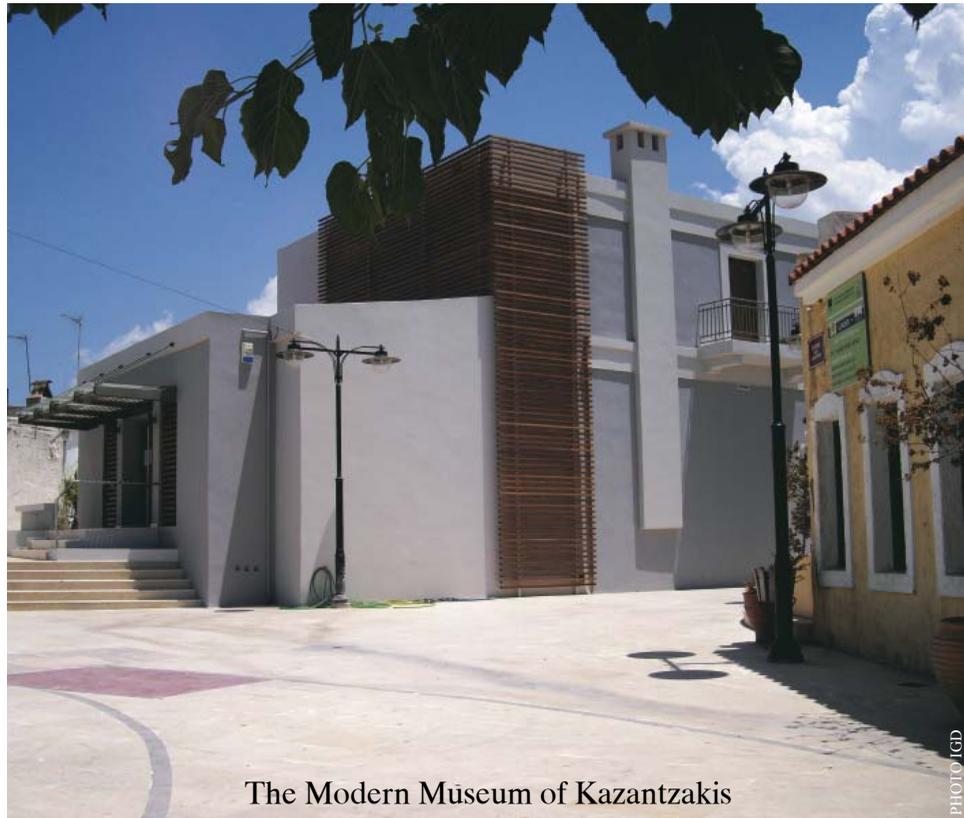
It is Crete’s ambition to lead and not merely to watch the developments and the changes in the international world of tourism and more importantly to make known its uniqueness and differentiation compared to its antagonists and if needed to make it look so in order Crete to become the ultimate tourists’ destination, the nutrient provider of Europe.

For that reason, through communicative strategies a portfolio regarding products and geography has to be realized, diffusing tourism in terms of space and time, a product that could either constitute by itself a reason to visit the island or to cover life style needs with a personal advertising character so as to appeal to the mind averseness of the candidate visitors, in a framework of a completed protected environment.

Question: What are the economic statistical data for the progress of the companies and predictions?

Answer: In June 2009 in the airport of Herakleion a fall of 12% is already recorded regarding the arrivals compared to June 2008. However, what is alarming is the fact that the reservations of June-August have not “locked” yet at the level of 90% - 100% that occurred every year, the loss regarding the profits will be multiple. For that reason the issue is not merely of reduced investments, but the damage and the viability of the companies. Arrivals, then, are fairly disappointing. If we take into consideration that tourism economy corresponds to almost 17% of the AEII, then National Economy will bear losses around 2% of the gross National Income-Product.

Crete has the 21% of the beds of Greece, with a possibility of 151.677 beds according to the files of E.O.T. in 2008. Herakleion Prefecture has 64.567 beds, distributed to 11.926 five-star, 23.907 four-star, 10.749 three-star, 12.172 two-star and 5.813 one-star. Therefore, this summer will decide upon the competitiveness of Greek Tourism and to what extend our country and Crete can be categorized as relatively inelastic destinations.



The Modern Museum of Kazantzakis

PHOTO IGD

## THE BOOKS OF NIKOS KAZANTZAKIS ARE “ABSENT”

“The peculiar spiritual hostage of Nikos Kazantzakis should be stopped, so as to continue to constitute him as one of the most significant expressionists and representatives of Greek literature in the international cultural limelight” was referred to the resolution of 28th June 2009 by all the participants of the International Scientific Convention on the topic of “the publishing destiny of the work of Nikos Kazantzakis”, which was held in Herakleion, Crete.

The resolution was signed by the author Cleopatra Prifti, the president of the Greek Department of the International Association of Nikos Kazantzakis’ friends.

- More particularly, during the Convention which was held by the Prefectural Local Government of Herakleion, the municipality of Herakleion, the municipality of Nikos Kazantzakis, the International Association of Nikos Kazantzakis’ friends, the Museum Nikos Kazantzakis and the International Council of Cretans, it was ascertained that:

- The translations of his works are old and hard to find, while in most countries they have been sold out many years now.
- At the same time, the rare books that circulate in Greece reflect old times’ aesthetics, without any sort of editor’s attention and without those elements that make an edition attractive to the reader of today.
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as it is evident from the proposals of prominent scientists and students, while the records about his life and his work which are kept in the “Editions Nikos Kazantzakis”, are difficult for the students to have access.

Also, the condition and the quality of his translations were discussed realized in the following countries: France, United Kingdom, Sweden, Spain, Portugal, Chile, Ukraine, Romania, Georgia etc. along with the need to reedit new translations.

Nikos Kazantzakis died in October 26th in 1957 and wrote according to the files of the Nikos Kazantzakis Museum: 15 novels, 9 travel’s, 2 poetry books, 18 theatrical plays, 4 essays and philosophical books while his translations are divided into 7 literary books, 10 philosophical books –scientific books, a biography and 16 adaptations for children’s books.

It is also referred in the Museum’s records that “I was born in the Megalo Kastro in Herakleion, the capital city of the Turkish dominated Crete in February 18th, 1883.

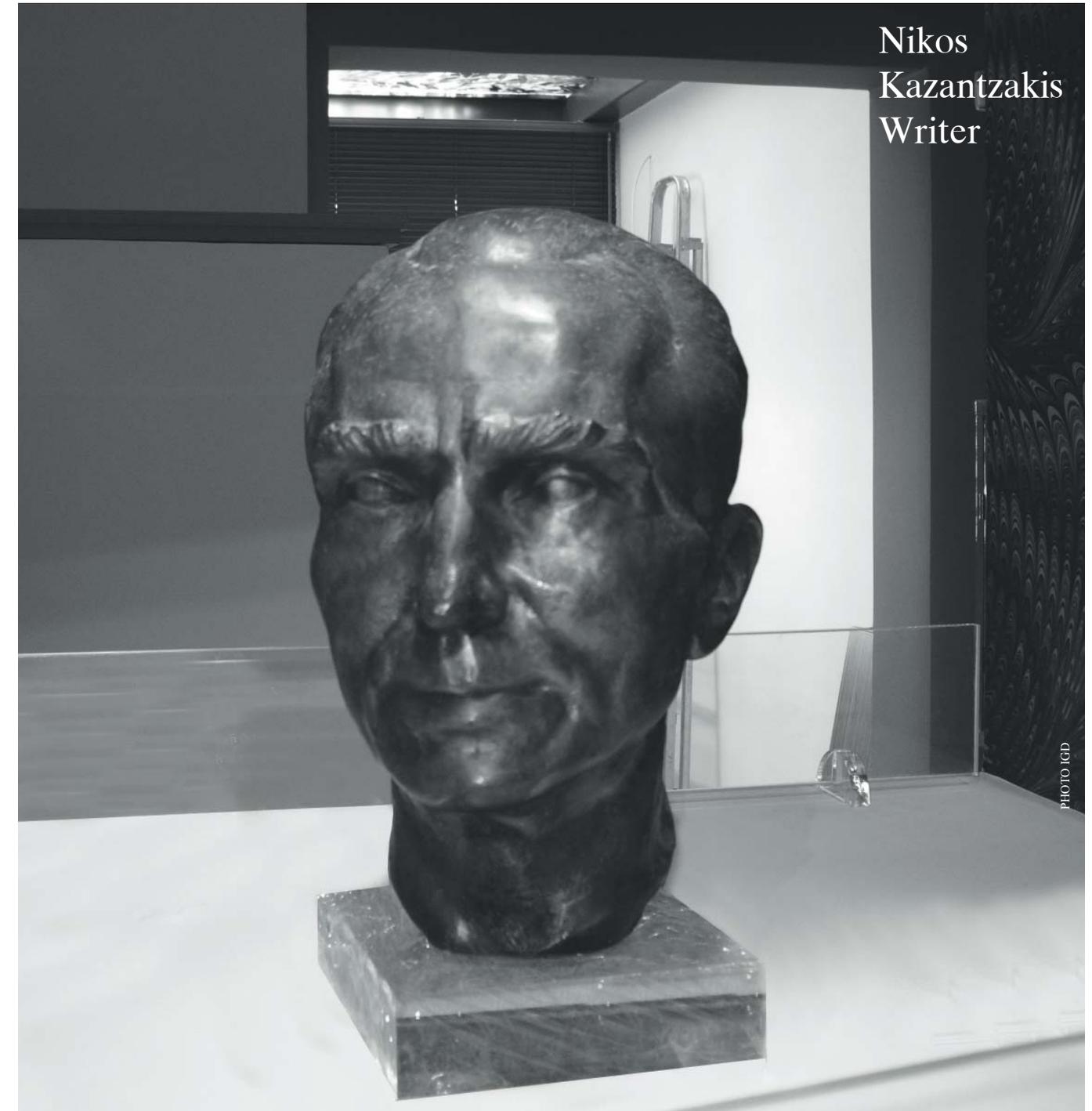
After the outbreak of the last Cretan rebellion, Kazantzakis family was settled down in Naxos, where they remained for almost two years. Nikos starts his high school studies in the French Business School of Timios Stavros, which was run by Franciscan monks. He learns French and Italian and becomes to know European literature; however he mostly gets acquainted with western civilization and culture.

In the fall of 1902, Kazantzakis moves to Athens to study in the Law School. In December 1905, he was awarded the diploma of doctor of Law with honors. In the same year his first novel “Snake and Lily” was published. For a period of time he was established in Athens and cooperates as a columnist in Acropolis newspaper.

In October 1907, he leaves for Paris, where he continues his studies in the Law School, while simultaneously; he attends the lectures of the philosopher Henry Bergson in the Collège de France. At the same time, he becomes acquainted to Nietzsche’s philosophy and completes his thesis with the title

“Frederick Nietzsche in the philosophy of the right and the state”, which was completed in 1909. Parallel, he is occupied with his literary work. Since April, he settled down in Athens and a little later he starts living together with Galatea whom she will marry a year and a half later. During the Balkan wars, he joined the army as a volunteer and served his country in the private office of the Prime Minister Eleferios Venizelos.

His acquaintance with Sikelianos in 1914 opens a new chapter of spiritual quest. From the fall of 1917 until January 1919, Kazantzakis travels to Switzerland. A little after his coming back to Greece, he was appointed general manager of the Min-



Nikos  
Kazantzakis  
Writer

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istry of Health and Relief and works for the repatriation of the Greeks from Kafkasos.

The defeat of Venizelos in the elections of 1920 meant the end of his service in the Ministry of Health and Relief. Disappointed by the political developments and the assassination of his friend Ionas Dragoumis, the writer goes to Germany (January 1921).

Returning, he lives withdrawn in Kifissia with his friend K. Sfakianakis and works on the tragedy "Christ". Then, when he reassures cooperation with the editor D. Dimitrakos, he leaves for Vienna.

Since the fall of 1921, he establishes in Berlin. He works in the "Askitiki", attends the Convention of the Reformers of Education, gets to know the "circle of fire" by Rachel Lipstein and gets influenced by Lenin. During summer 1923, he tours around Germany and visits Nietzsche's birthplace. In the beginning of 1924, he travels to Italy and remains to Assisi until April.

A little while after his return to Greece, Kazantzakis meets Eleni Samiou, the woman who was destined to accompany him in the rest of his life. He remains in Herakleion for a whole year. He starts the inspired composition of Odyssey and probably writes the Symposium. Additionally, he designs, without success, though, illegal political activities, a fact that resulted in his arrest and his twenty-four hours detention in the Investigation Department of Herakleion.

Since October 1925, a new period of travels around the world starts for Kazantzakis. His travels and hard work will help him endure the death of his parents. (1932).

In the face of the Greek-Romanian writer Panait-Istrati he believed that he had found another spiritual companion while his acquaintance with Prevelakis will give him a loyal friend and devoted student. During the Occupation, Kazantzakis mainly stays in Aegina. In 1942, he goes to Athens where he meets Sikelianos after twenty years and asks from the professor on Homer I.Kakridis some reference books to translate Iliad. After the Germans' withdrawal, he returns to the capital city, which is shattered by violent civil clashes, and he develops political activity. He offered himself as a candidate for the Academy of Athens, but fails for two votes and was elected president of the Association of Greek Literary men. During the summer of 1945, he tours in Crete as a member of a government committee that ascertains German Violence. In November 1945, he marries to Eleni Samiou and is appointed as a Minister without portfolio in the Government of Sofoulis but three months later he resigns. In the beginning of 1946, he attends the performance of his play "Kapodistrias" in the Royal Theater and in May he was suggested as a candidate for the Nobel Prize along with Angelos Sikelianos.

In the summer of 1946, as it is proved, Kazantzakis leaves permanently for Europe. He stays in England for a time, invited by the British Council, and then he settles down in Paris where he was appointed literal counselor in UNESCO.

In March 1948, he resigned and permanently established in Adib in the French Cote d'Azur.

Since 1951, his health constantly deteriorated. He lost his right

eye, while at times he was admitted to the University Clinic of Freiburg to cure the benign lymphoid leukemia that tantalized him. Despite all this, he commenced cooperation with Kimon Freier for the translation of the Odyssey in English. His work, however, causes reactions from religious circles that asked his prosecution.

In June 1957, Kazantzakis leaves Adib and travels with Eleni and Evelpidis couple to China invited by the Chinese government.

Although, Kazantzakis is vaccinated for smallpox and cholera, he is infected and is under treatment in the National Hospital of Copenhagen. As his condition worsens, he is transferred to the University Clinic of Freiburg. Even though it seems that he overcomes infection, he is affected by Asian flu and dies in the 26th October 1957 in Freiburg. His body was transferred by road from Freiburg to Athens and by plane to Herakleion, where the public paid respects in Saint. Minas Church. His funeral was held on 5th November, in the fully-populated Herakleion. He was buried in the bastion of Martinego."

Finally, concerning the place that the Cretan author is buried it is noted down: On the grave there is a big wooden cross from unrefined trunks and the sign: "I hope nothing, I dread nothing, I am free".

#### INTERNATIONAL SCIENTIFIC CONVENTION Herakleion & Myrtia (Varvaroi)

27th & 28th June 2009

Everyone that participated in the International Scientific Convention on the topic of "the publishing destiny of the work of Nikos Kazantzakis", (introducers, listeners, organizers), discovered the tragic situation that occurs regarding the circulation of the work of the Cretan writer.

- The translations of his works are old and hard to find, while in most countries they have been sold out many years now.

- At the same time, the rare books that circulate in Greece reflect old times' aesthetics, without any sort of editor's attention and without those elements that make an edition attractive to the reader of today.

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#### WE REQUEST

From every state or private authority in charge to directly contribute so as this peculiar spiritual hostage of Nikos Kazantzakis is stopped, in order to continue to constitute him as one of the most significant expressionists and representatives of Greek literature in the international cultural limelight.

Myrtia (Varvaroi), 28th June 2009

Cleopatra Prifti

Writer

President of the Greek Department  
of the International Association of Nikos Kazantzakis' friends.



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