

Cultural Tourist's Intention To Visit Greece During the Pandemic Era



Papaioannou Vasiliki, Constantoglou Mary, and Pavlogeorgatos Gerasimos

Abstract Tourism, arts, and cultural and creative industries have been among those sectors of the economies worldwide that were most seriously impacted by COVID-19 pandemic. Thus, in this paper, we study the intention of people to visit Greece for cultural reasons. Questionnaires were given to answer to people traveling on board to flights to Greece, the UK, Belgium, and Italy. On board, passengers had the time and comfort to answer a fourteen questions long questionnaire aiming at examining the intention to undertake cultural trips. The research took place during the first lockdown at the beginning of the COVID-19 pandemic, and it contributes to the assessment of cultural tourism dynamics.

Keywords Cultural tourism · COVID-19 · Planning · Management · Motivation · Greece

JEL Classifications Z30 · Z32

1 Introduction

Tourism is a phenomenon that creates complex interrelations with the environment, the society, the economy, culture, and politics of the destination areas. Cultural tourism is one of the sectors of the tourism industry with an extensive range of tourist interests. It has been recognized as one of the fastest-growing sectors at least until 2020, when the COVID-19 pandemic was started. Heritage and culture were always an important motivation for travel. At the same time, traveling from the ancient times generates education and culture.

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It is well recognized that the definition of cultural tourism is not simple as culture is always related to the perspective of time and space. According to UNWTO (2017) cultural tourism is the type of tourism activity in which the visitor's essential motivation is to learn, discover, experience, and consume the tangible and intangible cultural attractions/products in a tourism destination". Richards (2018) refers that cultural tourism is sub-divided into sectors including heritage tourism, arts tourism, gastronomic tourism, film tourism, and creative tourism. The importance of cultural tourism is very well indicated in UNWTO Report on tourism and culture synergies as for the first time it was shown that (a) 89% of national tourism administrations have reported that the development of cultural tourism was in their priorities and (b) the size of cultural tourism market accounts for over 39% of all international arrivals of 2017 meaning 516 million trips (UNWTO, 2018).

Greece has more than 25,000 monuments and museums throughout its territory, and specifically for every 10,000 km², there are 1.4 monuments. This clearly shows the competitive advantage of the country since in such a small area an impressive percentage of cultural wealth is concentrated (Vagionis & Skoultos, 2016). Greece is a remarkable tourist destination due to its tangible and intangible heritage. The Best Countries ranking of the US News and World Report (2021) has put Greece as the third country in Heritage Rankings and 17th for its cultural influence. This suggests the most common representations about Greece and its cultural background as perceived from people outside Greece.

Tourism, arts, cultural, and creative industries have been among those sectors of the economies worldwide that were most seriously impacted by COVID-19 pandemic with responses at various levels of government focused upon social distancing, travel restrictions, prohibitions on gatherings of large groups and the resulting economic recession. Prior to COVID-19 Richards (2018) has pointed out that overtourism in World Heritage Sites was causing problematic situations. Now, as governments and policymakers attempt to simultaneously prop up public health and the economy, the challenge for tourism destinations and cultural tourism operators and actors was to remain solvent during a crisis that restricts people's movement.

The paper sought to analyze the perceptions of inflight tourists regarding cultural tourism during the COVID-19 pandemic in Greece. Research conducted during autumn 2020 to tourists traveling from Athens to Belgium, England, and Italy and vice versa. More precisely the objectives of this were to examine during the first global lockdown in 2020 amid the pandemic of COVID-19 (a) travel trends, (b) the travelers' attitudes toward cultural tourism in Greece (c) how the pandemic affected travelers' decisions to undertake a cultural trip.

2 Literature Review

Cultural tourism is universal as its attractions can be consumed by any tourists without distinguishing their social and demographic backgrounds (Hall et al., 2018; UNWTO,

2020). The distinction and the exploitation of cultural heritage and of the archaeological, historic, and architectural monuments gave the visitor the opportunity to understand culture, the tradition, and the way of life of the locals better (Coccosis et. al., 2011).

Cultural tourism is defined by the UNWTO (2018) as ‘a type of tourism activity in which the visitor’s primary motivation is to learn, discover, experience, and consume the tangible and intangible cultural attractions/products in a tourist destination. These attractions/products relate to a set of distinctive material, intellectual, and emotional characteristics of a society that includes arts and architecture, historical and cultural heritage, the culinary and gastronomic heritage, literature, music, creative industries, and living cultures with their way of life, value systems, beliefs and traditions’. In this study we apply our analysis and discussion of the cultural tourism, namely, the type of tourism that links culture and tourism, par excellence (Fig. 1) (Du Cros & McKercher, 2020; Duxbury, 2021; McKercher & du Cros, 2002). Cultural tourism refers to the compound set of activities of tourism planning, effectuating, and experiencing a destination with the motive of culture. The model of cultural tourism as the common ground between culture and tourism (Fig. 1) illustrates the reciprocal relationship between the local side and the tourism side, in terms of the specific processes (identity formation and development/change) taking place at the interface between the two sides, with regard to culture and cultural tourism. This two-way/reciprocal relationship is assumed to occur more generally as regards tourism and culture (Terkenli & Georgoula, 2022).

Tourists who prefer cultural tourism are looking for unique, authentic, and personal experiences and accommodation (“stay like a local”), they wish to explore the natural environment and the protected areas and seek to engage in creative or

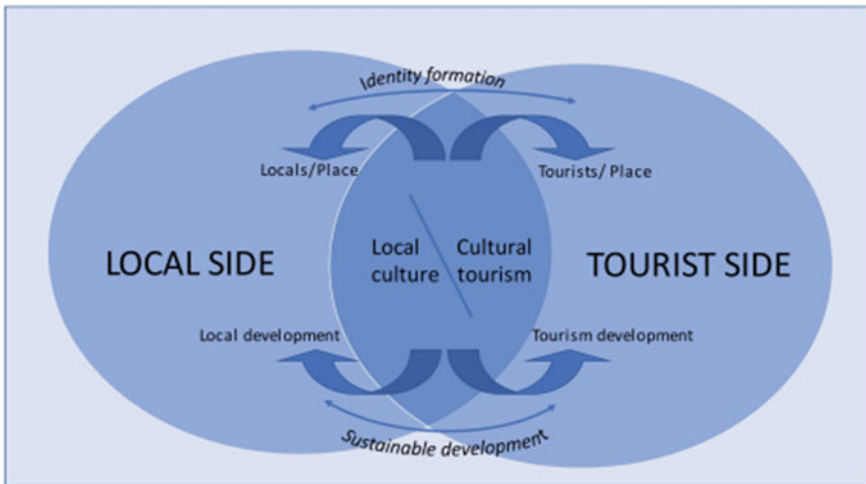


Fig. 1 Model of cultural tourism as the common ground between culture and tourism (Terkenli, 2000)

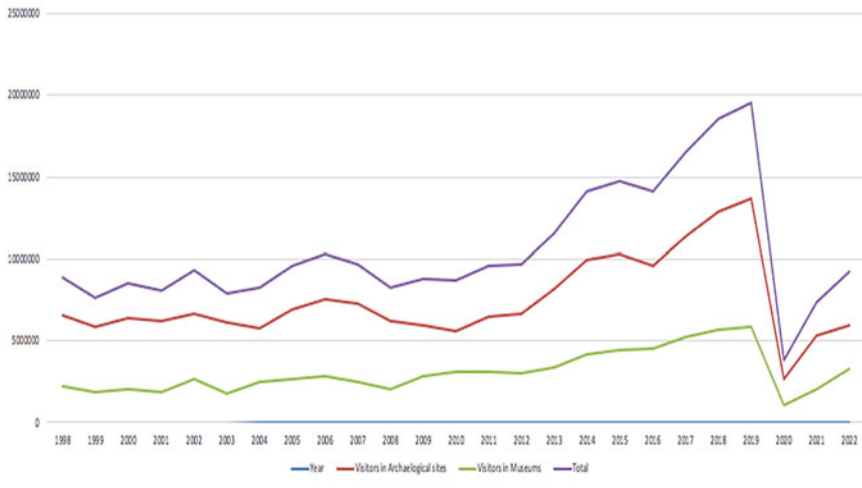


Chart 1 Visits in museum and archaeological sites of Greece (1998–2022) (Hellenic Statistical Authority, 2022)

artistic activities. At the same time, cultural tourism is closely related to a multitude of tourist products like cruise, sun and beach, City Break, MICE, wellness tourism, ecotourism, and adventure tourism, while the travelers are increasingly looking for personalized experiences and flexibility in its design of their journey.

A key element in understanding cultural tourism and its development is the concept of identity. On the one hand, the uniqueness of cultural identity leads to the promotion of cultural consumption and on the other hand, the promotion of identity by the natives attracts the population (Mousavi et al., 2016). It is often asserted that building self-identity through cultural tourism is one of the primary motivations for cultural tourists (Quan & Wang, 2004) Chart 1.

Research shows that compared to average tourists, cultural tourists tend to spend more money and travel for a longer time period (Silberberg, 1995). According to the data of INSETE (2021), the average age of cultural travelers is 42 years, with 51.8% of them being women, 56.8% having high incomes, and 75.5% having higher education. In addition, 41.8% travel as a family. Cultural tourists show an average length of stay equal to 6.8 nights and average daily expenditure at the level of €169. The hotel is the main type of accommodation they choose (77%), while they prefer to make their reservations mainly via the Internet (79%) and travel agencies (32%). Cultural tourism tourists wish to explore the attractions of the destination (90.8%), visit other cities that are nearby (62.5%), get in touch with the natural landscape (58.1%), while they are also looking to know better the gastronomy of the destination (44.2%), along with their visits to museums (43.6%). Conversely, they prefer less activities like swimming/sunbathing (9.0%) as well as traveling for religious reasons (7.8%).

Starting in the 50's and until today, tourism has followed a steady upward trend. In terms of its benefits are multiple with the most important of which being the increase in consumption and therefore production. Also, tourism has a decisive influence on the inflow of foreign exchange and therefore on the balance of payments. It also contributes to the overall stimulation of the economy, and GDP, and creates new jobs. For Greece, tourism is one of the most important pillars of the economy, contributing dynamically to the GDP and employment. According to the data of WTTC (2022), the total contribution of travel and tourism to the national GDP was 20.7% in 2019 and 14.9% in 2021. At the same time in travel and tourism contribute to employment by creating 21% of in total jobs in 2019 and 19.9% in 2021.

Cultural tourism is susceptible crises and thus on health issue threats. COVID-19 is the most recent health crisis shutting all tourism businesses down in the world. In a global level and in accordingly in Greece as well, the arts, cultural, and creative industries have been among those sectors of the economy most seriously impacted by COVID-19, with responses at various levels of government focused upon social distancing, travel restrictions, prohibitions on gatherings of large groups, and the resulting economic recession. Analyzing the data provided by the Greek Statistical Authority (2022) from 1998 to 2022, it is more than obvious the effects of the pandemic in museums and archaeological sites. Data in Chart 1 show visits in museum and archaeological sites in Greece from 1998 until today. While visits are flourishing from 1998 to 2005 (Pavlogeorgatos et al., 2005) and for 2005 until 2019, in 2020 due to the pandemic number of visits spotted to be minimum recorded since 1998. In this chart data for 2022 were estimated based on the available data from the Hellenic Statistical Authority of the first four months of 2022. This Chart 1 essentially confirms the inextricable relationship between tourism and culture that is presented in Chart (1).

COVID-19 pandemic has become hot debates among tourism scholars due to the great impacts generated from this issue which were investigated from different perspectives. Ioannides and Gyimothy (2020) and Higgins-Desbiolles (2020) argue that the global tourism shutdown by COVID-19 is the best time to change the future direction of tourism developments heading to responsible tourism and the vision of sustainable development goals.

COVID-19 successfully stopped the overtourism issues wherein tourism destinations which used to have too many tourists and rapid developments of tourism amenities destroying local environment and cultures are now collapsed and very difficult to recover (Constantoglou & Klothaki, 2021; Constantoglou & Chatziliadou, 2021).

Thus, the rise of COVID-19 demands global changes which alter common systems applied in entire world communities and tourism businesses (Gossling et al., 2020). Tourism destination managements adapt and apply precise strategies facing crisis which distract tourism including epidemic (Laws et al. (2007); Sifolo & Sifolo, 2015;), pandemic (Gossling et al., 2020; Ioannides & Gyimothy, 2020), terrorist attack (Hitchcock & Putra, 2007), earthquake and tsunami (Subadra, 2020), or other form of crises like the recent refugee crisis in Greece (Constantoglou, 2020; Constantoglou & Prinitis, 2020).

3 Methodology

In order to undertake this research, the quantitative approach was chosen. The basic tool of this research is a self-completed questionnaire. Questionnaires were designed after literature review. Prior to the drafting the final questionnaire, and in order to ensure the reliability and validity of the questionnaire a pilot questionnaire was distributed to ten passengers on board flights from and to Athens to be answered. Those passengers did not participate in the final survey. Those questionnaires gathered in this phase were used in order to identify possible ambiguities and duplications in the questions. Little modifications were then made based on their recommendations.

The questionnaire had two basic parts. In the first part respondents were asked to give basic and necessary demographic data. In the second section of the questionnaire respondents were asked to submit their opinions about cultural tourism in Greece and the pandemic.

Convenience sampling was the statistical method used in this study. Data collection was done through structured questionnaires that were given to passengers on board flights from and to Athens. The passengers older than 18 years were randomly approached during the flights from and to Athens; they were informed of the nature of the survey and asked to complete the questionnaire. In total, 147 questionnaires were gathered, 89 of which were from passengers returning from Athens to UK, Italy, and Belgium, while the rest come from incoming flights from the same destination to Athens.

The survey was conducted from October to November 2020. The statistical analysis of the data was implemented with the use of IBM SPSS v24.

4 Results

The demographic profile of the respondents was mainly young as 41.7% were in the age between 18 and 35 years old, 23.1% were in the age between 36 and 45, and the rest were up to the age of 65 years old. In a percentage of 47% they were working on the private sector of their countries, 22% were freelancers, 17% were employed in the public sector, 6% were students, and 2% were retired. Most of them were well-educated and with a medium to high annual income. Chart 2 shows that over 40% of the correspondents hold a bachelor's degree and a 5% holds a Ph.D.

According to Chart 3, almost 32.7% of the correspondents have a monthly income higher than 2000 euros.

The participants of this survey had various origins. The majority of them came from the UK (37.4%), Belgium (24.5%), Italy (10.9%), France (8.8%), Germany (2.7%), and Romania (2%). A percentage of 8.2% came from other EU countries like Luxemburg, Finland, Hungary, Poland, Slovakia, Switzerland, etc. The most interesting element in the passengers' place of origin are those that are coming from

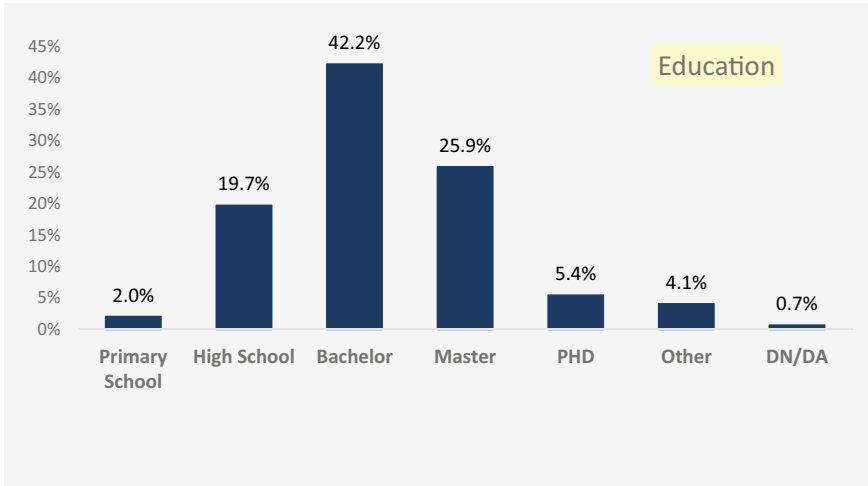


Chart 2 Level of education of the participants in this survey

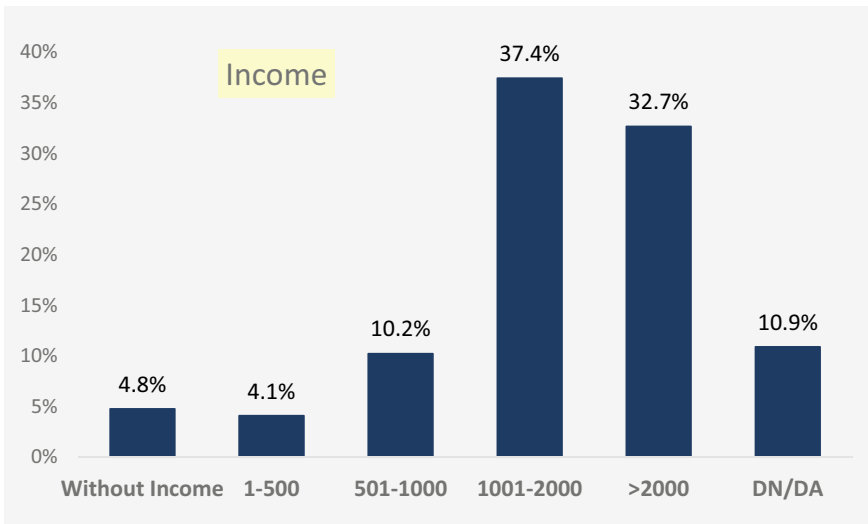


Chart 3 Income of participants in this survey

countries like Israel, Canada, the USA, Australia, New Zealand, Jordan, and Lebanon (5.4%) Chart 4.

In conclusion, the general profile of the respondents is mainly young and middle-aged people, foreign visitors from Western European countries, working mainly in the private sector or freelancers, with a high level of education and a fairly good financial status.

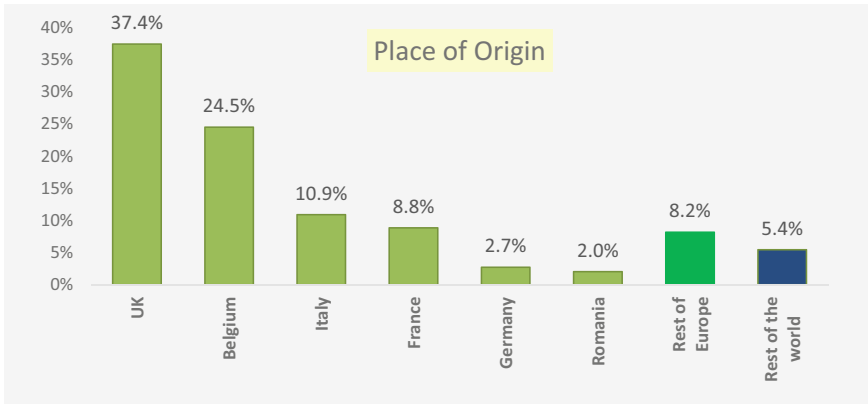


Chart 4 Country of origin of the survey participants

The second and most important part of the questionnaire consists of a total of fourteen questions which are essentially gathered around two central thematic cores. The first has to do with the preferences of tourists in relation to cultural tourism, their knowledge about Greece and its cultural heritage as well as the detection of the purpose of visit. The second has to do with the coronavirus pandemic and how it has affected the overall traveler experience. Finally, as a summary that could leave room for further comment, reflection, and research, comes the part of the last three questions, which focuses on whether Greece could be proposed as a worthwhile tourist destination, based on all the tourist of products and stocks. The questionnaire closes with an open question which leaves room for the respondent to leave his opinion in relation to whether there was something that bothered him during his stay in the country.

In general, the tourists of the Autumn season of 2020, showed interest in the culture and history of Greece and seemed to know several monuments of the cultural heritage of Greece. Although most of the people have sea and sun as the main purpose to visit Greece, they are indenting also to have a cultural activity during their trip to the country like visits to museums, monuments and archeological sites. Other visit purposes are entertainment, food, religious tourism and much more attract tourists as well (Chart 5).

Asked on whether they are interested in the cultural background of the country they are visiting, respondents in the vast majority responded positively (Chart 6).

Also, the survey showed that the frequency of cultural trips and travels for the purpose of visiting an archeological site / museum, or monument was high (Chart 7) as 45.6% of the respondents declared that once or twice a year they travel in order to undertake a cultural activity.

The research also showed that the History and Culture of Greece are two very basic reasons why tourists visit Greece. This was shown by the relative percentages on a scale from not at all to too much (Chart 8).

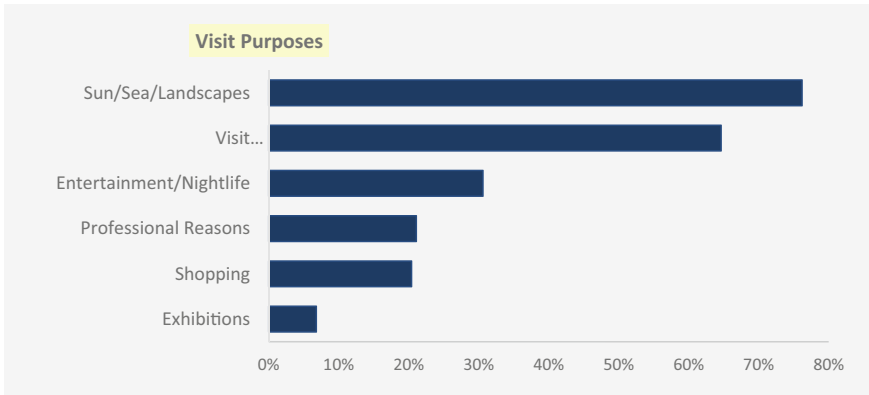


Chart 5 Purposes of visit

Chart 6 Interest in the cultural profile of a country

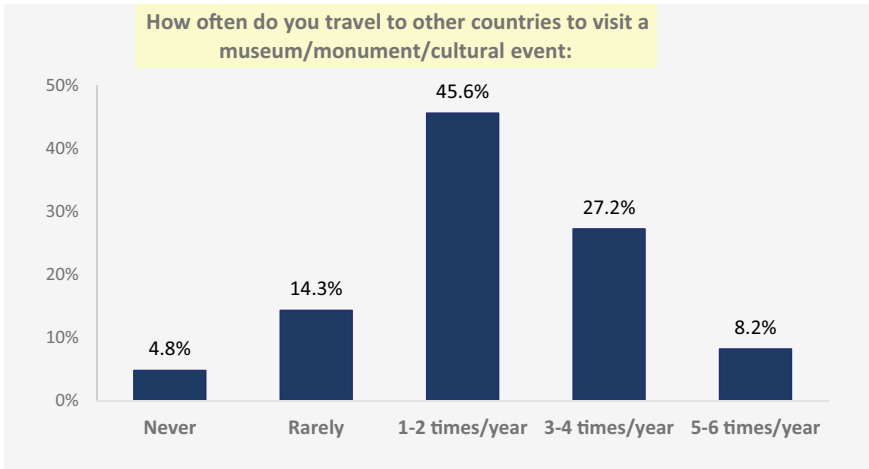
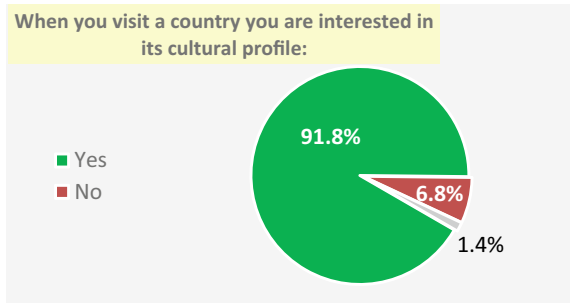


Chart 7 Frequency of cultural trips

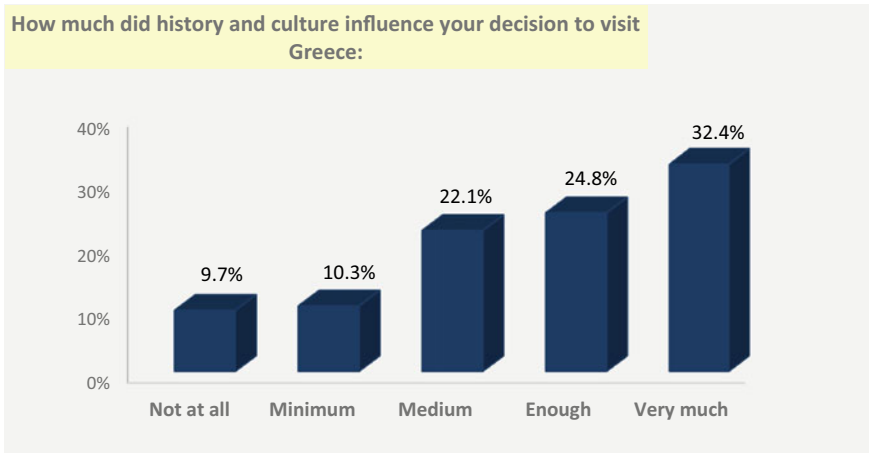


Chart 8 History and culture of Greece as reasons to visit the country

Tourists visiting Greece seem to be well aware of the cultural burden it possesses worldwide, and when are asked about monuments, they gave a plethora of different answers, with the Acropolis and the Parthenon in first place, along with Acropolis Museum (Chart 9).

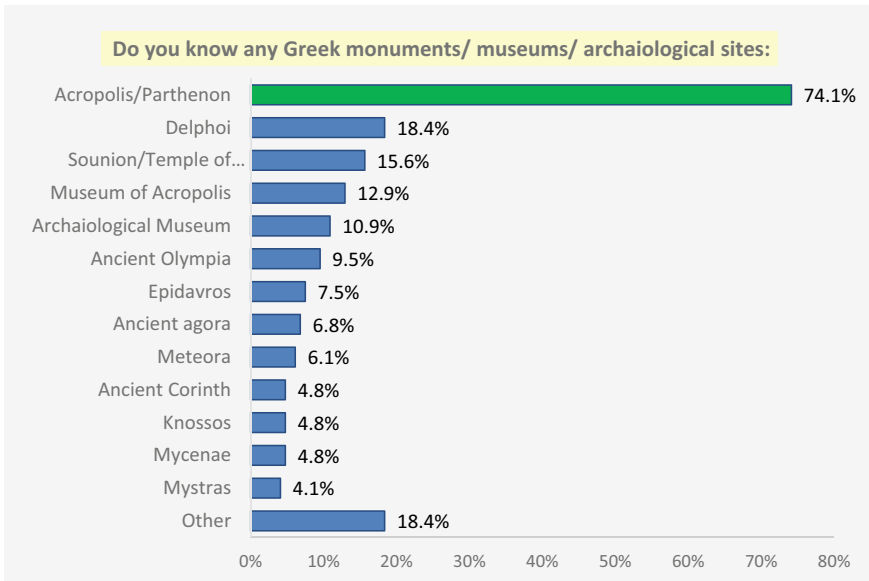


Chart 9 Most famous monuments of Greece

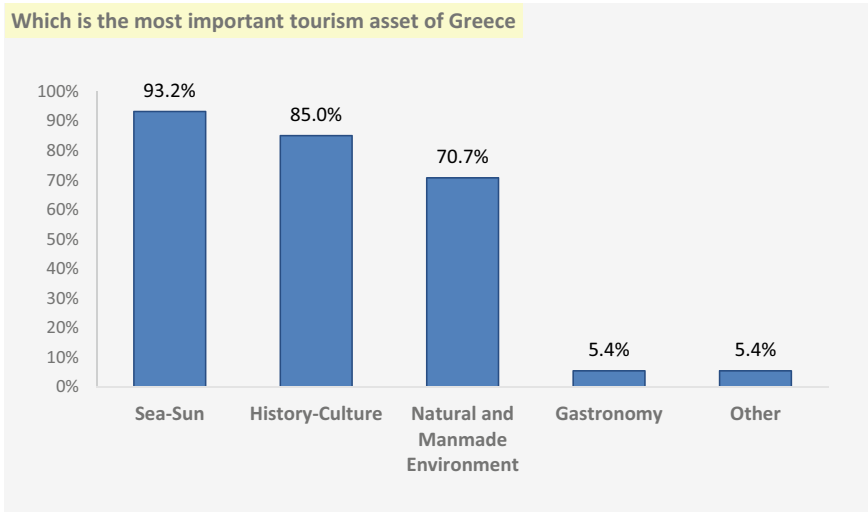


Chart 10 Important tourism assets of Greece

Respondents when asked about the most important tourism asset that Greece has to show believe in their majority (93.2%) that this is the mild weather conditions, sea, and sun. Following they believe (85%) that the history and culture of the country is equally important. Finally, they find the natural and manmade environment a very serious reason to visit the country (Chart 10).

Next question (Chart 11) was two-sided and had to do with on the one hand which parts of Athens the tourists visited during their stay in the country and on the other hand with which other parts they visited, outside of Athens, in case they decided to combine their holidays. The first part of the question contained some ready-made answers, which included the most famous monuments of the city, such as the Acropolis, the Parthenon, the Acropolis Museum, the Archaeological Museum, the Ancient Agora, Sounion, etc. The second part of the question was open and asked the respondents to list other places that they had either already visited when completing the questionnaire (outbound tourists) or planned to visit during their visit to Greece (inbound tourists). And to this question, the Acropolis and the Parthenon came first and by a large margin as an answer (Graph 15). However, the other options also gathered high percentages, relatively close to 50%, such as the Acropolis Museum with a percentage of 53.7%, the Historical Center with a percentage of 49%, the Ancient Agora with a percentage of 44.9%, Sounio with a percentage 34.7% and the National Archaeological Museum with a percentage of 33.3%. From all of this, it can be seen that the museums and monuments of Athens are well-known and popular among tourists, while at the same time maintaining a high percentage of visitors.

Regarding the second part of the same question, whether there was the intention to visit other parts of Greece and record them, the research proved that Greece is widely known and visited for its sites, especially those that offer cultural interest. In addition,

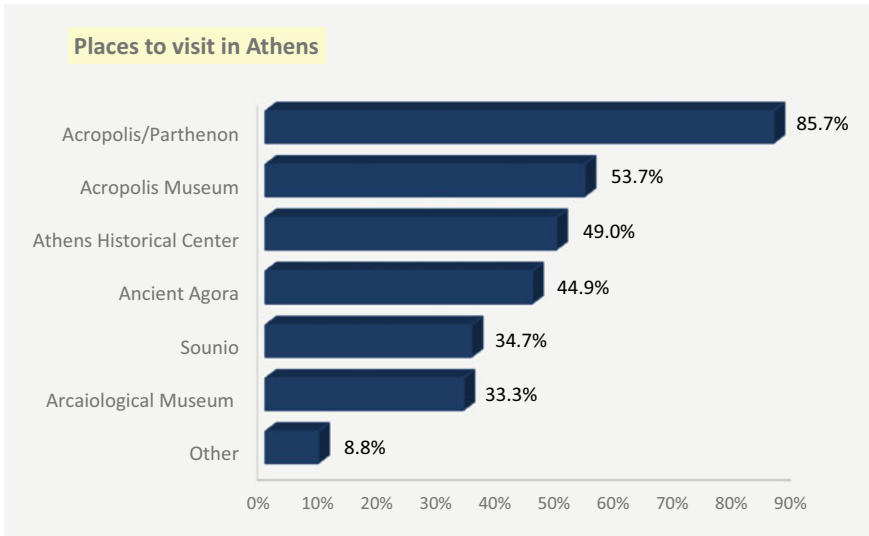


Chart 11 Places to visit in Athens

a large percentage of people showed a strong interest in the Greek islands, which shows that the ‘Sun-Sea’ dipole is, until today, the main product that still supports the Greek tourism industry and generates the most important economic results. In general, 70% of visitors express a strong interest in visiting at least one place or monument in Greece, outside of Attica. Also, Greece offers a very large number of locations and cultural monuments with strong tourist interest, compared to its small geographical area. To this question, the respondents answered spontaneously and unexpectedly mentioned a large number of landscapes, monuments, and locations, while an attempt was made to graphically record the answers which are shown below (Chart 12).

The following question had to do with whether visitors find some cultural elements of Greece attractive, placing them on a rating scale from not at all to very much. These are the following:

- Art, literature, music
- Morals, customs, traditions
- Religion, religious architecture
- Food, Gastronomy, local products
- Museums, archaeological sites
- Sports.

Based on their answer’s food, gastronomy, and locals’ products are the most interesting (85%), concentrated in the options ‘a lot’ and ‘very much’. Museums and archaeological sites followed with 68%; morals, customs, and traditions follow at 61%; while art, literature, and music on the one hand and religion and religious

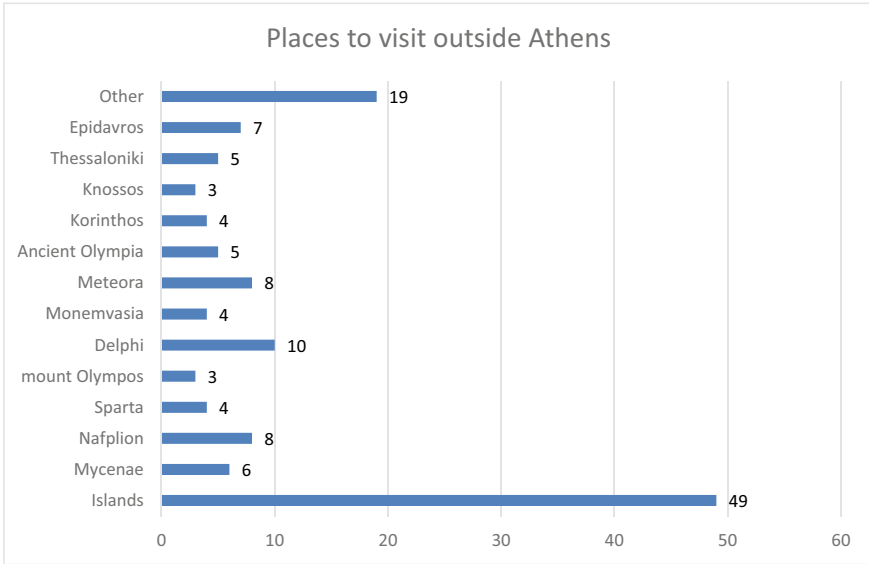


Chart 12 Places to visit outside Athens

architecture on the other attract to a much lesser extent. Finally, sports gather a negative percentage of preference, since only 26% of respondents expressed an interest in this field (Chart 13).

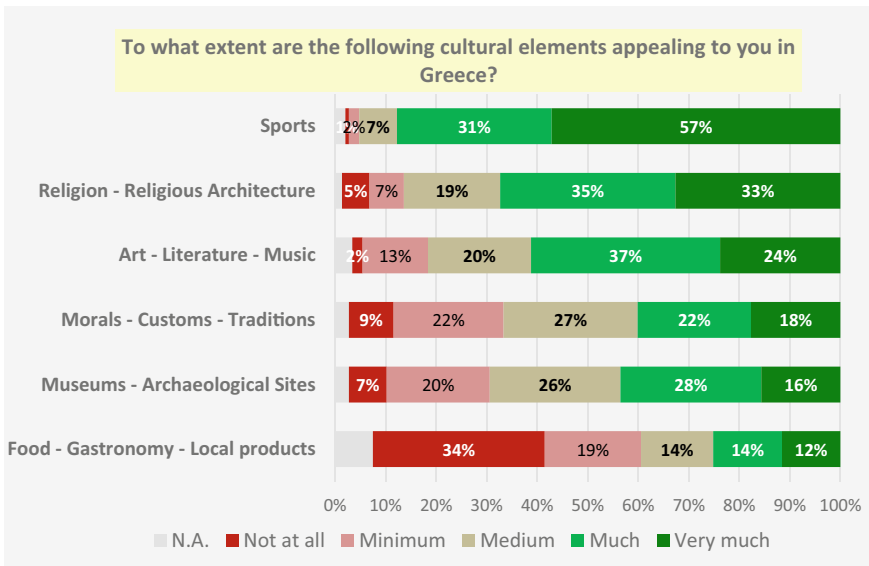


Chart 13 Important cultural assets of Greece

Table 1 Preventive measures due to the COVID-19 pandemic

What would you avoid during your trip to Greece due to COVID-19 pandemic:		
Social contacts	66	44.9%
Businesses that I would find that do not follow the necessary protection measures (e.g., Hotels, Restaurants, Entertaining centers, etc.)	65	44.2%
Visits to high-traffic places such as Museums, Archaeological Sites, Cultural Events, and Shopping centers	50	34.0%
Do not know/Do not answer	17	11.6%
Nothing	9	6.1%
Public transportation	5	3.4%
Crowded places/Parties	4	2.7%

However, in the general situation of the pandemic, the restrictions, and the continuous lockdowns, it was considered important to pay attention in this direction, in order to make an effort to understand the passengers' views and thoughts, about whether and to what extent they were affected from the COVID-19 pandemic. Therefore, some questions were selected at the end of the questionnaire, which would determine the audience's reactions to the pandemic and travel restrictions.

One question sought the preventive measures of tourists due to coronavirus. What would they watch out during the trip, what would they limit, what would they plan better, etc. The answers were ready and given for choice, but at the end there was an open question where everyone could add his/her opinion. In this case, almost half agreed that they would avoid social contacts, followed by the option that cited as a precautionary measure the avoidance of restaurants, etc., with a rate of 44.2%. The selection of visits to cultural sites came third with a rate of 34%, which may indicate that the attendance of cultural events or visits to famous and well-known cultural attractions was directly affected (Table 1).

The next question is quite important, because it asks openly and directly how much the overall experience of visitors to Greece was affected by the pandemic. Not to be forgotten at this point, the fact that the questionnaires were given during a quarantine period, from the end of October 2020 to November 2020, with passenger traffic at the lowest possible levels. The question, then, showed that on a scale from not at all to very much, visitors were moderately to minimally affected (Chart 14).

The next question was about whether the overall travel experience was influenced by the fact that the shops and cultural venues were closed or open with limited opening hours. Almost half and more (53.7%), answered positively, a 34.7% answered negatively and a small percentage of 11.6% answered 'I do not know / I do not answer' (Chart 15).

In the last part of the questionnaire, the purpose was to find out if there was an intention to visit Greece again in the future and for what reason. The vast majority answered in the affirmative, while the second part of the question showed various

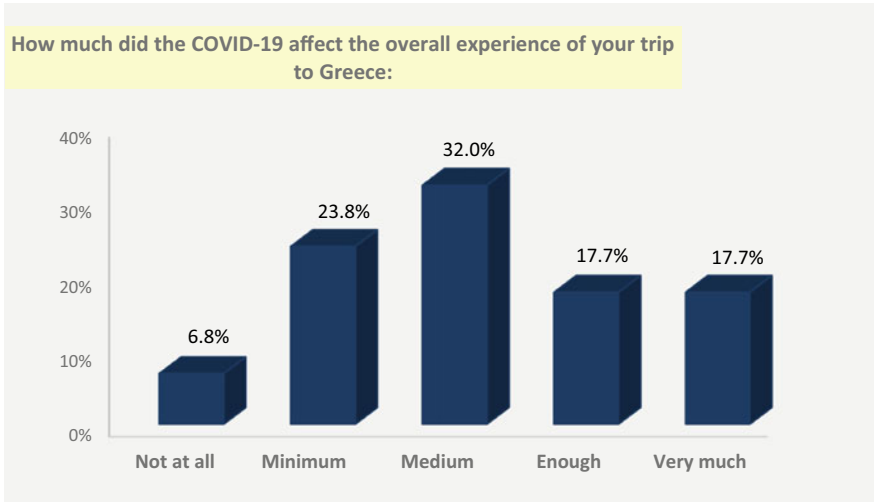
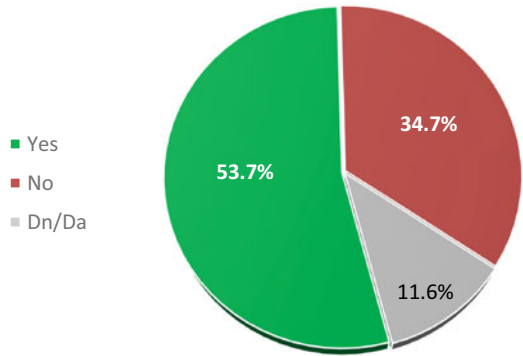


Chart 14 Overall travel experience of the participants

Chart 15 Impact of the pandemic on the travel experience due to the closure of cultural places and activities

Is your travel experience affected by the fact that cultural venues, centers, shops etc. were closed or open with restrictions due to the COVID-19 pandemic control measures:



reasons, the most prevalent being those related to the landscapes, the climate, and the natural beauty of Greece (Chart 16).

In another question, tourists were asked to answer whether they would suggest Greece as a tourist destination and if so why. And in this case, almost everyone answered in the affirmative. It is, therefore, of the utmost importance that Greece remains in a high position in what has to do with the preferences of tourists. They would definitely recommend it and would definitely visit it at least once again. As for the reason why, the answers clearly show the advantage of Greece in three main areas (Chart 17):

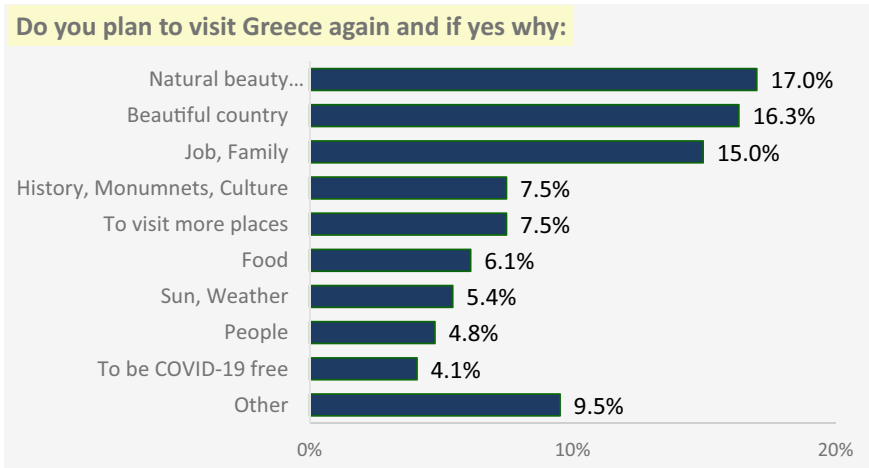


Chart 16 Reasons for visiting Greece again



Chart 17 Greece as touristic destination

- History & Culture
- Climatic conditions
- Natural beauty.

The last question had to do with whether there was something that was difficult or unsatisfactory during the staying in Greece and if the answer was yes, what was it. To this question, more than the half of the answers were negative. However, there was a percentage who reported some negative experiences, such as garbage in the city center as well as the traffic (Chart 18).

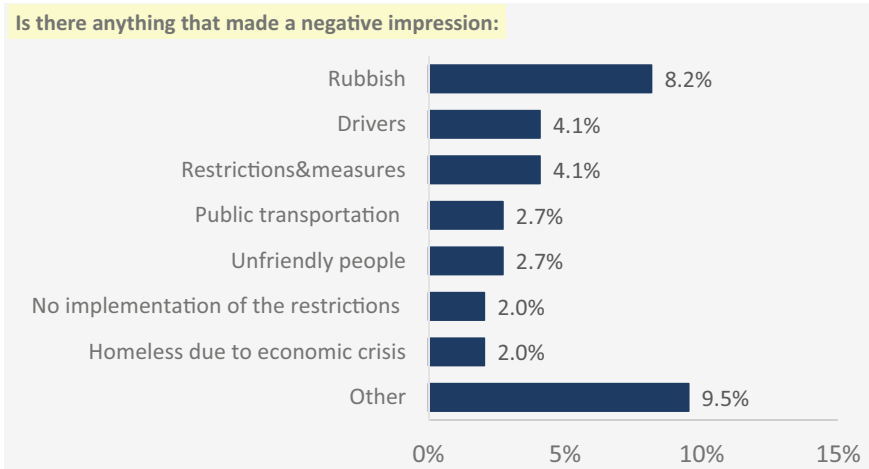


Chart 18 Negative impressions

In a deeper study of the demographic data from the entire sample, some phenomena were observed which helped to draw some additional conclusions. With the use of correlation, it was found that people with a higher educational level travel more often to other countries in order to visit a museum, monument, or cultural event (Chart 19).

Subsequently, it was observed that the higher the respondents’ income, the more frequent their trips. Consequently, people with an income of more than 2000 euros have the highest percentage in the answer ‘3 times or more a year’, while at the same time, the lowest percentage in the answer ‘Never or rarely’ (Chart 20).

Age was a factor that also determined the frequency of traveling for cultural reasons. Specifically, it was observed that people under the age of 35 and over 55 were the ones who traveled the most. This can be explained by the fact that these

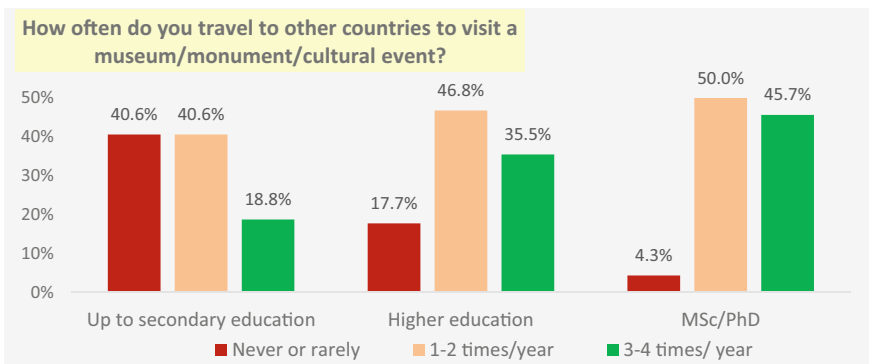


Chart 19 Cultural tourism related to education level

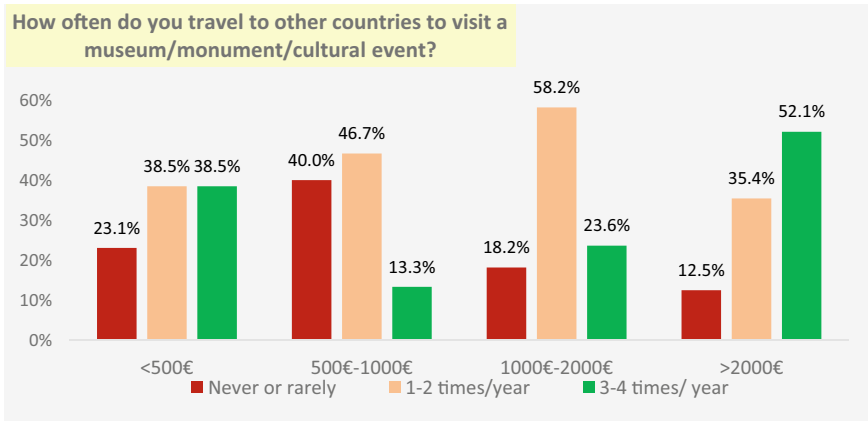


Chart 20 Cultural tourism related to income

people have more free time, as they are retired or students, without important and binding professional and family obligations (Chart 21).

Also, there is positive correlation between the history and culture of Greece and to the intention to visit the country from persons with higher incomes and a good educational level.

Regarding their nationality, the Germans as well as the residents of countries outside Europe are those who are most attracted by the country’s cultural resources (Chart 22).

Regarding the way COVID-19 pandemic has affected the experience that tourists from different nationalities they gained from their trip to Greece a great differentiation is observed at the European and global level. People from other European

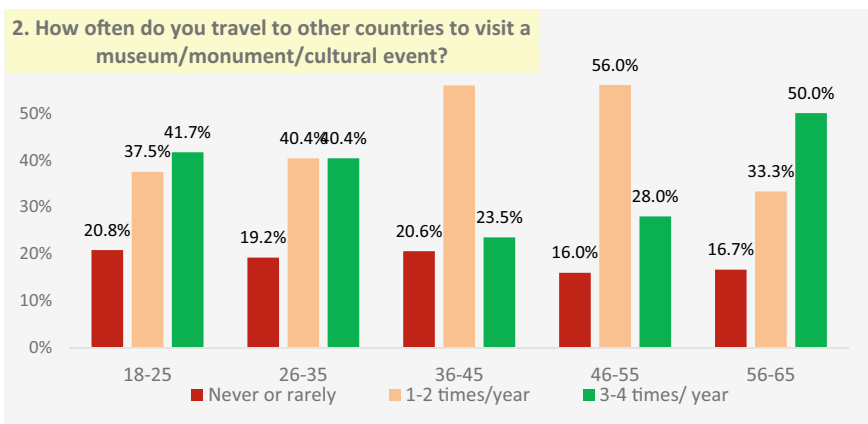


Chart 21 Cultural tourism related to the age of the participants

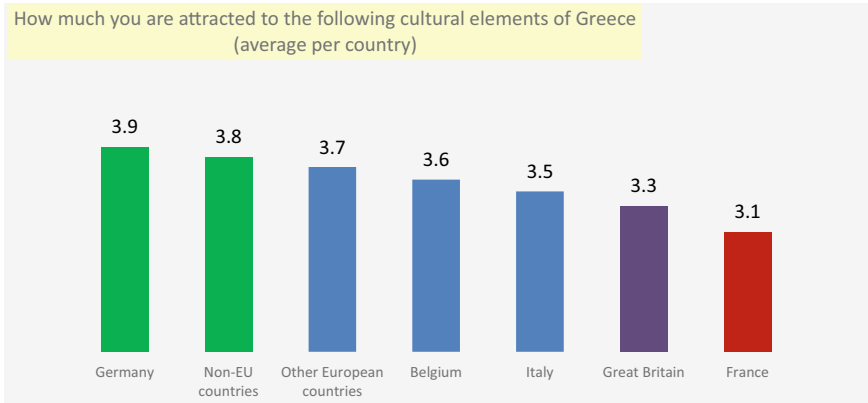


Chart 22 Cultural tourism related to the country of origin of the participants

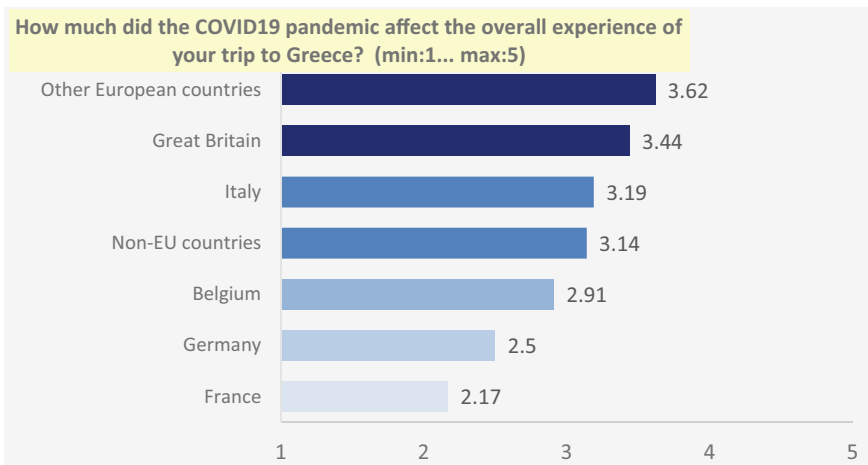


Chart 23 Sensitivity on Covid 19 pandemic according to nationality

countries (as described above) seem to be more affected. Also, the British say they are most affected, while the Germans and the French seem to be least affected by the coronavirus phenomenon (Chart 23).

5 Discussion and Conclusions

This article described the social representations and perceptions of inflight tourists to Greece from England, Belgium, and Italy and vice versa about cultural tourism in time of the coronavirus. The questions posed at the questionnaire provided an

understanding of what the respondents spontaneously believe about Greece as a destination and identified the main cultural attractions, sites, and monuments that they considered important.

In the context of the present research, it has become obvious that tourism, as a phenomenon, is a complex phenomenon and complicated process with many peculiarities. It is a fact that under certain and specific conditions, it can become a particularly important economic activity, contributing decisively to the size of the national and global economy. Cultural tourism is a large but untapped capital for Greece. Nevertheless, the history and culture of Greece are one of the greatest economic resources for Greece. Cultural tourism is a form of alternative tourism with a dynamic development in recent years at the international level. What is evident from the results described until now is the close bound between history/culture and tourism industry of the country. This dipole is crucial as it seems that tourism development is depended upon cultural recourses development and vice versa.

The present research was conducted in the difficult and unprecedented conditions created by the coronavirus pandemic. The method of quantitative research using questionnaires was a useful and crucial tool for measuring tourists' opinion in order to draw conclusions. The research focused on two main themes, on the one hand, cultural tourism; and on the other hand, the coronavirus phenomenon and whether this affected the travel experience of the participants.

The most important conclusions of this survey, which aimed to investigate the views, perceptions, and expectations of foreign tourists in our country, can be summarized as follows:

The participating foreign tourists showed:

- Increased interest in the History and Culture of Greece.
- 1 to 2 times a year visit for cultural reasons.
- The 'Sun-Sea' package still holds the forefront of preferences.
- The history and culture of Greece are one of the most important reasons to visit.
- Greece is known for many of its monuments, most notably the Acropolis and the Parthenon.
- The islands of Greece, as well as most of its resorts are very popular world widely, since a large number of people flock every year to visit them.
- Greece is also a destination of flavors since one of the main reasons for visiting is its local cuisine.

What is striking about the coronavirus is that a percentage said it was moderate or even unaffected by the situation caused by the pandemic. Nevertheless, almost the majority said they were negatively affected by the measures. Also, almost everyone stated that they would limit social contacts and even visits to museums and places of culture.

Last but not least, in relation to the demographic data, the profile of the cultural tourist based on and relevant but also the specific research is the one that belongs to a higher educational and economic level. Women are more interested in the culture of an area, and the age groups that travel most often are under 35 and over 55 years old. Finally, the coronavirus mainly affected Britain and non-European countries, and

less so Germany and France. Finally, Greece is a popular and beloved destination worldwide that almost everyone could suggest it as a place of recreation that combines many different interests compared to its limited geographical area.

Greece remains a popular touristic destination based on international rankings, and tourists choose it for its interesting natural and man-made environment, its climate, its culture, etc. It is worth mentioning, however, that they were found by the participants in the research and negative elements during their stay in the country, with the most important being the poor cleaning and the bad road behavior.

6 Suggestions for Future Research

The present research was conducted and completed in a particularly difficult period, while the results it gave were useful for two main reasons. Firstly, to determine the interest of visitors in cultural tourism, and secondly, to observe whether the coronavirus affected the movement and travel experience of tourists. Suggestions for further future research are as follows:

- Based on the results of this dissertation, research with more targeted questions in specific fields could follow as well as the use of more open-ended questions would be suggested, in order to determine the perceptions of the participants, which led them to choose specific answers.
- Similar research would be interesting to conduct after the end of the pandemic, providing useful data comparable to the present work.

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