PROMOTING CULTURAL TOURISM IN GREECE

Florentina PÎRJOL
West University of Timisoara, Romania
fparjol@yahoo.fr

Diana Elena MOCANU
West University of Timisoara, Romania
mocanu.diana05@yahoo.com

Lia Lucica RADOMIR
UT Trening Center Timisoara, Romania
lia.radomir@yahoo.com

Abstract

This paper aims to promote Greece by presenting it within the specialized literature that also presents the theoretical elements that make reference to the most important terms that underlay this paper, such as promotion and tourism. Moreover, the main purpose of this paper is to promote cultural tourism in Greece as well as measuring the transparency of this country. The paper is based on a case study that is conducted with the help of a sociological analysis that was possible with the construction of a questionnaire that aims to determine the degree of interest the tourists have towards the cultural tourism of the analyzed country. Following the results obtained from the case study, it appears that most of the respondents perceived the situation of the cultural tourism in Greece as being very important. This means that there are generally people who are interested in the cultural tourism of this country. Also, the development of the cultural tourism in the analyzed country is perceived as being important by the majority of the respondents, which means that a program meant to promote this type of tourism in Greece would be necessary. From the study, the most important means of promoting cultural tourism in this country is the online environment. Therefore, so much more should be invested in this field. When people chose a tourist destination they want that destination to offer them unforgettable experiences (38% of the respondents), cultural event (36% of the respondents, resulting in a fairly important percentage). In conclusion, tourists would be more interested in this type of tourism if it would be better promoted in the online environment and not only.

Keywords: Promotion, Marketing, Tourism and development

1. INTRODUCTION

Nowadays, tourism has become a fairly complex phenomenon and as far as tourism development is concerned it emerged with the economic expansion.

The development of tourism requires the existence of a tourism patrimony that would allow the attraction of as many tourists as possible, both inside and outside the country. This think depends entirely of the degree of attractiveness of the area that is to be highlighted.

The cultural tourism resources occupy a very important place because they define the tourism offer so it is tried as much as possible the improvement of these resources.

Definitely, the areas with a generous tourism patrimony are subject to a series of expenses in order to realize the promotion, because, first of all, there is a need of infrastructure upgrading.

In order to highlight the tourism patrimony a strong economic policy is needed, as well as the facilities that the area is willing to offer to tourists.

I believe that Greece has both an anthropic and natural tourism potential that is distinguished by its spectacular landscapes, especially since, recently, Greece has managed to attract over 90% of the European funds for infrastructure, which means that is starts to develop much better than other European countries.

This paper tries to promote cultural tourism in this country because it is a country of tourist interest not only for its residents, but also for foreigners.

The paper is divided into four chapters that talk about the main objectives in the development of cultural tourism in Greece.

The first chapter contains the Introduction of the theoretical and practical elements mentioned in the paper.

The second chapter is formed out of the specialized literature, more precisely from the detailed presentation of Greece, the presentation of the concept of culture, and also of the cultural tourism in this country, but also the detailed promotion as an element of the marketing mix.

Chapter three includes the practical part of the paper, since we are talking about a case study that aims to promote cultural tourism in Greece.

Chapter four presents the final conclusions of the paper and, in its continuation the bibliography with the sources that helped at the formation of the study. Finally, the annexes contain the questionnaire used in the case study.

2. LITERATURE REVIEW

2.1. Promotion as an element of marketing mix

Promotion is one of the four elements of marketing mix. It is a basic pillar and one of the empirical domains of marketing. It is noted that many people use the term "sales promotion" and "promotion" with the same meaning, but these terms are not synonyms.

In the specialized literature, several definitions of the term promotion have been noted and they manage to capture some of the characteristics of this basic element of the mix. One of the characteristics of promotion is that it can act on several levels, while another one is that it can offer an additional economic benefit. A last characteristic is given by the fact that promotion cannot be separated, while advertising can be isolated.

As the main characteristics of promotion we can mention: its direct nature, the exceptional character, the bringing of some economic benefits and also the link with the marketing mix. It is very important the fact that promotion is not only a way of presenting an offer as opposed to advertising. It has been determined that the term promotion can be defined in several ways, like for example: summing up techniques, marketing action, etc.

Often, promotion can greet advertising in what the report with the communication policy is concerned.4The term promotion should indicate a summing up of some stimulus actions that are meant to push market penetration.

According to C. Florescu promotion is actually a set of tactics and methods of persuasion and communication. This is relevant, because there are required very good communication skills and persuasion for the promotion to be a successful one. But, very often, promotion is considered to be the most criticized element of marketing mix.

According to Jost Krippendorf, tourism marketing can represent an adaptation of the private and state-owned, national, local, or international travel business policy, to meet the diversified needs of consumers, actually of the tourists in order to obtain profit.

Also, tourism marketing wants to establish a better communication with the tourists before and after the sale of the services, so that finally, tourists can declare themselves satisfied with the provided services. A satisfied consumer, will bring of course other consumers, so the promotion will be made by bush telegraph.

Tourism promotion involves complex links between the tourism product and the potential consumer. In this process different instruments, such as public relations, are used, advertising having as a purpose the determination of the client to buy the tourism product. The promotion of the sale is meant to transmit the product through the distribution channels to the tourist, based on the tourist motivation. The most used instrument for promotion is advertising and it represents one of the most important instruments that the marketing worker has in order to promote the tourism product. The ad is made up of the advertising message and its role is to determine the potential client to have a positive reaction to the proposed offer. Beside the term of advertising there is also the term of "tourism propaganda". This is used to make a tourism area known and to determine the tourists to appreciate the natural attractions and the cultural values that the area offers them. In order to realise a tourism propaganda, it is not enough only to present the anthropic and natural potential, but also the economic situation, traditions, habits, the history of the place, art, folklore and so on. Tourism propaganda is loosely used, but it is not as coherent as advertising. Advertising can be direct and also can be more concrete than tourism propaganda. Advertising is first of all about providing consumers with useful information about the tourism product. So, advertising take place on a smaller but well-defined segment, in relation to tourism propaganda that takes place on a much wider, but not so well defined area.

Within the term advertising we can find several forms of it, like: direct advertising, which is a type of personalized advertising that addresses directly to potential consumers and indirect advertising that addresses only to consumers on a particular market. To these forms of advertising we add the information advertising, the evocative advertising, which implies the maintaining of an advantage over the tourism service, and the occasional advertising which is a conjunctural factor. Graphic advertising is very important because it involves pliant, prospects, brochures, catalogues, tourism guides, posters, billboards, but the press also occupies a very important place. The forms of realizing an advertising presupposes the existence of a graphic advertising, of advertising movies, of a market and a exhibition and so on.

As far as promotion within a geographical area is concerned, it depends on the economic development of the area. Most localities face different economic problems, because they lack the resources that would lead to the revitalization of the area, but also to its promotion. The most affected are the municipalities and the cities that have been left without industry or without their main activity, but there are also declining areas that have potential to develop and often, these types of localities have resources that focus on the values of the places, such as historical, political and cultural values.

One of the most important steps in the realization of promotion is the improvement of the infrastructure. Many times people show no interest to this aspect, although the absence of a good infrastructure would be a minus for the area. In order to ensure a good economy, any community needs to build and maintain an infrastructure. Also, in order to attract and persuade people to stay, each settlement must guarantee a minimum number of services that can be provided. It is very important that both cities and villages to evaluate exactly their needs regarding their own goods, because there were cases when some cities have focused on development, but they neglected the requirements about the infrastructure and the growth costs.

Infrastructure is very important because the image and the elements of tourist attraction are not enough for the development of an area, and the planning of the infrastructure must adapt to the general development of the community. In most cases, infrastructure investments represent the most difficult decision for the fructification of the competitive position of settlements.

In the process of promotion and development, the image of the inhabitants must also be taken into account, because it influence the decision of the potential visitors, which implies that the citizens should be encouraged to be more attentive to the visitors precisely to influence them in a positive way.

The tourism image is obtain through advertising and tourism propaganda and may or may not correspond to the expectations of the tourists, but everything depends on the way of achieving it that can also determine a positive or a negative image of the place. Once the tourist returns to his own locality, he can become an important source of information to promote between his friends the image of the place he has visited.

Communities need to analyze the strengths and weaknesses of the area, so it is necessary to highlight the strengths that lead to its promotion, and this can be done with the help of the ASOA analysis analyzing the strengths, weakness, but also the basic threats and opportunities.

Beside infrastructure and the image of the inhabitants, the image of the place is also of great importance. The area that is to be promoted needs to build firstly an image, more exactly for the people to remember more easily the visited area. According to Philip Kotler, the image of a place is defined as being „the amount of beliefs, ideas and impressions that people have related to the respective place." The image of the place is not just a believe, but an amount of beliefs in what the place is concerned, that is why it is necessary for an area to create a good image, precisely to 'sell 'itself more easy.

To become truly attractive, in every way, any settlement must have tourist attractions. There are some smaller localities that do not have so many tourist attractions, but the ones that exist can be enough to

attract investors for the economic development of the area. Also, there are localities, much bigger and more developed, that should not focus on the development of new tourist attractions, but on infrastructure and the diversification of services in order to satisfy the demands of tourists and inhabitants that are becoming more and more choiceful.

Natural beauty should be characterized by preserving the environment, by preserving cleanness in the nature, but also in the urban area. In this areas, trees can be planted and open areas can be better organized. As a matter of fact, a problem, that especially urban area are facing, is related with traffic congestion, which means that the travel time can be influenced by people's decisions such as choosing their place to live or their workplace.

2.2. What is culture?

In general culture can be defined as a set of knowledge and characteristics belonging to a group of people, from the spoken language, to religion, social customs, music and art.

UNESCO defines culture as being "a series of distinct features of a society or a social group in spiritual, material, intellectual or emotional terms."

Center for Advance Research on Language Acquisition defines culture as common patterns of behaviors and interactions, cognitive constructions and understanding that are acquired through the socialization process, according to Live Science. Thus, one can notice that the development of group identity is favored by the group's unique social models.

Many countries are largely populated by immigrants, and culture is influenced by many groups of people who are now part of their country of residence. This is also a part of the development of cultural diversity.

Researchers have identified the benefits of universal management principles that have grounded universal laws that are applicable anywhere, despite the specificity of the local culture. The impact of cultural factors in management analyzes must take into account the fact that a country's cultural activity is located in a context that is influenced by technological changes, the functional scale or unpredictable factors that can function both outside the respective cultures and within them.

What we can claim is the fact that culture is not an individual characteristic, but a group of individuals that can share commune characteristics that can include values, beliefs, ideas and rituals. These groups can be seen operating in the case of organizations, but they can be followed as cultural models at a regional and national level. Most of the time these two categories overlap, consolidating and

"provoking" cultural values, respectively behavior patterns, giving rise to thinking and perception that are common to all the people that belong to the group and differentiates them from others who are not members of the group.

From an analysis of the definitions of culture, one can notice the fact that the cultural models that we share are usually learned and continued to be taught.

Culture is neither static nor fixed, but it represents a set of beliefs that we develop during childhood and during our entire life. If some of these values remain relatively fixed, others are more changeable. This process of modifying relatively fixed values is recognized as a socialization process. However, it should be highlighted the fact that it operates differently depending on the region and the type of organization.

Culture comes from the Latin "colere" and means building on something, cultivating. It is a set of accepted behavior patterns, shared values, assumptions, and shared experiences. Culture defines the social structure of practical decision-making and the style of communication. It dictates behavior, label, and protocol and is something we have learned.

The cultural iceberg

It can be said that any culture can be compared with an iceberg, because the problem of the iceberg is not represented by the visible part of it (the part that represents 10% of the iceberg), but by the hidden part, the one that is below the waterline and that usually represents 90% of the iceberg. The tip of the iceberg can be easily seen because it includes the visible aspects, activities and taboo things from other cultures. The hidden part includes the invisible aspects of a culture such as: values, traditions, experiences and behaviours that define each culture.
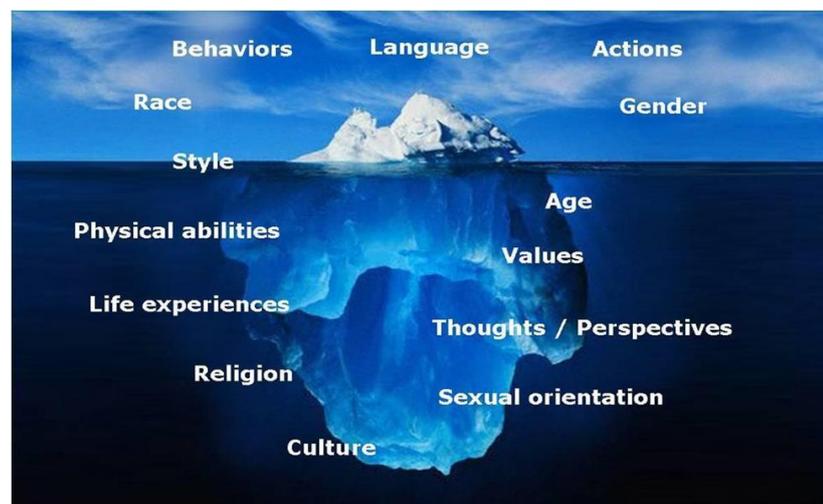

FIGURE 1. THE CULTURAL ICEBERG

2.3. Presenting Greece

Short name: Greece

Official name: The Hellenic Republic

Location: Southeast Europe, bordering with the Aegean Sea, the Ionian Sea and the Mediterranean between Albania and Turkey

Surface: 131.940 km 2

Inhabitants: 10.48 million

Capital: Athens

National Day: Independence Day, 25 March

Nationalities: Greek 98%, others 2%

Greece includes many islands (about 2000). Some of the most important are: Crete, Rhodes, Corfu, Thassos, Paralia, Santorini, Halkidiki and Zakynthos.

a. Santorini

b. Zakynthos

FIGURE 2. SANTORINI AND ZAKINTHOS
Source: Internet

The symbolism of the national flag

The national flag of Greece is made up of alternative strips of white and blue and in the upper left corner there is a white cross on a blue square.

The horizontal strips of the Greece flag symbolize the white-blue waves of the sea that surrounds the country.

The white cross at the left top of the flag, symbolizes the Greek people's respect and loyalty to the Orthodox church of the country. It also expresses the importance of Christianity in the process of forming the modern Greek people.

FIGURE 3. THE FLAG OF GREECE
Source: Internet

Tourism in Greece is a key element of the country's economic activity, being one of the most important sectors. Greece has been a tourist attraction since the antiquity, mostly because of its rich history, as well as for the long coastline with many islands and beaches. Tourism contributes with 18% to the Gross Domestic Product.

Athens, the capital, as well as Santorini, Mykonos, Rhodes, Corfu and Crete, represents some of the most important tourist destinations.

According to a 2005 survey from China, Greece was voted as being the first choice of the Chinese people as a tourist destination.

Being a country developed as being dependent on tourism, Greece offers a wide range of tourist facilities.

Hotels in Greece according to government data:

TABLE 1. CLASSIFICATION OF HOTELS ACCORDING TO THE NUMBER OF STARS

Stars	Number	Beds
5 stars	176	64,913
4 stars	994	176,631
3 stars	1,804	163,077
2 stars	4,460	231,333
1 star	1,677	57,298
Total	9,111	693,252

Source: Internet, government data

Greece's tourism income dropped last year with 6.5%, to 13,207 billion Euros, even though the number of tourists increased with 7.5%.

The income obtain from the visitors that are not members of the EU community declined in 2016 by 14.6% to € 3,652 billion or 27.7% of total income, while the income obtained from residents of the EU community declined by 3.3% to € 9,097 billion.

Outside EU, the income obtained from visitors from Russia increased by 3.5% (€ 436 billion), while in the case of USA there was a decrease of 22.8% (€728 billion).

Germany continues to be the first country with tourists that visited Greece last year, with 3,139 million of visitors, up to 11.7% from 2015. The next places are occupied by Great Britain with 2895 million tourists (with a growth of 20.8%), and France with a decline of 13.7% in the number of foreign visitors (1,314 million of tourists).

The number of visitors could exceed 35 million per year by 2021, while the income from tourism could range from 19 to 20 million Euros, with a 6-7% contribution from the GBP, declared the president of the Association of Tourism Companies from Greece, Andreas Andreadis.

Curiosities:

- Greece has plenty of international airports.

- Greece is classified as being the third of the biggest producers of olives.

- In Greece there are no fewer than 2000 islands of which only 170 are inhabited.

- The largest Greek island is Crete.

- Tea is not so much loved by Greek people.

- More than 40% of the Greek population lives in the capital, Athens (Athina, in Greek).).

- Approximately 7% of the marble produced worldwide comes from Greece.

- According to archeologists, Greek language is the oldest language, still used today. It has been spoken for over 5,000 years and has influenced many languages such as English, Spanish or Romanic languages.

- One of the most important aspects of Greece is the design of the houses. Most of them have doors, windows and furniture painted in blue because it is said that this color is casting off evil spirits.

- With such a rich and long history it is no wonder that Greece has plenty of archeological museums. The most important edifice of this kind is the Acropolis Museum..

2.4. Cultural tourism in Greece

Tourism represents: "a side of the tertiary sector of the economy, where the activity is aimed at organizing and conducting leisure trips and traveling or the participation of people at various congresses and meetings, including all the activities necessary to meet the consumption needs and services of tourists."

Tourism implies that every tourist is free to choose the type of the itineraries and the duration of the stay, therefore, taking into consideration these specifications, a lot of forms of tourism have been shaped in the specialized literature, among which the most important are: recreational, cultural, rest, medical-spa, sports, technical and scientific, business, adventure, private, social, youth, etc..

Tourism demand has a permanent development in which new requirements and events evolve, but the tourist offer being rigid cannot ensure the satisfaction of all needs. That is why we can say that demand is expressed differently both in terms of volume and structure, according to the forms of tourism that are practiced, the duration of a stay, the chosen destinations, and so on.

Cultural tourism is a phenomenon that has developed tremendously over the decades. This has been identified as a highly lucrative product within the tourism industry. Cultural organizations and local communities embraced this phenomenon characterized as being a potential economic factor that generates new economic activities and new working places in a XXI century, where due to the evolution of the industrialization, the workforce is constantly decreasing. For that purpose, museums do not have to restrict their activities and actions to the most important functions, but on the contrary, they have to take the initiative, by developing a strategy that has to demonstrate their importance within the community or the region where they can operate.

Cultural Tourism is defined by the World Tourism Organization (UNWTO Report 2012) as "tours whose primary or secondary purpose is to visit sites and events whose cultural and historical value has made them part of the cultural heritage of a community." According to this definition, an important characteristic of cultural tourism is the assumption that visiting or be present in cultural and historical places that are related to cultural heritage is not necessarily the main reason of the trip. From this perspective, cultural-historic tourism is rarely implemented in a "clean" perspective and is often combined with other traditional or specialized tourism types. This interesting characteristic reveals opportunities to improve the efficiency of national and regional tourism by developing a cultural-historical tourism, by absorbing and integrating cultural and historical resources in regional tourism and developing on this basis a regional tourism brand.

Cultural tourism is the instrument for economic development that leads to economic growth by attracting visitors from the outside of the host community and who are partly or generally motivated by an interest in historical, artistic, scientific or life-related components, realities, traditions and information about a community, region, group or institution. This type of journey focuses on deepening the cultural environment, including also landscapes, visual and theatrical arts, lifestyles, values, traditions and events.

Tourism seeks ways to create "tradable tourism products" as well as a work and living environment. Culturally-cognitive tourism is an interaction between the cultural, ethnic and historical components of society or the place to be used as a resource for attracting tourists and developing tourism.

There are also subcategories of cultural tourism that can help determine the trends and characteristics of the most important market segments according to motivation and behavior as well as the activities of the tourists: heritage tourism, artistic tourism, creative tourism, urban cultural tourism, rural cultural tourism, local cultural tourism, contemporary cultural tourism.

2.5. Cultural tourist attractions in Greece

2.5.1. The history of Meteora and the meaning of "meteoron"

As a physical phenomenon, Meteora, as a whole, is unique throughout the world. The rocky formation was born due to a delta-shaped cone consisting of river and mud stones flowing into the old tessalic lake.

After the geological separation of the Massif Mountains of Olimp and Ossei, the waters of the lake found an exit to the Aegean Sea through a valley. Then, this Delta-like massive was split into stones and huge, compact rocks, up to 400 meters high.

FIGURE 4. METEORA
Source: Internet

The word "meteoron" means "suspended in the air". Even so, seen at the foot of the rocks, the monasteries resemble with some nests of eagles hanging between heaven and earth. As soon as you look at them they make you feel insignificant and have strange feelings of veneration mixed with fear.

2.5.2. Acropolis in Athens

The most important and the most beautiful temple in Athens, also called "The Holy Stone of Athens", initially dedicated to its protector, the goddess Athens, dominates the modern city centre on the stone peek known as the Acropolis. The oldest myths, great religious festivals, ancient cults and some decisive events in the history of the city are all connected in this sacred place. The Acropolis monuments are in harmony with the natural settlement. These unique artworks of early architecture combine different commandments and styles of classical art in a very innovative manner and have influenced art and culture over many centuries. The Acropolis, dating back to the 5th century BC, is the best reflection of Athens' splendor, power and wealth.

FIGURE 5. THE ACROPOLIS
Source: Internet

2.5.3. The National Museum of Archaeology in Athens

The National Archeology Museum hosts the most important artifacts from various locations in Greece. The National Museum of Archeology in Athens is the largest museum in Greece and one of the largest museums in the world. His collections feature 20,000 exhibits, giving a panorama of Greek civilization from the beginning of the prehistoric era to the late antique era.

The National Archeology Museum functions as a research center for scientists and students around the world and participates in various educational programs. A special feature is that the museum provides guides for people with hearing problems.

2.5.4. Agora

Agora was the centre of ancient Athens, the centre of political, commercial, administrative and social activities, a religious centre, and a settlement of justice. The place was conquered without interruption in all the periods of the city's history. It was used as a residential area in the late Neolithic Age (3000 BC). At the beginning of the 11th century, Agora became a public area.

2.5.5. The Byzantine Museum

The Byzantine Museum was founded in 1914. Initially located on the ground floor of the Academy in Athens, it was moved to Villa Ilissia, the duchess of Piacenza's winter residence. Since 1993 the building has been extended by another 3 underground levels. The main building, one of the most important monuments in Athens, has 2 floors and a basement. The northern area is delimited by two towers with stairs. Generally, the building is built in Renaissance Tuscan style with classic (dominated by horizontal lines, low towers) and romantic (arcades, the roof that goes out of the building) elements.

2.5.6. Mount Athos

It is located on the eastern arm of the Halkidiki peninsula, the Athos arm. It is the only place in Greece dedicated entirely to the prayer and glorification of God. That is why Mount Athos is called the "Holy Mountain". The Holy Mountain is 50km long, 8-12 km wide and covers about 350 km2. The monasterial city's granie imaginatively defined ranging from "FRAGOKASTRO" on the west coast to "ARAPIS" on the opposite side. The natural beauty of the island is extraordinary. The peak of the mountain is like a huge cone reaching 2033 meters high. The naked crests appear to be laced by the sky and the cliffs are covered with old coniferous forests.

FIGURE 6. MOUNT ATHOS
Source: Internet

2.5.7. The Venetian Castle, Zakynthos

The Venetian castle, located on the verdant hilltop at Bohali, approximately 3 km north of Zakynthos Town, was built in 1480 on the ruins of the ancient acropolis of the island, but soon afterwards a part of it was destroyed by the Turkish invaders. In this region was built the medieval capital of the island, with influences from the Venetian architecture. It was destroyed by earthquakes and today only ruins can be seen. The entrance gate clearly shows the influence of the Venetians having as a symbol the "Lion of San Marco". The imposing fortification, which is still standing almost intact even today, was finished by the Venetians and became the administering centre of the island at that time.

3. CASE STUDY AND RESULTS

3.1. Research methodology

The research methodology involves identifying the data collection tool appropriate to the studied situation. For this case I will use the sociological survey based on a questionnaire to measure the interest of tourists for cultural tourism in Greece, as it is a method that is part of the cross-sectional studies and assumes the administration of the questionnaire on a specific sample representative of the studied case. As far as the questionnaire is concerned, it is a tool for collecting the data that support the sociological survey and helps us to collect the data following the distribution of the sample.

To promote cultural tourism in Greece, I chose to apply this method because I think it is most appropriate for the situation. The questionnaire that I will apply consists of 15 questions. The 15 questions verify how popular the area is among people, but also how many people choose to spend a holiday in such an amazing area where nature offers spectacular landscapes..

The type of questions in the questionnaire are multiple choice questions and scale-type questions excluding open questions because respondents usually find them tedious, and the language used will be clear for the respondent to understand and give the same meaning to the words in the questionnaire.

The preferred number of respondents is fifty people who will have to answer objectively to the 15 questions for the study to be considered valid. The questionnaire will be produced and distributed using the online environment, and once this step is achieved, the data obtained will be interpreted and processed statistically, obtaining the first results of the study.

3.2. Case study concerning the promotion of cultural tourism in Greece

This case study presupposed the administration of a questionnaire with 15 questions to a sample of 50 people. In the following, both the results of the study and the analysis of the data obtained from the distribution of the questionnaire will be presented.
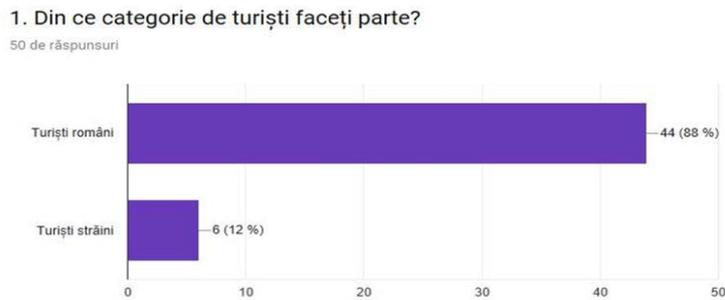

FIGURE 7. 1ST QUESTION
Source: Authors

The study made on a sample of 50 people, shows out the fact that 88% of the respondents are Romanian people and the remaining 12% are foreigners.
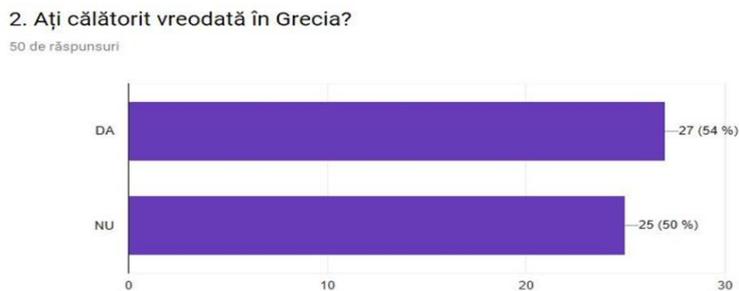
FIGURE 8. 2ND QUESTION
Source: Authors

The study shows out that 54% of the interviewed people travelled to Greece, and 50% of them never travelled to this country, which means that this country would need a better promotion and a diversification of the tourist offer.

3. Dacă DA, care a fost scopul alegerii ca destinație turistică, Grecia?

31 de răspunsuri

- Peisajul
- Evenimentele culturale
- Pelerinaje
- Odihnă/recreere
- Tarife accesibile

38,7%
19,4%
29%
12,9%
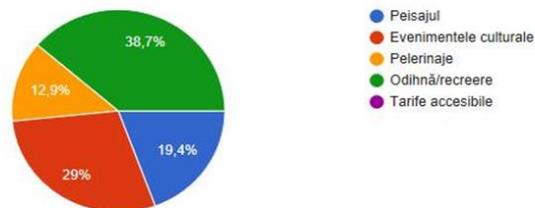
FIGURE 9. 3RD QUESTION
Source: Authors

From Figure 9 we can see that a large number of the interviewed people chose to go to Greece for rest and recreation and a number of 29% of the respondents chose Greece as a tourist destination for cultural events. So, as we can see, a very low percentage of people would go to Greece for cultural tourism.

4. Cum percepeți importanța turismului cultural din Grecia?

Deloc important | Puțin important | Indiferent | Important | Foarte important

Gradul de importanță
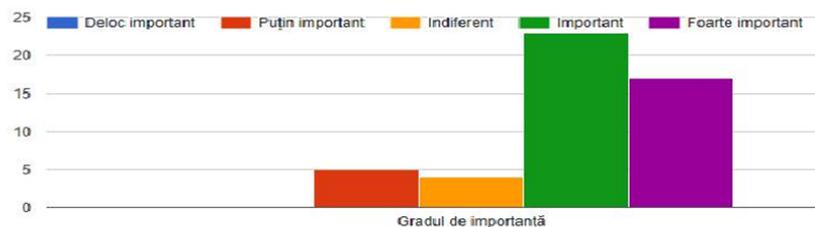
FIGURE 10. 4TH QUESTION
Source: Authors

From the above diagram, it appears that the majority of the respondents perceive the importance of cultural tourism in Greece as being very important, which means that there are generally people who are interested in the cultural tourism of this country.

Figure 11 shows that the development of cultural tourism in Greece is perceived as being very important by a large part of the respondents, which means that a program to promote this kind of tourism in Greece is necessary.

The most popular cultural tourist attractions among the people are: Mount Athos (24% of respondents), Acropolis (20% of respondents), Meteora (20% of respondents), The Venetian Castle in Zakynthos (20% of respondents).

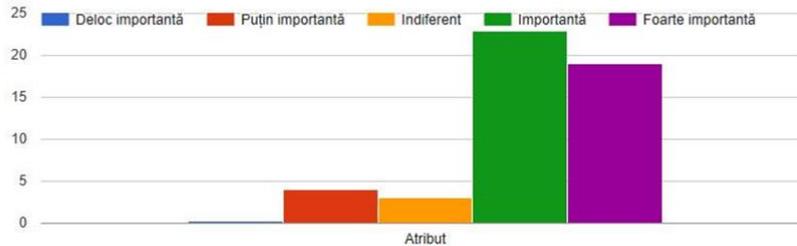5. Cum considerați dezvoltarea turismului cultural din această țară?

FIGURE 11. 5TH QUESTION
Source: Authors

6. Care credeți că ar fi principalele atracții turistice culturale din Grecia?
50 de răspunsuri

FIGURE 12. 6TH QUESTION
Source: Authors

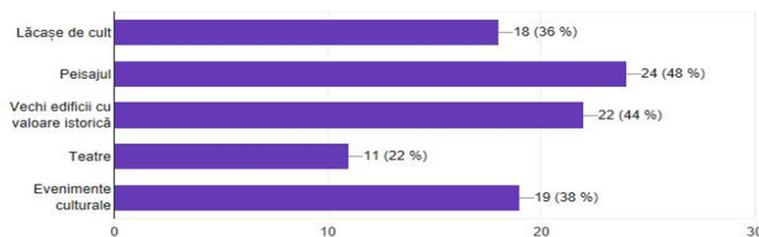7. Ce ați fi interesat să vizitați în Grecia?
50 de răspunsuri

FIGURE 13. 7TH QUESTION
Source: Authors

Most of the respondents, namely 48% of them chose the landscape as a reason to choose Greece as a tourist destination, 44% would visit Greece for the historical buildings (cultural level), 38% of people would choose Greece for the cultural events (cultural tourism) and 36% would visit places of worship (religious tourism that also falls within the area of cultural tourism).

8. Cum aţi caracteriza poporul grec?
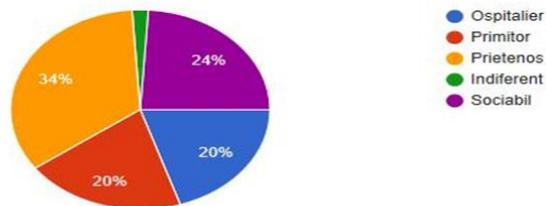
50 de răspunsuri

FIGURE 14. 8TH QUESTION
Source: Authors

The Greek people are characterized as being friendly (34% of the respondents), sociable (24 of the respondents), hospitable and welcoming (20% of the respondents). Inhabitants have a very important role in promoting a country, because tourists visiting that country have direct contact with them.
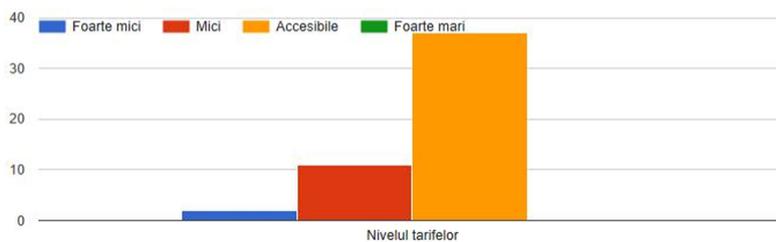
9. Ce părere aveţi despre tarifele practicate în Grecia?

FIGURE 15. 9TH QUESTION
Source: Authors

Price-lists in Greece are considered to be largely affordable or small, which means that many people would have the opportunity to travel to this country to visit different tourist attractions of great interest.

10. De câte ori aţi vizitat Grecia?

33 de răspunsuri

FIGURE 16. 10TH QUESTION
Source: Authors

63,6% of the interviewed people visited Greece once, while 30.3% visited it twice, but with a better promotion of cultural tourism in this country, the number of trips could increase.
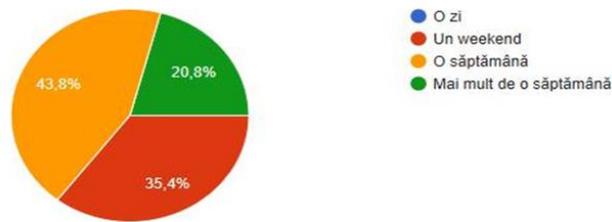

FIGURE 17. 11TH QUESTION
Source: Authors

From the interviewed people, 43.8% would spend about one week in Greece, 35.4% a weekend, and 20.8% more than a week, which means that there is an interest on the part of tourists to spent quite a large period of time in this country.
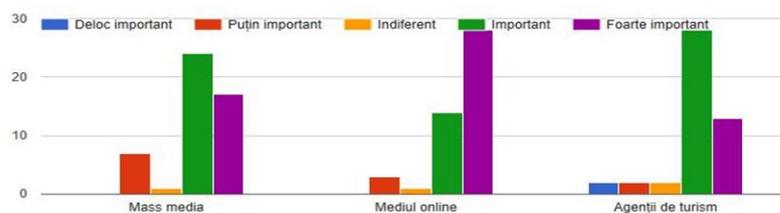

FIGURE 18. 12TH QUESTION
Source: Authors

Figure 18 shows that the most important means of promoting cultural tourism in Greece is the online environment, so much more should be done for this promotion environment.

When choosing a tourist destination, tourists want that destination to offer them unforgettable experiences (38% of the respondents), cultural events (36% of the respondents, a fairly high percentage), local traditions and customs (16%), and traditional food (10%).

56% of the respondents consider that Greek cultural tourism is not sufficiently promoted, so tourism programs should already be launched via online to attract more tourists.

13. Când alegeți destinația turistică, ce anume doriți să vă ofere acea destinație?
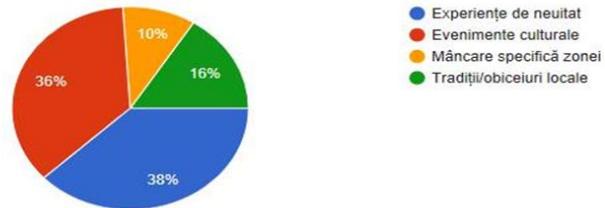
50 de răspunsuri

FIGURE 19. 13ᵀᴴ QUESTION
Source: Authors

14. Considerați că turismul cultural din Grecia este suficient promovat?
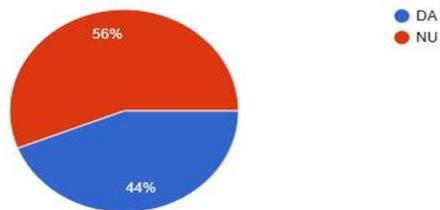
50 de răspunsuri

FIGURE 20. 14ᵀᴴ QUESTION
Source: Authors

15. Dacă vi s-ar propune să luați parte la un circuit cultural în Grecia, ați participa?

50 de răspunsuri

FIGURE 21. 15ᵀᴴ QUESTION
Source: Authors

Figure 21 shows that almost 100% of the respondents would participate in a cultural circuit in Greece if they were asked to, which means that tourists show great interest in this type of tourism.

4. CONCLUSIONS

As a result of this work, we found that between the tourism-specific theory and the case study, there is a close connection because it is intended to promote tourism in a geographical area.

As I mentioned in the specialized literature, promotion represents a key element for the development of an area and also requires the existence of a good image of the territory that will be promoted. After applying a questionnaire with 15 questions to a sample of 50 people, we were able to obtain the following results regarding the importance of cultural tourism in Greece as well as the promotion of this type of tourism:

- 54% of the respondents have travelled at least once in Greece, which means that it is necessary to improve and diversify the tourist offer in this country in order to increase the number of tourists;

- 38.7% of the respondents choose Greece as a tourist destination only for rest and recreation, whereas only 29% of people would choose this destination for cultural events, which means that a better preparation in this field is needed;

- most of the interviewed people perceive the importance of cultural tourism in Greece as being very important, which means that in general there are people who show great interest in the cultural tourism of this country;

- the development of cultural tourism in Greece is perceived as important by the large part of the respondents, which means that a program to promote this type of tourism in Greece would be needed;

- among the main cultural attractions in Greece, preferred by people, are Mount Athos (24% of the respondents), Acropolis (20% of the respondents), Meteora (20% of the respondents), The Venetian Castle in Zakynthos (20% of the respondents);

- the majority of the respondents, namely 48% of them chose the landscape as a reason why they would choose Greece as a tourist destination, 44% would visit Greece for buildings with historical value (at the cultural level), 38% people would choose Greece for cultural events (cultural tourism), 36% would visit places of worship (religious tourism that also falls within the cultural tourism area);

- Greek people are characterized as friendly by 34% of respondents, sociable by 24 of the respondents, respectively hospitable and welcoming by 20% of the respondents. Residents have a

very important role in promoting a country, because tourists visiting that country have direct contact with locals;

- list of prices in Greece are considered to be largely affordable or small, which means that many people would have the opportunity to travel to this country to visit different tourist attractions of great interest;

- 63.6% of the interviewed people visited Greece once and 30.3% of them twice, but with a better promotion of cultural tourism in this country, the number of trips could increase;

- from the interviewed people, 43.8% would spend about one week in Greece, 35.4% a weekend, and 20.8% more than a week, which means that there is an interest on the part of tourists to spent quite a large period of time in this country;

- the most important means of promoting cultural tourism in Greece is the online environment, so much more should be done for this promotion environment;

- when choosing a tourist destination, tourists want that destination to offer them unforgettable experiences (38% of the respondents) and cultural events (36% of the respondents, a fairly important percentage);

- 56% of respondents consider that cultural tourism in Greece is not sufficiently promoted, so programs for the presentation of tourist offers via online should already be launched in order to attract more tourists;

- Nearly 100% of the respondents would participate in a cultural circuit in Greece if they were asked to, which means that tourists show great interest in this type of tourism.

REFERENCES

Băbăiță C., Istodor D. and Ispas A. (2009). *Interculturality-a factor of tourism development,* Economic Science, Oradea.

Chioranu A. and Rădulescu G. (2009).*, Mic dicționar enciclopedic,* Editura Științifică și Enciclopedică, București.

EUROSTAT

Florescu C. (1997), *Marketing,* Pitești: Editura Independența Economică, 199-270.

http://bunadimineata.ro/de-dimineata/travel-calatorii/15-curiozitati-despre-grecia/

http://grecia.travelon.ro/transportul/

http://www.ziare.com/economie/criza-grecia/sectorul-infloritor-care-salveaza-economia-greciei-de-la-prabusire-crestere-importanta-in-2015-1403821

https://blog.terravista.ro/top-25-de-curiozitati-despre-grecia-si-greci

https://www.dcnews.ro/grecia-nivel-record-de-turi-ti-in-2017_536706.html

Jolibert A. and Dubois P.L. (1989). *Marketing,* Paris: Economica, 235.

Kotler P.,Haider D.H. and Rein I. (2001). *Marketingul locurilor,* Bucharest: Editura Teora, 9.

Krippendorf J. (1971). *Marketing et tourisme,* Berne, Paris: Herbert Lang&Cie SA, 20.

Postelnicu G. (1997). *Introducere în teoria și practica turismului,* Cluj-Napoca: Editura Dacia, 9.

APENDIX: QUESTIONNAIRE

1. From what category of tourists do you belong to?

- Romanian tourists
- Foreign tourists

2. Have you ever travelled to Greece?

- YES
- NO

3. If YES, what was the purpose of choosing Greece as a tourist destination?

- Landscape
- Cultural events
- Holy places
- Rest/recreation
- Accessible Prices

4. How do you perceive the importance of cultural tourism in Greece?

Not important at all	Less important	Indifferent	Important	Very important

5. How do you consider the development of the cultural tourism in this country?

Not important at all	Less important	Indifferent	Important	Very important

6. What do you think are the main cultural tourist attractions in Greece?

- Acropolis
- Agora
- Meteora
- The Venetian Castle in Zakynthos
- The Byzantine Museum
- Mount Athos

7. What would you like to visit in Greece?

- Places of worship
- Landscape
- Old buildings with historic value
- Theatres
- Cultural events

8. How would you characterize the Greek people?

- Hospitable
- Welcoming
- Friendly
- Indifferent
- Sociable

9. What do you think about the price lists in Greece?

Very small	Small	Accessible	Large

10. How many times did you visit Greece?

- Once
- Twice
- Three times
- More than three times

11. How many days would you spent in this country?

- A day
- A weekend
- A week

- More than a week

12. Specify the importance of information on cultural tourism in Greece using the attributes below:

	Not important at all	Less important	Indifferent	Important	Very important
Mass media					
Online					
Tourism agencies					

13. When choosing a tourist destination, what would you like that destination to offer you?

- Unforgettable experiences
- Cultural events
- Traditional food
- Traditions/local customs

14. Do you consider that Greek cultural tourism is sufficiently promoted?

- YES
- NO

15. If you were asked to take part in a cultural circuit in Greece, would you participate?

- YES
- NO