

**CULTURAL TOURISM, YOUNG PEOPLE AND DESTINATION  
PERCEPTION: A CASE STUDY OF DELPHI, GREECE**

Submitted by,  
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.....Nikolaos Boukas.....

## **Abstract**

The aim of the study is to identify young visitors' perceptions of the archaeological site of Delphi in Greece by measuring their importance and satisfaction levels from a series of cultural attributes through importance-satisfaction analysis. Even though young people are an important segment of the tourism industry little research has been done concerning their actual behaviour towards culture and cultural destinations. Given their significance, an examination of their perceptions towards cultural destinations can give useful insights. This can be done both academically, for the enrichment of theory, but also practically, for the appropriate management of cultural sites according to their needs and wants. In this study it was found that young visitors consider culture as one of the most important motives for travelling. According to the respondents, attributes related to monuments/exhibits at the site are more important than the facilities and amenities provided by its managers. The research identified that, overall, young people were fairly satisfied with Delphi, particularly with its beauty and landscape, but less satisfied with the man-made interventions. Importance-satisfaction analysis indicated that issues concerning the organisation and promotion of the site have positive levels of satisfaction, while issues concerning education and quality have comparatively negative levels. Factor Analysis derived three groups of attributes that should be considered for the future planning of the destination: 'Place and Experience'; 'Amenities and Quality'; 'Facilities and Operation'. Finally, Cluster Analysis indicated that there are three main segments of young visitors in Delphi which, according to their profile, develop

certain behaviours that should also be taken into account for the future promotion of the site; 'The Greeks'; 'The Americans and others'; 'The French'. Therefore, better management strategies according to the needs and wants of this dynamic market would make the site more attractive, contributing to the promotion of cultural tourism in general. The study found that young people are great 'consumers' of culture and seek to enrich their knowledge while visiting cultural destinations. If a cultural destination meets their specific needs and wants, greater levels of satisfaction will be generated. Positive levels of satisfaction will lead to a series of positive consequences: loyalty, mouth to mouth marketing and peer influence. This, in addition to the fact that young people are the tourists of the future, can lead to the creation of consciousness for culture while travelling and to the enhancement of the potential visitation of the site in the following years.

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## **CHAPTER ONE**

### **Introduction**

#### **1.1 Background**

The importance of cultural tourism is significant; it has positive economic and social impacts, it vitalises destinations that would otherwise be forgotten or undeveloped, while increasing the demand for visitation to cultural places providing the resources for the expansion of conservation activities (McKercher and du Cros, 2002). In this way cultural tourism supports culture and enhances other forms of tourism (other than mass tourism which are common in southern European countries, like Greece). Youth tourism is an important dynamic form that has special characteristics and involves high numbers of people from various nationalities (Richards and Wilson, 2003). Culture is one of the greatest motives for youth travel as young tourists seek to explore other cultures in their travel experiences (Moisă, 2007). Moisă (2007: 441) suggests that ‘the fact that visiting some historical objectives and some monuments became one of the most frequent activities, underlines the importance of culture regarding the travel experience and tends to indicate the traditional orientation to the cultural experiences’. For this reason a study examining the perceptions of young people towards cultural destinations can give insights into the behaviour of this upcoming market and the phenomenon of cultural tourism as a specific tourist activity.

Even though there has been some progress in the field of young tourists’ behaviour (Carr, 1998; Schönhammer, 1992; Shaw and Williams, 2004) and

tourism in cultural destinations (McKercher and du Cros, 2002; Richards, 2001; Stebbins, 1997), in general there is a lack of data concerning actual young tourists' behaviour in cultural places. Many people think that cultural tourism is the preserve of older people (Fraser, 2001). However, young people are important consumers of culture, and greater research effort is required to understand youth culture consumption (Scottish Executive et al, 2001). Studies of young cultural tourists are clearly important because they are tomorrow's adult visitors and their experiences as younger people are identity-forming and help to understand their behaviour in later life more fully. By failing to understand young people as a segment, opportunities to maximise value from the site as well as to operate it in a more sustainable manner are lost. Taking into consideration both the importance of young people for the tourism industry and the fact that young tourists are future adult tourists with their own autonomous buying behaviour, an investigation of their profile as consumers of a specific type of tourism, cultural tourism, is not only desirable but essential for both academic and practical reasons.

### **1.1.1 Cultural tourism: an overview**

Culture is a complex concept that is open to different interpretations. Jenks (1993: 9) argues that: 'the dominant European linguistic convention equates 'culture' largely with the idea of 'civilisation'. According to Burns (1999), culture amalgamates a series of components, from religion, myths, values, ideologies, education, language, legal and political frameworks to economics, technology and material culture and social organisations and kinship. Shaw and Williams

(2004) add that culture can be viewed in terms of 'high' and 'low' culture. High culture refers to those aspects of culture which are most highly appreciated by a given society's political, social, economic, and intellectual elite (Gray and McGuigan, 1993) while low culture involves mass and popular culture (Shaw and Williams, 2004). The categorisation of culture as high or popular is important since different groups of visitors have a different motivation for, and understanding after visiting them. Anadon (2004) defines high or elite culture as art museums, classical symphony, ballet and dance companies, opera, art galleries and live theatre. This type of culture is usually consumed by people who are highly educated and socially distinct from the 'masses'. On the other hand, Anadon (2004) defines popular culture as culture consumed and accessible by a wide range of audiences including differing ages, races, and socioeconomic background. She includes in this kind of culture, non-art museums such as aquariums, arboretums, botanical gardens and observatories, nightlife such as comedy and dance clubs, dance studios, bands and orchestras and, finally, movie theatres and film festivals. According to this categorisation, cultural tourists' market differ according to the 'given' cultural tourist product.

Visits to cultural destinations or visits to destinations for seeing culture and cultural aspects, is an activity seen in humans since ancient times. UNESCO (2003: 12) defines cultural tourism as 'travel concerned with experiencing cultural environments, including landscapes, the visual and performing arts, and special (local) lifestyles, values, traditions, events as well as other ways of creative and inter-cultural exchange processes'. According to McKercher and du Cros (2002), people were travelling for what is called in nowadays 'cultural

reasons' since the Roman era. One of the basic motives for travelling was always to see buildings and monuments of great architecture, to meet other cultures and civilisations and to experience different customs and events. Loukatos (1982: 65) argues that the beginning of 'archaeological tourism' was observed in: 'Alexandrian and Roman times, when Greece drew visitors fascinated by the products of her great classical era' and the 'modern' word tourism replaced the Greek word 'periegesis' (περιήγησις) that meant 'a guided tour round sites of historical and archaeological interest' (Loukatos, 1982: 65). Pausanias, a second century Greek sightseer and geographer interested in monuments of the archaic and classic period and their historic frameworks and 'holy' backgrounds, wrote one of the most valuable guides to archaeological research and findings, the '*Periegesis of Greece*'. It is divided into ten books, one book for each city of Greece (Melloti, 2002). Moreover Pausanias travelled a lot, prior to his 'Periegesis' to other places such as the Middle East, Syria, Palestine, Egypt, Macedonia, Epirus and areas of Italy (University of Patras, 2006). According to Melloti (2002), Pausanias presented the places that he visited emphasising mostly monuments and archaeological remains, while he wrote guides possibly mainly for young aristocratic Romans who were travelling for educational reasons. These are the first traces of cultural tourism.

Cultural tourism began to be considered as a separate tourist category in the late 1970's when the tourist industry understood that a percentage of tourists travel to gain knowledge on the culture and heritage of another destination (McKercher and du Cros, 2002). Down the years, cultural tourism has been transformed from a specialised niche activity for well-educated people to a mass interest, high profile phenomenon. In the late 1980's and 1990's cultural

and heritage assets contributed to the satisfaction of tourists' tastes to a great degree (Francis et al, 2001). According to McKercher and du Cros (2002), the act of movement to another place for tourist purposes largely involves an element of culture: people that leave their home places for visiting other destinations experience temporarily something new in a different cultural dimension. Moisă (2007) indicates that people travel to experience something different in cultural terms and that this motive is one of the strongest for young tourists to travel. The presence of culture in contemporary tourist activity is obvious while even travels that are not focused on culture as an attraction may be composed of cultural elements and experiences. The importance of cultural heritage assets for tourism can be signified by the World Tourism Organisation's (WTO) estimate that 37 percent of international tourists are cultural tourists (Graton and Richards, 1996). In countries with rich cultural resources, like Greece, culture has always played an important role as an element for the tourist product of the country. Culture, either as a motive or as an attraction, brings tourists to certain destinations. In this sense culture is a dynamic resource that can be planned and promoted harmoniously to attract tourism to a destination.

### **1.1.2 The significance of youth market**

The significance of the youth market is reflected in the fact that over eight million air and surface tickets are sold every year to youth and student travellers by 400 companies that specialise in youth tourism and belong to the Federation of International Youth Travel Organisation (FIYTO) global trade association.

This provides revenues of more than eight billion U.S. dollars (Kim and Jogaratnam, 2002). The World Tourism Organisation (WTO) estimated that in 2001, 140 million of the total 700 million, or 20% of the total of international travellers, were young people (Trendafilova, 2000).

The World Tourism Organisation (WTO) defines the youth tourism market as people between 16 and 25 years old who take a trip that lasts at least one night's stay. The Youth Tourism Consortium of Canada expands this variation to 30 years old (Youth Tourism Consortium of Canada, 2004). Hickey (n.d.), describing the youth tourism market in Ireland, includes even older ages and mentions that the typical age of the youth market is between 18 to 35 years old. Hickey's definition appears to have a wide range of ages. It is also important to remember that there are probably differences between 18 year-olds and 35 year-olds. The former is beginning to leave home at that age while the latter category has spent some time away from home and has already been independent. However, for marketing and commercial reasons the age margins for someone that can be called youth are increased (Carr, 1998). Under this scope, even people that are 35 years old can be considered young people.

Youth tourism is growing rapidly every year - one fifth of all tourism journeys in the world are made by young tourists, while young tourists tend to travel more frequently and for longer periods (Richards and Wilson, 2003). From a more anthropological/sociological perspective, youth tourism is important since it encompasses the involvement of young people in other cultures and nationalities and helps their personal recognition and progression. As the WTO (1985: 42) states: 'The role of youth tourism in respect to its lasting political

effects and attitudes adopted by young people towards their own country and other nations is invaluable'. Besides educational and recreational purposes, youth tourists travel because it is fascinating, because they want to meet people or because they want to feel a sense of freedom (Schönhammer, 1992). According to Hunter-Jones (2004), the participation in leisure activities for young people is crucial for their development, their identity's establishment and the expansion of their self-concept. Furthermore, she suggests that this participation adds '...structure and meaning to the lifestyle of young people' (Hunter-Jones, 2004: 249).

Even though the existence of youth tourism has been seen since the Grand Tour era, when young aristocrats travelled around Europe for mainly educational reasons (The Metropolitan Museum of Art, n.d) and kept diaries of their observations of various customs and styles of life of other cultures (Shaffer, 2004), the growth of youth tourism increased massively at the end of the Second World War, when young people mostly travelled accompanied by their parents and family (Carr, 1998). As the Youth Tourism Consortium of Canada (2004: 1) states; 'Born out of international peace initiatives, post-war youth cultural exchanges encouraged young people to travel far from home'. Carr (1998) argues that from 1960 onwards, young tourists tend to be a specialised market with certain interests. However, over time young tourists became an autonomous part of the tourism market, gaining power to control the decision making process and to choose where they would like to travel independently. According to Richards and Wilson (2003), the youth 'drifter' and 'wanderer' of the 1970's became a mass tourist with global influence on overall tourism development. After the progress of the global tourism movement with

the widening of the variety of tourist destinations, the continuous reduction of prices, and the alternative means of transport – and the revolution in the travel industry with the use of air travel – youth tourists have become a highly autonomous market with their own needs, wants and preferences, and with critical thoughts towards different forms of offered tourist products. From the 1990's onward youth tourists were characterised as a vital part of the total tourism industry and their number has annual increases of between 20% and 25% (Youth Tourism Consortium of Canada, 2004).

The significance of youth tourism as a research field was accentuated for the first time in November 1991 in New Delhi, where the main topic of the conference of the World Tourism Organisation was about young people as travellers (Moisă, 2007). Richards and Wilson (2003) indicate that even though the significance of the youth and student market has been identified, there is limited research and hence there are difficulties in the identification of the youth tourists' role in the overall market. Traditional ways of gathering data concerning the profile of visitors do not distinguish between youths and adults, therefore as Carr (1998) argues there is no information as to the real significance of the youth market to overall world travel.

Backpacking is a notable theme, popular enough in the youth tourist literature. Even if there is no certain norm that backpackers are youth tourists – someone could be an adult backpacker – there are basic assumptions that backpacking is targeted mostly at young people. As Shaw and Williams (2004: 156) suggest: 'the mass institutional form of backpacking has also been aided by the growth of specialised tour companies that market, mainly to students, adventure holidays

of basic backpacking experiences'. Cohen (2003) suggests that as youth tourism became a mass phenomenon, there are several sub-types of 'drifters', one of them 'backpackers'. Pastor (1991) indicates that a great number of youth tourists prefer non commercial types of holidays which are related to backpacking.

In many cases young ages are connected with students. Obviously, students are a notable sub-segment of youth tourism. Mintel International Group (2004) state that the efforts for studying youth markets have only emerged in the last decades, with the increase of the European student population as students are a vital part of youth tourism. As Shoham et al (2004) indicate, students tend to travel more than their parents and grandparents, while free time and cheap travel prices help this situation. Moreover, student numbers are increasing, therefore need for travel and tourism by young people is increasing, as well; 'the rapid growth in student numbers around the globe highlights the optimistic prospects for youth and student travel' (Richards and Wilson, 2003: 21). In any circumstances, the importance of youth tourism is referred to by the Youth Tourism Manifesto (1981: n.p.) whereby:

'public and spiritual authorities of all nature must take all possible steps, within the limits of their field of competence, in order to encourage the youth practicing a well-conceived tourism, in an independent and humanist spirit, generating international fraternity'.

Nevertheless, while the significance of youth and student markets is evident, there is limited research concerning their characteristics and their behaviour

during their travel and therefore the need for further understanding of their profile and behaviour in certain tourist activity is essential.

### **1.1.3 Measuring perceptions: customer satisfaction**

Tourists' perceptions are a significant aspect that can influence the tourists' destination choice (Keung, 2000). What tourists perceive as important for a destination, and how they perceive it, can influence them positively or negatively towards that destination. Therefore, knowing what they perceive as significant is vital for the future development of the destination. In the current study, perceptions are measured through the measurement of the perceived importance that young visitors attach to cultural destinations and the perceived satisfaction from the archaeological site of Delphi, respectively.

Customer satisfaction is essential for every kind of company. It is a term that has been discussed by many people in the past such as social psychologists, marketing researchers, and researchers of consumer behaviour (Pizam and Ellis, 1999). Several studies have found that it costs about five times as much as in time, money and resources to attract a new customer as it does to retain an existing customer (Pizam and Ellis, 1999). The importance of measuring consumer satisfaction is significant and derives from its purported impact on repeat purchase behaviour and brand loyalty (Simintiras et al, 1997). According to Bennet et al (2005: 99): 'satisfaction is an antecedent of attitudinal brand loyalty, with increases in satisfaction leading to increases in attitudinal brand loyalty'. Furthermore, they add that examining the post-purchase behaviour

plays an important role when determining whether the buyer will buy the product/service again (Bennet et al, 2005). As Churchill and Surprenant (1982) note, satisfaction is a major outcome of marketing activity and links processes like purchase and consumption with post-purchase phenomena such as attitude change, repeat purchase, and brand loyalty. Moreover, overall satisfaction can predict efficiently customer behaviour and intentions (Olsen and Johnson, 2003), therefore its significance is great.

Customer satisfaction/dissatisfaction is a comparison of customer expectations and perceptions regarding the actual service encounter (Hoffman and Bateson, 1997). Parker and Mathews (2001) indicate two approaches for defining customer satisfaction: it can be viewed as an outcome of a consumption activity or experience as well as representing a process. Anton (1996) defines customer satisfaction as a state of mind in which an individual's needs, wants and expectations throughout the product or a service life have been met or exceeded. This action has many possibilities to lead to repurchase of that product and service and in expansion to brand loyalty. Given that past research suggests that loyal consumers tend to spend more than those that are not, and that they can contribute to a high degree by positive word of mouth recommendation, they are considered as the most favoured and precious target group by companies (Bennet et al, 2007). Knowing the perceptions of young visitors in terms of their satisfaction with the archaeological site of Delphi can give useful information for the future development of the destination.

#### **1.1.4 Marketing cultural and heritage destinations**

With the expansion of the tourism industry the level of competition not only in micro level (industries), but also in macro level (in terms of destinations) has been significantly increased. Therefore, destinations that some decades ago were isolated, nowadays with the growth of the international tourism play a vital role in the total tourist activity. In a sense, this trend is also expanded in the levels of regions and cities.

Culture is a factor that attracts people to certain destinations. Therefore, marketing of cultural and heritage destinations is an important tool for the global tourist industry. As McKercher and du Cros (2002: 107) argue: 'The use of marketing approaches to asset management provides a number of benefits for cultural heritage managers, whereas the failure to do so presents a number of threats to the sustainability of the asset'. Marketing cultural and heritage destinations is not a simple process, taking into account the diachronic significance of them for humanity. Misiura (2006) indicates that the marketing of a heritage destination involves the identification of the needs and wants of the visitors, but under the constraint that the heritage destination or historic property must be protected. She continues by stating that the effective marketing strategy in heritage destinations is a combination of stimulating the demand through meeting its needs and wants, and determining, without trespassing, the extent to which the destination will be negatively affected and hence not be sustained for the future generations. Smith (2003), adds that many destinations have selective marketing strategies in order for the tourism development to be small-scale and appropriate. Furthermore, she indicates that marketing is also

used for attracting a certain profile of people (i.e. culturally sensitised). However, she concludes, the balance is very delicate because tourists that spend money on a destination (contributing to the local economy and giving funds for the preservation of the destination) are sometimes not culturally aware. However, as Hughes and Allen (2005) argue there is a beneficial relationship between culture and tourism. Culture gives the assets for the growth of cultural tourism, which in turn enforces the tourism industry. Revenues from the tourist industry allow cultural assets to be sustained where otherwise they may have deteriorated. Moreover, cultural tourists as a market are preferable because they are 'typically well educated, affluent and broadly travelled, (and) they generally represent a highly desirable type of upscale visitor' (Holcomb, 1999: 64). Nevertheless, culture in reality is a significant resource that attracts millions of tourists and visitors all over the world. Deciding how to market cultural destinations, in terms of those attributes that are considered important for the demand for culture and those characteristics that attract visitors (through the satisfaction levels of the demand), is important for the management of the cultural and heritage destination, and for its future development and sustainability.

## **1.2 Aim and objectives**

The aim of the study is to identify the perception, importance and satisfaction levels that young tourists attach to a major cultural destination, in this case the archaeological site of Delphi in Greece. In so doing, this thesis contributes to tourism studies by providing an understanding concerning the actual young

tourists' behaviour in cultural destinations, identifying their profile and mentioning the motives they had for visiting cultural destinations and the importance of culture in their travels overall. Furthermore, it mentions which features or attributes are considered less or more important during young tourists' travel to cultural destinations. Moreover, it illustrates the satisfaction levels that young tourists have from their visit to the archaeological site of Delphi, as a case study of a major fame cultural destination of the ancient Greek classical era, from the same attributes and overall. Additionally, it provides understanding of how certain demographic and travel characteristics, such as age or occupation, can influence the importance they attach to culture as a motive for travelling and their overall satisfaction with Delphi. From a marketing management perspective, this thesis provides insight into how Delphi and similar cultural destinations have to be managed as far as the importance and satisfaction levels from a series of destination attributes are concerned, highlighting the way that cultural assets, reserves of the past, constantly attract new generations and create a specific demand for culture in parallel with a framework for a positive attitude towards it.

In the fulfilment of this thesis, efforts have been made to examine the behaviour of young tourists in heritage cultural destinations, through the measurement of their perceived importance of cultural places in general, and their satisfaction levels with a series of attributes of Delphi. The analysis is based on primary data of quantitative and qualitative research, collected from the site of Delphi, during August and September 2006.

The main objectives and research questions are (see also Figure 3.2 for detailed analysis):

- First, to identify the role of culture in the overall travel experience of young tourists.

This objective tries to examine how important culture is as a motive for travelling, for young tourists. Specifically, it tries to explore the reasons young tourists visited the archaeological site of Delphi as well as what elements motivated them to visit the specific cultural destination. Moreover it examines the role of culture in the overall travel experience, in order to find the strength of culture as a reason for visiting the archaeological site of Delphi.

- Second, to examine the perceived importance of the major cultural tourism destinations to young tourists.

This objective tries to examine the importance that young tourists attach to cultural destinations in general. Specifically, it tries to explore the importance levels young visitors attach to a series of attributes that compose cultural destinations, in order to find out which of them are more important.

- Third, to investigate the perceived satisfaction among young tourists visiting a major cultural destination (Delphi).

This objective tries to examine how satisfied young tourists are with the archaeological site of Delphi. Specifically, it tries to assess the levels of overall

satisfaction of young tourists with the archaeological site of Delphi, in order to find if they had a positive or negative experience. Furthermore, it investigates the levels of perceived satisfaction of young tourists from the same series of attributes mentioned in the second objective, with the archaeological site of Delphi specifically.

- Fourth, to attempt to measure and explain the gap between the perceived importance and the perceived satisfaction levels among young visitors, of the mentioned attributes of cultural tourism destination.

This objective tries to examine the discrepancy between the perceived importance of young visitors from the series of attributes that make up a cultural destination and their perceived satisfaction from the site of Delphi. Specifically, it examines the gap between importance and satisfaction levels from the series of attributes of the cultural destination, in order to find out if there is positive, neutral or negative satisfaction.

- Fifth, to investigate whether there are differences in importance and satisfaction based on the different backgrounds of the young people surveyed.

This objective tries to examine possible associations between the levels of perceived importance and satisfaction of young tourists and their demographic and travel characteristics. Specifically, it examines the associations between the role of culture in the overall travel experience as well as the overall satisfaction, and the demographic and travel profile of young tourists in Delphi. Furthermore,

it discovers the association between the importance of culture for young visitors and their overall satisfaction from the cultural destination. Finally, it attempts to find indefinable market segments (subgroups) within the youth tourism market to the cultural tourism destination (in this case, Delphi) and the associations between the importance of culture for young visitors and the subgroups' characteristics.

- Finally, to investigate strengths and weaknesses of a major cultural destination in order for them to be taken into consideration for the future development of tourism, in terms of marketing management strategy.

This objective tries to find out the strengths and weaknesses of Delphi according to young tourists. Specifically, it examines what the strengths and the weaknesses of the cultural destination are, according to young visitors' perceived satisfaction from the specific attributes of the destination, and which attributes must be improved or maintained in order for the cultural destination to be more attractive to young visitors.

### **1.3 Location of research and a brief rationale for its selection**

The location of research is the archaeological site of Delphi in Central Greece (or Sterea Hellas). The site was chosen among other cultural destinations of major fame around Greece (Olympia, Cnossos, Delos and Mycenae). The selection of this specific site was made according to a series of criteria related to the sites and their development. Eleven criteria were used for selecting the

cultural site of Delphi and these are discussed in the Methodology Chapter. The popularity of the site, the fact that it is one of the most important cultural destinations in Greece and the time and money constraints in combination with the need for in-depth analysis with the use of statistical data analysis were the reasons for focusing on only one destination as a case study. Moreover, even though a comparative study would give information, it was not judged to be meaningful for the specific objectives since the perceptions of young tourists towards cultural destinations could be examined sufficiently in the archaeological site of Delphi.

Therefore, according to the above criteria, Delphi was considered to be the most appropriate case study. Delphi is a magnificent archaeological destination with weighty significance and of unique interest. It represents the holiness of the ancient years and reflects the glory and greatness of the ancient Greek civilisation. Delphi is located in central Greece and is a beautiful Hellenic landscape on the hills of the popular (because of winter sports) mountain Parnassus, some kilometres distant from the Gulf of Corinth and the coast. Delphi is located in a central position, it is accessible all-year-round and is almost two hours from the capital city of Greece, Athens. The popularity of the site is evident; it comprises a significant component of Hellenic cultural tourism and attracts many visitors annually. Moreover Delphi is a holistic destination with many monuments and thesauri of ancient Greek heritage and a famous archaeological museum on its site. Delphi attracts thousands of visitors every year (ESYE, 2007) while the fact that it is easily accessible and near to many other major destinations with various characteristics, indicates the diversification and variety of people visiting. Even though it is influenced, slightly, by weather

conditions during winter, it accepts many forms of visitors; from cultural tourists to sight-seers and mass tourists that come to admire its glory and beauty. Last but not least, Delphi was the most appropriate destination to conduct the survey because it covered the entire practical needs of the researcher, concerning time, cost and issues concerning the accessibility to it.

#### **1.4 Structure of the thesis**

The thesis is divided into seven chapters including the introduction and conclusion chapters. The literature review of the thesis presents an insight into the key aspects of the theoretical background. Therefore, issues concerning culture and heritage, cultural tourist typologies, the youth tourism market as well as the attributes that compose a destination and the satisfaction theory are presented in Chapter Two. The aim of the literature review is to locate the thesis in the current body of work in tourism studies, specifically in the area of cultural tourism, youth tourism and young people's culture.

The third chapter covers methodological issues. The methodology presents background information about Greek tourism and the case study selection, as well as a step by step account of the procedures used in order for the research aim, objectives and questions to be fulfilled. Therefore, concepts relevant to research design, data collection methods, sampling and data analysis are highlighted in order for the justification of the specific methods and techniques used to be explained.

Chapter Four presents the findings from the quantitative research. The scope of the chapter is to present the main findings of the quantitative research that was used for giving answers to the main objectives of the study. Specifically in the chapter, effort is given to highlight the profile of the sample and to present findings concerning the importance of young tourists/visitors for culture and attributes of cultural destinations and their perceived satisfaction from the site of Delphi.

Chapter Five presents the findings from more complex quantitative analyses: factor and cluster analyses. The chapter aims to give insights into the characteristics of cultural destinations and youth market in Delphi. Factor Analysis is used for concentrating a series of attributes of cultural destinations in factors for their better manipulation. Cluster Analysis is used for segmenting young tourists/visitors, sample of the study, in groups according to their demographic and travel characteristics.

The penultimate chapter presents the findings from the qualitative research, which functioned to support the main quantitative character of the research. Therefore, the aim of the sixth chapter is the presentation of the qualitative data such as the role of culture during travelling for young tourists, the influence for visiting cultural destinations, the strengths and weaknesses of Delphi, and the changes for attracting more young tourists to the cultural destination, as articulated by young people themselves.

The final chapter is the conclusion. The scope of the chapter is to summarise and argue the main findings of the study, to present the limitations of the research and to highlight issues and implications for further research.

## **CHAPTER TWO**

### **Literature review**

#### **2.1 Introduction**

Many people travel to heritage destinations to experience something new or something different. Cultural heritage is so strong, as a motive for travelling, that the tourism industry is tightly connected to it. Moreover, cultural places create the tourist image of many countries worldwide (i.e. the Coliseum for Rome, the pyramids for Egypt, etc.). The development of cultural tourism created the need for a better study of cultural tourists and their behaviour. Moreover, with the expansion of youth tourism and their 'thirst' for knowing other cultures, the need to study this specific group of people in cultural destinations became urgent. What young tourists understand about culture and what their perceptions towards many features that compose a travel destination with cultural elements are, are key issues that are investigated through this thesis.

The aim of this chapter is to place the thesis in the current body of work in tourism studies. Specifically, the chapter aims to review a collection of published research relevant to culture and heritage, cultural tourism and cultural tourists, youth tourism, satisfaction and destination attributes.

The outline of the literature review is thematic in four main sections. The first section presents issues concerning heritage and culture and their bond with the tourism industry. It discusses the complexity of the concept of heritage, it underlines the significance that heritage can have, and illustrates how cultural heritage can become an attraction for the tourism industry.

The second section examines the typologies of cultural tourists. The section presents the definitions of cultural tourists, the methods that are used to categorise cultural tourists, and the typologies that have been accomplished according to these methods. Additionally, a determination of the characteristics of cultural tourists is managed according to these typologies, and a comparison of cultural tourism to other forms of tourism is discussed.

The third section discusses the trends in youth tourism. The section presents the importance of young people for the tourism industry, defines who is considered young and what the characteristics of young tourists are. Moreover, it signifies the relationship of young tourists with the element of culture and cultural attractions.

The last section discusses the travel attributes or features that compose a destination. Furthermore, the section focuses on customer satisfaction issues and tourist satisfaction from the travel destinations and their characteristics and underlines the importance of satisfaction for the future development of a destination.

## **2.2 Heritage and Culture**

### **2.2.1 The concept of heritage**

Heritage is a complex issue, sometimes broad and difficult to define. It could be claimed that heritage is something that belongs to the past and is inherited by future generations. However, heritage is more than this, since it could encompass assets, facts and evidence of previous generations. This section provides a framework concerning the issue of heritage and how it is handled in the tourism industry.

The significance of heritage is a major concern that engages a series of disciplines such as archaeology, geography, heritage economics, history, tourism, etc. Additionally, when heritage and the forms of it serve the tourism industry, the planning and promoting of it must be done, in accordance with special interest groups' needs: heritage managers, community and tourism operators and having in mind conservation and maintenance issues. The balance between tourism and heritage, in association with the appropriate planning, management and promotion could produce advantageous results for the development of a place.

In postmodern societies, heritage supplies the tourist industry with symbols of the past that are represented in the present as tourist spectacles (Shaw and Williams, 2004). People consume heritage satisfying their need to experience the past. Shaw and Williams (2004) continue that postmodern consumers are aware of the past and, sometimes, this awareness has the form of nostalgia.

The demand for seeing and experiencing the past, satisfying the nostalgia of the people, generated the transformation of heritage to commodities, through the tourism industry. This demand also generated other industries that 'sell' heritage, like that of souvenirs. Hitchcock (2001) indicates that souvenirs that are bought during a holiday are connected to the travel experience but also to a generalised image of culture. Therefore, artefacts play an important role in the tourism industry because they act also as souvenirs. Hitchcock (2001: 74) continues that: "traditional' artefacts are continuing to be turned into commodities and new designs go on being created to satisfy new markets'. Under this scope, heritage is tightly connected to tourism and the importance of it is notable.

### **2.2.2 Heritage: definitions and significance issues**

Although heritage is a wide concept, certain attempts have been made to define it. The International Council of Monument and Sites (ICOMOS), defines heritage as a broad concept that includes tangible and intangible assets (McKercher and du Cros, 2002):

- tangible: such as natural and cultural environments, landscapes, historic places, sites and built environments,
- intangible: such as collections, past and continuing cultural practices, knowledge and living experiences.

Lowenthal (2005) refers to a basic categorisation of heritage in natural and cultural heritage. Natural heritage comprises fauna and flora, lands and seas, water and air. Cultural heritage encompass the buildings and engineering works, arts and crafts, languages and traditions, that humans themselves have created out of nature's raw material. UNESCO (1972) defines natural heritage as:

- natural features consisting of physical and biological formations or groups of such formations, which are of outstanding universal value from the aesthetic or scientific point of view;
- geological and physiographical formation and precisely delineated areas which constitute the habitat of threatened species of animals and plants of outstanding universal value from the point of view of science and conservation;
- natural sites or precisely delineated natural areas of outstanding universal value from the point of view of science, conservation or natural beauty.

In contrast, UNESCO defines cultural heritage as:

- monuments: architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of outstanding universal value from the point of view of history, art or science;
- groups of buildings: groups of separate or connected buildings which, because of their architecture, their homogeneity or their place in the

landscape, are of outstanding universal value from the point of view of history, art or science;

- sites: works of man or the combined works of nature and man, and areas including archaeological sites which are of outstanding universal value from the historical, aesthetic, ethnological or anthropological point of view.

Timothy and Boyd (2003) adopt various opinions about heritage and they classify it as below (Table 2.1):

**Table 2.1: Classification of Heritage**

Type	Places	Authors
<b>Natural heritage</b>	Protected areas like natural parks	Dearden and Rollins, 1993; Boyd, 1995; Butler and Boyd, 2000
<b>Living cultural heritage</b>	Fashions, foods, customs	Boniface, 1995; Nuryanti, 1996; Richards, 1996; Butler and Hinch, 1996
<b>Built heritage</b>	Historic cities, cathedrals, monuments, castles	Asworth and Tunbridge, 2000
<b>Industrial heritage</b>	Elements of a region's past that were influential in its growth and development (e.g. coal, lumber activity, textiles)	Edwards and Llurdés, 1996; Jansen-Verbeke, 1999
<b>Personal heritage</b>	Aspects of regions that have value and significance to individuals or group of people	
<b>Dark heritage</b>	Places of atrocity, symbols of death and pain, and elements of the past some would prefer to forget	Lennon and Foley, 1999

**Source:** Timothy, D. J. and Boyd, S. W. (2003:3)

Practically, there are opportunities for a destination to include more than one type of heritage. For instance, a natural park could include a castle or a museum. Therefore, the interpretation of visitors' behaviour in heritage sites must consider that the same visitors probably visited the specific destination for different reasons. For instance, people visit Machu Picchu in Peru for the site itself, but also for the magnificent landscape and view of the Peruvian

Andes. However, even in this case, a categorisation of heritage is valuable for the appropriate planning of a destination and for the better interpretation of an area.

As far as cultural heritage is concerned, Thorsby (2000) suggests that heritage items can be interpreted as capital assets with the characteristics of ordinary physical capital in economics. He continues that cultural capital can be tangible and intangible. Tangible cultural capital is an asset that embodies a store of cultural value, separable from whatever economic value it might possess, and gives rise to a flow of goods and services over time that may also have cultural value. Intangible cultural, on the other hand, exists in ideas, traditions, beliefs and customs, together with intellectual capital existing in language, literature or music.

The complexity of understanding what heritage is, comes from assessing how different people perceive their heritage. Prentice (1993) indicates that individuals understand, perceive and become aware of their heritage and they claim it, emotively as inspiration, comfort or possession. That means that the same heritage asset could possess different meanings for different cultures (i.e. individuals).

Lowenthal (2005: 81) argues that: 'although not all heritage is uniformly desirable, it is widely viewed as a precious and irreplaceable resource, essential to personal and collective identity and necessary for self-respect'. McKercher and du Cros (2002) suggest that heritage assets have intrinsic

value to a community and extrinsic significance as tourism attractions. Depending on the individuals' perspectives, heritage has various levels of significance. Heritage assessment is not a simple matter and involves knowledge from multiple sciences such as archaeology, heritage management, history, etc. According to the NSW Heritage Office (2001), there are four main heritage assessment criteria: historical significance, aesthetic significance, scientific significance and social significance. What makes a place significant may not be immediately obvious. As Australian Heritage Commission and CRC for Sustainable Tourism, (2001: 15) indicate:

'It may be significant for the response it evokes in people or for the associations that people may have with it. It may have high aesthetic, social, religious or symbolic values. The significance may be represented in the knowledge people hold, and expressed in artworks, songs and stories'.

As a result, according to different perspectives the significance of heritage may vary. From the social point of view heritage could be important because it enforces the self-identity and the sense of inheritance, from a political perspective it could create a nations' identity (Acropolis for example is the symbol of Athens and, in expansion, of the entire Greek element in the world). From an economic perspective heritage assets could be transformed into tourist products and could be planned and marketed as a signifier for a place (the Great Wall of China for instance). Timothy and Boyd (2003) argue that

the significance of heritage can be seen in various angles that could be interrelated:

- economic significance; in terms of tourism and recreation, visitor spending, regeneration,
- tourism significance; in terms of supply and demand, heritage management, economics,
- political significance; in terms of national symbols, heritage ownership, indigenous significance,
- social significance; in terms of community values, cultural significance, sense of place and identity.

Concerning cultural heritage, Thorsby (2002) argues that there are various dimensions of cultural value that could be embodied in an item of cultural heritage:

- aesthetic value: beauty, harmony;
- spiritual value: understanding, enlightenment, insight;
- social value: connection with others, a sense of identity;
- historical value: connections with the past;
- symbolic value: objects as repositories or conveyors of meaning.

McKercher and du Cros (2002) also add educational value, scientific value, rare and common value (locally, regionally and nationally) and representativeness (also locally, regionally and nationally).

The value that practitioners and academics place on heritage is multidimensional and, therefore difficult to calculate. Wills and Eves (2005) suggest that the Total Economic Value (TEC) of heritage is:

$$\text{TEC} = \text{user value} + \text{option value} + \text{existence value}$$

where:

- *User value*: according to Graham et al (2000), may be direct and indirect. Direct value is quantifiable and can be directly priced (a visit to a museum can be priced and sold in competition with a visit to a cinema and thus give some indication of the comparative value placed upon a visit).

Indirect value is usually larger than direct value and can give pleasure to the public as well as the occupiers. Indirect value is value that confers to neighbouring properties and cannot be easily measured. For instance someone that spends €10 in a museum will probably spend 20 € in the shop of the museum.

- *Option value*: or potential value. According to Wills and Eves (2005), option value is known as the benefit which consumers might derive from resources. It displays the public willingness to pay for the preservation of heritage property.

- *Existence value*: or non-use value or intrinsic value. According to Wills and Eves (2005), this is a very complex and unclear type of value. It could be also a form of sentimental value. This form of value is irrelevant to demand and supply and fall well outside the normal conceptual framework of current use or market value.

Graham et al (2000) add to the equation one more type of value, the bequest value. According to Kakiuchi (2004), bequest value, encompasses the ability to pass the heritage on to successive generations.

Even though the equation suggests that all variables (or all the types of value) are equal, this is not the truth. Actually, defining exactly each value is a very complex task and involves scientific knowledge of economics. Moreover, there is always a chance for influence by more unknown factors that probably would change the TEC a lot. Nevertheless, simplifications have to be done in order for the estimation of TEC to be managed.

In terms of heritage economics, the valorisation of heritage is a complex issue and the study of economics must be applied for the determination of it. Heritage managers have to consider that the value of heritage is multidimensional, for the strategic management of heritage destinations. In any case, although the significance of heritage is unexceptionable, the management of it, especially for commercial or tourist reasons, is a matter of careful and distinctive planning since it embraces issues of preservation and conservation. It has to be recognised that relics of nature and antiquities are

rare, non-renewable and in limited supply and once gone, they are gone forever (Lowenthal, 2005). Lowenthal (2005: 85) also suggests that: 'all aspects of nature, as of culture, depart from the earth at varying tempos, but none endures forever'. This statement renders the conservation and protection of heritage imperative and vital. The survival and effective management of heritage depends on public awareness of its significance and vulnerability, and respect of its value (McManus, 1997). In contrast, heritage environments function to draw tourists' not only spending from their wish to experience the past, but also to provide a setting for entertainment, relaxation, or shopping (Waite, 2000). Transformation of heritage places into tourist attractions must be careful and planned appropriately and have to cover a series of needs (tourists needs in this case). Therefore, an archaeological site has a main attraction - the site itself - but it also needs a series of attributes such as a museum, a refreshment area, a car park, a shop, etc. These attributes together with the main attraction, the site, compose then a holistic cultural destination that in otherwise would not be as easily accessible and, therefore, would not satisfy many of the needs of the tourists/visitors.

### **2.2.3 Heritage as tourism motivation**

Heritage and its assets could be altered to a tourist product after measuring their significance. Cultural tourism, therefore, can generate revenues for a destination and develop a destination. The transition from Fordism (mass production and consumption of standardised tourist packages) to Post-Fordism era (characterised by technological innovation and increased and

complex needs of demand) brought changes to the consumption patterns, including heritage consumption as well (Apostolakis, 2003). The McDonaldization of tourism consumption: 'characterized by a form of mass customization presenting to tourists flexible products, based on efficient calculable holidays (Shaw and Williams, 2004: 133) also helped the differentiation of the consumption patterns. Shaw and Williams (2004) indicate that the commodification of culture (where people prefer living constructed experiences instead of authentic) is reflected by Ritzer and Liska's (1997) views on McDonaldization. Considering that in postmodern societies a significant characteristic is the merging of different time periods (Shaw and Williams, 2004), heritage tourism gains acceptance and fame constantly, since tourists seem to move away from the sun and sea type of vacation and seek more sophisticated types, characterised by differentiation, uniqueness and exclusivity (Apostolakis, 2003). History, thus, becomes a commodity and natural and cultural assets are transformed into tourist products. Considering also that WTO and UNESCO characterise cultural tourism as a 'good' form of tourism which could help to encounter the 'bad' form of mass tourism (Richards, 2001) and its' implications, the planning and promotion of more gentle forms of tourism such as heritage and cultural tourism is, more than ever, essential and crucial analogically.

Heritage is linked with tourism and the tourist industry. Heritage tourism has become a tourism marketing and development tool in Europe only in recent years (Richards, 1996). According to Nurick (2000), heritage is a very important motivator within the United Kingdom. He concludes that practically

all tourism in the United Kingdom is at least partly motivated by natural and cultural heritage and the importance of it, is underlined in the table below (Table 2.2):

**Table 2.2: Importance of activities in decision to come to Britain on a leisure visit (according to Overseas Visitors Survey, 1996)**

Visiting 'heritage' sites/castles/monuments/churches/ etc.	37%
Exploring historic/interesting towns/cities	29%
Visiting artistic/heritage exhibits (museums/art galleries/heritage centres/etc.)	29%
Attending performing arts, etc. (cinema/theatre/opera ballet)	18%
Visiting gardens	16%
Hiking/walking/rambling/orienteering	8%
Pleasure monitoring	4%

Source: Nurick, J. (2000: 35)

According to Prentice (1993: 5):

'heritage is not only landscapes, natural history, buildings, artefacts, cultural traditions and the like which are either literally or metaphorically passed on from one generation to the other, but those among these things which can be portrayed for promotion as tourist products'.

McManus (1997) claims that moulding heritage into a tourism product is one way of meeting the diverse market that was created after the 1980s when tourism started becoming more flexible and segmented, compared to the mass tourism standards. Boyd (2000) argues that heritage can be viewed in two different ways:

- as the interest in a region's past, including its culture, artefacts, buildings and landscapes,
- as the selective marketing of the past, based on the values that society places upon it, where the criteria to determine value differ over time and space across society.

He concludes that there is a need for a broader view that would take into consideration both a region's heritage attractions (cultural, industrial, natural, built and historic) and at the same time the different scales this heritage exists at (personal, local, regional, world). Apostolakis (2003) recognises heritage tourism in primary and secondary attractions; primary elements are those that attract people whereas secondary elements enhance these attractions.

The World Tourism Organisation has noted that almost 40% of all international tourist trips involve a component of culture and heritage as part of the overall experience (Boyd, 2000). Therefore, heritage is an important feature for tourism development and promotion. For this reason, the demand of heritage tourist products must be analysed according to heritage tourist motivations, preferences and behaviour (Prentice, 1993). Shaw and Williams (2004) state that the increase in the demand for heritage in United Kingdom is associated with the rapid de-industrialisation, and more specifically with two components: firstly, people tend to gaze at their past since their lives have changed to a significant degree in comparison with the past; and secondly, the redundant industrial sites provided 'natural' homes for the new heritage industry. Richards (1996) underlines, that the profile of a heritage tourist is

characterised by increasing levels of income and education levels. That means that heritage/cultural tourists are a special market, desirable in most cases for heritage management in terms of their ability to bring revenue to a destination and raise its awareness. Under this scope, heritage tourists are important and closer attention to their behaviour is necessary. Chandler and Costello (2002) concluded that heritage tourism destinations appeal to a mature clientele with a mean age of 49 years, married with children. However, it has been found that culture as part of the tourist product is not only a 'product' that is addressed to mature, in terms of age, people. As Scottish Executive et al (2001) indicate, young tourists in cultural destinations are an important market and more research about their behaviour and needs is essential. Therefore, the fact that heritage and culture are chosen mostly by adult tourists has not been clearly established.

Heritage and culture more widely, is increasingly a central part of the local lifestyles of a new service class with new cultural consumption preferences (Graham et al, 2000). Graham et al (2000) add that heritage tourists' motivations and behaviour do not change when travelling, in stead, interests and attitudes practiced at home are simply continued elsewhere. Apostolakis (2003) refers to the fact that heritage tourism encompasses interpersonal elements. The linkages between the site, the potential tourists' motives and their perceptions can be perceived as an interactive process. According to the Office of the Governor Economic Development and Tourism (2004), heritage tourists in Texas are interested in visiting attractions, learning about the past,

gaining new knowledge and awareness and typically are concerned with authentic and enriching experiences.

A significant characteristic of heritage tourism is authenticity (Boniface and Fowler 1993; Waitt 2000; Taylor 2001). Taylor (2001) indicates that heritage assets are not simply viewed as contemporaneous productions, but they are signifiers that are linked to the past and other ages. Authenticity under this scope is tightly connect to the 'traditional'. According to Sharpley (1994) the word authenticity also determines something that is genuine, real or/and unique. However he adds that in terms of authenticity, there are more issues in the tourism literature. For instance, Moore (2002) suggests that something that is fake for one individual could be a significant holistic experience for another.

Wang (1999) suggests that there are two forms of authenticity that can exist together, however the second is more powerful: the authenticity of toured objects and existential authenticity. He continues that: 'even if toured objects are totally inauthentic, seeking otherwise is still possible, because tourists can quest for an alternative, namely, existential authenticity to be activated by tourist experience' (Wang, 1999: 365). For example, in several tourism types (i.e. beach, landscape, etc.) tourists look for their own authentic self and their 'intersubjective authenticity' while they do not care if there is any relevance to the toured objects (Wang, 1999). For him, tourism encourages existential authenticity because people are engaging in out of their normal daily life activities and not because they consider the tour objects as authentic.

Cohen (Richards, 1996) argues that some cultural products developed for tourists may exhibit 'emergent authenticity' and be accepted as 'authentic' by both tourists and cultural producers alike. MacCannel (1973) suggests that tourists seek authenticity; however, the problem amounts to the degree they can find and experience 'real events' in the host community. Waitt (2000) argues that authenticity is used as a promotional device and what is real is open to interpretation, since marketers decide what will be authentic and what not; all representations of the past are selective and heritage, as an interpretation of the past, is open to appropriation by sectional interests within society. McKercher and du Cros (2002) add that many tourists want authenticity but not necessarily reality. Tourists as they travel, have stereotypical or romantic images about the destination. Apostolakis (2003: 800) argues that: '...people embark on heritage tourism motivated by their intrinsic feelings of nostalgia, social distinction and the need for and 'authentic' experience'.

Authenticity in heritage tourism arises many debates. For instance, for the concept of authenticity, Reisinger and Steiner (2006: 65) conclude that: 'scholars should abandon the concept and the term because there is no common ground as to their existence, meaning, or importance'. They add that the research community cannot accept the agreement of 'a determined reality with socially or personally constructed multiple realities' (Reisinger and Steiner, 2006: 65). Therefore, there is no unified concept of authenticity.

The above statements underline the complexity of authenticity in tourism studies. However, what is of the most importance is that authenticity as an attribute of a heritage/cultural destination is important. People visit cultural destinations to live an authentic experience. It is unexceptionable that authenticity is an important intrinsic or extrinsic incentive for tourists visiting a heritage site, and tourism marketers have conceptualised it, and use it in their promotional strategies.

#### **2.2.4 Culture for the purpose of tourism**

As stated, cultural heritage is extensively used for tourism purposes. As McKercher and du Cros (2002) suggest, cultural tourism assets can function as attractors of tourism demand since they amalgamate the unique features of a place that reflect its culture, history or environment and they promote the rich tapestry of cultural traditions, background and landscapes. The metamorphosis of a cultural asset into a tourist product is a sensitive matter that needs to be managed cautiously. Queries about what the significant places in an area are, the appropriateness to take visitors on them or how these places can be represented in promotional and marketing strategies are important during the planning of destinations' cultural tourist products.

Richards (2001: 37) sets two definitions for cultural tourism; a technical and a conceptual one:

- From a technical perspective, cultural tourism encompasses all movements of persons to specific cultural attractions, such as heritage sites, artistic and cultural manifestations, arts and drama outside their normal place of residence.
- From a conceptual outlook, cultural tourism is the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs.

To an extent tourism promotes and intimates cultural heritage and the importance of it. Orbaşlı (2000: 43) sets a number of reasons indicating the importance of tourism in historic towns:

- tourist interests generate a greater heritage awareness and the conservation of less obvious historic buildings,
- well-conserved buildings that are being used encourage more projects to be realised,
- community awareness of the benefits of conservation increases local involvement and demand for conservation, and the forming of local associations,
- uses are provided for otherwise redundant buildings as tourist accommodation,
- the promotion of architectural and historic values (locally and nationally) motivates cross-cultural communication.

Under this scope the relationship of tourism and cultural heritage is tightly connected since the one supplies the other. Many heritage assets would be undeveloped if the tourism industry did not develop and manage them, and on the other hand, the tourism industry needs these assets for further growth and tourist development.

Cultural tourism as well as cultural tourists, have a series of certain characteristics that can distinguish them from other forms of tourism and tourists, respectively. The characteristics of cultural tourism and the profile of cultural tourists are presented in Table 2.3.

**Table 2.3: Characteristics of cultural tourism and cultural tourists**

<b>Cultural tourism</b>	<b>Cultural tourists</b>
Small	Environmentally conscious
Well-managed	Politically open-minded
Educational	Appreciative of cultural differences
Frequently up-market	Probably travel frequently
Particular and, often, rarefied interests	Highly educated
Dedicates and presents cultural ideas	Bring a sharp intellectual and friendly energy to their encounters with foreigners
Ideas expressed in monuments and surrounding locations	Prefer handicrafts than souvenirs (seek to know how they are made)
	Refined customers with love of excellence, taste of authentic and not tolerate mediocrity

**Source:** ICOMOS (2003: viii)

However, according to the WTO (2002), cultural tourism may be unsuccessful if increasing visitation in heritage sites is not properly managed. Although there are many precious heritage sites around Europe that have the potential to attract tourists and, consequently, maximise the revenues in the surrounding areas, there is a tendency for monoculture only in mass fame heritage sites, or else, star attractions. WTO deems that the use of new

technology would play a vital role to address the consequences of this unbalanced situation.

A solution to this problem could be the interpretive planning process. Interpretation is a communication process designed to reveal meanings and relationships (of cultural and natural heritage) to visitors, through first-hand experience with objects, artefacts, landscapes, and sites (Nova Scotia Museum, 2002). It is also an educational activity that aims to reveal meanings and relationships (of cultural and natural heritage) using original objects, first-hand experience, and illustrative media, rather than simply to communicate factual information (Nova Scotia Museum, 2002). Given that there is actual interaction between visitors and sites, experiences become more alive and cultural resources can be modified from ruins of the past to tourist products revealing their meanings more easily and simply. Hence, this will activate income for the conservation of the asset and for the recognition of the general area this asset belongs to.

As an expansion of cultural tourism, Richards (2001) mentions creative tourism: the tourism which offers visitors the opportunity to develop their creative potential through active participation in learning experiences which are characteristic of the holiday destination where they are undertaken. He possesses a comparison between heritage, cultural and creative tourism (Table 2.4):

**Table 2.4: Characteristics of heritage, cultural and creative tourism**

<b>Form of Tourism</b>	<b>Primary time focus</b>	<b>Primary cultural focus</b>	<b>Primary form of consumption</b>
Heritage tourism	Past	High culture Folk culture	Products
Cultural tourism	Past and present	High and popular culture	Products and processes
Creative tourism	Past, present and future	High, popular and mass culture	Experiences

**Source:** Richards (2001: 65)

Creative tourism would be a suitable method for attracting visitors to a cultural place. It can be conceived that creative thought in tourism and interpretation methods have many issues in common. As a paradigm, the use of language in order for the meaning of cultural assets to be recognised is used in both practices. According to Interarts – UNESCO – AECI – Forum Barcelona (2004), at present, language tends to be seen as an education issue, or is present in a passive form in bilingual destinations (for example through signage and tourist brochures). Hence, visitors are not able to understand and, consequently, holistically experience, the meanings of the cultural asset. The ‘wooden’ phrasing sometimes used by scientists and academics is not always actually understood by certain target groups of visitors at heritage places such as young people. Both creative tourism and interpretation contribute to the simplification and, thus, to the facilitation of visitors towards heritage destinations.

However, Richards (2001: 66) concludes that creative tourism, although it is desirable and effective, sometimes cannot be applied easily: ‘by giving the visitor more leeway to interact with the material being presented, and to generate their own meanings, the choice of perspectives becomes more difficult’. In other words, the problem is that there are circumstances where

meanings are interpreted in different ways according to the different perceptions of visitors, therefore often the complete meaning of the asset is misunderstood. All interpretations and narratives could be unequal and diverse.

Furthermore, Richards and Wilson (2006), add that creative tourism is not always the solution for every case or the alternative choice to the traditional type of cultural tourism. They add that the turn to creative tourism could only be an option among other potential options since there are problems concerning the reproduction of culture. The reproduction of culture exists when the same destinations such as historical cities reproduce the same image that cannot denote their distinctiveness (Richards and Wilson, 2006). Zukin (2004: 8) suggests that 'so-called 'cultural cities' each claim distinctiveness but reproduce the same facilities in any number of places, echoing industrial globalisation with its geographically widespread production but concentrated consumption'.

Given the above statement, creative tourism can bring unwanted results. For this reason, the development of creative tourism should be planned carefully otherwise the real meanings of the cultural destinations and their distinctive character that makes them unique will be misunderstood or lost.

## **2.3 Typology of cultural tourists**

### **2.3.1 Cultural tourists' definitions**

Several definitions have been suggested in order to distinguish cultural tourists from other tourists visiting a destination. Logically, tourists who take in cultural activities while travelling outside their home communities could be considered cultural tourists. However, this is a very simplified characterisation of cultural tourists since more manifold notions such as intentions and motivations complicate the interpretation.

World Tourism Organisation - WTO (1985) defines cultural tourists as the people that travel for mostly cultural motivations, which they suggest includes study tours, performing arts, cultural tours, travel to festivals, visits to historic sites and monuments, folklore and pilgrimages. McKercher (2002: 30) defines cultural tourists as people 'who visit, or intend to visit, a cultural tourism attraction, art gallery, museum or historic site, attend a performance or festival, or participate in a wide range of other activities at any time during their trip'. Du Cros and Johnston (2001) claim that cultural tourists visit a cultural site in order to experience a deeper understanding and meaning from their visit. They want to consider themselves travellers rather than sight-seeing tourists. Cultural tourists travel for the sake of either experiencing another culture or the cultural attractions of a place (Cultural Ministers Council, 2001). Stebbins (1997: 450) argues that for true cultural tourists: 'the main rewards would seem to be self-actualisation, self-enrichment, self-expression, self-gratification, and enhancement of self image'. Concerning

these statements, cultural tourists are an autonomous kind of tourist having their own character and personality and differ a lot from traditional mass tourists.

However, cultural tourists are not only the people that travel to a destination in order to live a cultural experience. McKercher and du Cros (2002) underline that a cultural tourist is anyone that attends to a cultural commodity regardless of the reason for visiting the destination this commodity belongs to. In this sense, the need for a cultural tourists' typology in order to better crystallise the travel intentions, motivations and behaviour of cultural tourists, is emphasised.

### **2.3.2 Typologies of cultural tourists**

Cultural tourism encompasses several diversities, thus the explanation of cultural tourist behaviour is not an easy theme. For instance, a cultural tourist is someone that travels to the Acropolis in Athens because it was his/her intention to do so, but also someone who turns up there because Athens is a stopover to a Greek island, or because he/she had to attend a conference and visiting the Acropolis is a part of the entertainment programme of the conference organisation. From this point of view, these three categories of tourists are visitors to a cultural destination, however it would not be appropriate to generalise since their travel intentions, their purpose of travelling and, possibly, their expectations and behaviour towards the cultural destination, are different and less or more complex to be analysed. Hence, the recognition of cultural tourists could be complex and multidimensional.

Additionally, past and previous attempts to research, describe and analyse cultural tourists, are generic and treat them as a single entity (McKercher, 2004). As far as the methods for measuring cultural tourism demand are concerned, Prentice (1993) states that the last is reflected in terms of motivations, preferences and behaviours of tourists visiting cultural and heritage places and in the absence of information relating specifically to tourists, to the motivations, preferences and behaviours of the population in general from which tourists are supplied. However, he concludes that demand analysis, motivational and activity analysis are areas that have not been researched adequately.

From the supply side, cultural tourism can be defined by attendance at specific cultural venues, festivals, events of heritage and culture, by tourists. On the other hand, when viewed from the demand position, cultural tourism is defined as tourists satisfying their need for new cultural experiences. Considering these statements, it is concluded that the feasibility of developing an agreed definition for cultural tourism and, therefore understand cultural tourists, is problematic. Consequently, the explanation of cultural tourism behaviour is a major and complex issue that needs further examination.

The categorisation of cultural tourism is useful because their characteristics are identified. From a marketing perspective this is very important because this leads to better segmentation and more effective promotional strategy. A popular method used to measure cultural tourists' profile is according to socio-

demographic features. Many studies have approached classifying cultural tourists using statistical data from their demographic and social profile. From this perspective, age, sex, educational levels, income levels, length of stay, type of accommodation and expenditure levels, are discussed (Fraser, 2001). Culture and origin are important components, as well. Therkelsen (2003) signifies that cultural tourists have an above average education, have a high level of total tourism consumption and go more on short breaks than tourists in general. Lord (2002) suggests that education is the single most significant factor that influences cultural participation, affluence and travel, and that educational attainment levels are rising. He also claims that since women participate effectively in cultural tourism activities and since they control more income, make decisions regarding children's leisure activities and family vacations and, finally, are likely to be the tour promoter and planner, they can be characterised as a significant cultural tourism market. Even though nationality is a conditioning variable for segmenting tourists in specific cases, especially for marketing reasons, it would be a generalisation to add nationality as a variable that can determine a cultural tourist. Given that visiting a cultural destination is a desire for any person around the world, categorising visitors according to nationality, for other than marketing reasons, would be a general assumption. According to the demographic approach, cultural tourists' characteristics are [Fraser, 2001; Silberberg, 1995 (for Canada and USA cultural tourists); Richards, 2001 (ATLAS survey of visitors to cultural attractions in the European Union)] (Table 2.5):

**Table 2.5: Demographic & socioeconomic characteristics of cultural tourists**

Characteristic	Fraser (2001)- (apart from other leisure travellers)	ATLAS 1997	Silberberg 1995
<b>Age (years old)</b>	45 to 64	35 % under 30 26 % over 50	Older age categories
<b>Gender</b>	Female	Female (52 %)	More women than men
<b>Education</b>	Some post-secondary education	Highly educated (44 % having a higher education qualification)	-More highly educated than the general public
<b>Occupation</b>		50 % employed (of them 12 % self employed) 16 % students 14 % retired people	
<b>Income level</b>	Higher	Relatively high income	Earn more money
<b>Origin</b>		60 % tourists (55 % foreign) 40 % local residents	
<b>Expenditures</b>	-Spend between 8 – 10 % more per day when travelling -Spend more on consumer products such as souvenirs, arts, crafts, clothing, etc.		-Spend more money while on vacation -Far more likely to shop
<b>Length of stay</b>	Stay almost an entire day longer at a destination		Spend more time in an area while on vacation
<b>Type of accommodation</b>	Use more commercial accommodation		-More likely to stay at hotels or motels

Source: Fraser (2001: n.p), Richards (2001: 39) and Silberberg (1995; 363)

Occupation and income levels seem to play an important role in cultural tourists' visiting intentions. Sildeberg (1995) suggests that the higher education/income persons are likely to be more interested in culture. Richards (2001) argues that cultural visitors tend to have managerial or professional jobs and have relatively high incomes. He continues that this kind of visitor in Western Europe at least, 'can be strongly identified with the new middle class, for whom cultural consumption is a means of consolidating their social position through the acquisition of cultural capital' (Richards, 2001: 51).

Furthermore, Threkelsen (2003) argues that people with considerable levels of cultural capital and insight into arts and culture, tend to seek out cultural experiences. Shaw and Williams (2004) state that in post-Fordist forms of tourism consumption, people seek authenticity in heritage tourist experiences to gain cultural capital. Considering that different social classes are trying to distinguish themselves from one another through education, occupation, residence and consumption (Shaw and Williams, 2004) and that cultural capital is actually the stock of cultural value embodied in a cultural asset that contributes to shared elements of human experiences (demonstrated activities and belief systems) (Thorsby, 1999), Richards' opinion appears to be quite acceptable.

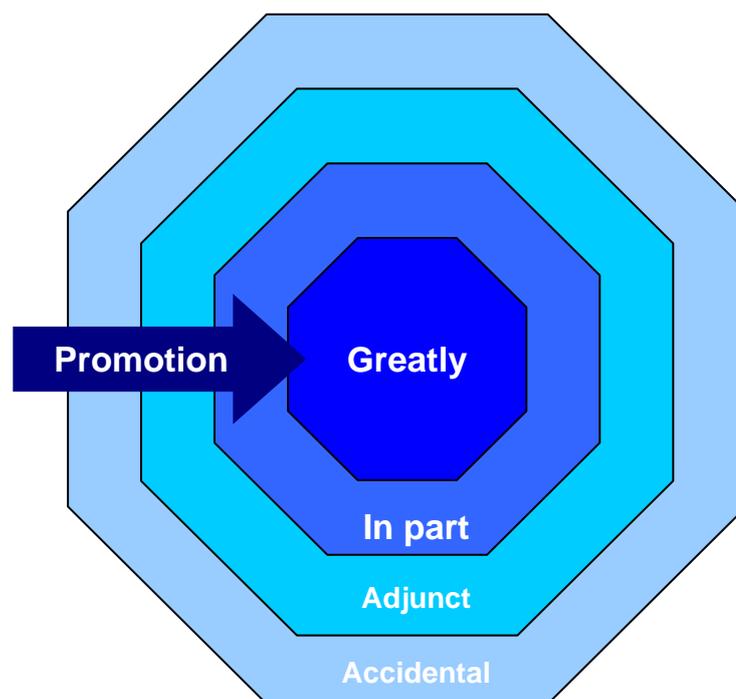
Although, information about the socio-demographic characteristics of cultural tourists is significant and can describe the overall cultural tourist profile, it gives a descriptive icon of who the cultural tourists are rather than an in depth analysis of their behaviour. The risk of generalising about who is considered to be a cultural tourist and who is not is obvious. Not everyone that has the above characteristics can be called a cultural tourist and likewise, not everyone that does not have those characteristics cannot be considered a cultural tourist. Furthermore, the characteristics mentioned above are based on specific case studies at a specific period of time and in specific destinations. Given the dynamic character of tourists, it is very difficult - even if it is desirable for a better examination on the one hand, and for the strategic marketing management of a destination, on the other - to group cultural tourists according to their socio-demographical status. For instance, the

stereotypical image that cultural tourists are of older age groups is not true, since studies found out that young people travel to cultural destinations, while meeting other cultures and enriching their knowledge of them is one of their strongest interests while travelling (Scottish Executive et al, 2001; Moisă, 2007). Therefore, even if this kind of approach for categorising cultural tourists gives, initially some information about who they are and what they do, it is probably not adequate enough. For this reason, more qualitative data about the intrinsic incentives and motivations would give a more holistic image of cultural tourists. Therefore a motivational approach of categorising cultural tourists can give more insights about who they are and what their behaviour is when they travel.

As a large part of push factor analysis that suggests that people travel because they are pushed by their internal motives (Lam and Hsu, 2005), motivation is used in this approach as a variable of a cultural tourists' classification. Tourist motivation is an amalgam of needs and desires that can influence the tendency for travel and can determine the reasons tourists act in several ways (Meng et al, 2008). According to Shaw and Williams (2004) tourist motivation is linked to the seeking of authentic and real experiences. They argue that people travel for five different reasons that are embodied in their tourist experience: recreational, diversionary, experiential, experimental and existential (Shaw and Williams, 2004). Therefore, since people travel because they are 'pushed' by their motives, a typology of cultural tourism according to their motives is introduced. This methodological aspect encompasses the identification of motivation and the levels of it. The Cultural

Ministers Council (2001) suggests that tourists are motivated by an overall package of attractions of which cultural activities may be one component along with many others. Only a small proportion of international visitors would be motivated by a single cultural attraction. Incidental cultural tourism is common among visitors. For this reason a motivational analysis must be adopted in order to find out the levels or degrees of motivation certain groups of cultural tourists possess while visiting a cultural destination.

**Figure 2.1: Levels of motivation for cultural tourism**



Source: Silberberg (1995: 365)

Silberberg (1995: 362) introduces four levels of motivation, stating that 'just as not every cultural product is willing, ready or able to attract tourists, not every person is interested in culture' (Figure 2.1). However, he suggests that there

are degrees of consumer motivation towards cultural tourism that many tourist surveys do not consider.

People that are greatly motivated by culture travel to a cultural destination because of its' cultural elements. In part, motivated tourists are only partly motivated by culture and cultural assets. They travel to the cultural destination both for cultural opportunities but also for other reasons. Adjunct level of motivation encompasses visitors for whom culture is an adjunct to another main motivation. Finally, accidental tourists are not motivated by culture. Any cultural activity may be done by accident or coincidence rather than by planning and organising.

Silberberg's theory indicates that promotion increases consumer motivation to participate in cultural activities. Concerning these motivation levels, Lord (2002) representing LORD Cultural Resources Planning and Management Inc. (an international museum and culture planning firm), suggest that greatly motivated by culture visitors are the smallest proportion of tourists (15 percent of the non-resident pleasure travel market). In part visitors are estimated to be the 30 percent of the market while adjunct visitors, 20 percent analogically. Finally, accidental cultural tourists are estimated to be the 20 percent of the market.

Another categorisation, according to motivation, has been done for the cultural tourism analysis of Central and Northern Jutland in Denmark

(Therkelsen, 2003). In this analysis, there is a differentiation between general and specific cultural tourists:

- **Specific cultural tourists (or core cultural tourists);** go to a cultural place because of the cultural offers, and use them often. When they choose a holiday destination culture plays a vital role in their decision making,
- **General cultural tourists (or occasional cultural tourists);** go to a cultural destination because of the nature, the beaches, etc. just like the ordinary holiday tourists. These kinds of tourists only use cultural offers occasionally. Culture, therefore, is not a decisive parameter when the destination is chosen.

Richards (1996) argues that specific (or specialised) cultural tourists are similar to MacCannell and Cohen's postmodern tourists. Their travels tend to be more focussed and frequent than the general cultural tourists. The last belong to the majority of cultural tourists and consume cultural attractions because they are part of the whole destination's scenery. They do not seek authenticity in a destination and are likely to be satisfied with staged performances by the tourism industry without caring if they are true or not. On the other hand, specific tourists while being on holiday do similar activities while being at home.

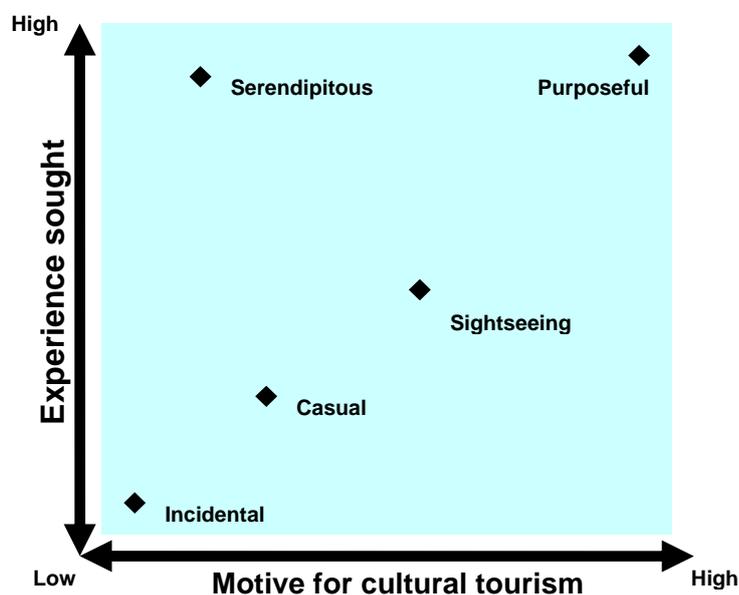
McKercher and du Cros (2002) combining motivation with experience propose five possible types of cultural tourists (Table 2.6 and Figure 2.2):

**Table 2.6: Five types of cultural tourists**

Types	Motive for cultural tourism	Experience
Purposeful	Primary	Deep
Sightseeing	Primary	Shallow
Serendipitous	No	Deep
Casual	Weak	Shallow
Incidental	No	Shallow

Source: McKercher and du Cros (2002: 144)

**Figure 2.2: Cultural tourists' typology**



Source: Beesley (2005: n.p.)

- **Purposeful cultural tourist:** this kind of tourist has a primary motive to visit a cultural destination and the experience that he/she lives is deep,
- **Sightseeing cultural tourist:** this kind of tourist has a primary motive to visit a cultural destination but the experience that he/she lives is more shallow,
- **Serendipitous cultural tourist:** this kind of tourist does not travel for cultural reasons, however after participating, ends up having a deep experience,

- **Casual cultural tourist:** this kind of tourist has a weak motive visiting a cultural destination and the experience that he/she has is shallow,
- **Incidental cultural tourist:** this kind of tourist does not travel for cultural tourism reasons but nonetheless participates to some cultural activities and has a shallow experience.

McKercher and du Cros (2002) indicate that purposeful, sightseeing, casual and incidental types capture the vast majority of cultural tourists at any destination. Only a small percentage (ten percent) is represented by purposeful tourists (McKercher, 2004). However, considering that according to WTO estimation, 37 percent of international tourists are cultural tourists (Graton and Richards, 1996) and that 65 percent of American adult travellers say they include a cultural, arts, heritage, or historic activity or event equating to 92.7 million cultural travellers on 2000 (Partners in Tourism and Travel Industry Association of America, 2002), this appears to be an oxymoron scheme and a better estimation of the remaining 90 percent of cultural tourists is essential.

Education appears to be an important motivational variable for cultural tourism. Lohmann and Mundt (2001), suggest that there are six types of cultural travellers to be distinguished:

- People on strictly educational trips (e.g. for learning languages, attending courses in painting, drawing or photography),
- Travellers on classical study trips,

- Cultural tourists (people travelling in order to take part in cultural events),
- People whose motivation to travel is to (also) have cultural experience,
- Holidaymakers who are also interested in culture and visit cultural sites and/or events during their holidays,
- People on business trips who take the opportunity to develop some cultural activities.

‘Education is the most important variable to determine the propensity to any kind of cultural tourism’ (Lohmann and Mundt, 2001: 219). Munsters (1994) introduces the concepts of education and entertainment for the case study of Bonnefanten Museum at Maastricht (Table 2.7):

**Table 2.7: Typology of the cultural tourist (Munsters, 1994)**

Target group	Level of interest	Motive	Education
1	High	Culture	High
2	Average	Education and entertainment	High
3	Latent	Entertainment	Secondary

Source: Munsters (1994: 109)

- **Target group 1:** these are highly educated tourists who want to discover, experience and broaden their knowledge of art,
- **Target group 2:** these are cultural tourists who go to a museum from time to time and who are searching for a combination of education and entertainment, or ‘edutainment’,
- **Target group 3:** these are latent tourists that just visit a museum for entertainment reasons.

In general, the combination of education and entertainment is encountered as a motivational factor for visiting cultural places. However, even highly motivated cultural tourists spend time in other recreational activities during their – otherwise – cultural activities; personality is an important element that can complicate the categorisation.

Judging from the above it is concluded that there is no exact typology to categorise cultural tourists. A series of doubts about how someone can categorise different people so easily, and how complex and accurate each typology is, is raised. Even with the motivational approach that studies cultural tourists more in depth than the socio-demographical approach, it is evident that again simplifications and generalisations play an important role during this process. As Lohmann and Mundt (2001: 219) state: ‘it is important to make it quite clear that typologies generally do not stick to tourists like labels and therefore should not be confused with personal characteristics’. Tourists visit cultural destinations for various purposes that are not at the same gravity. Besides, it is simplistic to assume that high motivation automatically equates to a deep experience (McKercher, 2002). The distinction between various levels of motivation is much more complicated and probably encompasses more dimensions than motivation and experience levels. Additionally, Lohmann and Mundt (2001) indicate two assumptions:

- Tourists are very likely to make different types of trips at different times (e.g. a study trip and a pure beach holiday package tour with no cultural elements),

- The personality approach to such typologies often would imply tourists to be single travellers. However the majority of tourists travel with partners who may be of different character.

Considering these statements, purposes of a visit to a cultural destination may be varied. However, in many cases simplifications cannot be avoided. A categorisation of cultural tourists according to their motivation can give useful feedback for marketers in order to proceed to more appropriate market segmentation and thus, a more efficient promotion of cultural tourism.

Another aspect for categorising cultural tourists is according to the types of assets that tourists decide to visit. Cultural assets could be an important reason for people to travel to a destination (Goossens, 2000). From this perspective, another significant aspect is that of the types of cultural assets tourists tend to visit. If there is no discrepancy, in terminological terms, between cultural assets, then a cultural tourist is the one who visits an archaeological museum as well as the one who visits a botanical garden. However, these two assets that virtually belong under the same 'umbrella' called culture differ either in terms of cultural activities or in terms of cultural 'product' itself. For instance, Richards (1996) suggests that 'traditional' heritage areas have a very considerable advantage over 'new' heritage areas. He comments that traditional heritage areas have an accumulated aesthetic and symbolic value that the newly produced heritage cannot match. He also argues that specific cultural tourists desire these kinds of destinations.

Promotion as mentioned before is a pull factor that attracts people to visit cultural places. Considering the model of Silberberg (1995,) promotion of a cultural place can change the motivational level of cultural tourists and thus increases the greatly motivated category.

Having in mind that cultural tourism focuses on past and present, high and popular culture and products and processes (Richards, 2001) it can be suggested that cultural tourists could be classified according to the types of cultural assets: visitors consuming high cultural assets and visitors consuming popular cultural assets. However, the measurement of these visitors is not, probably, completely applicable since there are people that visit both a high and a popular cultural site, thus the distinction is not feasible. Besides, this typology excludes accidental visitors that attend at a cultural event or destination, even if this is part of 'low' or 'high' culture. Therefore, more scepticism about this categorisation has to be considered. Once again, the conclusion that no typology without any generalisation is fully applicable is raised.

Concerning the typologies of cultural tourists one point that is raised is how many of these have been tested empirically, and to which degree and for what purpose. For instance, McKercher and du Cros (2002) tested their typology using Hong Kong as their case study and found out that the majority of cultural tourists in Hong belonged to sightseeing cultural tourists and that their importance of cultural tourism in the decision to visit a destination is high, but their experience sought low. However, it does not explain how this information

can be applied practically. In the current study the focus is centralised on young tourists as cultural tourists (taking age as an important determining variable). The attention is paid to the examination of young tourists from a marketing perspective, in order for the destination to meet the needs of young people as young cultural tourists of the present and potential cultural tourists in the future.

### **2.3.3 Similarities of cultural tourists with other forms of tourists**

Tourism literature has introduced so many definitional terms that it would be impossible to avoid overlapping between various categories of tourists and their characteristics. Compared to other forms of tourists, cultural tourists have similar characteristics to eco-tourists. Page and Dowling (2002) argue that eco-tourists are environmentally aware. They are sensitive to local cultures because of their social justice values and they wish to have a positive impact on the destination. They also assess tourism products in advance and they seek authentic and meaningful experiences, preferring flexible and spontaneous itineraries. Finally, like cultural tourists they are motivated by the desire to live new experiences and to cover their self-fulfilment needs. This comparison seems logical, considering that both types of tourist are interested in the environment and the assets of it whether natural or cultural. Richards (1996), comparing cultural tourists to eco-tourists, concludes that they have similar motivations. Indeed, as Palacio and McCool (1997: 236) argue, the characteristics of eco-tourists include: 'the interest in visiting uncrowded destinations, experiencing remote and unspoiled nature, learning about nature

and culture, interacting with native people and participating in physically challenging programs'. Richards (1996) suggests that specific cultural tourists are postmodern because they seek knowledge and insight through their travels. Both of these types want to find authenticity and seek new experiences.

Under a more general idea, cultural tourists could belong to the new moral tourism categorisation of Butcher (2003). He compares new moral tourists with mass tourists and concludes that while mass tourists are characterised by the elements of sameness, crude, destructive and modern, the new moral tourists are characterised by the elements of difference, sensitive, constructive and critical of modern 'progress'. The new moral tourists, as cultural tourists and eco-tourists, want to experience cultural and environmental variety and to encourage and sustain it. They are also interested in learning about the host's culture and language and they are constructive with regard to local cultures and environments. As with cultural tourists, they prefer buying craft goods from local traders rather than souvenirs such as mass tourists do. Under this scope, a cultural tourist could be a new moral tourist.

Another type of tourist that is related to cultural tourism, introduced by Brunton (2003), is the interactive traveller. Interactive travellers are more interested in culture and participate in more activities including a number of cultural products. They also have stronger, more positive perceptions about what New Zealand (as a case study country) has to offer in terms of individual cultural

products. The authors of the study conclude that the interactive traveller is an important target for cultural tourism.

A last comparison could be that of cultural tourists and backpackers. There is evidence that their motivational issues for travelling as well as activities during visitation are equal. Richards and Wilson (2004) state that 84.5 percent of the backpacker tourists visit historical sites and monuments and 72.3 percent visit museums. Furthermore, their major motivational factors for travelling is exploring other cultures, experiencing excitement and increasing their knowledge, characteristics similar to those of cultural tourists. Pearce and Foster (2007), indicate that one of the main motives for backpackers is the need to discover new cultures and learn/experience about them. From this scope, backpackers could also be interpreted as cultural tourists even though their attitudes of their trip are different to those of cultural tourists.

The typologies mentioned above are aimed at a discussion of some of the characteristics of cultural tourists, their demographic and travel profile and their behavioural patterns. A basic criticism of the above typologies is that even if they are desirable because they provide information about a certain segment in a certain destination, they can not represent the whole market of cultural tourists. Human behaviour is dynamic and changes constantly as time passes, together with habits and attitudes. Especially in tourism, tastes are changing and developing rapidly (Swarbrooke and Horner, 1989). Therefore, even if some people that visit cultural destinations concentrate certain characteristics, it would be naïve to accept that all the people with similar

characteristics are likely to visit cultural destinations or that all people that visit cultural destinations have specific characteristics. For instance, from the typologies mentioned above, it was found out that cultural tourists tend to spend more in the site they visit. However, Smith (2003) argues that it is not always evident that people that spend money in a cultural destination are culturally aware. This example demonstrates that typology of tourists is not always representative, and that generalisations are adopted.

Moreover, in the case of cultural tourism everyone that travels to a different nation and 'discovers' a different culture and civilisation could be considered as a cultural tourist. Given also the variety of cultural elements (from popular to high culture) everyone is likely to engage in a characteristic of culture while travelling. In the case of Greece where the cultural deposits are innumerable, it is rare for someone to travel to a destination and not meet and get involved with the cultural element. As mentioned before every journey involves a cultural element (McKercher and du Cros, 2002), therefore cultural tourism probably includes many tourists from different backgrounds and with various travel purposes.

The fact that there are many similarities between the characteristics of cultural tourists and the characteristics of other forms of tourist such as backpackers, or eco-tourists justify the above statements and make the use of typologies debatable. Besides, there is a possibility that if a typology will be applied to several cultural destinations, probably will produce different results. McKercher and du Cros (2002) applied their typology to Hong Kong and for

the specific period of time with the specific sample they found out that the majority of people who visited Hong Kong were sightseeing cultural tourists. However, if someone would apply the specific typology in a different destination with a different sample they would probably derive different findings.

Typologies that deal with tourists themselves, their behaviour and their characteristics, are in general: 'descriptive, static and theoretical' (Sharpley, 1994: 80). That means that they do not give in depth information about the actual behaviour of tourists in travel destinations (in this case cultural destinations). On the other hand Cohen (1972) indicates that, for understanding tourists and their experiences, constructing typologies have to be used. Jafari (1989) adds that paying attention to the tourists themselves and their typological forms can give information of why people are attracted to specific destinations. It is unquestionable that cultural tourist typologies help to sketch in a small or large scale the profile of cultural tourist and describe his/her characteristics. From a marketing perspective, categorising tourists according to certain characteristics can create a framework for the potential marketing, from the supply side.

Furthermore, the use of typologies can provide data for the explanation and forecasting of the behaviour of tourists in cultural destinations, and can help the management to 'create' new 'products' that meet their needs and wants. Despite the multidimensional character of typologies and the complexity of their approach, as well as the difficulties of categorising various people with

different characteristics and behaviour, it is important to put tourists into categories in order to understand better and more holistically the tourist demand.

## **2.4 Trends in youth tourism**

### **2.4.1 The study of youth people**

Young people are increasingly studied in social sciences, especially the last five years. Bennet et al (2003) indicate that the lives of young people are on the edge of a series of social changes and that youth research establishes a unique set of challenges for social researchers. Roberts (2003), adds that youth research has some difficulties: firstly academic researchers have a series of identities and backgrounds (education, labour markets, race, consumption, etc.) and secondly, the practitioners of youth studies may be teachers, social workers, community workers, sports or art specialists, different kinds of counsellors, etc. The fact that there is no specific field that studies young people and no specific profession that deals with young people complicates the situation. Furthermore, Roberts (2003) indicates that the interest for young people is constantly growing. He continues that young people are an interesting subject in social sciences while their experiences are of great importance for many social institutions. As he states (Roberts, 2003: 15): 'there is no better age groups for examining changing sexual codes, the development and stabilisation of sexual identities, social mobility processes and the formation of the new social strata'. Therefore, the

relationship between young people and research is somehow an oxymoron; on the one hand there is an interest in studying young people thoroughly but on the other they are rarely treated as a specialised field of research.

The definition of young people is problematic because it involves a series of social, political, economical and moral changes (West, 1997). The United Nations (2003) suggest that the term youth or young people are used for statistical reasons and comparisons for people between 15-24 years. However, they underline that this definition can not always be applied because in different countries there are different circumstances in the socio-political level. West (1997: 834) states that: 'the term 'youth' refers to a period overlapping with adolescence in which individuals make the transition from the dependency of childhood to the independence of adulthood'. United Nations (2003) indicate that the definition also includes the transition from the stage of being recipient of the services of the society to the stage of contributing to the national, cultural and political life. They also argue that the word youth can have different meanings according to the context it is applied to. Therefore, the complexity of a specific definition of youth is based on the differentiation of various frameworks and environments that young people exist in.

#### **2.4.2 Youth tourists' definitions**

The lack of research created difficulties for establishing a proper definition for young tourists. According to Nelson (2005) a survey of 150 nations indicated

that 60 percent of them did not have a definition of youth tourism. This indicates the complexity of the determination of youth tourism and the different interpretations that this term can have. However, for the needs of the study a reference on some definitions for young tourists has been considered as necessary.

The lack of no exact definition for the youth travel market creates problems for the measurement of their size and their characteristics in various studies (Youth Tourism Consortium of Canada, 2004). However, the determination of it, from most authors has been done mostly according to age. Carr (1998) in his effort to categorise various definitions of young tourists according to the purposes they are defined (for research reasons by academics or for commercial reasons by stakeholders of the tourist industry) states a series of ages that describe young tourists (Table 2.8):

**Table 2.8: Age of young tourists according to research and commercial individuals**

	<b>Source of definition</b>	<b>Age (years)</b>
<b>Research individuals</b>	Kale et al 1987	18 – 35
	Aramberri 1991	15 – 25
	Bywater 1993	Under 26
<b>Commercial individuals</b>	Club 18-30	19 – 30
	Escapades (Airtours, 1997)	18 – 30
	Sundance (Sunset Holidays, 1997)	18 – 30
	American Adventures (Stitt, 1995)	18 – 38
	Oasis (Lilley, 1997)	20 – 35

Source: Carr (1998: 312)

Despite the fact that age is a variable that could define youth tourists, there is a difference in terms of above and below which age someone could be identified as youth. A criticism at the above table is that commercial carriers

such as tour operators and agencies expand the age margins of young tourists. Contiki for example, provides holidays for young people up to 35 (Contiki, 2006). On the other hand researchers tend to be more cautious and study younger ages. The commercialisation character of tour operators and agencies explain this situation. Companies want to sell young products to even more people and hence, to a degree, they define the young market according to their sales' aims. Nevertheless, from the table it can be seen that even research individuals consider people above 30 years old as young (Carr, 1998; Kale et al, 1985). The reasons for including ages of 30 or 35 years old under the 'umbrella' of young people are related to patterns and behaviour.

Initially, it has to be taken in account that young people probably get older quicker in our days than in the past. This happens through the exposition of young people to new technologies and mass media. Sefton-Green (2004: 3) mentions that there is a kind of 'adultification': 'since young people can act in the digital realm with an equivalence of a grown-up power'. As Meyrowitz (1983) argues, the prime aim of mass-media, and especially television, is to eliminate the natural boundaries between childhood and youth, preparing the ground to adulthood through adult knowledge and experience. Considering that young people have better access to resources such as technology and internet (Sefton-Green, 2004), and that their quality of life is much better than their ancestors (Trendafilova, 2002), they do things that, for instance 25 years ago, only adults would do. Sellars (1998: 612) indicates that: 'today's young people are very much part of the consumer society and are highly influenced by the media, whilst still remaining astute consumers'. Nickerson and

Jurowski (2001) argue that adolescents play a vital role in the decision making towards the purchase of a series of products and services, among them vacations and travels. This raises the issue that the study of young tourists' definition should be dynamic because certain trends in certain periods can influence their behaviour.

From the above statements it is obvious that young people have 'great purchase power' in their hands and they develop adult behaviour. Besides the distance from 15 to 38 years old, is far. Focus has to be given to the differences between tourists in this age group. Even if the Youth Tourism Consortium of Canada (2004: 4) indicates that: 'young adults tend to follow similar travel and tourism patterns as their slightly younger cohorts', Carr (1998) suggests that the young tourist population is heterogeneous and young people with various characteristics may be identified. Behaviour, therefore is important to be analysed in order for the perceptions of young people to be sketched.

Thus, the other aspect, that is referred to by the terms 'young' and 'youth', concerns behaviour patterns. As Carr (1998: 312) suggests: 'it is possible to suggest that people who are older than any of the chronological definitions... but exhibit youthful types of behaviour, may be identified as young'. Cole (2005) indicates that many authors consider that youthful behaviour can be noticed in even higher chronological age groups, mainly because of affluence. This means that in behavioural terms someone could feel young even if he/she is more than 50 years old. Clarke (1992) argues that the social

situation of young people is influenced by age but it is not determined only by it. Behavioural patterns can characterise if someone is young or acts like a young person or not. Similarly, Shanas (1980) indicates that despite the calendar age, a man is considered young as long as he develops rigorous and active behaviour. She states that: 'all the research available, however, shows that people grow old at different rates. One person may be physically old at 60 while another is "young" at 75' (Shanas, 1980: 10). Indeed due to the development of youthful behaviour by adult people, in terms of age, the margins of who is called young have been increased. Sellars (1998) argues that young people often have more money and free time. They have fewer commitments because they decide to get married later and many of them live with their parents until 25 years old or even more, while there are more that are going on to higher education. The complexity of determination of youthfulness is obvious. It is very difficult to define who feels young and behaves like young people because of youthfulness, in behavioural terms, it is a radically subjective matter.

From the above two different arguments are derived; on the one hand there are more mature young people than their ancestors, with specific purchase behaviour, power and wants; and on the other hand the margins of youthfulness have been increased upwards: mature people tend to consider themselves young even after their thirties. Another aspect that is derived from the above is that indeed young tourists and young adult tourists develop certain patterns of behaviour and have similar features (Youth Tourism Consortium of Canada, 2004), however they are distinctive characteristics

among people that are 15 and people that are 35 years old (Carr, 1998). These arguments emerge further in the study of young people and their travel experience.

Nevertheless, as Seekings (1995) suggests, there are no valid definitions as to who can be seen as young. Schott (2004: 365) suggests that: 'despite the complex and contested nature of youth, the need to establish a common understanding of the term is an obvious one and the most accessible and administrable measure of youth remains to be age'. Under these circumstances age may define who is young and who is not. However, the behaviour that young people develop may not be underestimated. Kale et al (1987: 20) states that: 'owing to its size, affluence, and spending habits, the 18 to 35 age group is a viable segment for packaged tours marketing'. The same is also stated by Pritchard and Morgan (1996) who suggest that most of the people in this age group are not married, do not have children and have free time to travel. This is also adopted by Carr (1998). Given the marketing approach that this thesis follows, the efforts for segmenting young people in the cultural site of Delphi, and for trying to find differences among the selected age group towards the importance of culture and their satisfaction levels, the age group of young people that will be the sample of the question survey will be between 15 to 35 years old.

### 2.4.3 Youth tourism segments: profile and travel characteristics

The youth market is a special market with unique profile and characteristics, while subcategories of it are existent. The Youth Tourism Consortium of Canada (2004) identifies two broad categories of youth travel market segments; the youth group travellers and the independent youth travellers:

- **Independent youth travellers;** they travel alone or in small informal groups. There is no homogeneity since there are differences concerning spending patterns and travel needs according to nationalities and age groups.
- **Youth group travellers;** groups of six or more unrelated young people that travel together. They are divided in two subgroups;
  - School-based youth group travellers; travel is organised mostly by schools, school boards and districts.
  - Non-school based youth group travellers; travel is organised mostly by an organised group (sports team, church group, etc.).

Table 2.9 describes each category's characteristics, their motivation for travel, as well as their emerging trends. It appears that youth group travellers are mostly dependent on adults decisions while their trips are more education oriented. On the other hand, independent youth travellers are more autonomous, they organise their trips by themselves while they seek new experiences and excitement. Canada is only one country that studies youth

tourism and their characteristics. It has to be considered that maybe in other cases the characteristics could differ and Canada, probably, is not a representative case study. Nevertheless, it is more than desirable that the Youth Tourism Consortium of Canada categorise youth travellers according to their characteristics, because through this way it gives a sketch of their profile, their behaviour and trends that could be applied to other cases. For this study, these characteristics have been identified and used for the comparison with the characteristics of the young visitors to the archaeological site of Delphi, as it will be seen in the findings chapter.

Table 2.9 indicates the main differences between each subcategory not only in terms of their profile, but also in terms of their motivational reasons for proceeding to travel and the emerging trends. In general, youth group travellers appears to be more dependent on the organisers of their travel (school or supervisors), tend to be more limited in the arranged schedule, they are motivated by certain – mostly with educational character – activities and they participate partly in the decision making process. On the other hand, independent youth travellers tend to be autonomous students that travel independently or with one to two friends, want to meet other cultures and live new experiences, are more social and interactive with other people, while seeking ways to accomplish their personal fulfilment needs.

**Table 2.9: Youth travellers' characteristics**

	Youth Group Travellers		Independent youth travellers
	School based youth group travel	Non-School based youth group travel	
Characteristics	<ul style="list-style-type: none"> <li>Primarily middle &amp; high school students &amp; sometimes younger</li> <li><b>School organised</b></li> <li>Very risk averse/safety oriented</li> <li>Destination choices driven by curriculum needs or extra-curricular travel activities</li> <li><b>Class trips, language study, music/performance, sports competition</b></li> <li>Responsive to marketing initiatives that demonstrate how will meet curriculum needs</li> <li><b>Education-oriented</b>, structured itineraries with some fun activities</li> <li><b>Adults make decisions</b></li> </ul>	<ul style="list-style-type: none"> <li>Primarily middle &amp; high school aged youth (under 18 years old)</li> <li><b>Organised &amp; sponsored by parents or adult supervisors</b></li> <li>Destination choices primarily event driven</li> <li>Sport tournaments, music festivals, cultural events/attractions</li> <li>Responsive to event based marketing initiatives</li> <li>Event-oriented itineraries with some fun activities</li> <li><b>Youth participate in decisions</b></li> </ul>	<ul style="list-style-type: none"> <li>Between 15 &amp; 30 years old</li> <li>Highest concentration between 18 &amp; 26 years old</li> <li><b>Well educated - most often students or previous students</b></li> <li><b>Travel independently, or with 1-2 friends</b></li> <li><b>Risk-friendly, experience oriented</b></li> <li>Responsive to destination/experience based marketing initiatives</li> <li>Flexible itineraries, influenced by word of mouth</li> <li>Detailed pre-trip planning</li> <li>Lower incomes, but willing to save/combine travel with work in order to finance travel</li> <li>Older age group (26-30) more affluent, less adventuresome</li> <li>Lower daily spending, but longer stays resulting in higher overall spending per trip</li> <li><b>Internet savvy/globally connected before, during &amp; after travel</b></li> </ul>
Motivation for travel	<ul style="list-style-type: none"> <li><b>Education</b> (class trips - curriculum needs)</li> <li>Language study</li> <li>Music/performance</li> <li>Sports competition</li> </ul>	<ul style="list-style-type: none"> <li>Music/performance groups</li> <li>Sports tournaments / competitive travel teams</li> <li>Special interest/leisure groups/Scouts/Guides</li> <li>Adventure travel</li> <li>High School Senior Graduation trip</li> <li>Cultural immersion / Language study</li> </ul>	<ul style="list-style-type: none"> <li><b>Explore other cultures</b></li> <li>Excitement/adventure</li> <li><b>Increase knowledge &amp; experience through self-discovery</b></li> <li><b>Relaxation</b></li> <li>Social interaction</li> <li>Working holidays</li> </ul>
Emerging trends	<ul style="list-style-type: none"> <li><b>Younger participants</b></li> <li>Destinations further from home</li> <li>Increased societal support for youth travel</li> </ul>	<ul style="list-style-type: none"> <li><b>Families may accompany participants</b></li> <li>for extended stays pre or post-event</li> <li>Younger participants</li> <li>Destinations farther from home</li> <li>Increased societal support for youth travel</li> </ul>	<ul style="list-style-type: none"> <li><b>Increasing numbers overall</b></li> <li><b>Increasing numbers of younger youth (under 18 years) &amp; young adults (26 to 30 years) travelling</b></li> <li>Building 'travel careers' – multiple trips to increasingly 'challenging' destinations</li> <li>Increased societal support for youth travel</li> </ul>

Source: Youth Tourism Consortium of Canada (2004: 7 & 8)

However, the table misses the age group between 31 to 35 years old that was mentioned earlier in Table 2.8. This is done because of the different definition

that Youth Tourism Consortium of Canada gives to youth market. Once again it can be seen that the determination of youth is subjective and under different interpretations.

Another categorisation of youth tourists is undertaken by Schönhammer (1992) where he suggests that there are three forms of youth/juvenile tourism: travel with family, organised youth tourism and unorganised youth tourism. In the case that young people travel with their family, they tend to act more 'childish'. Parents take most of the control of the travel while sometimes young people as passive participants in the trip, often become 'homesick' for their peer group. Organised youth tourism is characterised by a small range of independency and young people can meet people even from other nations. However, there are adult officials and an existing level of control. Finally, in the unorganised youth tourism there is no adult control, there is flexibility in the choices and the interaction among youth people.

Palmer (2004), executive director of the Student Youth Travel Association – SYTA identifies three segments of youth tourists; primarily group travel, group or individual travel and primarily individual travel (Table 2.10). Palmer (2004) argues that young people at the primary and secondary school age use group travel which is more safely and educationally oriented, fast-paced and structured, while older high schools and college's young people use individual travel, which is price sensitive, unstructured and mostly entertainment oriented. Gap year travel is very often between young people. It is taken by young visitors just after school and before they go to university (Blackburn et

al, 2005). The main reasons for the gap year is to improve the educational skills of the young people and to make them more independent, adoptable and flexible (Blackburn et al, 2005). Finally, according to Blackburn et al (2005), the gap year is so powerful that has become a fashion and trend.

**Table 2.10: Student/youth market segments**

<b>Primarily group travel</b>	<b>Group or individual travel</b>	<b>Primarily individual travel</b>
Educational travel	Sports & leisure travel	Summer/college age travel
Music/performance travel	Summer/teen travel	Spring break travel
	Language travel	Gap year travel
	High school senior graduation travel	Working holidays
		Study abroad

Source: Palmer (2004: n.p.)

A meaningful issue that is derived from the literature is that the youth market is not homogenous. Even if there is no certain typology of youth tourists there are specific travel characteristics that can be adopted by various groups of young travellers. Richards and Wilson (2003) in their survey, ask youth travellers to identify themselves according to their travel style; half of them identified themselves as 'travellers', a third approximately identified themselves as 'backpackers' and around a fifth as 'tourists'. Richards and Wilson (2003) continue that those who perceive themselves as 'backpackers' tend to be more 'experience seekers' and try to find contact with other travellers. 'Travellers' tend to travel for social reasons and usually visit friends and relatives in their trip and, finally, 'tourists' travel mostly to relax.

Nash et al (2006) acknowledge the characteristics of backpackers:

- They prefer budget accommodation,
- They want to meet other travellers,
- They organise their travel independently,
- They are flexible,
- Their age is between 20 to 24, but can range from 15 to 60 years old,
- They stay longer rather than brief holidays,
- They place emphasis on informal and participatory holiday activities.

The above characteristics of backpackers match a lot to the characteristics of youth tourists. In fact Nash et al (2006) use the terms 'youths' and 'backpackers' almost equally. Loker-Murphie and Pierce (1995) also relate youth tourists to backpackers and find commonalities. However, since age is a basic criterion for the identification of youth tourists in the current study, backpackers, even if they have a common profile, do not fit unconditionally to the youth tourism market. Recognition, of the differences between youth tourists and backpackers, considering at least the age factor, is evident.

In general, youth tourists tend to be more responsible and environmentally and culturally aware than most (Nelson, 2005), are more flexible (if they do not like one destination, will visit another) and resilient and more curious about discovering the world (Trendaflova, 2002). Additionally, the Federation of International Youth Travel Organisations (FIYTO) argues that the youth tourist market has special needs and requirements, tend to be loyal repeat consumers and have a high per capita average spending (FIYTO, 2003).

Additionally, Muqbil (2002: n.p.) states that:

‘young people who once travelled just to sightsee and enjoy a new adventure, today travel to study languages, for homestay and work as au pairs. Those who still travel for adventure stick to the low seasons, eat at local shops, leave more money behind in the countries, have length of stay averaging one to six weeks...’.

Palmer (2004) adds that the youth tourist market increases constantly and changes its behavioural patterns frequently. The youth market is characterised by a growing student population, it is more diversified and travels more and further than earlier generations, while it uses technology and chooses more expensive trips. According to Richards and Wilson (2003), young people and students travel mostly because they want to explore other cultures (83%), for excitement (74%) and to increase their knowledge (69%).

It is widely accepted that young people have their special and individual needs and wants and seek experiences in various types of tourist activities. Wheatcroft and Seekings, (1995), argue that beach holidays are the most popular type of travel for young tourists. However, Richards and Wilson (2003), found in their study that visiting historic sites and monuments is the most popular activity during young tourists’ travel (77%) while walking and trekking are also popular (76%). Nevertheless, leisure is a vital act of their travel since 72% prefer to sit in cafes and restaurants while also 72% like

shopping. Gmelch (1997) argues that students once they have arrived at the destination do what other students and guidebooks had recommended; mostly cultural activities such as visit museums, galleries and look at architecture. Shoham, Schrage and Eeden (2004) indicate that culture is the most popular activity preference for students followed by nature, entertainment and sport. This is true since, as will be seen in the findings chapters, culture is one of the strongest motives for travelling according to young visitors.

As far as the main source of information for selecting a specific destination or a type of travel is concerned, Richards and Wilson (2003) in their survey of 2,300 young people and students concerning their travelling data and social and cultural aspects, argue that 71% of those used as a main source of information the Internet, while 70% friends and family. Friends appear to be a great influence on young people and students. Gmelch (1997), in his study about the behaviour of students when they travel abroad, indicates that the primary destinations for students were places that other students had recommended, which also happened to be stated on the travel guide books they read. Consequently, there is a strong relationship between word of mouth influences, Internet and guidebooks as sources of information for arranging a journey, as far as young tourists and students are concerned.

#### **2.4.4 Youth tourists' and cultural attractions**

As mentioned before, visits to cultural attractions and participation in cultural activities is one of the most popular choices for youth markets during their holidays. The weight of the youth market for cultural tourism can be identified by the fact that many countries have adopted specialised tourism policies that are focused on youth age and students. For example, the Visit London site, which has as its main aim the marketing of London to national and international segments, identifies the following main markets, segmented by country (Misiura, 2006):

- France – Young independent tourists (18 – 25 years old) and Double Income No Kids (DINKS) aged 25 – 35 years old with interest in culture, nightlife and shopping.
- Germany – the main scope from Germany is to attract Young Urban Professionals, aged 25 – 35 years old as well as DINKS with interest in culture, heritage, shopping and restaurants.
- Ireland – DINKS (25 – 35 years old) are the main segment from Ireland who want to take low season city breaks and are interested in museums and historical sites as well as restaurants and nightlife.
- Spain – DINKS (25 – 44 years old) that seek to know London's heritage, art galleries, museums, events, festivals and in general 'culture ventures'.

All the above markets are comprised by, mostly, young people with special interests in culture and heritage, amongst other activities. The specific

marketing strategy identifies youth tourists as an important element of the tourism development of London, therefore the particular segment is vital. Misiura (2006) adds that in many cases such as in the case of Dutch museums, youth tourists and visitors have been under-estimated, while their dynamic is obvious in others, considering that 44% of people visiting Manchester Art Gallery are less than 25 years old. The certain idea is that youth tourists are and will be – if not were in the past – a main segment for generating cultural and heritage tourism and, hence they are worth more attention, both in terms of research and in cultural tourism planning. Unfortunately, in the case of Greece, there is no explicit policy concerning cultural tourism, while lack of data is one of the main characteristics of the tourist literature (Moutafi-Galani, 2004). Cultural tourism was always treated as a part of the complete tourist product of the country and not as a separate tourist activity (Kalogeropoulou, 1996). Therefore, there is no way for finding out the profile of young people concerning the cultural tourism of the country.

Despite the fact that culture is usually a product that is addressed to elderly tourists (McKercher and du Cros, 2002) the significance of cultural activities for the youth market is obvious. According to Misiura (2006) for 1999, 27.3% of heritage consumers in the UK market were between 15 and 34 years old while the most faithful age sub-group was that of between 25 to 35 years old (14.5%). Smith (2003) indicates that visitors that could be identified as 'heritage visitors' are in the age group between 20 to 30 or 45 to 60 years old. From Smith's argument the importance of culture and heritage for young people between 20 to 30 years old can be identified. Furthermore, according

to Tourism Queensland (2003), from the Australians who visited a cultural attraction or participated in a cultural activity on their last holiday in Queensland, the 23% were people of age between 15 to 34 years old (11% between 15 to 24 and 12% between 24 to 24 years old). As McKercher and du Cros (2002) admit, there is a positive relationship between education level and demand for cultural tourism activities: as education levels increase, so too should participation in cultural activities while youth travel tends to be by more educated and well informed people (Youth Tourism Consortium of Canada, 2004).

According to the report of the cultural tourism seminar held on 8 – 9 March 2001 in Brussels by the Scottish Executive, British Council, Scotland Europa and BTA, concerning cultural tourists' characteristics:

'...there was a strong challenge to participants who automatically assumed that they would also be older. It was pointed out that young people were an important element and the greater efforts and research were required to understand youth culture and this section of the market' (Scottish Executive et al 2001: 6).

The Scottish Executive et al (2001) concludes that since young tourists are an important market for cultural tourism there is a need for understanding the youth culture and its needs and wants. Indeed, not many things have been written about young tourists' behaviour in cultural destinations, especially in

Greece, the navel of western civilisation. This was one of the main reasons for this study. Since young tourists are a vital market and can be the future adult tourist, knowing exactly their profile, their needs and wants will be useful for a better understanding and interpretation of their behaviour.

The increased involvement of youth tourists in heritage tourism, though, can be identified by a project (named Project M) that was conducted by the National Heritage Board – NHB and took place in Singapore, from July 2004 to March 2005. Project M had as its main aim to increase the awareness of heritage and culture amongst young people (National Heritage Board, 2005). Project M comprised 42 events and activities addressed to young people and having a heritage character, in eight locations.

The program exceeded visitation by 250% (the primary aim was to target 70,000 young people aged 15 to 29 and it targeted 174,000). NHB conducted three surveys in order to measure the perceptions of young people towards heritage and the NHB museums. The first survey was done before the application of Project M, the second after the application of it on site and the third after Project M online (Table 2.11). The surveys of the NHB highlight that Project M helped youths to understand and, thus to appreciate heritage more and in a more efficient manner. This indicates the need for tourist policy to take youths into more consideration and target them towards heritage in a better manner.

**Table 2.11: Project M surveys**

Characteristics	Pre – Project M	Post – Project M (on site)	Post – Project M (on line)
<b>Sample</b>	507 (interviews)	(384 interviews)	674 (on line)
<b>Gender</b>	Male 50% Female 50%	Male 39% Female 61%	Male 47% Female 53%
<b>Age</b>	15 to 19, 31% 20 to 24, 32% 25 to 29, 37%	15 to 19, 51% 20 to 24, 34% 25 to 29, 15%	15 to 19, 20% 20 to 24, 41% 25 to 29, 39%
<b>Occupation</b>	Working 53% Studying 39% Others 7%	Working 21% Studying 75% Others 4%	Working 53% Studying 39% Others 10%
<b>Findings</b>	<ul style="list-style-type: none"> <li>• 36% had not visited a museum in 5 years and 26% have not done so at all,</li> <li>• 19% cited 'nothing interesting is ever on displayed' as reason for not visiting museums,</li> <li>• 11% said that 'had no knowledge on what museums had to offer',</li> <li>• 27% said that their visit was boring,</li> <li>• 10% found their visit educational and informative,</li> <li>• Overall said that the museums were 'old' (73%), 'behind the times' (71.4%) and 'unfashionable (69.9%),</li> <li>• 33.1% said that thematic displays relevant to young people would encourage them to visit museums.</li> </ul>	<ul style="list-style-type: none"> <li>• 48% were aware of museum exhibitions they had viewed,</li> <li>• 76% enjoyed their visit while,</li> <li>• 56% felt inspired,</li> <li>• 77% gained information and knowledge from the exhibitions,</li> <li>• 91% stated that they will repeat their visit</li> <li>• 54% that they will recommend visiting museums to their friends,</li> <li>• 64% perceived museums as 'interesting', 31% as 'relevant', 21% 'exciting' and 16% 'cool'.</li> </ul>	<ul style="list-style-type: none"> <li>• 90% were aware of at least one museum exhibition,</li> <li>• 66% were satisfied or very satisfied with their museum visits,</li> <li>• 88% felt that museums are useful places to find out about heritage,</li> <li>• 84% mentioned that museums helped them to appreciate heritage.</li> </ul>

**Source:** National Heritage Board – NHB (2005: n.p)

It is also important to realise that the awareness of young visitors can be increased if more and better attention is given to studying their behaviour and providing what they need. A strategy dedicated to young people would increase their awareness concerning heritage and culture and would bring more young visitors to heritage sites and museums. It also appears that, under the appropriate guidance, young visitors can really appreciate more

culture and can understand, know and experience to a higher degree their visit. However, the study measures more awareness rather than direct measures of increased visits by young people. Nevertheless, the results are very useful since they underline the significance of studying young tourists in cultural destinations. Once more the importance of positive satisfaction for potential peers' influence and for repeat purchase is highlighted, while there is an interrelation between heritage and museums; museums are the depository of cultural heritage and help to better interpret a heritage site. Therefore, youth do not seem to be 'strangers' or passive towards culture and heritage. Sometimes they do not understand heritage and thus cannot appreciate it adequately. However, an increased interest is highlighted and the emergence for studying this specific special segment is obvious and crucial.

## **2.5 Destination attributes, heritage attributes and satisfaction**

### **2.5.1 Travel destinations and attributes**

With the expansion of the tourism industry, a series of travel destinations have been found or created in order to cover tourists and visitors' needs and desires. Therefore, islands have been transformed to resorts or mountains to ski centres, while places enriched in culture have been modified to attract visitors culturally sensitive or, at least, curious to learn about and experience other cultures and civilisations. The term 'travel destination' is a complex concept because it involves many characteristics. A destination could be a particular location, a resort, a town, a region or even a country or more than

one country (Holloway, 1998). For the particular survey the travel destination is a cultural heritage place, the archaeological site of Delphi, in Greece.

According to Hu and Wall (2005), features of the travel destination can be classified in two main categories: primary and secondary features. Primary features include climate, culture, ecology, land forms and traditional architecture. Secondary features are those developments introduced and constructed specifically for the needs of the tourism development of the destination (transport, catering, facilities for activities and amusement). Murphy (1985) argues that travel destinations include natural and man-made attractions. Natural attractions are those attractions such as scenery and landscapes, while man-made attractions are those that are human-constructed and are categorised in two forms: primary and secondary man-made. Primary man-made attractions are basic man-made attractions such as Disneyland or Cannes Festival, while secondary man-made attractions are support attractions such as hotels or restaurants. These features could be named travel attributes. Hence, travel attributes are the set of attributes which, when aggregated together, describe a place as a travel destination (Um, 1987) or else a destination that its features or attributes attract tourists and visitors.

According to Lew (1987), an ideographic approach to tourist and leisure environments presents three main environments: natural, nature-human interface and human (Table 2.12).

**Table 2.12: Typology of tourist and leisure environments**

<b>Nature</b>	<b>Nature-human interface</b>	<b>Human</b>
<b>General environments</b>		
Panoramas	Observational	Settlement infrastructure
Mountains	Rural/agriculture	Utility types
Sea coast	Scientific gardens	Settlement morphology
Plain	Animals (zoos)	Settlement functions
Arid	Plants	Commerce
Island	Rocks and archaeology	Retail
		Finance
		Institutions
		Government
		Education and science
		Religion
		People
		Way of life
		Ethnicity
<b>Specific features</b>		
Landmarks	Leisure nature	Tourist infrastructure
Geological	Trails	Forms of access
Biological	Parks	To and from a destination
Flora	Beach	Destination tour routes
Fauna	Urban	Information and receptivity
Hydrological	Other	Basic needs
	Resorts	Accommodation
		Meals
<b>Inclusive environments</b>		
Ecological	Participatory	Leisure superstructure
Climate	Mountain activities	Recreation entertainment
Sanctuaries	Summer	Performances
National parks	Winter	Sporting events
Nature reserves	Water activities	Amusements
	Other outdoor activities	Culture, history and art
		Museum and monuments
		Performances
		Festivals
		Cuisine

Source: Lew (1987: 555)

Within these environments, attractions can also be categorised according to their general characteristics, their specific features and their inclusive environments. According to Lew (1987), general environments are of a broad scale and do not need tourism involvement for their existence. Specific environments are closer to the tourism industry and are smaller, while inclusive environments are the main environments that attract tourists to a destination. It can be concluded that overlaps between the categories are existent. For instance the archaeological site of Delphi is located on a general environment: a wild mountainous landscape, with specific features: a campus

with olive trees, while it is characterised by an inclusive environment: the monuments and the museum. However, people visit it for the archaeological destination, while they enjoy the broader environment.

Mill and Morrison (1992) note that tourist destinations are composed of attractions, facilities, infrastructure, transportation and hospitality. Goodall and Bergsma (1990) have also added 'total cost' as an accessional travel attribute for the travel destination. Heung and Qu (2000) state that there are eight travel dimensions that concentrate on the attributes of a travel destination: people, overall convenience, price, accommodation and food, commodities, attractions, culture, climate and image.

More specific travel attributes could be the 'adventurous atmosphere', the 'natural and scenic beauty', the 'safety of the place', the 'quality of the hotels' services' or the 'availability of the tourist information' and the 'friendliness of the local people' (Chen and Hsu, 2000). Haahti and Yavas (1983), add as a further attribute the 'change from the usual destinations' while they were examining tourists' perceptions of Finland. Here, relative images of tourist destinations can be determined by comparisons across several competing destinations (Baloglu and McCleary, 1999).

Horner and Swarbrooke (1996), state that the travel destination has four types of attractions:

1. natural features in the landscape,

2. man-made phenomena where the main purpose of their construction wasn't to be presented as attractions, but after years the tourism industry used them, such as old churches, castles etc,
3. man-made phenomena that have been designed specifically to attract visitors,
4. special events and festivals, which are neither physical or permanent, but which attract visitors to a particular location at a specific period of time.

Kozak and Rimmington (1998) compiled a list of important travel attributes for a travel destination. These travel attributes are presented at the Table 2.13:

**Table 2.13: Travel attributes**

<b>Attractions</b>	<b>Facilities and services</b>	<b>Infrastructure</b>	<b>Hospitality</b>	<b>Cost</b>
Scenery/natural resources	Accommodation	Water systems	Friendliness	Value for money
Climate	Airports	Communication networks	Helpfulness	Accommodation prices
Culture	Bus/train stations	Health care	Responsiveness to complaints	Food and beverage prices
Food	Sport facilities	Power sources		Transportation prices
History	Entertainment	Sewage/drainage areas		Shopping prices
Ethnicity	Shopping centres	Streets/highways		
Accessibility	Food and beverage facilities	Security systems		

**Source:** Kozak and Rimmington (1998: 184-185)

In addition to the above travel attributes, Kim and Dwyer (2003) studying the determinants and indicators for the competitiveness of destinations, proposed a series of selected indicators that encompass also destination attributes:

- Endowed resources: natural and culture/heritage,

- Created resources: tourism infrastructures, range of activities, shopping, entertainment, special events/festivals,
- Supporting factors: general infrastructure, quality of service, accessibility of destination, hospitality, market ties,
- Destination management: destination management organisation, destination marketing management, human resource development, environmental management, destination policy, planning and development,
- Situational conditions: competitive micro-environment, destination location, global (macro) environment, price competitiveness, safety and security,
- Demand factors: destination awareness, destination perception, destination preferences,
- Market performance indicators: visitor statistics (numbers), visitor statistics (expenditure), contribution of tourism to economy, indicators of economic prosperity, tourism investment, price competitiveness indices, government support for tourism.

As far as the attributes of the heritage attractions are concerned, attributes also play an important role in order the destination to accept visitors. As Garrod and Fyad (2000), studying the long-term management of built-heritage attractions in the UK according to owners and managers of historic properties, indicate, a 'successful' heritage attraction has to fulfil the following criteria (Table 2.14):

**Table 2.14: Criteria of a 'successful' heritage attraction**

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**The heritage attraction must:**

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- be inexpensive and visitor-friendly,
  - be physically and intellectually accessible,
  - balance the needs of the visitor and the conservation imperative
  - be able to maintain authenticity and the integrity of the site,
  - deliver value for money.
- 

Source: Garrod and Fyall (2000: 686)

Anderson et al (1997) identified that attributes such as castles, museums, and historical buildings were the most important for visiting Denmark. Philipp (1993) studying the racial differences in the perceived attractiveness of cultural and heritage destinations, used a series of heritage destination attributes such as historical buildings, universities and colleges, museums, galleries, traditional scenery, arts, handicrafts, religious places, food, and shopping places. Peleggi (1996), in his work concerning national heritage and global tourism in Thailand add also old towns and information centres. Moreover, Huh and Uysal (2003) in their study on the measurement of satisfaction of the Virginia Historical Triangle used a series of attributes based on attributes that were used in previous studies. These attributes included cultural heritage attributes but also features concerning the infrastructure, the accessibility, food, shopping places, accommodation, etc. They grouped these attributes into four dimensions: general tour attraction, heritage attraction, maintenance factor, and culture attraction.

Poria et al (2003) argue that most of the studies deal with the supply side of heritage and its management. They add that little attention has been paid to the demand side and the attributes of the site. In their study they studied the

perceptions of people for visiting a heritage destination. These perceptions had to do with motives that influenced tourists to travel to Israel and were related with the following statements (Poria et al, 2003: 246):

- The visit to the site contributed to your education,
- The visit to the site moved you emotionally,
- During the visit you felt that part of your heritage was displayed,
- The visit to the site made you feel proud.

The above statement indicates that the marketing management of a cultural destination should also take into account the intrinsic reasons that tourists visit cultural destinations. Then they can develop a heritage destination that would provide a series of characteristics in order for these intrinsic needs to be covered. For instance, if people visit cultural places in order to enrich their knowledge, the management of them should improve the way that their history and meanings are transmitted to the tourists in the most efficient way. In this case better interpretation methods would be useful for the better explanation of the cultural destination to the visitors.

Travel attributes include all the elements associated with a travel destination. They can influence tourists' and visitors' perceptions and attitudes towards a destination and, they can create the image of the destination. Even tour operators and travel agents have a perceived image of a travel destination and use the travel attributes to affect the image of the tourists (Baloglou and Mangaloglu, 2001). Since many first-time tourists do not know anything about

the destination they are going to visit, they obtain their first information and knowledge from the various information sources (Mok and Amstrong, 1996). These information sources present to them a number of attributes of the destinations and the potential tourists and visitors either select or do not select this destination according to their preferences. Thus, by the consumption of the tourist product, they live the tourist experience and gain the perceived image from each destination, which leads to a positive, neutral or negative satisfaction. Even if a cultural heritage destination is an attraction itself, attributes play an important role concerning the visitors' perceptions for the destination. A cultural heritage destination has also certain features/attributes that have been managed, transformed and promoted by the heritage management and the tourism industry, in order for the cultural place to become an attractive destination able to accept hundreds of visitors daily.

### **2.5.2 Definition of customer satisfaction**

Customer satisfaction is defined as a post-consumption evaluation that a chosen alternative at least meets or exceeds individual's expectations (Engel et al, 1990). In other words, a satisfied customer will be one that his/her experience of the consumption of a product, or a tourist service in this case, will be higher than his/her expectations that he/she had about the product, before the consumption of it. Thus, if there is a positive discrepancy (experience higher than expectations) then there is a positive satisfaction. If the discrepancy is negative (experience lower than expectations) the

satisfaction is negative (dissatisfaction). In the case of the experience being equal with the expectations the satisfaction is neutral (Antonides and Raaij, 1998).

Oliver (1980) has named the above definition as the 'expectancy disconfirmation model' (EDM). According to Hui et al (2007: 966), in the EDM: 'consumer satisfaction or dissatisfaction is a function of the disconfirmation arising from discrepancies between prior expectations and actual performance. Higher performance relative to expectations results in satisfaction and dissatisfaction'. EDM has been widely applied in marketing theory since consumer satisfaction is regarded as a factor that is crucial for the success of an organisation (Zwick et al, 1995). Additionally, the expectancy disconfirmation paradigm: 'has become the dominant framework employed in the assessment of customer satisfaction with hospitality and tourism services' (Yüksel and Yüksel, 2001: 120). Moreover, customer satisfaction, together with service quality, is an important factor for the success of tourism industries (Hui et al, 2007).

An extension to the EDM model for measuring customer satisfaction is the SERVQUAL model. The SERVQUAL model is actually based on the expectancy disconfirmation paradigm and presupposes that there are the following: expectations, performance, disconfirmation, satisfaction (Caruana, et al, 2000). The model focuses on the evaluation of the customer towards the quality of a service and is based on the gap between the expectations and the perceptions of the clients (Gržinić, 2007). 'The SERVQUAL model has been

widely applied in measuring customer satisfaction in different ranges of service categories including hotels, tourism centres, parks and recreation services' (Akama and Kieti, 2003: 74). The model is used for measuring service quality while it shows various discrepancies in the provision of services (Antonides and Raaij, 1998).

For finding out what these features or attributes of a product or service that enhance customer satisfaction are, importance-performance analysis (IPA) is used (Matzler, Bailom et al, 2004). IPA is a straightforward method that can provide information about on which attributes the marketing campaign of a product or a service (in this case a destination) has to be directed (Hansen and Bush, 1999). In the IPA, two dimensions are measured: importance for the customers and satisfaction levels. In the tourism field IPA is widely used (Deng, 2007; Law and Chon; Oh, 2001). Deng (2007), suggests that IPA was used for the tourism sector in order to give answers to problems concerning the hotel selection elements for tourism, the tourist destination competitiveness, the segmentation of the markets, etc.

Although customer satisfaction has been variously defined in the literature, the conceptualisation that appears to have received the greatest support is that it is a post-choice evaluative judgement concerning a specific purchase selection (Day, 1984). As it has been understood, the common characteristic in all the above definitions is that customer satisfaction is an action that happens after the consumption of a product or service. However, Simintiras et al (1997) agree that there is a pre-purchase satisfaction that is based on

feelings and emotions that someone has prior to the act of purchase. Westbrook (1987), alleged that it is also necessary to take account of feelings and emotions, but he never used the term 'pre-purchase satisfaction'.

On the other hand, Churchill and Surprenant (1982) state that satisfaction is positioned as a post-decision construct and attitudes as a pre-decision construct. They also refer that operationally, satisfaction is similar to attitude; it can be assessed as the number of the satisfactions with the various attributes of the product or service. This is what Baker and Crompton (2000) call, 'attribution satisfaction': 'the consumer's subjective satisfaction judgement resulting from observations of attribute performance'.

Customer satisfaction has a strong direct relationship with quality of the products and services (Anderson et al, 1994). Swarbrooke and Horner (1999) argue that quality is seen as being the main theme for achieving customer satisfaction. A quality product or service that meets the needs of the consumer will create a positive satisfaction. On the other hand, Cronin and Ellis (1992) report that satisfaction has a stronger and more consistent effect on purchase intentions than service quality. However, none can disagree with the fact that quality and satisfaction are interrelated. For this reason, attributes related to the quality of the site such as sites' maintenance, museum and interpretation centre, staff attitude, etc. have been added to the questionnaire.

### **2.5.3 Customer satisfaction and travel destinations**

Like other sectors, customer satisfaction is significant for the tourism sector, as well. It is a common argument that customer satisfaction influences word of mouth publicity and loyalty, in order to retain customers (tourists or visitors). Hence, tourism marketers and managers have to take into consideration and understand those attributes that are most likely to influence customers' choice intentions (Heung and Qu, 2000). Barber and Venkatraman (1986) assert that in the marketing literature, disconfirmation of expectations has been the predominant research paradigm in the area of satisfaction. They continue to argue that the same happens in the field of tourism and recreation as well.

According to Yoon and Uysal (2005), satisfaction plays a significant role in planning marketable tourism products and services. As Weiermair (2000) argues, in contrast with other branches of economic activity, consumers in tourism purchase and consume a wide range of services that all together compose the 'holiday or vacation experience'. Thus, tourists tend to base their judgements on the satisfaction gained from all of the individual components. He concludes that these components create a complex tourism system.

In addition, other factors such as nationalities, culture, attitudes, behaviours and social classes each tourist can have, make the study more difficult (Kozak and Rimmington, 2000). For this reason, the most important aspect is to consider the consumption of the holiday or travel experience (visit in the case of Delphi) as a holistic character of the consumer act. The consumer judges

the total experience (overall satisfaction) although he/she has consumed the individual attributes of the tourism product (Weiermair and Funchs, 1998). The satisfaction gained from the attributes in this study includes evaluation from both attraction and levels of service quality. Whipple and Thach (1998), say that these two 'categories' of attributes determine the overall satisfaction.

The tourist product is multilateral, and this has to be considered in examining customer satisfaction. Ryan (1995) argues that the following issues are essential during the measurement of customer satisfaction in the tourism sector:

- the perceived importance of the activity in terms of self-development, self-enhancement, ego, meeting perceived roles and responding to perceived requirements of significant others;
- the importance of the activity being evaluated by need and by expected outcomes;
- external factors that might influence the perceived satisfaction (such as the challenge of an attribute);
- the degree to which the participant adjusts his/her expectations against his/her experiences,
- other factors and variables that might influence the overall satisfaction, such as demographic characteristics.

Nevertheless, the examination of tourists' behaviour through perceptions and satisfaction will give significant information for the understanding of their

needs and wants and, potentially, will increase their awareness for similar destinations.

An aspect that has to be mentioned is how appropriate the above approaches for measuring satisfaction for tourism are. As Yüksel and Yüksel (2001) indicate, most of the studies in tourism consider the expectancy disconfirmation paradigm adequate and reliable for the determination of customer satisfaction. However, a criticism of the EDM is that it simplifies, to a degree, the expectations of the customers/tourists, and it considers that the knowledge of the customers, concerning their expectations for a service (in this case destination) is given, a priori. Moreover, different people probably have different levels of expectations (Ryan, 1995). Nevertheless, since the measurement of behaviour is a completely subjective matter (different people with different characteristics are measured) these simplifications have to be done for the understanding of consumers' behaviour. Using as a framework the expectancy disconfirmation paradigm, in the particular survey the comparison of the attributes mentioned above is done, based on the importance people give in general to certain attributes of cultural destinations and the satisfaction levels measured after the consumption of the same attributes, concerning though, the certain travel destination. If the discrepancy or the gap is higher (perceived experience higher than importance) then there is a positive satisfaction level, if the discrepancy of gap lower (perceived experience lower than importance) there is a lower satisfaction level and, finally, if the perceived experience is equal to the importance then there is a neutral satisfaction level.

## **2.6 Summary**

The literature review chapter presented the main literature that was crucial for the complete understanding of the topic. The literature that was reviewed for this study comprised the theoretical background that it was based on. Furthermore, a large part of it was also used as secondary material for the conduction of the research, while it was considered as the context where the results of this thesis are identified and compared with.

Heritage is a complex issue, while the value of heritage is difficult to determine. Heritage is closely connected to tourism. In postmodern societies that are characterised by rapid movement between space and time, heritage supplies the tourism industry with opportunities to reach the past through the variety of the interpretive methods (Nuryanti, 1996). This way, postmodern tourists 'consume' heritage environments satisfying their needs for knowledge, understanding and self-discovery. Given that in post-fordist eras tourists have moved from the traditional sun and sea type of vacation and seek more sophisticated types of vacations, characterised by uniqueness and differentiation, cultural heritage could be the main supplier for managing this purpose. Cultural elements have been used broadly by the tourism industry as millions of cultural tourists travel annually around the world to see and experience different cultures and civilisations.

A typology for categorising cultural tourists is not easy. However, it is valuable because it can classify groups of people according to their characteristics and their behaviour. The need of cultural tourist categorisation is important for both academic and practical reasons. From the academic perspective a typology is needed for the better understanding of cultural tourist motivation and behaviour. From the practical perspective, the classification is needed for segmenting the cultural tourist market in the most effective manner. This will also give useful information for better planning, development, management and promotion of the cultural sites according to each type of cultural tourist, in order, on the one hand to maximise the visiting at the destinations and on the other to familiarise the assets of cultural tourism to a larger proportion of people.

Cultural tourists' typology encompasses many different kinds of data. Although, statistical information is useful, by itself it is not enough to clearly distinguish who are cultural tourists. Therefore, a deeper tactic is suggested, based on elements of push and pull factor analysis, emphasising on the approaches of motivation and cultural destination assets. At a general level, general cultural tourists are the majority of cultural tourists. On the other hand specific cultural tourists that visit cultural places having a great motivational incentive about them, belong to the minority. Considering that according to the WTO and the Canadian Tourism Commission (Culture Matters Coalition, n.d.), cultural tourism is projected to grow globally at an annual rate of 15 percent through 2010, there has to be a better estimation and analysis of the cultural tourism market. This is essential because knowing the characteristics

of cultural tourists can enrich the tourist literature with knowledge about cultural tourists' behavioural patterns, motivations and perceptions. From a marketing perspective this is important for the improvement of the cultural destinations and for reaching cultural tourists' needs and wants. A better study of cultural tourists can give useful feedback for the appropriate planning and management of a cultural destination.

Young people are an underestimated market for the tourism industry; it appears that it has certain behavioural characteristics and significant power as far as demand for tourism is concerned. Youth tourists are of particular interest since they are a dynamic market that keeps growing. Nevertheless, young people, as a segment, are poorly understood because no specific field that studies youth behaviour and no specific profession that deals with young people exist. Sometimes they have even been underestimated or have been 'treated', in marketing terms, as adults. Even if it is difficult to define who is young and who is old the broad and accepted terminology is done according to the criterion of age. The youth market has special needs and wants, and seeks diversified features during their travel.

Young people appear to be interested in culture and cultural elements while travelling. Cultural tourism is a recognisable sub-sector of tourism not only for a specific market of educated people that seek something other than sea, sun and sand holidays, but also for mass markets that consider visits to cultural attractions as a vital part of their overall holidays. Though, while cultural tourism is studied adequately, there is a lack of data concerning the actual

young tourists' behaviour in cultural places and perceptions towards them. While it is evident that youth tourists visit cultural and heritage places and that culture is a main travel attribute in their overall travel, there is a lack of research in this particular field. An attempt to better study their behaviour in cultural destinations is done in the current thesis.

Travel attributes could be characterised as the backbone of a travel destination. All together, they constitute a holistic image of the destination and, mostly, because of them, potential tourists visit this destination. To a degree, attributes interpret the destination, even if it is a cultural destination, as in the case of Delphi, and build a strong image that leads to the growth and expansion of visitation. People choose a cultural destination for a variety of reasons. Visiting a cultural destination is not only the visit to the destination itself but also the consumption of a series of other attributes that influence visitors' satisfaction and perceptions levels. A cultural site would be unapproachable if there was not the appropriate infrastructure that would transform it from a non-indexed place of ruins to a commodity, intended and marketed to potential visitors and tourists, and, therefore, creating income for its conservation, on the one hand and for the general area it is based on, on the other.

Since travelling, in general, constitutes an inextricable piece of human activity, visiting cultural destinations has become more important and intense. Thus, customer satisfaction studies are as useful in the field of tourism and entertainment as in the other fields. Nevertheless, identifying major attributes

that affect destination selection and their relationships with tourist characteristics means that tourism marketers will be better able to influence consumer behaviour, consumer satisfaction and repeat patronage (Heung and Qu, 2000). This can also be applied to cultural destinations.

Besides, through customer satisfaction programmes, needs and wants of the customers/tourists can be learned (Master and Prideaux, 2000). Knowing exactly what certain segments, in this case youth tourists and visitors, need and want from a cultural destination would lead to more positive satisfaction levels and would increase the potential visitation in the place and, in expansion, to its profitability. Consequently, all these are essential pieces of information for the future survival of the site and the establishments that operate in it.

Merging three main key aspects of the tourist literature - heritage and cultural tourism, youth tourists' behaviour and tourist satisfaction - the current thesis presents an analysis of what the role of culture for young people while travelling is, and what their perceptions towards attributes that compose a cultural destination are. Therefore, the literature will be enriched not only by a study that is concentrating on young people as a specific market with specific characteristics in a specific type of tourist destination (cultural site), but also by an analysis that is gazing at cultural destinations from a strategic marketing view. It also mentions what elements have to be improved in order for the needs and wants of young people to be met and for these destinations to be

more attractive in their eyes at the present, and in the future as a mature grown market.

## **CHAPTER THREE**

### **Methodology**

#### **3.1 Introduction**

The methodology chapter presents analytically all those methods and techniques that were used in order for the aim and the objectives of the study to be met. As mentioned before, the aim of the thesis is to examine young tourists' perceptions towards the archaeological site of Delphi, from a marketing perspective. This chapter explains the procedure adopted in this research. The objectives of the research as well as the research questions are presented in the first chapter and also in Figure 3.2 of the current chapter.

As a first stage, an overview of Greek tourism as well as the justification for selecting the archaeological site of Delphi as a case study according to certain criteria is given. Then a description of the research design is presented, describing what the main types of research are and which of them are used in this case. Next the principles of data collection methods follow that present the primary and secondary research undertaken for the completion of the research. Secondary research included all the secondary material from which useful information was derived. Primary research included the actual primary research that took place at the exit of the site of Delphi during August and September 2006. Questionnaire and interviews

design and execution follow. For the main part of the research quantitative methods were judged to be the most appropriate for the fulfilment of the objectives of the research. However, for a better interpretation and a deeper examination qualitative methods were used as well. Qualitative research had the form of short interviews and had a supplementary role, supporting the quantitative findings.

A presentation of the background population, the types of sample and an analytical explanation of the sample that were used in the study are highlighted, while the procedures of the analysis of the data as well as univariate, bivariate and multivariate techniques that were applied for giving answers to the objectives of the thesis are stated.

The methodology of the study was chosen to aim at the best explanation of the research objectives and questions given the certain limitations that the researcher was confronted with, such as difficulties in estimating the background population, the use of convenience sample, time and cost limitations, the external influences of weather conditions to the participation levels, etc.

## **3.2 Background and case study selection**

### **3.2.1 Greek tourism**

Tourism for Greece, a country with rich cultural deposits and good climatologic and pedologic conditions (total length of beaches; 15.021 kilometres, number of islands; 1500), constitutes one of the basic sectors of the national economy (Georgiannaki and Karavidas, 1991). According to Buhalis (2001), Greece has a heterogeneous character, concerning its tourist product, and thus can satisfy numerous and polymorphic needs of the tourism market. Greece is a popular destination that attracts millions of tourists annually. Greece comes 15<sup>th</sup> in the world ranking of countries that accepted tourists, since it accepted 13 million visitors on 2004. The 90% of those visitors came from European countries (National Bank of Greece, 2005). That means that Greek tourism has a significant role in the global tourist activity.

As far as the nationalities visiting Greece are concerned, Table 3.1 presents the top 15 arrivals of foreign tourists according to nationality from 1994 to 2006 (General Secretariat of National Statistical Service of Greece – ESYE, 2007). From Table 3.1 the importance of Europeans for Greek tourism can be highlighted. This is also argued by Mermigas (2005a), who states that European tourism encompasses more than 90% of the total tourists in the country. British tourists account for 24.66% of the whole foreign arrivals for 2006, while German tourists account for 21.37%. This means that British and German markets together constitute more than the 45% of foreign tourism of the total top 15 countries. The situation is almost the same as far as the

overnights are concerned: Germany 26.31% of the total overnights for 2006, followed by UK (20.77%), Italy (9.26%), France (7.63%) and Netherlands (7.22%) (ESYE, 2008).

**Table 3.1: Top 15 foreign arrivals at Greece by nationality (1994 – 2006)**

Rank	Country	1994	1997	2000	2003	2006	2006 %	Variation 1994 - 2006
1.	<b>UK</b>	2,418,628	1,711,942	2,772,256	2,951,160	2,615,836	24.66%	8.15%
2.	<b>Germany</b>	2,404,628	1,994,670	2,395,185	2,082,914	2,267,961	21.38%	-5.68%
3.	<b>Italy</b>	622,619	625,509	722,652	711,772	1,187,598	11.20%	90.74%
4.	<b>Netherlands</b>	556,593	464,144	655,285	598,315	782,154	7.37%	40.53%
5.	<b>France</b>	618,565	426,678	602,353	638,936	712,131	6.71%	15.13%
6.	<b>Belgium - Luxemburg</b>	225,099	224,036	265,148	351,686	522,381	4.92%	132.07%
7.	<b>Austria</b>	345,259	288,636	348,091	411,856	492,921	4.65%	42.77%
8.	<b>Sweden</b>	314,251	317,030	387,639	333,460	428,334	4.04%	36.30%
9.	<b>Denmark</b>	281,235	253,622	318,885	280,141	325,472	3.07%	15.73%
10.	<b>Norway</b>	95,898	102,452	143,257	224,777	293,204	2.76%	205.75%
11.	<b>Switzerland</b>	163,126	164,999	193,327	264,336	280,355	2.64%	71.86%
12.	<b>Czech Republic</b>	78,846	107,882	177,087	126,860	264,362	2.49%	235.29%
13.	<b>Poland</b>	43,788	34,292	31,018	107,365	198,412	1.87%	353.12%
14.	<b>Finland</b>	172,099	116,518	137,434	138,200	166,361	1.57%	-3.33%
15.	<b>Ireland</b>	57,885	62,780	69,928	65,141	70,251	0.66%	21.36%
<b>Total 15</b>		<b>8,400,513</b>	<b>6,897,187</b>	<b>9,221,545</b>	<b>9,286,919</b>	<b>10,607,733</b>	<b>100.00%</b>	<b>26.27%</b>

Source: General Secretariat of National Statistical Service of Greece – ESYE (2007)

Concerning the spatial distribution for the two key markets of Greek tourism, (British and Germans) 90.03% of British tourists and 86.99% of German tourists travelled by aeroplane only to eleven popular Hellenic destinations (Heraklio, Athens, Corfu, Rhodes, Zante, Kos, Cephallonia, Thessaloniki, Skiathos, Chania, Kavala) (ESYE, 2007). Moreover the mainland, even though it accepts a respectable number of tourists, it is not as popular as the island destinations (only three out of eleven destinations belong to mainland Greece: Athens, Thessaloniki and Kavala). A rational explanation for this

situation is that the majority of the British and German tourists visiting Greece are mostly tourists that bought 'tourist packages' from a travel agent. Travel agents provide certain packages for certain destinations, mostly for summer vacations (island resorts) in Greece; therefore the choices of the potential tourists are limited only to a certain number of destinations. Furthermore, charter flights that are used by tour operators and travel agents and fly directly from the tourists' country of origin to the final destination are quite popular for the mentioned destinations. However, considering the plethora of destinations Greece offers, the number of those destinations is relatively low, thus the spatial distribution of tourists from the high markets is partial to certain places, mostly islands, rather harmonically spread throughout the whole country.

In terms of domestic tourism ESYE (2008) indicates that almost 75% of tourist overnights are done by international tourists, indicating the dependence of Hellenic tourism on international travellers. Domestic tourism, however, possesses a significant percentage of Greek tourism, 25% approximately (25.51%).

The mass character of tourism development and the evaluation of the economical results of tourism in the developing Greece of the 1970's created rapid tourism development, sometimes without the appropriate planning and not considering issues such as sustainability practices (Parpairis, 1991). Therefore, Greece, although it has great cultural heritage, was developed mostly as a 3 S's summer destination. The fact that Greek tourist policy used culture as part of the tourist product of the country and not as a specific type

of tourist development, concentrating on some major fame cultural destinations such as Acropolis or Cnossos, contributed to this situation (Kalogeropoulou, 1996). Concerning cultural tourism, Greek heritage was always an attraction element of tourism. Baloglu and Mangaloglu (2001), in their study about the tourism image of Greece, argue that the country is characterised by ‘historical sights and attractions’, ‘sunshine’, ‘blue skies’ and ‘beaches’. However, culture was treated as a part of the total tourist product and not as a special form of tourism itself (Kalogeropoulou, 1996).

According to a survey conducted by ATLAS in the summer of 1992 as part of the ATLAS cultural tourism project, concerning the tourists that visited three cultural sites in Greece (National Art Gallery of Athens, Archaeological Site Deon and Archaeological Museum of Thessaloniki) (sample of 600 people), almost 60% of the respondents that visited the particular places were foreigners (Kalogeropoulou, 1996). Specifically, Table 3.2 indicates the origin of the respondents.

**Table 3.2: Origin of visitors interviewed at three cultural sites, summer 1992**

Origin	% of respondents
Greece	40.3
UK	13.6
Germany	13.3
USA	10.9
France	2.7
Italy	2.7
Other Europe	12.6
Rest of the world	3.9

Source: Kalogeropoulou (1996: 138)

From the table it can be seen that 40% of the respondents are Greek indicating a significant interest of Greek tourists in the specific cultural destinations. The Greek tourist market plays an important role for Hellenic

cultural tourism. The bond of Greeks with their culture is stronger than that of any other tourist since culture constitutes a part of their history and identity. Moreover, Greeks know their culture better, what is important about it and where they can find the most important cultural assets. Considering this argument, an interpretation of the role of Greek tourists towards Hellenic culture and heritage is essential. A significant percentage of 60% are foreign tourists, meaning that culture is a basic ingredient of the Greek tourist product and could be targeted as a separate product by itself.

Although Greece has a long history in terms of tourism it started to develop systematically just after the Second World War (Tsartas, 1989). The estimation of the positive – mainly economical – consequences of tourism, created rapid tourism development, often based on misrule and without taking into account environmental and sustainability issues (Parpairis, 1991). Therefore, for years, the Hellenic tourist product has been based on heliocentric elements, the visual consumption of sea, sun, sand landscapes, and the massiveness, while it is characterised by regional imparity, attracting the majority of tourists to only some Greek summer resorts, mainly islands. As a consequence, the Hellenic tourist product for many years was exchangeable more by its price and less by its quality, creating an image for Greece as the cheap sunny destination for summer vacations.

Greece attracts many tourists annually from different nationalities and profiles. Among them there are many young tourists (Fotis, 1992). As Greece is a country with beaches and rich nightlife (Baloglu and Mangaloglu, 2000;

Wickens, 1994) the fact that it is chosen by young people, that their main reason for choosing beach vacations is related to nightlife (Club, 1995), can be justified. Moreover, the tourist product of Greece that addresses young people offers more opportunities (Kollia, 2007: 394):

‘In this exceptional natural environment, Greek youth and young visitors from the rest of the world are presented with many opportunities: they can start by discovering the archaeological heritage scattered all over the country, then relax and enjoy one of the numerous cosmopolitan or remote and quiet islands, covering all needs and preferences, but even develop alternative forms of tourism’.

Considering the above statements and taking into consideration that the cultural resources of Greece are innumerable, a study of young visitors in cultural destinations in Greece would give useful information about their profile and would provide feedback for the better development of cultural tourism in Greece to more specialised segments, such as the youth market.

### **3.2.2 Case study selection**

The selection of the case study was managed through a certain process. Initially, a series of criteria for conducting the specific research were considered. Then these criteria were applied to some of the top cultural destinations of Greece (Delphi, Olympia, Cnossos, Delos and Mycenae) in

order for the most appropriate to be used as a case study. Therefore, the following criteria were used.

1. **Location:** natural and cultural assets of the location were important while a central site close, in terms of distance, to large urban areas (cities and towns) and to places with tourism development, that could provide it with a high number of visitors, daily, was preferable.
2. **Distance:** from central areas that accept a significant number of tourists and/or are developed and, therefore, supply the visitors' demand. An obscure cultural site far from central destinations would influence, negatively, the perceived visitation. For the needs of this study distance from the capital city of Greece, Athens was applied, since Athens possesses almost half the population of Greece and is the entrance point for a significant amount of tourists annually.
3. **Accessibility:** an easily accessible place means a higher number of visitors. Means of transport, time of the trip and travelling expenses, are important variables for easy and fast access to/and from the study destination.
4. **Popularity:** the more popular a site is the more visitors from all over the world it would attract. Therefore, a popular place was considered more desirable and effective for the conduction of the survey.
5. **Seasonality:** the lower seasonality for a destination, the better dispersion of the tourist flows annually and, therefore a more balanced tourism development. A more balanced seasonality means that the site attracts tourists all through the year and not only during the peak periods such as summer.

6. **Characteristics:** of the site could attract people with different interests and motives. The diversity of characteristics of the site would possibly influence the destination choice of the visitors. The chance of a site with a variety of features to attract more visitors was, arithmetically, greater.
7. **Museum in the site:** or based close to it, that exhibits related artefacts and findings, possibly gives a more holistic image of the site, and helps the provision of a clearer analysis of the visitors' perceptions.
8. **Weather conditions:** that influence visitation and accessibility to the site.
9. **Tourist development:** if a cultural site is located in or close to a destination with an obvious tourist development, the possibilities for tourists to visit it are greater than a site far away from it.
10. **Type of tourist activity that exists in the area:** if a site is located in a mass tourist destination, there is a large possibility that the majority of its visitors would be mass tourists and therefore incidental visitors, according to McKercher and du Cros's typology of cultural tourists. Therefore, a site located in an area with balanced tourist activity could attract people with various purposes of visit and would identify a variety of interest levels for the site.
11. **Practical issues:** that the researcher could confront. Issues concerning accessibility, time and cost were vital for the conduct and fulfilment of the research.

As mentioned in the introduction, the study focused on only one cultural destination. The fact that the thesis studies young tourists' behaviour and the need for in depth analysis with the use of statistical data analysis were the

reasons for focusing only on one destination as a case study. Furthermore, it was judged by the researcher that the objectives of the study would be more than adequately fulfilled in only one cultural site given the practical limitations (cost and time). Considering the above justification and according to the criteria used for choosing the study, the sanctuary of Delphi was chosen to be the most appropriate as a case study. Delphi is one of the major cultural destinations in Greece. It attracts thousands of visitors annually and is one of the best known heritage archaeological sites of the classical era around the world (Kiouisis, 2005; Hellenic Ministry of Culture, 2006). The popularity of the chosen destination, as well as the assurance that there would be a sufficient population and sample for the conduct of successful research that would meet its objectives sufficiently, also suggested the use of one destination as a case study. Delphi fulfils all the criteria:

- **Location, distance and accessibility:** Delphi is located in a central area and a daily visit to it is easy (160 kilometres from Athens). Delphi, according to PEP Stereas Hellados (2004), has good street condition and frequency of buses, facts that make access to and from the destination easier.
- **Popularity and seasonality:** the fact that Delphi is inscribed on the world heritage list by UNESCO justifies its greatness around the world (UNESCO, 2006). The popularity of the site can also be indicated by the number of entrance tickets sold annually, that could reflect the number of visitors, even though there is a discrepancy between these units since someone could visit the same site repeatedly. In addition, there are many visitor groups (i.e. students) that do not pay a ticket fare, though they still visit the site. According

to ESYE (2007), 363,927 tickets were sold in Delphi during 2006, generating revenues of €1,682,800. ESYE (2007) indicates that Delphi possessed the seventh place in the top archaeological destinations in terms of tickets sold for 2006. Hence, it is one of the most popular destinations in the country. Seasonality is important for the conduct of the research since a lower seasonality indicator means a more balanced demand. The fact that a site has a low seasonality indicator means that it attracts visitors all through the year. Seasonality indicators are calculated using the equation suggested by Bender et al (2005) where the seasonality equals the sum of the summer month arrivals (May – October) by the annual sum. From a comparison of the arrivals to five sites for 2006, Delphi has the lowest seasonality indicator (Delphi: 70.27%, Olympia: 75.64%, Cnossos: 88.61%, Delos: 91.34% and Mycenae: 75.93%). This means that visits are spread out in a more balanced way throughout the year in comparison to the other sites.

- **Characteristics of the site and relative museum in it:** Delphi possesses one of the most popular museums in the country and it is one of the top museums in terms of visitation according to the Hellenic Ministry of Culture (2006). Moreover, Delphi is a mixture of monuments and various antiquities that are exhibited in the archaeological museum.
- **Weather conditions:** Delphi is influenced by poor weather conditions slightly, mostly during the winter months. However, the good condition of the streets make the site accessible almost all over the year.
- **Tourist development:** In terms of tourism development, Fokida prefecture, where Delphi is located, combines significant amounts and variety of natural and cultural resources (Greek National Tourism Organisation, 2003).

According to ESYE (2004), in 2003 Delphi accepted 102,525 tourists (122,326 overnights) in its hotel accommodation covering 68.5% of the tourist movement in hotel accommodations of Fokida. It also accepts many day visitors, mostly due to the archaeological site (PEP Stereas Hellados, 2004). Delphi is a mountainous area – popular with visitors and near to one of the largest ski centres in Greece, Parnassus. The fact that it is located near the Gulf of Corinth towns Itea and Galaxidi, also popular enough in terms of tourism, maximises the chances of attracting visitors that could not necessarily be called cultural tourists. In other words, Delphi could be a transition point and not obligatorily a final destination. In summer, where the peak demand period exists for the site, the archaeological site itself and its museum attract daily visitors that arrive from Athens and other destinations, by car, taxi, coach. Additionally, many travel agents organise daily or short trips to Delphi for people who wish to visit the area (Grecetravel, 2006). There are several buses a day to and from Athens (six to seven times a day) for visitors who wish to travel independently (Athensguide, 2006).

- **Practical issues:** Practical issues relate cost, time and accessibility. Considering that the base of the researcher was Sterea Hellas region, the most appropriate area for conducting the research was Delphi. Delphi was a favourable destination because it is also based in Sterea Hellas, only 80 kilometres from the base of the researcher. Finally, the fact that the researcher comes from the same area where Delphi is located, meant that there was better knowledge of the place, its history and its current situation in terms of tourism. Accessibility was easier, cost was kept to a minimum and time was used most effectively since Delphi is only one hour from the base of

the researcher. Even if practical issues were of less importance than other factors, they were taken into consideration.

Delphi, is an area located in the Sterea/Central Hellas region, prefecture of Fokis/Fokida and constitutes a part of the present – day municipality of Delphi (Greek Travel Pages, 2006) (Figure 3.1). The sanctuary and oracle of Delphi is located 160 kilometres north west of Athens (IndigoGuide, 2006) and 550 metres above sea level, within the area of modern town Delphi (Arachova.gr, 2006).

**Figure 3.1: Map of Fokida with Delphi**



Source: Encarta (2006)

Ancient Delphi was the navel of the earth or the centre of, at that time, the known world and the ‘common home’ of all Greeks, and it signified many major historical events of ancient Greece (Arachova.gr, 2006). The relics of

Delphi came to light in 1893 after the excavation of the French Archaeological School (Hellenic Ministry of Culture, 2006). The area revealed the temple of Apollo and Pronaias Athena, the stadium, the ancient theatre, the gymnasium, the settlement of Delphi and its cemeteries, more than 5000 epigraphs, offerings from important states of ancient world, statues, and pieces of art from all over the artistic centres of ancient years (Hellenic Ministry of Culture, 2006).

**Oracle**

*"An oracle was a sacred place dedicated to a god or goddess, in which specialised priests and priestesses were exerted the oracular art. People referred to these oracles in order to gain information for the future. They believed that in the oracles gods and goddesses would reveal the future"* (General Encyclopaedia Hydria, 1983, p.2427).

**Oracle of Delphi**

*"Delphi's oracle was the most significant oracle of ancient Greece. It was founded in 8<sup>th</sup> century B.C. near the Castalia fountain. According to mythology, the area was guarded by the dragon Pythonas, who was killed by Apollo. Since then, Apollo the Pythios was worshiped there. For the honour of Apollo, a temple was built and the first priests were Cretans. Initially, oracles were given choosing by lot. The lot was put out from a pot and according to its scheme and colour, it signified the future. Other ways of clairvoyance were the way of "sleep" where the visitor was sleeping near the sanctuary and he was dreaming that the God was replied to him, and the way of bay where the oracle was given by the blowing of its leaves. Finally, the oracles were given by the arch priestess Pythia, who was sitting on a tripod. She was chewing bay leaves and she was rhapsodised. Then she was given answers at those who were asking her. However, these answers were not clear. They were inexplicit and ambiguous. The fame of the oracle had reached all the Mediterranean countries and they were many foreigners that they were seeking advices. Various buildings were built in Delphi; theatre, stadium and innumerable offerings that visitors dedicated. Every four years, games were taking place, called Pythia or Pythonic games"* (General Encyclopaedia Hydria, 1983, p.2427).

### **3.3 Research design**

An essential step in any research study is the research design. It provides the basis that the researcher should follow for giving answers and accomplishing

his/her research objectives and further questions (Churchill, 1995). Even in tourism these issues are complex and the researcher should follow a number of stages starting, of course, with the identification of the problem and ending at a final report (Ryan, 1995). Research design includes three types of research (Kent, 1999):

- descriptive,
- exploratory,
- causal (or experimental or explanatory).

Descriptive research aims to examine the measurement of sizes, quantities or frequencies of things (Kent, 1999; Churchill, 1995). The descriptive research, measures and presents variables one at a time, and does not try to find any relationship between them (Kent, 1999).

Exploratory research, aims to generate insights, ideas and hypotheses rather than measuring or testing them while it is designed to identify the real nature of research problems (Kent, 1999; Churchill, 1995). Kent (1999) also adds that exploratory research implies that whatever style of research is used, the end product is based more on the generation of ideas than the testing of them.

Causal research, is defined as being a situation where the researcher controls a variable, and by changing that variable seeks to assess its affect upon the determined variable (Ryan, 1995). As McDaniel and Gates (2001: G-1) note,

causal research is: 'designed to determine whether a change in one variable most likely caused and observed change in another'. In causal research, the existence of a correlation or association is essential, and the independent variable must have existed before the dependent variable, as far as time is concerned (Kent, 1999).

Considering the above, the current study is a combination of the three mentioned types. It is a descriptive research because there were attempts to measure the frequencies of variables (number of respondents, travel characteristics as well as demographic variables, such as sex, age and income). It is also a causal research because there was a causal explanation for finding out associations and correlations between independent and dependent variables. Furthermore, the perceived and overall satisfaction (dependent variable) happened after the consumption of the attributes of the archaeological site (independent variables), concerning the time period. Finally, to a degree it is exploratory, since, as it will be mentioned later on, it includes more narrative information concerning the needs, wants and opinions of young visitors towards the archaeological site of Delphi and cultural tourism in general.

### **3.4 Principles of data collection**

To conduct the current research, primary and secondary research methods were essential for gaining useful information. Secondary research is a form of research, where the researcher tries to find data by seeking out whatever data

may already exist that are relevant to the purposes of the research (Kent, 1999). However, it needs to be underlined that such data were first collected using primary techniques. In the current study, secondary research includes all the details that have to do with consumer satisfaction in general and in the field of tourism, tourism marketing, cultural / heritage tourism and cultural tourism's typologies, travel attributes as well as information concerning Hellenic tourism and tourist movement in the archaeological site of Delphi and the surrounding area. The findings from the secondary research are mainly discussed in the literature review section. The sources used in relation to secondary data are academic articles in journals, books and magazines relevant to; tourism, culture and heritage, tourism marketing, and consumer behaviour. In addition, material gathered from the Greek National Tourism Organisation as well as the Tourism Office of Delphi, was helpful secondary data. Last but not least, the World Wide Web (WWW) / internet was a great source of information for the fulfilment of the current survey since a significant amount of material was found in various internet sites about Greece and Hellenic tourism. More specifically, some useful sources of secondary data concerning tourism and cultural tourism in Greece are listed in Table 3.3.

One of the major problems of researching Hellenic tourism is the lack of statistical and scientific support (Moutafi-Galani, 2004). Furthermore the literature concerning Greek tourism is relatively new. Therefore, much of the data and information were gathered from various organisations, internet sites, newspaper articles and magazines, chambers and airports. For these reasons, the researcher was critical of the secondary sources used in the

survey as far as their representativeness and objectivity are concerned; there were many ways of collecting and analysing data from various organisations and publications. This probably affected their quality and scientific explanation. Nevertheless, all the data were helpful for sketching the image of Hellenic tourism in Greece and in the archaeological site of Delphi.

**Table 3.3: Sources of secondary data**

<b>Author/Organisation</b>	<b>Material</b>
Association of Greek Tourism Enterprises – SETE	Facts and statistical data concerning Hellenic tourism
General Secretariat of National Statistical Service of Greece - ESYE	Population census, admissions to archaeological sites and museums and revenues of tickets sales and museums, tourist arrivals in hotel accommodations
Greek National Tourism Organisation	Studies of tourism peripheries' tourism development
Hellenic Ministry of Culture ICOMOS	Information about archaeological and cultural sites Catalogue of World Heritage Monuments
United Nations Educational, Scientific and Cultural Organisation - UNESCO	Information about archaeological and cultural sites
Research Institute for Tourism – ITEP	Greek Economy and Tourism

Primary research refers to research that has been done to solve the main research problem (Kent, 1999). It is based on the primary research to solve the problem gaining primary data (Churchill, 1995). It can be categorised as quantitative and qualitative research.

Quantitative research is based on data that is derived from 'the collection of data that result from the process of measurement' (Kent, 1999: 29) and normally it needs a large number of sample (over 100 respondents) (Kent, 1999). The data is measured using numbers and is impersonal, controlled and manipulative (Finn et al, 2000). Finally, quantitative research is structured, deals with numerical data and tests theories (Finn et al, 2000).

Qualitative research is based on qualitative data which are ‘non-numerical records and arise as words, phrases, statements, narrative, text or pictures’ (Kent, 1999: 28). It is characterised by two main features; it is based on open-ended interview methods and it collects data that is largely qualitative and in the form of narrative rather than isolated statements (Kent, 1999). Ryan (1995: 97) also adds that qualitative methods ‘exist to develop a sense of emotion that is associated with the subject being researched’. Therefore, qualitative research provides more detailed information rather than descriptive data concerning the subject that is measured. Table 3.4 presents the main features of qualitative and quantitative research while another helpful comparison between qualitative and quantitative research is mentioned at Table 3.5

**Table 3.4: Features of qualitative and quantitative research**

	<b>Qualitative</b>	<b>Quantitative</b>
<b>Aim</b>	Complete, detailed description	To classify features, count them, and construct statistical models in an attempt to explain what is observed
<b>Knowledge</b>	Researcher may only know roughly in advance what he/she is looking for	Researcher knows clearly in advance what he/she is looking for
<b>Recommendation</b>	During earlier phases of research projects	During latter phases of research projects
<b>Design</b>	The design emerges as the study unfolds	All aspects of the study are carefully designed before data is collected
<b>Instruments</b>	Researcher is the data gathering instrument	Researcher uses tools, such as questionnaires or equipment to collect numerical data
<b>Form of data</b>	Words, pictures or objects Subjective - individuals' interpretation of events is important ,e.g., uses participant observation, in-depth interviews etc	Numbers and statistics
<b>Type</b>	Qualitative data is more 'rich', time consuming, and less able to be generalized	Objective – seeks precise measurement & analysis of target concepts, e.g., uses surveys, questionnaires etc
<b>Critic</b>	Researcher tends to become subjectively immersed in the subject matter	Quantitative data is more efficient, able to test hypotheses, but may miss contextual detail
<b>Behaviour of researcher</b>		Researcher tends to remain objectively separated from the subject matter

Source: Miles and Huberman (1994: 10-12)

**Table 3.5: A comparison between qualitative and quantitative research**

<b>Characteristics</b>	<b>Qualitative research</b>	<b>Quantitative research</b>
Types of questions	Probing	Limited probing
Sample size	Small	Large
Information per respondent	Much	Varies
Type of analysis	Subjective, interpretive	Statistical, summarisation
Hardware	Tape recorder, projection devices, video, pictures, discussion guides	Questionnaires, computers, printouts
Ability to replicate	Low	High
Type of research	Exploratory	Descriptive or causal

Source: McDaniel and Gates (1993: 29)

In the tourism field the dominant methodological approach is quantitative (Rilley and Love, 2000; Wale, 1997). As Wale (1997: 525) indicates: 'techniques which bear the imprints of logical positivism, statistical investigation, and the scientific method continue to dominate'. Decrop (1999) indicates that in tourism sometimes qualitative research is considered as more 'artistic' and less scientific than quantitative research. This raises a debate about the appropriateness of each method. However, he states that: 'if we accept the principle that science is not a question of numbers but of reasoning, a qualitative study can be as sound as a quantitative one' (Decrop, 1999: 160). Therefore, qualitative research must not be underestimated. Furthermore, Finn et al (2000: 9) suggested that there can be a combination of the two methods: 'Where qualitative and quantitative methods are used in combination in the same study, findings of one investigation can be checked against the findings from the other type. This is what is meant by triangulation'. According to Decrop (1999: 158):

'triangulation means looking at the same phenomenon, or research question, from more than one source of data. Information coming from different angles can be used to

corroborate, elaborate or illuminate the research problem. It limits personal and methodological biases and enhances a study's generalizability'.

In the current research, for some research objectives and questions, triangulation using mixed methods of quantitative and qualitative data has been applied. However quantitative research is more obvious while qualitative research has a supportive role. Specifically the research has two approaches:

- (1) quantitative research for giving answers to objectives concerning the importance levels of visitors to cultural sites and satisfaction levels from the archaeological site of Delphi, as well as demographic and travel characteristics and profile (i.e. age, income, ways of arrangement, etc.),
- (2) qualitative research for a more comprehensive interpretation of the relationships between young visitors and culture and cultural places, and, in expansion, the study site (i.e. role of culture during travelling, influence of parents in travel decisions to cultural destinations, etc.).

Quantitative research is the main approach used in this study. It was the most appropriate method of research because quantitative variables had to be measured: importance and satisfaction levels from a series of attributes that compose the cultural destination, demographic and travel characteristics (independent variables), overall importance of culture while travelling and overall satisfaction from the archaeological site of Delphi (dependent variables). Furthermore, through this approach a sketch concerning the

visitors' profile of the site was managed, indicating who the young visitors to the destination for the specific time and place were, and what their perceptions towards issues, such as importance of culture or satisfaction levels were, as well.

As mentioned, Delphi attracts thousands of visitors annually; therefore an illustration of the young visitors' profile would give useful insights into the cultural tourist destination. Additionally, the use of the disconfirmation model for the analysis of the data presupposed quantitative research and numerical data. This was another reason for the use of this approach. Furthermore, the size of the sample (408 responses of which 348 of them were valid) required quantitative research to allow a more accurate measurement of the important factors involved. Last but not least, time and cost limitations, gathering as many answers in the given time as was possible and realising who the visitors to Delphi were and what the associations between their profile and importance of culture and satisfaction with Delphi are, made the quantitative approach the main type of research for the current study.

Qualitative research was used for gathering more in depth information about the importance that young visitors attach to culture while they are travelling, as well as their perceptions towards cultural destinations and the study site itself. The information taken from the qualitative research was used to supplement the quantitative research, since qualitative data was gathered from short interviews which actually helped to better understand and document the quantitative research. However, the importance of the

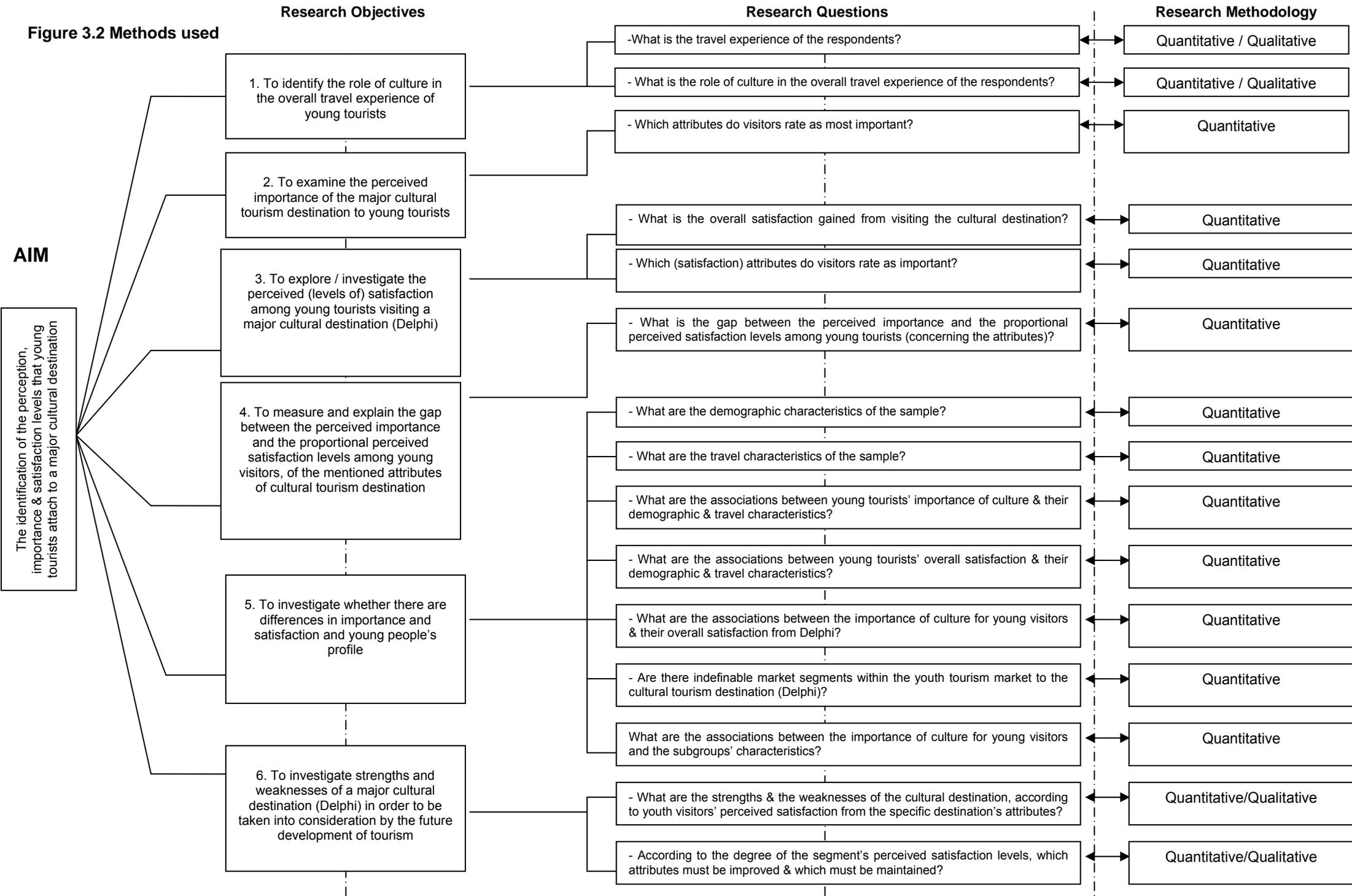
qualitative research is equally significant to that of the quantitative research. Even if qualitative research had a supplementary role, as the objectives of the research were answered mainly from the quantitative research, it was useful as it gave more insight into the role of culture in young tourists' travel and it 'ties-up' the whole content of the study more. A series of important qualitative data was gathered and used to support the quantitative data in the most efficient and effective way.

For a more detailed explanation, Figure 3.2 indicates the research objectives, questions and the methodological approaches used to answer these questions for the particular study. This is done in order to examine the link of each objective and research question and the appropriate methodological approach that was judged by the researcher as the most appropriate to use.

### **3.5 Questionnaire - Design and execution**

For the initial part of the research (the quantitative part), the basic instrument used was the questionnaire. A questionnaire is any document that is used as an instrument with which data can be captured by asking people (Kent, 1999). As Chisnall (1992: 39) argues: 'questionnaires are the backbone of most surveys and require careful planning and execution'. Therefore much attention was paid to the design and structure of the questionnaire, in order for the most accurate responses and information to be gathered.

**Figure 3.2 Methods used**



In the study, quantitative research included open-ended questions and self-completed questionnaires that were given to visitors outside the museum of the archaeological site of Delphi who had already visited the archaeological site. Because the questionnaires were given outside the exit of the museum (which is simultaneously a rest area) the majority of the respondents had already visited the museum as well. Self-completed questionnaires were chosen because of the time limitations the researcher had to consider.

The questionnaires were translated in four different languages: Greek, English, French and Italian, and in total, they had 32 questions (see appendix 1). Even though Germans were a key segment for Delphi the questionnaire was not translated into German because at that time there was a lack of an expert in German to translate the questionnaire. However, as was noticed in the fieldwork, German people could easily communicate in English. Therefore, the German market participated successfully in the survey.

In the questionnaire various scales were applied.

‘A scale is a set of values which represents a continuum on which the cases to be measured can be located and is constructed in such a way that all observations of interest to the researcher can be assigned unambiguously to a particular scale value’ (Kent, 1999: 30).

Therefore a scale is a 'construction' or a rule on which different levels of attitude and behaviour are assigned.

A combination of binary, nominal, ordinal and summated rating scales were used. Binary are the scales where there are two categories, one for cases that possess the characteristic and one for cases that do not (Kent, 1999). Those kinds of questions are questions Q.1, Q.4, Q.7, Q.17, Q.25 and Q.31. Nominal scales refer to: 'sets of three or more categories that are exhaustive, mutually exclusive and refer to a single dimension' (Kent, 1999: 31). Questions six, eight, ten, twelve, fourteen, eighteen, nineteen, twenty, twenty seven, twenty eight, twenty nine (Q.6, Q.8, Q.10, Q.12, Q.14, Q.18, Q.19, Q.20, Q.27, Q.28, Q.29) are based on nominal scales. Ordinal scales according to McDaniel and Gates (2001: 49): 'maintain the labelling characteristics of nominal scales, but also have the ability to order data'. Therefore, questions that are based on ordinal scales are questions three and thirty (Q.3 and Q.30 respectively). Finally, summated rating scales (the one used here is Likert scale) are formed by: 'allocating numerical scores to ordinal response categories for each aspect of the item being measured' (Kent, 1999: 41). Likert scales are usually on 5-point rating scales and are based on getting respondents to indicate their degree of agreement or disagreement with a series of statements about the object or focus of the attitude (Kent, 1999). In Likert scales it should be noted that it would not be wise for someone to try to measure the distances between the scale positions since attitudes, opinions and perceptions cannot be measured with a rule (Chisnall, 1992). For example, someone who for a certain attribute of the archaeological site is between fairly to very satisfied,

does not indicate that he is exactly in the middle of these arguments. For the particular questionnaire, questions fifteen, sixteen, twenty two, twenty three and twenty four (Q.15, Q.16, Q.22, Q.23 and Q.24) are based on summated rating scales and specifically on 5-point Likert scales.

The questionnaire was divided into four sections;

Section 1: Culture and your trip, where respondents are asked to give information concerning culture in general and in the particular trip. Therefore, questions concern the number of visits to other cultural sites except Delphi in the last three years, the number of visits to Delphi, the travel party of the respondents and the manner of their visit's arrangement, the means of transport to and from Delphi and the source of information for the site itself. Furthermore, respondents were asked to indicate and rate the reasons for visiting Delphi, while they were asked to refer to the role of culture as a motive for travelling during their trips. In addition, respondents were asked to indicate if their visit to Delphi was part of their main holiday or a short break and in each case how they had arranged it. Finally, the section included questions concerning the type of accommodation used during the trip and the nights spent away from home as part of the current trip.

Section 2: Features of cultural destinations, where respondents are asked to rate the importance levels that attach to 33 cultural destinations' attributes while they travel to cultural destinations in general. This section includes only one question (Q.22), however it is crucial because it measures the importance that young visitors attach to a series of composed attributes for a cultural

destination that has been transformed to accept visitors and tourists. The 33 attributes used in this questionnaire were categorised in seven categories; operation and pricing, accessibility and guidance, amenities, staff, maintenance, site attractions and experience. This categorisation was done for two main reasons; firstly for not tiring the respondents with a large number of attributes to rate and therefore to receive more accurate responses, and secondly for a better visual appearance of the questionnaire, which to a degree can affect the whole aesthetic presentation of the questionnaire.

Section 3: Your views about Delphi, where respondents are asked to state the level of satisfaction with the same 33 cultural destinations' attributes, applied this time to the case of Delphi. This section is equally important as section 2, since the same 33 attributes with the same format are measured, this time applied to the site of Delphi to find out the levels of derived satisfaction of young visitors. The format is exactly the same. The only thing that changes is the scale of answers; from UNIMPORTANT to VERY IMPORTANT as was in section 2 to VERY DISSATISFIED and VERY SATISFIED respectively. In this section, the respondents were also asked to rate their overall satisfaction from the site in 5-points Likert scale (from VERY DISSATISFIED to VERY SATISFIED as well). This was done to find the relationships between the overall satisfaction and the demographic and travel profile of the respondents.

Section 4: Some questions about you, where respondents are asked to answer some questions concerning their demographic profile such as gender, age, country of origin, highest qualification, and occupational status. Furthermore, respondents were asked to signify their annual household income. The responses to this question were converted into three currencies;

Euro, US dollar and GB pound. Finally this section includes two questions (Q.31 and Q.32) with personal details information, and asks if the respondent is willing to be contacted in the future for further research.

Pre-testing is essential for every successful survey (Kent, 1999). Actually pre-testing is the trial of a questionnaire in order for the most accurate results to be gathered. According to McDaniel and Gates (2001) the pre-test procedure is valuable to find out misinterpretations and reactions of the sample. Specifically, through pre-testing, effort is given to look for: 'lack of continuity, poor skip patterns, and additional alternatives for pre-coded and closed-ended questions' (McDaniel and Gates, 2001: 310). Therefore, the questionnaire was tested for three days prior to the conduct of the main research, at the same place and with eighteen respondents. The corrections that have been made concerned grammar and spelling readjustments mostly because of the four different languages that were used and minor changes to the layout of the questionnaire, mainly for aesthetical reasons. However, these changes did not alter the meaning of the questionnaire. Hence, these eighteen questionnaires were included with the valid ones, in the following research.

In terms of execution of the questionnaire, firstly, the young visitors were asked if they spoke English (in the case of non Greek visitors) and then, if they did, they were asked if they had already visited the site, since the questionnaire concerns respondents that have 'consumed' the cultural destination and its attributes. After the completion of the questionnaire the researcher checked the age of the respondents, in order to find out if the

individuals belonged to the desired age group (between 15 and 35 years old, according to the literature about young visitors, mentioned before). In cases where the judgement of the researcher, concerning the age of the respondents, was mistaken (for example in the case where visitors were 37 years old), those questionnaires were excluded of the valid responses. From the 408 questionnaires given to the visitors, 348 were usable or valid. The remaining 60 questionnaires were poorly or half completed, or belonged to people outside the given age margins, so they were not accepted for the analysis procedure, since they were not usable. The number of the usable questionnaires was 348. However, there are cases where the total number of responses for certain questions is lower. The main reason for this is because there were missing values, either because respondents did not answer the question or because the answer was unclear and therefore could not be interpreted.

### **3.6 Interviews – Design and execution**

Qualitative research for the current study took place at the same place as the questionnaires were given (the exit of the museum next to the archaeological site), to respondents with the same sample profile. For the qualitative research 20 short interviews (in terms of the time and the number of questions) were accomplished. The interview questionnaire included sixteen questions, however, some of them had to do with the demographic and travel profile of the respondents, in order to familiarise them with the topic.

Specifically, eight of the questions were related to demographic and travel characteristics and the rest to the role of culture during the respondents' travel and in general. Furthermore, it included questions concerning the importance of culture for young visitors and the influence (if any) they had for visiting cultural destinations in general and Delphi specifically. Additionally, in the interviews young visitors were asked to identify the strengths and weaknesses of Delphi as a cultural travel destination and what they would change, maintain or promote in order for the site to be attractive for people of their age. Finally, the interviews were transcribed in hand written notes in order for the information contained in them to be used effectively.

The average duration of each short interview was 10 to 15 minutes. The difficult, extremely hot, weather conditions, the avoidance of young people of participation and the limited free time for the respondents to participate in the interviews were some reason for the reduced length and the limited number of questions in the interviews. For the qualitative part of the research a tape recorder and hand-written notes were used. The tape recorder was used to record the twenty interviews with young respondents. However there were cases where the respondents did not want a tape recorder to be used. In those cases hand-written notes were the only data capture instrument for the qualitative research. As with the quantitative research, the respondents were asked if they had visited the site and if they had some time for an interview. The interviews were conducted in two languages: English or Greek, therefore international visitors were asked if they could speak English, before the beginning of the interview. Although the interviews had a supportive

character, their value was not underestimated. For this reason, the analysis of the results was done according to the high standards of any qualitative data analysis of a normal qualitative research (with more questions and no time restrictions).

### **3.7 Sampling**

'A sample is a representative group drawn from a given population' (Ryan, 1995: 163). According to Kent (1999: 129) sample is 'a subset of cases selected and then studied by the researcher for the purpose of being able to draw conclusions about the population of cases'. According to Ryan (1995) the sampling units are the individual units of analysis (in this case they are the visitors of ages from 15 to 35 years old). McDaniel and Gates (2001: 333) argue that the: 'list of population elements from which to select units to be sampled' is called a sampling frame. Finn et al (2000) argue that the sample is a sub-set of the selected population that is considered for the research, and it is, arithmetically, smaller than it.

#### **3.7.1 Background population**

A population is the whole number of cases that are characterised by a number of equal or same characteristics (Churchill, 1995). For this particular case the determination of population is problematic, since it confronts all those visitors between 15 (inclusive) and 35 (inclusive) years old, after their visit to the

archaeological site of Delphi (in Greece) during a particular period of time, August and September 2006. However, there is no exact instrument estimating and measuring the number of the population during that period because it was impossible for them to be registered in numbers. Visitors in Delphi are measured only by the tickets sold (in numbers) and not their demographic profile. It is also evident that populations such as visitors on a major cultural destination vary in numbers every year even if the same destination is studied constantly. Nevertheless, the population of the study includes all those young visitors that visited the archaeological site of Delphi, during the particular time period in the particular cultural destination.

### **3.7.2 Types of sample**

According to Churchill (1995), there are two main types of samples:

- (a) probability or random samples and,
- (b) non-probability or non-random samples.

For the probability samples each population element has a known, nonzero chance of being included in the sample (Churchill, 1995). In reverse, for the non-probability samples there is a human judgement and there is no way of estimating the probability that any population elements will be included in the sample (Churchill, 1995). Table 3.6 introduces the main advantages and disadvantages of each type of sample. According to Finn et al (2000), the

probability sample requires a sampling frame and every case has the same probability to be included in the sample. On the other hand non-probability samples are available even when there is not a sampling frame and not all items have the same chance to be selected. According to Finn et al (2000: 112): ‘non-probability samples are common when individuals are interviewed at source as in visitor attractions, sporting events and so on’. Under this scope and considering that the choice of the sample is a juncture between the available resources in terms of money and time, in the particular survey a non-probability sample has been chosen.

**Table 3.6: Types of samples – Main advantages and disadvantages**

	Advantages	Disadvantages
<b>Probability</b>	<ul style="list-style-type: none"> <li>-The researcher can be sure of obtaining information from representative cross section of the population interest</li> <li>-Sampling error (the difference between the sample value and the true value of the population mean) can be computed</li> <li>-The survey results are projectable to the total population (analogically <math>\pm</math> the sampling error)</li> </ul>	<ul style="list-style-type: none"> <li>-Expensive than non-probability of the same sizes in most cases</li> <li>-Need professional time for developing the sample design</li> <li>-Time ineffective for designing and executing them</li> <li>-The whole procedure for establishing the sample plan needs amount of time to collect data</li> </ul>
<b>Non-probability</b>	<ul style="list-style-type: none"> <li>-Cost less than probability samples</li> <li>-May have important appeal when accuracy is not the utmost importance</li> <li>-Can be gathered more quickly than probability samples</li> <li>-Can produce samples of the population that are reasonably representative if executed properly</li> </ul>	<ul style="list-style-type: none"> <li>-Sampling error cannot be computed</li> <li>-The researcher does not know the degree to which the sample is representative of the population from which it was drawn</li> <li>-The results of non-probability samples cannot be projected to the total population</li> </ul>

Source: McDaniel and Gates (2001: 335-336)

According to McDaniel and Gates (2001) any sample that does not accomplish the conditions of a probability sample is by definition a non-

probability sample. There are many types of non-probability sample. However, four types of them are frequently used; convenience, judgement, quota and snowball samples (McDaniel and Gates, 2001).

- Convenience sample: a convenience sample consists of elements that just happened to be where the information for the study is being collected (Churchill, 1995). It is characterised by the fact that data can easily be collected and for this reason it is time and cost effective.
- Judgement sample: in this type of sample the judgement of the researcher plays the primary role for choosing which individual is appropriate for being in the sample and which not in order to represent the population of the study.
- Quota sample: in this sample, sampling is succeeded: 'until a specific number of units (quotas) for various sub-populations have been selected' (Statistics Canada, 2006: n.p.) according always to the researcher judgement. Therefore, if there is a population with 100 Greeks and 100 English tourists, and 20 of them are needed to participate in research concerning their customer satisfaction with a destination's attributes then 10 Greeks and 10 English would be chosen according to the quota sample. Quota sample forces the insertion of members of different sub-populations and hence, it could be more accurate than the other types of non-probability samples.
- Snowball sample: where an initial respondent suggests other people to be included in the sample. According to McDaniel and Gates (2001: 350) this procedure is used to: 'low-incidence or rare populations'.

### 3.7.3 Chosen sample

According to the above categorisations for the particular survey a convenience sample was used. This was done for three main reasons:

- There was no possibility of finding out the exact number of people that visited the archaeological site of Delphi in the current period of time (population of the research).
- The existence of time limitations emerged from the use of a convenience sample. Therefore, the sample was all those people of the specific age group (15 to 35 years old) at the specific place (exit of the museum) in the specific period of time (August – September 2006).
- The existence of cost limitations in combination that the convenience sample is cost effective (it uses all the cases in a specific period of time at a specific place) was another reason for its use in the survey.

Finn et al (2000: 118) also adds that: 'visitor surveys fall into this category in the sense that only those visitors who are available to the interviewer at a given moment in the time and space, are likely to be included'. Considering this statement, convenience sample was selected for the current study. The main reason for using this sampling method was that the researcher was not able to find out any personal information about the studied population (young

visitors in the archaeological site of Delphi). For this reason, no attempts have been made in order for specific criteria on the population to be found.

For the qualitative research that had a supportive role, 20 short interviews were managed with eight females and twelve males. This sample consisted of random people that accepted to devote some of their – limited – time in order to participate in the short interviews. It has to be noticed that the procedure to convince people to participate in the interviews was difficult because of the extreme weather conditions, the use of only two languages (Greek and English), and the limited time the tourists had available.

#### **3.7.4 Size of sample**

Although a larger number of people would be ideal for the sample, it is not simply the numbers in the sample that are important, but also the composition of it. Size itself is not a guarantee of degree of representativeness (Ryan, 1995). In this particular study, the sample of the quantitative research was 408 young visitors at the archaeological site of Delphi, after their visit to it, during the period between 1<sup>st</sup> of August and 29<sup>th</sup> of September, 2006.

Taking into account the various techniques of analysis that were used in the survey, the size of sample is adequate. For instance, for factor analysis the number of the sample should range from 100 to 1,000 respondents (Mundfrom et al, 2005). However, as was seen in the significance tests, the

sample was large enough and appropriate for achieving the objectives of the research.

The researcher handed out questionnaires to tourists from nine nationalities (see Findings chapter for a detailed presentation). Hence, 25.1% of the respondents were from France, while an equal percentage of 12.4% were from Greece and the USA respectively. Italy, Belgium and Spain follow while Germany and The United Kingdom, top markets for Hellenic tourism, are in seventh and eighth position respectively. Finally, other countries of origin represented 16.1% of the sample; some of them were Russia, Romania, Czech Republic, Hungary, Portugal, Switzerland, Ireland and Brazil.

Concerning the qualitative part of the research, 20 short-interviews were managed during the same period. As mentioned before, because of a series of limitations (weather conditions, time, response rate, participation levels) the interviews took the form of short-interviews and aimed to give additional information to the quantitative research, concerning the relationship of young visitors with culture and their opinions about the archaeological site of Delphi as a cultural travel destination. On average, it took ten to fifteen minutes for the respondents to answer the interview questions. More information on the nature of the questions of the interviews is given later in the findings section.

### **3.8 Data analysis**

As mentioned, the number of the usable questionnaires was 348 and the number of the questions in each questionnaire 32. However, in cases where the number of answers in the questionnaire is lower than 32, the main reason is because there were missing values, either because respondents did not answer some questions or because the answer was unclear and therefore could not be interpreted.

All the data from the qualitative and the quantitative research were analysed in order to give useful information for reaching the aim and the objectives of the study. For the qualitative part of the research, transcription of the interviews from the tape-recorder to hand-written notes was used (in the cases where the interviews were tape recorded). Thus, all the basic and important statements the interviewees said were written down clearly and are presented in the findings chapter. After the transcription, interviews were coded manually (without the use of any software program) for better manipulation of the data, according to statements and responses. According to Darlington and Scott (2002: 145): 'in qualitative research, coding is an integral part of the analysis, involving sifting through the data, making sense of it and categorising it in various ways'. Therefore, answers from each of the respondents were coded and categorised in such way that the most accurate findings were derived.

For the quantitative part of the research, the analysis was followed by editing the questionnaire, coding its statements, and entering the data into the SPSS (Statistical Package for the Social Sciences) software programme.

For all the quantitative analysis, there are tests of the statistical significance.

According to Finn, Elliott-White and Walton (2000: 216):

‘if the statistical test tells us that the result was probably not due to chance, the result is said to be statistically significant.

If the test tells us that the result was probably due to chance then the result is said to be statistically insignificant’.

They also conclude that in the case of significance the sample correlation could be generalised to the whole population. However, when there is no significance the correlation coefficient cannot be generalised since it probably happened due to sampling error rather than to real association in the population (Finn, Elliott-White and Walton, 2000). For this reason probability value has been used. According to Finn et al (2000: 217): ‘if the probability of  $p$  is small, then the result is unlikely to be due to chance i.e. the result in the sample is likely to exist in the population’. For this survey the level of probability that is adopted in the tests is 0.05. According to Finn et al (2000) the level of  $p=0.05$  is acceptable in social sciences and especially for most work in tourism and leisure. The level of  $p=0.05$  means that an estimate will be incorrect 5 times out of 100 (5% incorrect or 95% correct) and therefore can be considered as significant.

### **3.8.1 Editing**

Editing is the next stage, after the collection of all the questionnaires. Editing is the process of carefully checking the completed questionnaires and carrying out all the actions that are needed, in order for the data to be of high quality (Kent, 1999). Hence, all the questionnaires were checked in order to be assured that the quality of the data was of a high standard. During this process 60 questionnaires out of 408 were rejected because the data in them were not appropriate, as they were miss-completed or badly completed, or because the respondents did not belong at the predetermined age group (15 to 35 years old).

### **3.8.2 Coding**

Coding is 'the tasks involved in transforming edited questionnaires into machine-readable form' (Kent, 1999: 206). More specifically, coding involves the method of gathering and assigning codes to the answers of the questionnaires for their later analysis in order for the results to be derived (McDaniel and Gates, 2001).

The main close-ended questions (Q.15, Q.22, Q.23 and Q.24) were already pre-coded, since they were numbered at the questionnaire. The remaining questions of the questionnaire were coded afterwards in the office. In questions such as Q.8 or Q.12 that there were open-ended responses with

the category 'Other', category 'Other' was treated as a separate response, while some of the answers that are referred to frequently are stated according to the judgment of the researcher.

Questions like the second (Q.2), fifth (Q.5), ninth (Q.9), etc., that are associated with how many times tourists have visited cultural destinations or Delphi before, or how long it took them to arrive at Delphi, etc., are metric questions, thus they did not need to be coded. Metric questions, according to Kent (1999), are those questions in which distances between scales values can be identified.

Hence, all the questionnaires were ready to be entered and analysed with the SPSS software programme.

### **3.8.3 Data entry**

After the completion of the editing and coding procedures, the researcher entered the data of the questionnaires into the SPSS software programme. SPSS (Statistical Package for the Social Sciences) is one of the oldest and most popular software programmes used for statistical analysis (Corston and Colman, 2000). Thus, a data matrix, ready to be analysed was created.

### 3.8.4 Statistical Analysis

Concerning the types of tests that are used for the analysis of the quantitative data, non-parametric tests were judged to be the most appropriate. This was done as the data did not adhere to all of the three basic conditions for parametric tests. These conditions, according to Bryman and Cramer (2001: 115) are:

- a. 'the level of scale of measurement is of equal interval or ratio scaling, that is, more than ordinal;
- b. the distribution of the population score is normal; and
- c. the variances of both variables are equal or homogenous'.

According to Pallant (2001), non-parametric tests do not have stringent requirements, do not make assumptions concerning the shape of the population's distribution and are the most appropriate for data measured in nominal and ordinal scales. Furthermore, she adds that they are ideal when the conditions for parametric tests are not fulfilled. In the current study the level of scales' measurement is ordinal, therefore, the first condition is not fulfilled. Furthermore, the distribution of the population score is not normal in most cases. This is another reason for the preference of non-parametric tests instead of parametric.

Univariate, bivariate and multivariate analysis were used because relationships between variables were being tested. Univariate is the analysis

where variables are treated one at a time (Kent, 1999). Univariate analysis was done through frequencies (one-way frequency tables) and means in order to give personal and demographic information, as well as travel characteristics for the sample (young visitors at the archaeological site of Delphi). Specifically, means for the attributes (both importance and satisfaction levels as well as for the reasons of visit in question Q.15) needed univariate analysis. In addition, the frequencies for the sex, the age or the level of income as well the type of accommodation tourists lived in during their trip or their nationality, etc. were derived through univariate analysis too. The results from the univariate analysis are presented through mean scores and percentages in tables and bar charts.

Bivariate analysis is the analysis in which two variables are tested in order to find their between relationship (Kent, 1999). In the current study, bivariate analysis was used to find any relationship between importance and satisfaction levels for each of the 33 attributes, as well as any possible connections between a series of independent variables (demographic and travel characteristics) on two dependent variables (importance of culture as the strongest motive for travelling and overall satisfaction, respectively).

While bivariate analysis has the limitation that it examines only two variables at a time, multivariate analysis allows the testing of three or more variables simultaneously (Kent, 1999). Specifically according to Kent (1999: 173) the advantages of the multivariate analysis are:

- 'It permits conclusions to be drawn about the nature of causal connections between variables,
- It facilitates the grouping together of variables that are interrelated, or cases that are similar in terms of their characteristics,
- It provides the ability to predict dependent variables from two or more independent variables and hence improve on predictions made on the basis of only one variable'.

Therefore, the significance of this type of analysis is valuable and it is used in the current study.

The most frequent techniques in multivariate analysis are multiple regression, factor analysis and cluster analysis.

- Multiple regression. The main aim of the multiple regression technique is to find out relationships between multiple independent variables and a dependent variable (Statsoft, 2006a). Multiple regression is an extension of the bivariate analysis mentioned above (Kent, 1999).
- Factor analysis. According to Kent (1999: 180): 'Factor analysis recognises that when many variables are being measured, some of them may be measuring different aspects of the same phenomenon and hence will be interrelated'. Two main applications take place in factor analysis (Statsoft, 2006b):
  - There is a reduction in the number of variables,

- There is a detection of structures between the relationship of the variables, and a classification of them.

The major advantage of factor analysis is the fact that it reduces a large number of variables to a more – easy to handle – group of factors that themselves are not associated (Kent, 1999). In a way, factor analysis is similar to multiple regression, with the only difference being that here variables are reduced on ‘unobservable factors’ (Ryan, 1995: 259).

- Cluster analysis. According to Kent (1999: 181): ‘cluster analysis is a range of techniques for grouping cases (usually respondents to a survey) who have characteristics in common’. Then, he continues: ‘cases are placed into different clusters such that members of any cluster are more similar to each other in some way than they are to members in other clusters’ (Kent, 1999: 181).

Cluster analysis is an exploratory data analysis which aims to group subjects in a way that the same subjects of the cluster have many possibilities to have the same characteristics, and in comparison to the subjects of other clusters, different ones. Cluster analysis, unlike factor analysis which creates a number of groups, allows the researcher to assign respondents to certain categories and then to find differences between them (Ryan, 1995).

For the current research, factor and cluster analyses were the most appropriate techniques of multivariate analysis. Factor analysis was used to

better explain the last objective of the study; it groups many attributes of the site into factors, in order to be better manipulated for the future management of the site. Specifically, in the thesis, the aim of this analysis is to centralise information concerning the characteristics of a cultural destination that can and do influence the perceptions of young visitors towards it and towards culture, in general, in groups, components or factors. These components or groups of attributes are named by the researcher and characterised according to their nature in broader terms, in order to be treated holistically by the supply side of the cultural destinations.

On the other hand, cluster analysis categorises respondents with similar characteristics in groups and tests their importance and satisfaction levels for culture and from Delphi respectively. This is very useful for the fifth objective of the research since a categorisation of the sample in groups with similar characteristics, and the examination of the associations of these groups with the role of culture while travelling and overall satisfaction with Delphi can be found. Cluster Analysis was used mostly for the segmentation of the sample into sub-groups/segments according to their demographic and travel profile. Moreover, each segment or cluster is associated with the importance that visitors attach to culture while travelling, in general and to the overall satisfaction with Delphi, specifically, in order to find specific information about the perceptions of the clusters. The analysis also tests the contribution or importance of each tested variable on the formation of each cluster.

For the factor analysis, the data was judged as suitable for use in factor analysis since two main criteria are accomplished (according to Pallant, 2001):

- There is an adequate sample (348) responses, therefore the criterion of a large sample number is covered,
- The two statistical measures for the strength of relationship across the data are fulfilled (Kaiser-Meyer-Olkin/KMO and Bartlett's test). Specifically:
  - For the 33 attributes that measure the importance that the respondents attach to cultural destinations in general, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy is 0.815. The KMO index ranges from 0 to 1, with 0.6 suggested as the minimum value for adequate factor analysis. Therefore, with a score of 0.815 the data is appropriate for factor analysis. In terms of satisfaction levels of the sample from the same 33 attributes of Delphi, the KMO is 0.865, also appropriate for the use of factor analysis.
  - Bartlett's test of sphericity in both cases of importance and satisfaction indicates 100% significance, therefore the analysis can be considered appropriate.

There are two types of factor analysis: exploratory factor analysis and confirmatory factor analysis (Lewis-Beck, 1994). Exploratory factor analysis has the majority of application in social sciences and can be used as: 'an expedient way of ascertaining the minimum number of hypothetical factors that account for the observed covariation, and as a means of exploring data

for possible data reduction' (Lewis-Beck, 1994:3). On the other hand in confirmatory factor analysis a hypothesis is defined by the researcher prior to the analysis, where it determines which variables will be in which factors and which factors are interrelated (Lewis-Beck, 1994). In any case, Lewis-Beck (1994) states that the classification between the two types of factor analysis is not always clear. There are cases, for instance, where the researcher determines two factors but cannot specify which variables they will include. However, Stapleton (1997) argues that there is criticism about exploratory factor analysis concerning its way of analysis; it suggests hypotheses rather than justifying knowledge. Nevertheless, he continues, traditionally the majority of factor analytical studies have adopted an exploratory type of factor analysis. Concerning the two types of factor analysis, Stevens (1996) presents a table with their main characteristic features (Table 3.7):

**Table 3.7: Exploratory and confirmatory factor analysis**

<b>Exploratory</b>	<b>Confirmatory</b>
Heuristic – weak literature base	Strong theory and/or strong empirical base
-Determine the number of factors	-Number of factors fixed a priori
-Determine whether the factors are correlated or uncorrelated	-Factors fixed a priori as correlated or uncorrelated
-Variables free to load on all factors	-Variables fixed to load on specific factor or factors

Source: Stevens (1996: 5)

For the needs of the specific survey and according to the features of the two types of factor analysis, exploratory factor analysis was chosen to be the most appropriate type for the analysis of the data. The main reason for selecting this type is because there are no a priori hypotheses and therefore, there is a need to identify a factor structure or a framework with set of variables. In

exploratory analysis, there are several methods for finding out the factors that can explain the relationships or correlations between the variables. The export of factors is usually done with the help of a statistical software programme. For the specific approach SPSS software was used in order for the basic factors to be derived. According to Lewis-Beck (1994), some methods could be:

- Maximum likelihood method (or canonical factoring): 'it seeks to identify the population parameters with a maximum likelihood of generating the observed sample distribution' (Lewis-Beck, 1994: 72).
- Least-squares methods: that minimises the squared differences between the observed and the reproduced (or predicted) values.
- Alpha factoring: where the variables that are taking place in the factors are considered to be a sample from a universe of potential variables.
- Principal axis factoring: it analyses only the variance in the items that is shared with other items. The adjusted correlation matrix is decomposed hierarchically.
- Principal components: where it analyses all the variance in the items. It is shaped to uncorrelated linear combinations of the observed variables. The first principal component represents the maximum variance, the second the next maximum variance and so on.

A principal component analysis (PCA) is generally a popular method of factors extraction (Dunteman, 1989) and it is an effective method of data reduction, since it can simplify many variables to several factors by summarising the

variance associated with it. PCA according to Dunteman (1989: 7): 'linearly transforms an original set of variables into a substantially smaller set of uncorrelated variables that represents most of the information in the original set of variables'. Hence, a smaller set of variables is more easily understood and used in further analysis than a larger set. For this reason, this method was used in the particular survey.

Finally, for a better interpretation and more valid results, varimax rotation method was used in the factor analysis of the survey. The varimax rotation method is 'an orthogonal rotation method that minimises the number of variables that have high loadings on each factor' (SPSS, 2006: n.p.) and was used in order to simplify the exegesis of the factors. Varimax rotation according to Pallant (2001) is the most commonly used technique, therefore it was judged to be appropriate for the current study.

Cluster Analysis is a similar technique to Factor Analysis but it is mainly used to group subjects according to their common characteristics (Kent, 1999). As Pérez and Nadal (2005: 931) state: 'The objective of cluster analysis is to isolate different groups (clusters) within a sample by examining the individual's common features'. The use of Cluster Analysis, in this particular case, is desirable for the identification of subgroups of respondents that have homogenous and analogous characteristics (according to their demographic and travel profile) in the subgroup they belong to, but discrete characteristics with respondents of different subgroups. The main purpose for doing this is the segmentation of the youth market according to their demographic and

travel profile; an essential technique for the appropriate marketing of the young visitors' market, since a more centralised targeting, according to similarities that each subgroup may have, can be illustrated.

An initial step for using Cluster Analysis is the selection of the variables – in this case demographic and travel characteristics variables – and the standardisation of them (if there is a need for it) in a way that all will contribute equally to the distance or similarity between the cases (Norušis, 2007). 'Standardization of variables is not required but is often recommended so that all variables have equal impact on the computation of distances' (Garson, 2007: n.p.). Distance and similarity are terms that are broadly used in Cluster Analysis. Garson (2007) indicates that the measurement in Cluster Analysis is done according to the similarity and/or the distances of the observations. Distance measures how far two observations are from each other. Therefore, cases that are close to each other, share a low distance and they are alike. Similarity measures how two cases are similar to each other. Those cases that have high similarity are alike.

Finally, as Norušis (2007) indicates, there are various methods or types of clustering that can be used, according to the number of cases and the variables that are going to be used in order a cluster to be formed. Therefore, there are three basic types of Cluster Analysis (algorithms) according to the appropriateness of the data, and all three of them can be analysed through SPSS:

- **Hierarchical Clustering:** this form of clustering is appropriate for smaller samples, usually less than 250 people and it presupposes the researcher to suggest how distance and similarity are defined, how many clusters there are and how these clusters are divided (Garson, 2007). The following criteria must be selected in order for hierarchical clustering to be done (Norušis, 2007):
  - A criterion for determining similarity or distance between cases,
  - A criterion for determining which clusters are merged at successive steps,
  - The number of clusters that are needed for the data to be represented.

In hierarchical cluster analysis, the researcher has to find out the optimum number of clusters by gaining a reasonable number of homogenous characteristics in each cluster.

- **K-Means Clustering:** this form of clustering presupposes that the researcher must specify in advance the desired number of clusters (termed K). Firstly, a random selection is done automatically, by the algorithm in the first pass of the data and then, every additional iteration centralises each observation to the cluster for which the distance between the case and the cluster mean is the closest (Garson, 2007). As Norušis (2007: 374) argues: ‘the algorithm repeatedly reassigns cases to clusters, so the same case can move from cluster to cluster during the analysis’. In K-Means clustering the algorithm keeps repeating the computation of the cluster means again and again until cluster means do not change a lot in each additional step. The basic criteria for K-Means clustering to be applied is the prior knowledge of the exact

number of clusters that will be used and the shuffling procedure of the cases in and out of clusters (Norušis, 2007).

- **Two-Step Clustering:** this form of clustering concentrates cases in pre-clusters and after it treats them as single cases. Then with the use of the standard hierarchical algorithm on the pre-clusters, an attempt is made for clustering the pre-clusters that were prefaced into the first step. According to Norušis (2007), this type of analysis requires only one pass of data, it can be applied for large data sets and can automatically produce clusters with both categorical and continuous variables.

From the techniques mentioned above, the most appropriate for the analysis of the data of this particular study is the last one, Two-Step Clustering. The number of the sample is more than 250 respondents (348 people), therefore the first type of clustering, Hierarchical, should not be applied. Furthermore, the researcher cannot estimate the exact number of clusters, therefore the second technique, K-Means, does not have its conditions fulfilled either. Finally, Two-Step technique is the most appropriate since there was a large number of respondents, therefore a large data set and also categorical and continuous variables participate in the analysis. Under these circumstances, this specific technique is the most applicable for the analysis of the data.

The basic steps for Two-Step Cluster Analysis are (Garson, 2007; Norušis, 2007):

- Pre-clustering through the building of a **cluster feature tree**, which consists of levels of nodes with each node having a number of records or entries. These records start at the root node and are canalised towards nodes and leaf nodes (ultimately) which match it most closely. A leaf record (a record in the leaf node) represents a sub-cluster. If there is no match then an independent leaf node is structured. This is done until all the data has been read and is managed automatically through SPSS.
- **Proximity** where categorical variables are measured through log-likelihood criterion (log-likelihood describes the chances that a past event would have yielded a specific outcome) (cases are categorised under the cluster that is related to the largest log-likelihood) and continuous variables are measured through the Euclidean distance (the straight line distance between two points) (cases are categorised under the cluster that has the smallest Euclidean distance).
- Determining the **number of clusters**, automatically by the algorithm through SPSS and-or manually by the researcher through a range of suggested solutions.
- Producing if it is necessary an **outlier cluster** through the outlier handling in SPSS where cases that did not fit anywhere can exist in a separate cluster.
- Producing a **range of solutions** where the researcher can specify the range of solutions that are desirable to be seen.

For the current study, all the above steps were managed automatically through SPSS. Outlier Clusters were not used in the particular study, since the researcher wanted all the variables to participate in the analysis.

### **3.9 Summary**

In this chapter, an illustration of Greek tourism and the case study selection as well as references to the methodological procedures of the research were presented. Even if Greece has a plethora of cultural sources it has been developed mostly as a mass tourism destination while culture has always had a supplementary role in this model of tourist development. However, the country has rich deposits of culture and accepts many young tourists annually. The archaeological site of Delphi was chosen to be the selected case study for research according to a series of criteria. Delphi is a magnificent central location of major fame, which accepts thousands of visitors all through the year.

Concerning the methodological approaches, secondary and primary research tried to give answers to the main research aim: the examination of the perceptions of young tourists towards cultural destinations and specifically, the archaeological site of Delphi in Greece, and to the certain research objectives. Secondary research included all the material that was used for structuring a theoretical background that included information about the behaviour of young tourists and the cultural tourists' typology and statistical data concerning Hellenic tourism and the archaeological site of Delphi. Primary research, the main tool of the study, included a combination of the two major types of research: quantitative and qualitative.

For the quantitative research, a convenience sample of 408 young visitors at the archaeological site of Delphi was used, and a self completed questionnaire with 33 open-ended and close-ended questions regarding the respondents' travel and demographic profile, and the assessment of the importance and the satisfaction levels of attributes of cultural destinations in general and the site of Delphi in particular, was given to visitors during the August and September, 2006. For the qualitative research 20 interviews were undertaken during the same period, having the form of short time interviews, asking questions about the role of culture in the life of the respondents and their assessment of the archaeological destination of Delphi.

For the analysis of the data from the questionnaire after their editing, coding and entering at the SPSS software programme, three types of analysis were used. Initially, univariate analysis through frequencies was done for sketching the profile of the respondents and their opinion about culture's importance and satisfaction with Delphi. Bivariate analysis was applied, through comparing the mean scores of the importance and satisfaction levels of the attributes of cultural destinations in general and Delphi specifically, for finding out the perceptions of the respondents and further analysis between these levels and the profile of the respondents. Finally, multivariate analysis had the form of factor analysis and cluster analysis. Factor analysis was used for grouping the plethora of attributes of the cultural site in three factors, while cluster analysis was used for deriving certain clusters or respondents/tourists that visited Delphi in the specific period, according to their demographic and travel profile

and the associations of these clusters with the importance of culture while travelling and overall satisfaction with the archaeological site of Delphi, respectively.

## **CHAPTER FOUR**

### **Findings: Quantitative Analysis**

#### **Importance of culture and satisfaction from Delphi**

##### **4.1 Introduction**

After the presentation of the literature review and the methodology that was used for the completion of the study, this chapter presents the findings of the quantitative - main - research. The aim of the chapter is to present the findings from the quantitative analysis which was the core method of analysis of the data. This chapter tries to answer objective one concerning the identification of the role of culture in the overall travel experience, objective two regarding the examination of the perceived importance of a series of attributes that compose a cultural destination, objective three relating to the investigation of the levels of perceived satisfaction from the same series of attributes from the site of Delphi, objective four concerning the measurement of the gap between perceived importance and satisfaction levels, and objective five with reference to the investigation of any possible associations in importance and satisfaction according to the profile of the respondents (see Figure 3.2 in the Methodology Chapter).

The analysis of the findings of this chapter has been done according to two main types of analysis (Kent, 1999): first univariate analysis and then bivariate analysis. The univariate analysis examines the demographic and travel profile of the respondents, the importance they attach to culture when they travel in general (holistically and for the 33 attributes), the satisfaction that they have from the site of Delphi (in general and from the specific 33 attributes). The univariate analysis examines each tested variable per moment, and its role is more descriptive: to give information about the characteristics of the respondents and to find out what they perceive as more or less important and from what are they more or less satisfied with, as far as the archaeological site of Delphi is concerned. Then, the bivariate analysis, tries to give answers to more in depth queries concerning any associations between the profile of the sample (demographic and travel) with the two main tested dependent variables: the role of culture as the most important motive for travelling and the overall satisfaction from Delphi, in general. The aim of the bivariate analysis is to find the association (if any) of the characteristics of the sample with the dependent variables, in order for useful information concerning the behaviour of the sample and the role of culture in general and for/from the archaeological site of Delphi in specific, to be derived. This type of data will be useful for the potential marketing plan of the site and for the better promotion of Delphi and other destinations, with similar characteristics, to the segment of youth tourists and visitors. Furthermore, through the bivariate analysis, a comparison between the satisfaction of the respondents from the 33 cultural destination attributes of the site and the importance they attach to the same 33 attributes on various cultural destinations, gives the positive, negative and

neutral (if any) satisfaction levels, through the equation; satisfaction minus importance equals to positive / negative / neutral satisfaction levels for each tested characteristic / attribute. The significance in each variable, for this study, will be indicated with a \* next to the significance value.

The presentation of the findings in this chapter is thematic, according to the main questions of the study. Initially, an illustration of the profile of the sample is done as far as their demographic and travel characteristics are concerned. Then a presentation of the importance of culture as the strongest motive for travelling and the importance the respondents attach to a series of cultural destination attributes follows. After that, a presentation of the sample's overall satisfaction and satisfaction levels from the same attributes from the site of Delphi are illustrated. The last section of the chapter deals with the influences on cultural visits and discusses the association of importance and satisfaction levels for the series of attributes that compose a cultural destination (in order to find out the perceived satisfaction from Delphi according to the disconfirmation model that was discussed earlier in the literature review of the thesis). Finally, it measures the association between overall importance and overall satisfaction from Delphi, and any possible associations between the profile of the respondents, and the importance of culture as the strongest motive for travelling and the overall satisfaction with the archaeological site of Delphi.

## 4.2 Sample demographic profile

Table 4.1: Demographic profile of young visitors

Characteristic	Number (n) of respondents	%
<b>Gender</b>		
Male	156	44.8
Female	192	55.2
<b>Age</b>		
15-20	141	40.5
21-25	68	19.5
26-30	94	27.0
31-35	45	12.9
<b>Country of origin</b>		
<i>Domestic visitors</i>		
Greece	43	12.4
<i>International visitors</i>		
France	87	25.1
USA	43	12.4
Italy	41	11.8
Belgium	25	7.2
Spain	21	6.1
Germany	18	5.2
UK	7	2.0
Netherlands	4	1.2
Cyprus	2	0.6
Other	56	16.1
<b>Highest qualification</b>		
School diploma	130	38.7
Bachelor degree	88	26.2
Master degree	56	16.7
Doctorate (PhD)	11	3.3
Other	51	15.2
<b>Occupation</b>		
Full-time employee	123	32.8
Higher education student	94	25.1
High school student	89	23.7
Unemployed seeking job	14	3.7
One or more part-time jobs	14	3.7
Volunteer	10	2.7
Full-time homemaker	6	1.6
Unemployed not seeking job	4	1.1
Other	21	5.6
Total	375	100.0
<b>Annual income</b>		
Under 4,999€ (£3,463.94)	55	20.3
5,000-9,999€ (£3,463.94-£6,927.24)	23	8.5
10,000-19,999€ (£6,930.74-£3,861.60)	43	15.9
20,000-29,999€ (£13,864.31-£20,795.77)	43	15.9
30,000-39,999€ (£20,799.53-£27,732.75)	32	11.8
40,000-49,999€ (£27,733.59-£34,670.76)	21	7.7
50,000-59,999€ (£34,675.43-£41,624.19)	14	5.2
More than 60,000€ (£41,619.47)	40	14.8

Source: Author's fieldwork

To achieve the fifth objective of the study, an analysis of the demographic profile of the sample is managed (Table 4.1). From the 348 respondents, 156 (44.8%) were males and 192 (55.2%) females, while the average age was 23.34 years old. Women's participation in visiting historical and cultural attraction is noted in the tourism literature (Reisinger and Mavondo, 2001). According to Lord (n.d.) women tend to join in more cultural activities than men; therefore, there is a positive relationship between theory and the current case study, considering the proportions of the respondents according to their gender.

The majority of the respondents in Delphi during the period between August and September 2006 were between 15 – 20 years old. The second largest age group is young visitors between 26 to 30 years old, while only 12.9% of the respondents were between 31 to 35 years old. The fact that 40.5% of the respondents that visited Delphi belonged to the age group between 15 to 20 years old indicates a significant participation in a cultural destination for young ages, as far as the age variable is concerned. This means that indeed young visitors tend to travel to cultural destinations and from an early stage, in terms of age. In other words, young visitors start their travel career early with visits to cultural destinations. For this reason the suggestion of the Scottish Executive et al (2001) concerning the further study of young visitors' behaviour towards culture is important and has to be taken into consideration.

The top group in terms of nationality, for the specific convenience sample, responses and period of time, concerning the visitation to Delphi is France with almost 25% of all the respondents. The second and third major groups are Greece and USA. Finally, the fourth largest group for Delphi is Italy with a significant percentage of 11.8%. In comparison to the top nationalities for Greece in general, there is a discrepancy; according to the General Secretariat of National Statistical Service of Greece – ESYE (2007) (see Table 3.1) the top four of the top 15 international markets for Greece (in terms of arrivals), are UK (24.66%), Germany (21.38%), Italy (11.20%), Netherlands (7.37%) and France (6.71%) for the year 2006. In terms of overnights in tourist accommodations, the picture is almost the same Germany (26.31%), UK (20.77%), Italy (9.26%), France (7.63%) and Netherlands (7.22%) (ESYE, 2008). Moreover, Greeks comprised 25.51% of the annual tourist activity (according to overnights in tourist accommodations in 2006) (ESYE, 2008).

The above facts are related to the total tourist activity in Greece according to the nationality of the tourists/visitors. Concerning the interest for cultural and heritage destinations, Kalogeropoulou (1996) indicates in her research that was undertaken in 1992 in three cultural destinations (National Art Gallery of Athens, Archaeological Site of Deon and Archaeological Museum of Thessaloniki) with a sample of 600 people, that the top five nationalities in terms of visitation, were Greeks (40.3%), UK (13.6%), Germany (13.3%), USA (10.9%) and France (2.7%) respectively (Table 3.2). Comparing the sample's nationality with the nationality of the major markets of Hellenic tourism, there are certain differences. As it appears the two main markets (UK and

Germany) for Greece are not even listed in the top five nationalities of the sample for Delphi. This indicates either that interest in Greek culture from the main markets is low or that for the specific period of time, the specific destination and the specific sample, there was no interest in Delphi and therefore there were certain differences, in terms of nationality. A general theme that is derived is that cultural destinations, like Delphi, attract different people in terms of nationality and age than the country itself. For this reason a potential marketing campaign should be based on research done in Greek cultural destinations specifically and not on research concerning Greek tourism in general.

Concerning the Greek visitors there is a positive relationship, since for both cases (in general in terms of overnights and for the case of Delphi) they possess a significant percentage (25.51% and 12.4% respectively). However, a more thorough examination of Kalogeropoulou's results indicates that Greeks are a vital market for cultural tourism for both cases of research and that the major nationalities for culture in Greece include USA and France. Still, there is a difference, as far as the UK and Germany are concerned (high percentages in 1992 research and low in the current study), but this could be explained either because there are different tourist flows for the study destinations or because there are changes in the visiting habits of the visitors (among other issues such as the function of convenience sampling and/or language matters). However, it must be indicated that there is a chance of the existence of no relationship between the results of the two studies as far as nationality is concerned. Therefore, an issue of precision is raised, even

though both of the studies contribute to the building up of a body of knowledge.

Concerning the highest qualification, there were 336 respondents out of 348 that answered the relevant question. Hence, 38.7% of the young visitors have a school diploma while a high percentage of 26.2% have a bachelor degree. An important percentage of respondents hold also a masters degree (16.7%). The other category represents other degrees like college degrees, private schools and university degrees, etc. which differ from country to country. The high percentage of people that hold school diploma can be reflected by the fact that there were many respondents still students in high school and universities as well as people in the 15 to 20 years age group. The fact that the second largest proportion is held by people that hold a bachelor degree agrees with the statement of ATLAS (1997) that states that cultural tourists are highly educated. Therkelsen (2003) argues that cultural tourists have an above average education and, finally, Lord (1999) suggests that education is one of the most significant factors that affect the cultural participation of visitors. Hence, it was found that young cultural tourists in Delphi have similar characteristics to cultural tourists in general, as far as their education is concerned and they can be considered as well-educated. Therefore, the fact that 42.9% of the respondents have a university and a master degree highlights a great interest for culture and heritage, in general.

Table 4.1 indicates also the current occupational status of the sample. The average number of responses per respondents is 1.08 while 347 persons

answered this question. The majority of the respondents are full-time employees, while a significant percentage of 25.1% are higher education students. Another significant percentage (23.7%) are high school students. The category 'other' represents mostly free-lancers and/or those who have their own businesses. The fact that the 48.9% of the respondents are students either at a school or university agrees with the previous demographic characteristics, mentioned above, concerning the age and educational level; young visitors from 15 to 20 years old with a school diploma. Full-time employees and full-time homemakers constitute 34.4% of the respondents and possibly belong to remaining age groups (from 21 to 35 years old). According to ATLAS (1997), 50% of the respondents/visitors to cultural attractions in the European Union are employed and self employed, there is a positive relationship with the findings of the current study, even though in the case of ATLAS the students were fewer and the employed people more.

With regards to the annual household income question, 77 people did not reply. This happened mostly because income is a personal detail and many people do not want to reveal it. However, 271 people answered this question. The average income for these respondents was in the range of 20,000 to 29,000€ approximately. This indicates that the respondents had an average annual income. According to the literature, cultural tourists come from relatively high income levels (Fraser, 2001; ATLAS, 1997, Silberberg, 1885) (see Table 2.5). On the other hand, youth travellers usually are from lower incomes according to Youth Tourism Consortium of Canada (2004) (see Table 2.9). However, in terms of visiting a cultural destination like Delphi, for

the specific sample, the income levels were moderate, meaning that young tourists in Delphi stand between the categorisation of cultural tourists in Table 2.5 and youth travellers in Table 2.9, respectively. Furthermore, specifically from the 271 respondents 20.3% have an annual income lower than 4,999 € per year. The next income categories are from 20,000 to 29,999 and 30,000 to 39,999€, respectively, with an equal percentage of 15.9%. Finally, a significant percentage of 14.8% indicated a high annual income of more than 60,000€ per year. From the findings it appears that there are almost equal levels of income across many income categories. That means that the archaeological site of Delphi attracts young visitors from all income levels. Culture in this case is not only a commodity for visitors with higher income levels but also for visitors with annual income lower than €4,999. Considering that in the sample there were many students, this appears logical.

### **4.3 Sample travel profile**

In continuance to the demographic profile as part of answering the fifth objective of the study, this section presents information concerning the travel profile of the respondents, concerning visits to cultural destinations in general, as well as the visit to the archaeological site of Delphi specifically.

The respondents stated that they had visited 10.42 other cultural destinations on average, other than Delphi, the last three years. Specifically, 89.6% of the respondents (310 out of 346) stated that they have visited another

cultural/heritage destination other than Delphi the last three years, while for only 10.4% (or 36 respondents) Delphi was the first cultural/heritage destination that they visited in the last three years.

From the respondents who stated that they had visited a cultural/heritage destination in the last three years, the 70.6% replied that they had visited cultural/heritage destinations from 1 to 10 times, 21.9% from 11 to 20 times, 4.3% from 21 to 30 times and 3.2% more than 31 times. These facts indicate that young visitors tend to travel to cultural destinations, since the average number of cultural destinations they visited in the last three years is a relatively high (10.42). Taking into consideration that culture is one of the main interests for young visitors (Smith, 2003; Tourism Queensland, 2003; Youth tourism Consortium of Canada, 2004) the fact that the majority of the respondents have visited other cultural destinations before is absolutely valid and significant. From the 348 visitors in the archaeological site of Delphi, only 16.1% (or 56 people) had visited the site before (repeat visitors). The majority (83.9%) responded that this was their first visit to Delphi. From the 56 people that had visited Delphi in the past, 52.9% (27 people) had visited the site once in the past, 23.5% (12 people) twice, 9.8% (5 people) three times and the rest 13.8% from 4 to 15 times. On average, repeat visitors visited Delphi in the past more than two times (2.16 times), indicating that Delphi has the potential as a cultural destination, to accept repeat visitors.

**Table 4.2: Travel profile of young visitors**

Characteristic	Number (n) of respondents	%	
<b>Travel party</b>			
Family/group	174	51.0	
Couple	78	22.9	
Friends/relatives	77	22.6	
Alone	12	3.5	
Total	341	100.0	
<b>Time planning visit to Delphi</b>			
Last minute/same day	35	10.1	
Less than 1 week	71	20.6	
Less than 1 month	55	15.9	
3 months or less	88	25.5	
4 - 6 months	33	9.6	
6 months or more	63	18.3	
Total	345	100.0	
<b>Ways of arrangement</b>			
	<b>Number (n) of responses</b>	<b>%</b>	<b>Percent of cases</b>
Arranged by myself	181	49.9	52.3
Travel agent outside Greece	86	23.7	24.9
Travel agent in Greece	13	3.6	3.8
Component of my package	39	10.7	11.3
Arranged by accommodation's management	5	1.4	1.4
Other	39	10.7	11.3
Total	363	100.0	104.91
<b>Means of transport</b>			
Car	158	44.8	45.4
Bus	50	14.2	14.4
Coach	102	28.9	29.3
Other	43	12.2	12.4
Total	353	100.0	101.4
<b>Sources of information</b>			
Travel guidebook	176	25.04	51.01
History books	135	19.20	39.13
Friends/relatives	101	14.37	29.28
Previous knowledge	98	13.94	28.41
WWW/Internet	57	8.11	16.52
Tourist authority	40	5.69	11.59
TV programme	27	3.84	7.83
Magazine article	20	2.84	5.80
Newspaper story	14	1.99	4.06
Radio program	1	0.14	0.29
Other	34	4.84	9.86
Total	703	100.0	203.7
<b>Reasons for visiting Delphi</b>			
To see the heritage site/museum	291	43.11	83.62
Part of my tourist package	121	17.93	34.77
Educational reasons	111	16.44	31.90
Short break trip	47	6.96	13.51
To accompany family	40	5.93	11.49
To accompany friends	39	5.78	11.21
Conference/seminar	3	0.44	0.86
Other	23	3.41	6.61
Total	675	100.00	193.9

**Source:** author's fieldwork

Table 4.2 presents a series of characteristics concerning the travel behaviour of the respondents. From the 344 respondents that answered, 40.4% (139) were members of an organised group. The majority (59.6% or 205 people), replied that they were not members of an organised group and that they had arrived at Delphi independently. Taking into account that young visitors choose where to travel independently (Carr, 1998) and are characterised by curiosity for discovering the world (Trendaflova, 2002) and interest for knowing other cultures (Wilson, 2003), there is a logical explanation for the independent nature of the exact visit's arrangement by the majority of the respondents; it is more difficult to meet these standards in an organised group.

Concerning the travel party, 341 of the respondents replied (see Table 4.2). The majority of the respondents (51%) visited Delphi with their family or as members of a group (students and school mostly, according to researcher's personal observation and the qualitative research's data). Moreover, 22.9% were couples and the same proportion (22.6%) visited Delphi with friends and relatives. Finally, a small percentage of 3.5% came to Delphi alone, showing an interest in culture and the site itself. From these results it appears that young visitors arrive at Delphi as members of a group indicating the dependence they have on a group, whether this group is their family, a school or a university group. Nevertheless, a significant percentage travel independently, indicating that there are also independent young tourists in Delphi. Parallelising these data with the Youth Tourism Consortium of Canada

typology of youth travellers (2004), it can be noticed that in Delphi there are also respondents that are youth group travellers (both school based and non-school based travellers) as well as respondents are independent youth travellers, that, in general, travel independently and/or with friends (Youth Tourism consortium of Canada, 2004). However, it has to be mentioned that the specific typology is applied to any form of tourist activity and not only to cultural tourism. Moreover, there is a chance that the above parallelisation is only just a coincidence or a speculation. Nevertheless, this piece of information is useful for the comprehension and categorisation of young visitors in Delphi.

Table 4.2 illustrates also how long in advance the visitors to Delphi planned their visit. The greater part of the respondents planned their trip to Delphi three months earlier or less (25.5%), indicating a previous interest in the particular destination (detailed pre-planning is a characteristic of independent youth travellers, according to the Youth Tourism Consortium of Canada, 2004), while a significant percentage of 20.6% planned their trip less than a week before (probably last minute visitors) and a 10.1% at the last moment or on the same day (probably visitors that arrived for a short break to Delphi, and combined it with a visit to neighbouring destinations for lunch or coffee, according to the qualitative research's data).

As far as the ways of arrangement are concerned, the respondents were asked to give more than one response. Therefore, there were cases where respondents chose more than one way of arranging of their visit. Table 4.2

illustrates the 363 responses, given by the 346 people of the sample, while the average number of sources per respondent is 1.05. 49.9% of the sample arranged their visit to Delphi independently. This reflects the theory that suggests that cultural tourists organise their own holiday by themselves (Robles, n.d. for the case of cultural tourists in Spain) and make their own travel arrangements (Kastenholz et al, n.d, for the case of cultural tourists' characteristics in Coimbra, Portugal). 23.7% of them used a travel agent outside Greece (travel agent is also a popular -15% of the sample- way of arranging cultural visits to Coimbra in Portugal, according to Kastenholz et al, n.d.), while Delphi was a component of a package tour for 10.7% of the respondents. Finally, 10.7% chose another method of arrangement. These other ways were mostly friends or relatives that arranged the visit to Delphi on behalf of the respondents, or the management of schools and institutions that young people (respondents) were members of.

One question asked the respondents to state if the current visit to Delphi was part of their main holiday or a short break. Then another question asked how this holiday or this short break, respectively, was arranged (see Appendix 1 – Questionnaire) (Table 4.3). The last question was a multiple choice question, therefore the respondents could give more than one answer. It has to be noted that there was a number of people that while they answered the question concerning the type of visit (holiday or short break), they did not answer, or their answers were invalid, in the next question, concerning the way of arrangement of the main holiday and the short break respectively. The visit to Delphi was a part of the main holiday for the 64.2% (or 222

respondents) of the sample, and a part of a short break for the 35.8% (or 124 respondents).

**Table 4.3: Ways of arrangement of main holiday or short break**

	Main Holiday			Short Break		
	Number of responses	%	Percent of cases	Number of responses	%	Percent of cases
<b>Arranged by myself</b>	110	38.1	49.5	79	56.8	63.7
<b>Travel agent</b>	68	23.5	30.6	20	14.4	46.1
<b>WWW/Internet</b>	49	17.0	22.1	15	10.8	12.1
<b>Bought a package</b>	39	13.5	17.6	17	12.2	13.7
<b>Other</b>	23	8.0	10.4	8	5.8	6.5
<b>Total</b>	<b>289</b>	<b>100.0</b>	<b>130.2</b>	<b>139</b>	<b>100.0</b>	<b>112.1</b>

Source: author's fieldwork

For the case that the visit to Delphi was part of the main holiday for the visitors, there were 289 responses from 222 respondents, while the average number of ways of arrangement per respondent were 1.3. From those respondents where Delphi was a part of their main holiday, the 38.1% (110 respondents) indicated that they had arranged their holiday by themselves while the respective percentage for those whose visit was a short break was 56.8% (79 respondents). These facts state once more that both cultural and youth tourists tend to arrange their visits or holidays independently (Youth Tourism Consortium of Canada, 2004; Robles, n.d.). The fact that the majority of the respondents stated that Delphi was part of their main holiday is related to the fact that the majority of respondents were international tourists that visited Greece for holidays.

On the other hand, for the case where the visit to Delphi was part of a short break, 144 respondents gave 139 responses, while the average ways of

arrangement per respondent were 1.12 ways. Table 4.3 indicates that more than half of the responses were by people that arranged their short break independently, underlining the independent character of the short break to Delphi. From the qualitative research it can be seen that Greek visitors that answered the interview questionnaire stated that their visit to Delphi was part of a short break and was accompanied by a visit to neighbouring areas (such as Delphi the village, Arachova, Parnassos, Itea) and lunch and coffee there.

In both cases travel agents appear to hold the second position with 23.5% and 14.4% respectively, indicating once more that the role of travel agent is important enough for an organisation of a visit to a cultural and heritage destination, like Delphi. The use of the World Wide Web and/or Internet appears to be the third most common way of arranging of the main holiday and the fourth of the short break (with 17.0% and 10.8% equally). According to Kastenholz et al, (n.d.), in their research concerning the cultural tourists visiting Coimbra in Portugal, booking through the Internet was the third most popular way of arranging the visit. Therefore, there is a positive relationship between the results of their study and the results of the current study for both of the types (holiday or short break). The purchase of a package is more popular for the arrangement of a short break rather than the arrangement of holiday, while other ways of arrangement hold a small percentage for both cases.

All the respondents (348) answered the question concerning what means of transport they used for visiting the archaeological site of Delphi. The

respondents used on average one means for arriving at Delphi (Table 4.2). The majority of the respondents arrived at the archaeological site of Delphi with their own car (44.8%), while a percentage of 28.9% by coach. The fact that the archaeological site of Delphi is almost three hours (160 kilometres) away from the capital city of Greece, Athens, justifies the use of the above means. Only 14.2% used public transport (bus) (this sounds rational because the public transport for and to Delphi, although existent, is not so frequent – six buses per day from Athens), while 12.2% used other means of transport, the most popular being caravans, or the little train that connects the site with the town of Delphi that is located close by in the case of the respondents residing at the village of Delphi. A percentage of people walked from the modern village of Delphi to the site, since the distance is less than two kilometres. Finally, many people used more than one means of transport. For this reason the total number of the respondents seems to be larger than the actual number of the sample.

The average travel time for the respondents to arrive at the archaeological site of Delphi was just under two hours (114.43 minutes). On the one hand, this indicates that Delphi is a close destination from many areas of mainland Greece; therefore it is suitable for a short break or a one day visit. On the other hand, however, two hours is a reasonable period of time for visiting an archaeological site. That means that Delphi itself attracted young visitors to travel almost four hours (including return) during their day in order to see and experience the archaeological site and the museum. This indicates a deep interest for the site and the Hellenic heritage and culture.

The average planned duration of the respondents' visit to Delphi was more than three hours (189.31 minutes or 3.16 hours). Three hours and a quarter is a reasonable period of time, considering that the site is big and that the museum has many exhibits to present. Considering that cultural tourists, in general, desire to experience something new (Tourism Queensland, 2003; Richards, 1996), discovering a destination so large and with many exhibits and a museum is time consuming.

The average amount of money they spent in the site, including the entrance tickets, was €16.05 (£11.24). The site offers a souvenir shop and a rest area, and charges an entrance fee (€9 the unified ticket for both site and museum, 6€ for the site only and €6 for the museum – Hellenic Ministry of Culture, 2006), this amount of money is not that high (taking in account that cultural tourists spend money during their visit) (Lord, n.d.; Robles, n.d., Fraser, 2001). However, it must be noticed that in this case, the respondents are young visitors. According to the literature, young visitors (independent young travellers) spend more overall during their trips, but have lower daily spending (Youth Tourism Consortium of Canada, 2004). Therefore, there is a rational explanation about the low spending behaviour of the respondents in the archaeological site of Delphi. Furthermore, a significant percentage of 21.3% people (74 respondents) did not spend anything at the site. This can be explained because of the free entrance tickets for school and university students (or the 38.7% of the respondents, as mentioned before, according to the highest qualification). Finally, if it will be considered that the entrance

tickets vary from €6 (site only and museum only) to €9 (site and museum), the average amount of money that was spent in Delphi, during the period of the research was relatively low.

The respondents could give more than one answer concerning how they found out about the site. The average sources of information per person were 2.03, meaning that the respondents tried to learn about Delphi from at least two sources of information prior to their visit to it. The travel guidebook appears to be the most powerful source of information for young people that visited Delphi. The use of travel guidebooks, in general, is very popular for cultural visitors. Kastenholz et al, (n.d.) indicate that this source of information is the most popular in their research. Furthermore, according to Gmelch (1997) young visitors/students tend to follow travel guidebooks' directions during their travels. Therefore, the popularity of travel guidebooks in the case of Delphi is evident. History books also play an important role for the respondents' information concerning Delphi. As mentioned in the qualitative research, the history of Delphi was a common topic during school years and the history of the place was written in many history books. Therefore, why history books were a popular source of information about the archaeological site of Delphi can be understood. Friends and relatives seem to influence the respondents, holding third place while previous knowledge of Delphi holds fourth place. Gmelch (1997) also indicates that friends and peers' influence is great for young visitors while they travel. This was also justified by Richards and Wilson (2003), in their survey of 2,300 young visitors where they found that 70% of them were influenced by friends and family. Furthermore,

Kastenholz et al, (n.d.) indicate that family and friends was the second most powerful source of information for cultural visitors, visiting Coimbra in Portugal. The Internet and World Wide Web are significant sources of information too. This is also indicated in the survey of Kastenholz et al (n.d.) about cultural visitors, while Youth Tourism Consortium of Canada (2004) and Richards and Wilson (2003) argue that the Internet is an important source of information for young visitors. Furthermore, respondents in the qualitative research indicated that they were informed about Delphi and Greece, in general, by the Internet; therefore, the World Wide Web is a significant source of information and must be taken into consideration for the future promotion and marketing of Delphi and cultural tourism in Greece. Tourist authorities and media also play a role in the information of the respondents, however not as important as the rest of the reasons mentioned above. This is the same for the survey of Kastenholz et al (n.d.) too. Finally, other sources of information were mostly knowledge from the school and the university.

As far as the reasons for visiting Delphi are concerned, all the respondents (348) could state more than one answer. The average reasons per respondent were 1.93 meaning that the respondents had almost two reasons for visiting Delphi during the period of the study. The first reason for visiting Delphi is to see the actual heritage site and its museum with the exhibits of it (43.11%). This can also be justified by the results of the qualitative data. The second most popular reason why young visitors went to Delphi in the specific period was because it was part of their tourist package (17.93%). Since the visit to Delphi was an element of the package, respondents just followed the

programme. However, in comparison to the previous reason, this appears to be much lower. Educational reasons appear to be significant (16.44%). Considering that many respondents were members of a school or university group, the educational reason appears to be reasonable. Short break trip possesses the fourth position in the reasons ranking. As indicated in the qualitative part, some respondents in the short interviews replied that they visited Delphi as a part of their day visit. Accompanying friends and relatives does not appear to be a strong reason for visiting Delphi, while conferences and seminars have almost a null significance for young visitors. Finally, visitors also visited Delphi because they wanted to experience what they had learnt at school and university about the place, to feel the history and significance of the archaeological destination and to enjoy the wild landscape of the area. All these reasons belong to the 'other' category.

In addition, the respondents were asked to rate the main reasons for visiting Delphi in a 5-point Likert scale from 'Strongly disagree' coded with the number 1 to 'Strongly agree' coded with the number 5. Their between distances were: 'Disagree' coded with number 2, 'Neither' coded with number 3 and 'Agree' coded with number 4. Table 4.4 presents the mean score of this rating and the mode or the most frequent used value. For instance visitors almost always strongly agree that 'To see heritage site/museum' while visiting Delphi was the main reason. In the table, the standard deviation is 'a sophisticated measure of dispersion that takes the average of the distances between the mean score and all the other values in the set' (Kent, 1999: 176). According to Balsley (1970), if the standard deviation is approximately one-third or less

than the value of the mean, the mean is a substantial and valid representative of the central tendency in the distribution. If the standard deviation is very much larger than one-third the value of the mean, the mean loses some of its value as a representative of the data (Balsley, 1970). In any case, significance values from Chi-square Test ( $X^2$ ) are also presented (at the level of  $\alpha=0.05$  meaning that there is significance if the significance value is lower than 0.05 according to Pallant, 2001), however Balsley's suggestion will be adopted in the current study for the univariate analysis.

**Table 4.4: Rating of the reasons**

	Reason	Number of respondents	Mode	Mean	Std. Deviation	1/3 of the mean	Sig. Value
1	To see heritage site/museum	340	5	4.53	0.73	1.51	0.00*
2	Educational reasons	318	5	3.85	1.24	1.28	0.00*
3	Part of my tourist package	308	4	3.36	1.53	1.12	0.00*
4	Short break	297	3	2.81	1.37	0.94	0.00*
5	Accompanying friends	310	1	2.57	1.40	0.86	0.00*
6	Accompanying family	298	1	2.51	1.48	0.84	0.00*
7	Conference/seminar	288	1	1.77	1.16	0.59	0.00*

(\* indicates significant difference)

**Source:** author's fieldwork

From the significance values of the table it can be concluded that there is significance in all mean scores. Under these circumstances, the strongest reason for visiting Delphi is the most popular one; to see the heritage site and the museum with a mean score of 4.54, a value close to 'Strongly agree'. The importance of the reason is also signified in the interviews. The second most important reason for visiting Delphi is for educational purposes with a mean score of 3.85, value close to 'Agree'. Considering that there were many

people that were members of groups (students in high school and university), as well as people that had a deep interest in culture, there is a rational explanation about this position in the ranking, concerning the reasons' popularity. The third most important reason for visiting Delphi is because it was a part of the respondents' tourist package, with a mean score of 3.36, close to 'Neither'. The other four reasons, as can be seen from the table, have a low mean score below 'Neither', therefore they state that they are not as important.

Table 4.5 presents findings concerning the stay of the respondents during their trip to Delphi.

**Table 4.5: Stay during the trip to Delphi**

	Number of respondents	%
<b>Number of overnights</b>		
One day trip	89	26,7
From 1 to 5 nights	92	27,6
From 6 to 10 nights	60	18,0
From 11 to 15 nights	58	17,4
From 16 to 20 nights	23	6,9
More than 21 nights	11	3,3
Total	333	100,0
<b>Type of accommodation</b>		
Hotel	189	56.3
Camping	72	21.4
Own residence	24	7.1
Apartments	20	6.0
Holiday village	6	1.8
Other	25	7.4
Total	336	100.0

**Source:** author's fieldwork

Respondents spent an average of 6.51 nights away from home as part of the current trip to Delphi. From the 333 people that answered this question 26.7% (89 people) had a one day visit and therefore did not stay overnight anywhere.

This fact indicates that, indeed, Delphi could be a one day destination, therefore it should be promoted more, for a short break, to young visitors, in combination with other activities in the surrounding areas (like skiing on mount Parnassos or visiting Arahova, Modern Delphi and other places). 15.3% of the respondents (51 people) stayed overnight for 1 night; also a significant percentage, indicating that Delphi is a destination that is close to urban places and could be a resort for a couple of days, also in combination with other activities. This could reinforce more the fact that cultural tourism in the area would also generate more money from tourist activities in the surrounding towns and villages. Finally, the 7.2% (24 people) stayed overnight for 10 nights.

The majority of the respondents (27.6%) spent away 1 to 5 nights from home during their trip to Delphi. This is a positive fact, since according to Lord (n.d.), those visitors that stay overnight in a destination, are willing to attend more cultural sites and activities. The second largest percentage, as mentioned before, is those who had a one day trip. 18.0% of the respondents spent 6 to 10 nights while 17.4%, 11 to 15 nights respectively. Finally, in total, 10.2% of the respondents spent 16 or more nights during their trip.

The majority of the respondents (56.3%) chose a hotel as their accommodation. From the literature, in general, cultural visitors tend to use more commercial accommodation (Fraser, 2001) and preferably hotels (Kastenholz et al, n.d.). However, the theory also indicates that backpackers (that as stated are mostly young visitors) prefer to stay in cheap / budget

accommodation (Nash, Thyne and Davies, 2006). This can be realised by the fact that the second most popular type is camping (21.4%). Therefore, it could be said that indeed there is a proportion of young visitors that prefer to stay in low cost accommodation (campsites), however this trend is probably changing since a respectable number of young visitors indicated that they stayed in a hotel. Moreover, young visitors tend to stay in local accommodation, according to Carr (1998). Concerning that many visitors walked from the village to the archaeological site, and that a significant percentage indicated that they stayed overnight one night, Carr's argument appears to be valid here. The third most popular category is other (7.1%). In this category caravans take a large percentage while there were also people that were guests of friends and relatives. From the personal observation of the researcher, there were a lot of caravans each time at the parking of the site. A small percentage, 7.1%, stayed overnight in their own residence (visitors that arrived at Delphi for a one day visit or happen to live close to the site) and 6.0% in apartments. Finally, only 1.8% stayed overnight in a holiday village.

#### **4.4 Importance and satisfaction of/from culture**

This section presents the findings concerning the importance of culture for young visitors' travel in general, as well as the satisfaction that young visitors have from the 33 attributes of the cultural/heritage destination. The aim of the section is to give answers to basic questions that are linked to the objectives of the study (objectives one, two and three from Figure 3.2 in the Methodology

Chapter) such as what is the role of culture in the overall travel experience, what is the perceived importance of a major cultural destination to young tourists through measuring a series of attributes that compose the destination, and what is the perceived levels of satisfaction among young visitors from the same series of attributes that compose the archaeological site of Delphi, specifically, and overall.

#### **4.4.1 Importance of culture for young people**

To answer the first and second objective of the thesis, attention has been paid to the importance of culture for young people. Through the questionnaire, the respondents rated the following statement: 'In general, culture is my most important motive for travelling'. Respondents were asked to rank this question through a 5-point Likert scale, as mentioned earlier, from 'Strongly disagree' coded with 1 to 'Strongly agree' coded with 5.

In this case, 346 respondents that answered this question stated a mean score of 3.82, explaining that they tend to agree that indeed culture is the strongest motive for travelling. The  $X^2$  value here is 187.87. This value measures the variable of importance of culture into the five categories of the scale and tests the hypothesis that the observed frequencies do not differ from their expected values (that are equal to the sum of the observed frequencies divided by the number of the categories of the scale). The obtained  $X^2$  value is computed by squaring the residual for each case

(frequency minus expected value), dividing it by its expected value and summing across all the cases. A large  $X^2$  value indicates that the observed frequencies differ markedly from the expected frequencies (StatPac, n.d.). Furthermore, the mean score appears to be valid since the standard deviation is  $0.97 < 3.82/3 = 1.27$  (and a significance value of 0.00 according to the Chi-square test) (see Table 4.6):

**Table 4.6: Rating of the culture's importance while travelling**

Ranking	Statement	n	Mode	Mean	Std. Deviation	$X^2$	1/3 of the Mean	Sig. value
1	In general, culture is my most important motive for travelling	346	4	3.82	0.97	187.87	1.27	0.00*

(\* indicates significant difference)

**Source:** author's fieldwork

Therefore, culture is a strong motive for travelling and it can be indicated that the majority of the respondents agree that it is the most important motive for their travels in general (3.82 out of 5). The validity of the above statement can be reflected by the fact that culture is one of the most popular activity preferences for students and young visitors, and there would appear to be continuously growing interest in culture (Shoham et al, 2004; Misiura, 2006; Scottish Executive et al, 2001; National Heritage Board, 2005). Hence, more attention has to be paid to young visitors' behaviour towards culture/heritage and cultural/heritage destinations, since they seem to be a growing market with great potential for future tourism development in countries that have rich cultural and heritage deposits such as Greece.

**Table 4.7: Importance of 33 attributes for cultural sites, in general**

	Ranking	Attributes	n	Mode	Mean	Std. Deviation	X <sup>2</sup>	1/3 of the Mean	Sig. value
Fairly important to very important	1	Maintenance of the attractions	347	5	4.48	0.76	371.48	1.49	0.00*
	2	Beauty of scenery & landscape	347	5	4.41	0.77	336.83	1.47	0.00*
	3	Cleanliness of the area	346	5	4.39	0.85	326.44	1.46	0.00*
	4	Learning more about site's past	346	5	4.34	0.77	294.52	1.45	0.00*
	5	Seeing old buildings/monuments	343	5	4.29	0.77	283.85	1.43	0.00*
	6	Quality of museums/interpretation centres	342	5	4.29	0.80	159.56	1.43	0.00*
	7	Learning about Greek history	346	5	4.29	0.84	263.14	1.43	0.00*
	8	Toilets	346	5	4.23	0.92	252.04	1.41	0.00*
	9	Experiencing a different environment	344	5	4.17	0.89	218.21	1.39	0.00*
	10	Seeing aspect of the area's heritage	345	4	4.12	0.82	255.45	1.37	0.00*
	11	Helpfulness of staff	345	4	4.12	0.93	204.42	1.37	0.00*
	12	Peaceful and calm place	345	4	4.07	0.94	212.57	1.36	0.00*
	13	Authentic experience	345	4	4.06	0.89	216.26	1.35	0.00*
	14	Variety of exhibits & displays	345	4	4.06	0.84	196.90	1.35	0.00*
	15	Safety and security on the site	344	5	4.05	1.07	167.96	1.35	0.00*
	16	Information centres	347	4	4.04	0.90	221.16	1.35	0.00*
	17	Place of major fame	345	4	4.03	0.91	189.13	1.34	0.00*
Neither to fairly important	18	Signage within the site	337	4	3.97	0.96	176.48	1.32	0.00*
	19	Resting areas	345	4	3.86	0.99	138.07	1.29	0.00*
	20	Tour guides	341	5	3.85	1.12	117.11	1.28	0.00*
	21	Accessibility around the site	341	4	3.84	0.99	155.98	1.28	0.00*
	22	Signposting to/from the site	341	4	3.83	1.04	128.64	1.28	0.00*
	23	Well promoted site	346	4	3.81	1.00	125.91	1.27	0.00*
	24	Concession tickets	340	4	3.77	1.23	98.74	1.26	0.00*
	25	Accessibility to/from the site	343	4	3.74	1.07	128.64	1.25	0.00*
	26	Eating /refreshment areas	344	4	3.70	1.08	113.28	1.23	0.00*
	27	Ticket prices	344	4	3.63	1.11	137.26	1.21	0.00*
	28	Educational activities	344	4	3.59	1.07	106.01	1.20	0.00*
	29	Transport services to/from the site	344	4	3.57	1.05	109.03	1.19	0.00*
	30	Timetables	343	4	3.48	1.15	144.99	1.16	0.00*
	31	Parking	345	4	3.46	1.22	62.72	1.15	0.00*
	32	Entertainment activities	344	3	3.08	1.17	56.76	1.03	0.00*
Fairly unimportant to neither	33	Shopping facilities	344	3	2.86	1.22	38.74	0.95	0.00*

(\* indicates significant difference)

Source: author's fieldwork

Concerning the importance that young visitors attach to 33 attributes of cultural/heritage sites, in general, the respondents were asked to rate the attributes through a 5-point Likert scale from 'Unimportant' coded with number 1 to 'Very important' coded with number 5. Their between distances were; 'Fairly unimportant' coded with number 2, 'Neither' coded with number 3, 'Fairly important' coded with number 4.

The results of this ranking, presenting the people that answered each statement (n), the mean score for each statement, the standard deviation, the 1/3 of the mean, for comparison to the standard deviation, and the significance values are highlighted in the Table 4.7. Concerning the validity and the significance of the scores of the 33 attributes, there is significance in all of them since the significance values are 0.00. However according to Balsley's suggestion, almost all the scores of the attributes (with the exception of the last three; 'parking', 'entertainment activities' and 'shopping facilities'), are a substantial and valid representative of the central tendency in the distribution, since their standard deviation are less or close to the 1/3 of their mean score. The highest score, in terms of importance is 4.48 (from 'fairly important' to 'very important') while the lowest score is 2.86 (from 'fairly unimportant' to 'neither'). The most important attributes that young visitors perceive for cultural and heritage destinations, in general, are the 'maintenance of the attractions' with a mean score of 4.48, the 'beauty of the scenery and the landscape' with a mean score of 4.41, the 'cleanliness of the area' with a mean score of 4.39, and the 'learning more about site's past' with a mean score of 4.34 (from 'fairly' to 'very important'). 'Seeing old buildings

and monuments', the 'quality of the museum and interpretation centres', the 'learning about the Greek history', 'toilets', and 'experiencing a different environment' follow also with mean scores from 'fairly' to 'very important'. Also, mean scores with lower value but from 'fairly' to 'very important' have attributes from the tenth to seventeenth position in the ranking of the table. Between them can be noted the 'seeing an aspect of the area's heritage', the 'helpfulness of the staff', the 'peaceful and calm place', the 'authentic experience', the 'variety of exhibits and displays', the 'safety and security on the site'.

In general, from the attributes that young visitors rated as fairly to very important, a great percentage has to do with experience and learning, with landscape and monuments' beauty and with amenities. From these scores, it appears that the wants of young visitors for cultural places have to do with the cultural place itself and the experience they seek to get while learning about it. This is rational, since according to the Youth Tourism Consortium of Canada (2004), youth travellers (independent) seek to explore other cultures and they look for excitement and increases of knowledge through self-discovery. Additionally, they also pay attention to more practical matters such as the maintenance and cleanliness of the place, indicating a high interest for a holistic cultural destination, with emphasis on quality. Some of the least important attributes with mean scores from 'neither' to 'fairly important' are, the 'timetables' of the site, the 'transport services to/from the site', the 'educational activities', the 'ticket prices', the 'eating and refreshment areas' and 'the accessibility to and from the site'. It can be seen that attributes

concerning the procedure of visiting a cultural destination (such as accessibility and timetables) as well as pricing, appear to be less important to the respondents. This is also evident for the actual visit within the site (tour guides and signage within the site).

Especially in the case of pricing, it appears to be a contradiction since according to Carr (1998) one of the main characteristics of young visitors, in general, when they travel is price sensitivity. However, in the case of the young cultural visitors, there is a different tendency, since they rated ticket prices with a relatively low mean score (3.63). This indicates that, young visitors in cultural destinations are willing to pay in order to see them. Nevertheless, these attributes are less important than those in the first category (fairly important to very important) and not unimportant at all. Therefore, they must be taken into account for the future development of cultural destinations, in general. The least important attribute with a mean score of 2.86 (between 'fairly unimportant' to 'neither') is the 'shopping facilities'. This indicates that shopping is not considered as important as other attributes that compose cultural destinations. A general point is that all the attributes of the table seem to be important, therefore the sample of the research appears to be quite demanding from cultural and heritage destinations. This indicates that young visitors are a demanding segment for cultural 'products', with special needs and wants, and for this reason must be taken into consideration. The characteristics of this dynamic market (Smith, 2003) have to be indicated and studied not only for marketing reasons, but

also, academically, for the better understanding of their behaviour and way of life.

#### 4.4.2 Satisfaction with Delphi for young people

This section illustrates the satisfaction that young people have from the archaeological site of Delphi, overall and for the 33 cultural destination attributes. This is done to explain the third objective of the thesis. Concerning the overall satisfaction, the scores are from 'Very dissatisfied' coded with number 1 to 'Very satisfied' coded with number 5, always on a 5-point Likert scale. The following table (Table 4.8) presents the mode, the number of respondents (n), the mean score, the standard deviation, the 1/3 of the mean score, the  $X^2$  and the significance value, respectively:

**Table 4.8: Overall satisfaction**

Ranking	Overall satisfaction from Delphi	Mode	n	Mean	Std. Deviation	$X^2$	1/3 of the Mean	Sig. Value
1	Overall satisfaction	4	344	4.32	0.64	448.99	1.44	0.00*

(\* indicates significant difference)

**Source:** author's fieldwork

The significance value is 0.00, indicating that there is significance for the overall satisfaction, according to the Chi-square test. The overall satisfaction of young visitors, from the archaeological site at Delphi, was 4.32 or in other words, from 'fairly satisfied' to 'very satisfied', however, close to 'fairly satisfied'. This score is a substantial and valid representative since the standard deviation is very low, much lower than the 1/3 of the mean score.

Therefore, it can be concluded that young visitors that visited the archaeological site of Delphi, during the period of August and September 2006, and participated to the current study, were fairly satisfied with the destination itself, its amenities and the overall experience gained from it. Generally, this is a positive result since as mentioned in the literature a positive satisfaction will bring positive word-of-mouth marketing, which is essential especially in the case of young visitors who are influenced a lot by their friends and the internet (blogs, etc.) (Gmelch, 1997; Young Tourism Consortium of Canada, 2004). A positive satisfaction also means that there is a chance for repeat visits to the destination and a change in attitude (Tsartas, 1996), issues also important for bringing more young visitors to the archaeological site. Therefore, the aim of the management of the site is to maintain the positive satisfaction of young visitors and give more incentives and accomplish more improvements in order to raise these levels of satisfaction for each of the following 33 attributes even more.

As far as the satisfaction of the respondents from the same 33 attributes used before is concerned, the respondents were asked to rate the following attributes related to their visit to Delphi, through a 5-point Likert scale, from 'Very dissatisfied' coded with number 1 till 'Very satisfied' coded with number 5. Their between distances were 'Fairly dissatisfied' coded with number 2, 'Neither' coded with number 3, and 'Fairly satisfied', coded with number 4. As with the previous table, Table 4.9 presents the number of respondents for each attribute (n), the mode, the mean score for each attribute, and the

standard deviation, 1/3 of the mean score, and the significance value, respectively.

**Table 4.9: Satisfaction from the 33 attributes of the archaeological site of Delphi**

	Ranking	Attributes	n	Mode	Mean	Std. Deviation	$\chi^2$	1/3 of the Mean	Sig. value
Fairly to very satisfied	1	Beauty of scenery & landscape	347	5	4.60	0.65	333.62	1.53	0.00*
	2	Seeing old buildings/monuments	345	5	4.37	0.77	199.42	1.46	0.00*
	3	Place of major fame	345	5	4.31	0.76	287.52	1.44	0.00*
	4	Experiencing a different environment	345	5	4.29	0.76	153.34	1.43	0.00*
	5	Peaceful and calm place	344	5	4.19	0.94	219.61	1.40	0.00*
	6	Maintenance of the attractions	347	4	4.18	0.86	243.99	1.39	0.00*
	7	Seeing aspect of the area's heritage	345	4	4.17	0.80	130.49	1.39	0.00*
	8	Learning more about site's past	346	4	4.17	0.85	275.67	1.39	0.00*
	9	Quality of museums/interpretation centres	336	4	4.15	0.82	217.52	1.38	0.00*
	10	Learning about Greek history	345	4	4.12	0.91	228.17	1.37	0.00*
	11	Authentic experience	343	4	4.11	0.87	208.41	1.37	0.00*
	12	Cleanliness of the area	346	4	4.10	0.94	223.72	1.37	0.00*
	13	Variety of exhibits & displays	342	4	4.08	0.86	204.64	1.36	0.00*
	14	Toilets	346	4	4.04	0.84	209.78	1.35	0.00*
	15	Well promoted site	341	4	4.01	0.83	101.67	1.34	0.00*
Neither to fairly satisfied	16	Accessibility around the site	345	4	3.94	0.88	204.03	1.31	0.00*
	17	Accessibility to/from the site	346	4	3.93	0.90	196.32	1.31	0.00*
	18	Safety and security on the site	342	4	3.82	0.88	179.40	1.27	0.00*
	19	Timetables	345	4	3.81	0.92	188.07	1.27	0.00*
	20	Concession tickets	336	5	3.80	1.10	130.91	1.27	0.00*
	21	Signposting to/from the site	345	4	3.75	0.99	148.24	1.25	0.00*
	22	Eating /refreshment areas	347	4	3.66	1.00	135.71	1.22	0.00*
	23	Transport services to/from the site	339	3	3.58	0.87	192.83	1.19	0.00*
	24	Ticket prices	346	4	3.57	1.10	83.58	1.19	0.00*
	25	Signage within the site	339	4	3.55	1.11	98.96	1.18	0.00*
	26	Resting areas	346	4	3.54	1.01	131.56	1.18	0.00*
	27	Tour guides	336	3	3.51	0.94	196.32	1.17	0.00*
	28	Helpfulness of staff	344	4	3.47	0.89	192.25	1.16	0.00*
	29	Information centres	345	3	3.22	0.93	170.64	1.07	0.00*
	30	Parking	344	3	3.18	1.15	69.47	1.06	0.00*
	31	Educational activities	343	3	3.13	0.97	202.28	1.04	0.00*
	32	Shopping facilities	342	3	3.10	0.96	227.66	1.03	0.00*
	33	Entertainment activities	343	3	3.03	0.95	277.52	1.01	0.00*

(\* indicates significant difference)

Source: author's fieldwork

Concerning the validity and the significance of the scores of the 33 attributes, all the attributes are significant (sig. values 0.00). Moreover according to Balsley's suggestion, all of them have a small standard deviation (smaller

than the 1/3 of the mean score), except the 'parking' attribute where the standard deviation is slightly greater than the 1/3 of the mean score. Therefore, it can be said that the mean scores of the satisfaction of young respondents from the 33 attributes at the archaeological site of Delphi during the period between August and September 2006, are a substantial and valid representative of the central tendency in the distribution.

As far as the satisfaction of the respondents is concerned, the highest score is 4.60 (from 'fairly satisfied' to 'very satisfied') while the lowest score is 3.03 (very close to 'neither'). The attribute that young visitors stayed more satisfied with, was the 'beauty of the scenery of the landscape' with a mean score of 4.60, while the second attribute, was related again to the place itself, and was the 'seeing old buildings and monuments' with a score of 4.37. The fourth attribute in the ranking was the 'place of major fame' and the following the 'experiencing a different environment'. 'Peaceful and calm place' and 'seeing aspect of the area's heritage' follow. In general, as can be seen from the table, the respondents were 'fairly satisfied' to 'very satisfied' with almost half the attributes used in the study (15 out of 33). From the attributes' mean scores of the first category (from fairly to very satisfied), it can be concluded that the attributes from which visitors stayed more satisfied are related to experience and landscape, and less to amenities and facilities within the site.

**Table 4.10: Comparison of attributes – Importance & satisfaction levels**

Ranking	Importance	Satisfaction
1	Maintenance of the attractions	Beauty of scenery & landscape
2	Beauty of scenery & landscape	Seeing old buildings/monuments
3	Cleanliness of the area	Place of major fame
4	Learning more about site's past	Experiencing a different environment
5	Seeing old buildings/monuments	Peaceful and calm place
6	Quality of museums/interpretation centres	Maintenance of the attractions
7	Learning about Greek history	Seeing aspect of the area's heritage
8	Toilets	Learning more about site's past
9	Experiencing a different environment	Quality of museums/interpretation centres
10	Seeing aspect of the area's heritage	Learning about Greek history
11	Helpfulness of staff	Authentic experience
12	Peaceful and calm place	Cleanliness of the area
13	Authentic experience	Variety of exhibits & displays
14	Variety of exhibits & displays	Toilets
15	Safety and security on the site	Well promoted site
16	Information centres	Accessibility around the site
17	Place of major fame	Accessibility to/from the site
18	Signage within the site	Safety and security on the site
19	Resting areas	Timetables
20	Tour guides	Concession tickets
21	Accessibility around the site	Signposting to/from the site
22	Signposting to/from the site	Eating /refreshment areas
23	Well promoted site	Transport services to/from the site
24	Concession tickets	Ticket prices
25	Accessibility to/from the site	Signage within the site
26	Eating /refreshment areas	Resting areas
27	Ticket prices	Tour guides
28	Educational activities	Helpfulness of staff
29	Transport services to/from the site	Information centres
30	Timetables	Parking
31	Parking	Educational activities
32	Entertainment activities	Shopping facilities
33	Shopping facilities	Entertainment activities

**Source:** author's fieldwork

Furthermore, Table 4.10 presents the ranking of the 33 attributes in terms of importance and satisfaction levels, to compare the most significant attributes. From the table, it appears that four out of eight of the most important attributes (beauty of scenery and landscape, seeing old building/monuments, maintenance of the attractions, learning more about the site's past) are met in the top eight attributes in terms of satisfaction for the case of Delphi. Moreover, six out of eight attributes that are presented in the second group of attributes in terms of satisfaction (places from 9 to 16) are also considered

important. That means that Delphi meets the standards of the respondents for the most important attributes concerning the 33 attributes used in this study.

On the other hand four out of nine attributes that left the respondents the least satisfied (parking, educational activities, shopping facilities and entertainment activities) appear to be not so important. However, helpfulness of staff and information centre are considered highly important. Both of these attributes are related with the personnel of the site. These attributes have to be taken into account and be improved. Additionally, signage within the site, resting areas and tour guides are in places 17 to 24 concerning the importance of the respondents and have also to be considered for improvement.

In other words, the Delphi archaeological site is a 'strong' cultural destination because of its landscape, the place itself, its monuments and exhibits, its history and uniqueness, but less 'strong' because of man-made interventions such as facilities and amenities. The positive satisfaction from attributes related to experience is desirable, since, as mentioned before in the importance part, young visitors tend to give more importance to experience and learning. The strong points have to be maintained and expanded and must be the core theme for the future promotional campaign of the destination to young visitors, as far as the satisfaction levels are concerned. However, the lower levels of satisfaction with the attributes related to amenities and facilities have to be considered because, as also mentioned before, young visitors are demanding 'customers' in terms of quality issues, and therefore, more

attention to these attributes would be necessary for the potential improvement of the image of the destination.

The attributes of the site from which young visitors were less satisfied, were 'entertainment activities', 'shopping facilities', 'educational activities', 'parking', 'information centres' and 'helpfulness of the staff'. Once more, these attributes are related more to facilities and quality issues. This means that close attention has to be paid to those kinds of attributes for the future planning of the destination. The positive impact of this result is that, at least, these attributes are easier to be changed; quality can be improved with the appropriate guidance and management, while facilities can be differentiated, deplaned or rescheduled according to the needs of the customers, in this case young visitors. However, as it was said earlier, the mean scores from the lowest attributes, in terms of satisfaction, were closer to 'neither' and not to 'fairly' or 'very dissatisfied', meaning that Delphi is a destination that gives, mostly, positive satisfaction to young visitors, according to the opinion of the respondents that took part in the survey during August and September of 2006.

#### **4.5 Influences on cultural visits**

The fourth and fifth objectives of the thesis are answered in this section. In the current study, analysis was used to find out any association between importance and satisfaction levels for each of the 33 attributes, as well as any

possible connections between a series of independent variables (demographic and travel characteristics) on two dependent variables (importance of culture as the strongest motive for travelling and overall satisfaction, respectively). As referred to in the methodology chapter, bivariate analysis is the analysis that uses two variables at once (Kent, 1999). Therefore, through a series of tests (that will be presented later in this section), according to each case, a comparison between two tested variables will be achieved in order for any influences and impacts of the independent variables on the dependent to be found (in case there is association).

The results of the tests that have been done but are not presented because no significant association between the demographic and travel was found can be seen in Appendix 2.

#### **4.5.1 Importance and satisfaction association (attribute level)**

For explaining the fourth objective of the thesis, concerning the gap between the perceived importance and satisfaction levels among young people and in order to find relationships between the importance and the satisfaction levels of the attributes of the site, Wilcoxon Signed Rank Test was used. Wilcoxon Signed Rank Test is a non-parametric test that 'takes account of the size of the differences between two sets of related scores by ranking and then summing those with the same sign. If there are no differences between the two samples, then the number of positive signs should be similar to that of the

negative ones' (Bryman and Vramer, 2001: 140). The reason that this test was used is because it is based on the magnitude of the difference between pairs of observations: it measures the difference between the importance that the respondents had for cultural destination attributes before the visit to Delphi and their satisfaction with the same attributes after the visit to the specific destination. In this test, the Z value and significance are measured. According to SPSS (2006: n.p): 'Z is a standardized measure of the distance between the rank sum of the negative group and its expected value'. Table 4.11 shows the mean scores for the importance and the satisfaction for each of the 33 attributes, their difference (satisfaction mean score minus importance mean score), the Z value and the significance value of each attribute, from the Wilcoxon Signed Rank Test. The null hypothesis for this case is that there is no statistical significance between importance and satisfaction levels (means) for each pair of the 33 attributes. The probability is  $p=0.05$ . Thus, there will be a significant difference between the importance and the satisfaction of the attributes if the significance value is less than 0.05.

According to Pallant (2001) if the significance value is less than 0.05, then the difference between the two scores is significant. The number (n) is the number of pairs of scores. As can be seen from Table 4.11, the positive differences of the means, shows that the satisfaction from the attributes in Delphi is higher than the given importance for it, in general. However, it has to be considered that only the attributes that have a significant difference must be taken in account. In other words, only the attributes whose significance

value is less than 0.05 ( $p < 0.05$ ) or the attributes that have an asterisk next to significance value need to be taken into account.

**Table 4.11: Wilcoxon Signed Rank Test for the importance and the satisfaction of each attribute**

	Rank- ing	Attribute	n	Import. Mean	Satisf. Mean	Difference Mean	Z value	Sign. Value
Positive Satisfaction	1	Timetables	341	3.48	3.81	0.33	-4.96	0.00*
	2	Cultural place of major fame	343	4.03	4.31	0.28	-5.16	0.00*
	3	Shopping facilities / souvenirs	339	2.86	3.1	0.24	-3.58	0.00*
	4	Well promoted site	340	3.81	4.01	0.20	-3.29	0.00*
	5	Accessibility to/from the site	341	3.74	3.93	0.19	-3.11	0.00*
	6	Beauty of scenery and landscape	347	4.41	4.6	0.19	-3.69	0.00*
	7	Experiencing a different environment	342	4.17	4.29	0.12	-2.98	0.00*
	8	Peaceful and calm place	342	4.07	4.19	0.12	-2.25	0.02*
	9	Accessibility around the site	339	3.84	3.94	0.10	-1.67	0.09
	10	Seeing old buildings/monuments	341	4.29	4.37	0.08	-1.88	0.06
	11	Authentic experience	341	4.06	4.11	0.05	-0.87	0.38
	12	Seeing an aspect of the area's heritage	343	4.12	4.17	0.05	-1.05	0.29
	13	Concession tickets / free entrance for special interest groups	329	3.77	3.80	0.03	-0.48	0.63
	14	Variety of exhibits and displays	340	4.06	4.08	0.02	-0.62	0.54
	15	Transport services to/from the site	335	3.57	3.58	0.01	-0.28	0.78
Negative Satisfaction	16	Eating / refreshments area	344	3.70	3.66	-0.04	-0.18	0.86
	17	Entertainment activities	340	3.08	3.03	-0.05	-0.38	0.70
	18	Ticket prices	343	3.63	3.57	-0.06	-0.91	0.36
	19	Signposting to/from the site	340	3.83	3.75	-0.08	-0.82	0.41
	20	Quality of museum / interpretation centre	332	4.29	4.15	-0.14	-2.75	0.01*
	21	Learning more about the site's past	344	4.34	4.17	-0.17	-3.31	0.00*
	22	Learning about Greek history, in general	344	4.29	4.12	-0.17	-3.33	0.00*
	23	Toilets	345	4.23	4.04	-0.19	-3.29	0.00*
	24	Safety and security on the site	339	4.05	3.82	-0.23	-3.49	0.00*
	25	Parking	341	3.46	3.18	-0.28	-3.05	0.00*
	26	Cleanliness of the area	344	4.39	4.10	-0.29	-4.53	0.00*
	27	Maintenance of the attractions	346	4.48	4.18	-0.30	-5.62	0.00*
	28	Areas for resting in the site	343	3.86	3.54	-0.32	-3.97	0.00*
	29	Tour guides	329	3.85	3.51	-0.34	-5.25	0.00*
	30	Signage within the site	334	3.97	3.55	-0.42	-4.97	0.00*
	31	Educational activities	340	3.59	3.13	-0.46	-6.22	0.00*
	32	Helpfulness of staff	341	4.12	3.47	-0.65	-9.29	0.00*
	33	Information centres	344	4.04	3.22	-0.82	-10.22	0.00*

(\* indicates significant difference)

**Source:** author's fieldwork

As indicated in the table, young visitors stayed satisfied with 15 out of 33 attributes in the archaeological site of Delphi, since the difference between satisfaction minus importance is positive (positive difference from 0.01 to 0.33). These attributes are the first 15 in the ranking of the table. However,

according to the Wilcoxon Signed Ranks Test, only the first 8 indicate a statistical validity between the scores, below 95% ( $p < 0.05$ ). From them, the first 7 attributes have significant scores of 0.00 indicating a significant difference between the mean scores of each attribute at the confidence level of 100% (or their significance is 100% correct), while the last (eighth attribute) is at the level of 98% (possibility of estimate to be wrong; 2%). The remaining 7 of the 15 attributes do not appear to show a significant difference.

Attributes related to experience and the site itself prevail in the case of Delphi. Timetables give the most positive levels of satisfaction, indicating that the operation timetable of the site is totally desirable, at least in the summer season, for young visitors. Shopping facilities and souvenirs' sales also gave a positive level of satisfaction indicating no special need for any important change. For the respondents, Delphi appears to be a well promoted place. The fact that it is referred to frequently in travel books, which young visitors take into consideration while they are travelling, possibly helps this tendency. However, better promotion to more media means would expand the fame of Delphi to more people and thus, to more potential visitors. The relatively good conditions of the streets, especially during the summer period, can explain the positive satisfaction of the attribute concerning the accessibility to and from the archaeological site. Furthermore, the close distance to major urban places and, especially, the capital city, Athens, enforces this result. Concerning the beauty and the scenery of the landscape, it is obvious that respondents stayed satisfied; one of the main reasons for visiting was the landscape itself.

Finally, experiencing a different environment and a peaceful and calm place, gave positive satisfaction to young visitors, explaining, on the one hand, their need to find and live something different (Youth Tourism Consortium of Canada, 2004) and on the other hand, the influence of the place towards them, that made them feel peaceful and relaxed. These virtues of Delphi have to be taken into account seriously during the planning and marketing of the site.

The results from the Wilcoxon Signed Ranks Test indicate 17 attributes with a negative difference from satisfaction minus importance (from -0.82 to -0.04). These attributes take the place in the ranking from 16 to 33. However, only 14 of them have a significance value below  $p < 0.05$ , indicating a statistical validity between the scores. Table 4.11 shows that 13 out of 14 negative attributes indicate a significant difference at the level of 100%. These are the 13 first attributes from the end.

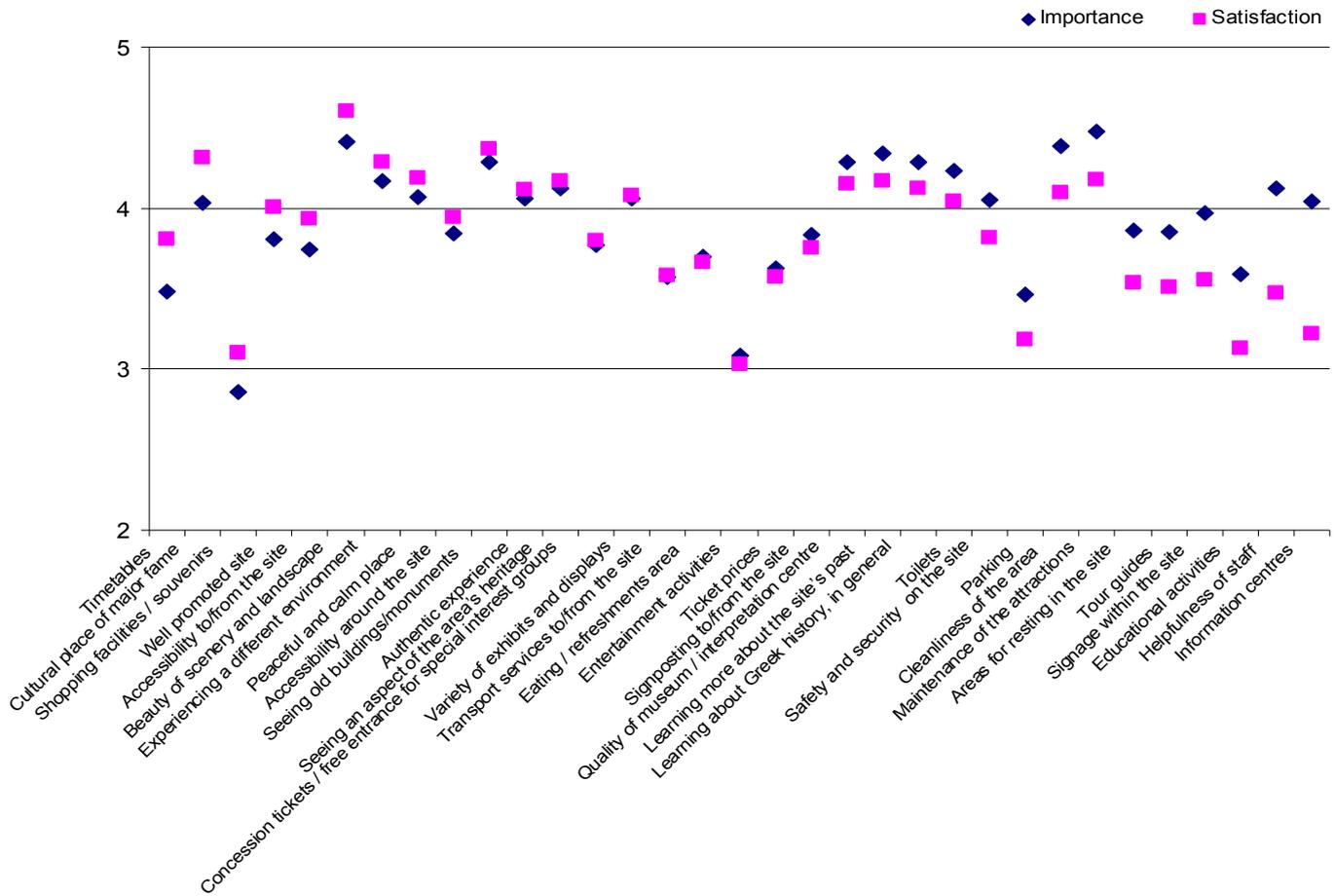
The two variables with the greatest disappointment are related to the quality of the personnel at the site and the availability of information. This indicates the urgent need for personnel training, hiring of more qualified people that could give better and more accurate information and distribution of information material for the better guidance of the visitors. The lack of provision of information has been indicated also as a weakness in the qualitative research, where it was stated that there was a deficiency of explanation in different languages. The absence of educational activities in the site also brought negative levels of satisfaction. Considering that educational reasons were one

of the most popular reasons for visiting Delphi, there is an explanation for this fact. Educational activities as well as tour guides that explain the history of each monument and exhibit would give more information about the place, it would guide the visitors towards the large place and would give more complete knowledge of the history of the site. The write guidance towards the site is also urgent since visitors consider the signage within the site poor. This is also indicated in the interviews with certain respondents (mostly French). Furthermore, respondents stated that they were dissatisfied by the fact that the official languages of the signs are Greek and English and rarely in other languages (i.e. French).

The lack of areas for resting is obvious and it did negatively influence the respondents. In addition, many visitors were sitting on the monuments and this caused them trouble, as there were prohibitive notices from the site personnel. Also, this could cause damage to the ruins. This fact can also reinforce dissatisfaction.

Negative discrepancy between the groups of attributes appears to be more frequent in the table than positive. Moreover, those attributes are related to facilities and maintenance of the site infrastructures, rather than the actual site itself. That means that changes can be applied and there is space for improvement. As a result many queries for discussion arise concerning the development of the site's characteristics, in order to be more attractive to people from 15 to 35 years old.

**Figure 4.1: A comparison between the importance and satisfaction levels of the 33 attributes**

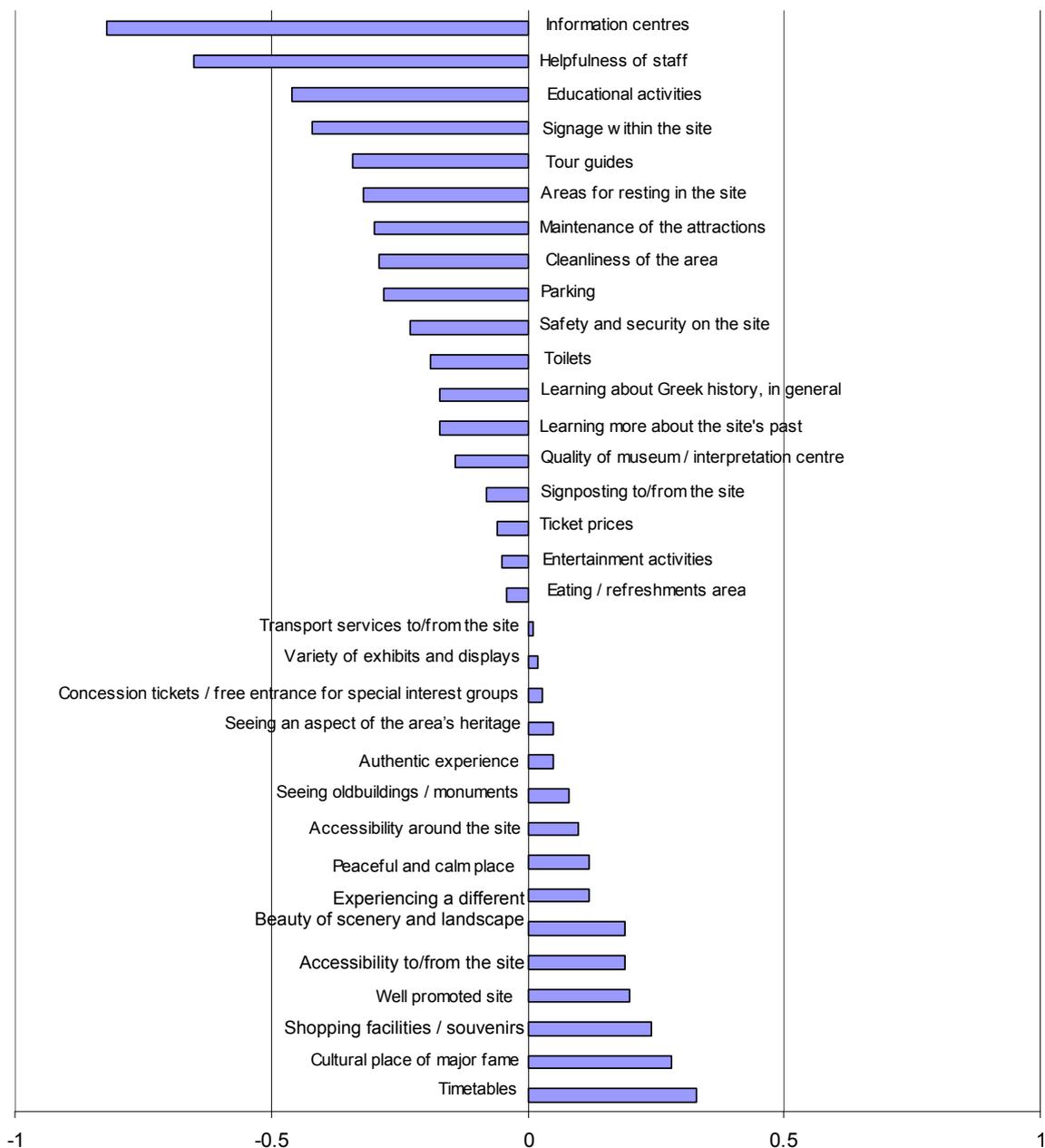


**Source:** author's fieldwork

Figure 4.1 presents graphically the positive and negative difference between satisfaction and importance levels for each group of the 33 used attributes. The X axis presents the attributes while the Y axis presents the scores of importance and satisfaction levels respectively. The Y axis presents the scores from 1 to 5, where 1 has the lowest importance/satisfaction and 5 the highest, respectively. For a better presentation on the figure the '1' score has been excluded (hence, scores from 2 to 5). From the figure it can be noticed

the great difference between attributes such as ‘information centres’, ‘helpfulness of staff’ and ‘educational activities’, indicate negative satisfaction levels. On the other hand ‘beauty of scenery and landscape’, ‘timetables’ and ‘place of major fame’ appear to have positive satisfaction levels.

**Figure 4.2: Net difference between satisfaction and importance levels (negative & positive satisfaction)**



Source: author's fieldwork

Furthermore, Figure 4.2 presents the positive and negative difference between satisfaction and importance levels for a graphical illustration of the data of Table 4.11. In other words, it presents the levels of positive and negative satisfaction. The X axis indicates the negative or positive difference between satisfaction minus importance scores (negative/positive satisfaction).

#### **4.5.2 Overall importance of culture and overall satisfaction association**

For answering the fifth objective, concerning the associations between the importance of culture for young tourists and their overall satisfaction from Delphi, bivariate analysis was applied. From the comparison of the importance that young people attach to culture in general and the overall satisfaction from the site of Delphi after their visit to it, the Wilcoxon Signed Rank Test indicated statistical validity between the mean scores ( $Z$  value - 8.13 and significance value 0.00\*). In order to find out if the most motivated by culture visitors stayed the most satisfied or not from the archaeological site of Delphi, a cross-tab between importance of culture and overall satisfaction is done (Table 4.12). From the table, it appears that the most satisfied respondents are those that consider culture as the strongest motivation for travelling, therefore there is a positive relationship between the two characteristics. Specifically, the majority of the respondents (26.3%) indicated that they agree that culture is the most important motive for their travelling and that they stayed fairly satisfied with Delphi (numbers in bold in the table). The

next largest group (16.7%) can be identified as respondents that indicated that they agree that culture is the most important motive for their travelling and stayed very satisfied from Delphi (numbers in bold in the table).

For finding out the strength of the relationship between importance of culture and overall satisfaction, Spearman's Rank Order Correlation test has been used (Pallant, 2001). Spearman's Rank Order Correlation test, measures how strong the relationship between the importance of culture and the perceived overall satisfaction is. The test indicated a positive correlation between the two variables. This means that the more motivated by culture visitors are during their travel, the more satisfaction they have. In order to determine the strength of this relationship, Spearman's correlation is measured.

**Table 4.12: Importance of culture & overall satisfaction relationship**

Culture is my most important motive for travelling		Overall satisfaction					Total
		Very dissatisfied	Fairly dissatisfied	Neither	Fairly satisfied	Very satisfied	
<b>Strongly disagree</b>	Respondents	0	0	0	4	2	6
	%	0.0	0.0	0.0	1.2	0.6	1.8
<b>Disagree</b>	Respondents	0	0	5	22	6	33
	%	0.0	0.0	1.5	6.4	1.8	9.6
<b>Neither</b>	Respondents	0	0	5	40	18	63
	%	0.0	0.0	1.5	11.7	5.3	18.4
<b>Agree</b>	Respondents	2	2	3	<b>90</b>	<b>57</b>	154
	%	0.6	0.6	0.9	<b>26.3</b>	<b>16.7</b>	45.0
<b>Strongly agree</b>	Respondents	0	0	2	32	52	86
	%	0.0	0.0	0.6	9.4	15.2	25.1
<b>Total</b>	Respondents	2	2	15	188	135	342
	%	0.6	0.6	4.4	55.0	39.5	100.0

Source: author's fieldwork

The Spearman's correlation in this case (represented by r) is  $r=0.273$  indicating a small relationship or small positive correlation between the two

variables (from 0.1 to 0.29: small correlation, from 0.3 to 0.49: medium correlation and from 0.5 to 1: large correlation) (Pallant, 2001). According to Pallant (2001), 0.273 correlation indicates 7.45% shared variance; importance of culture helps to explain positively nearly 7.45% of the variance in respondents' overall satisfaction.

Nevertheless, the specific test indicates a positive relationship between importance of culture and overall satisfaction, even if this relationship is not strong enough. Therefore, the most motivated people are not the most satisfied but tend to have positive satisfaction levels from the archaeological site of Delphi.

#### **4.5.3 Importance of culture and demographic profile**

This section explains the fifth objective of the thesis. Here, the associations between the demographic characteristics of the sample and the importance that the sample attach to culture as the strongest motive for travelling, in general, are presented. A Mann-Whitney U test was used to measure the differences between two independent groups on overall culture's importance (for example male and females or short break and holiday, etc.) and a Kruskal-Wallis test was used to compare the scores on a continuous variable (overall culture's importance) for three or more groups (for example age groups, nationality, etc.) (Pallant, 2001). In both of the tests, where there is any significant difference (according to significance values) the group with the

higher mean rank will influence the most the test variable (in this case culture's importance) (Pallant, 2001).

The main purpose of the bivariate analysis, as far as the overall importance of culture as, a dependent variable, is concerned, is to find potential significant associations between the groups of the sample according to their demographic information (age, nationality, occupation, etc.) and travel characteristics (way of arrangement, source of information, etc.) and the overall importance of culture in general. This will provide useful information concerning how various characteristics of the respondents can influence the overall importance they attach to culture. Knowing these pieces of information will highlight what those characteristics of young visitors (if any) that influence, more or less, their attitudes towards culture while they travel are. However, it must be indicated, that there is not always a significant difference between the scores of each group.

Concerning the gender of the respondents and the importance of culture for their travels in general, 346 people (155 males and 191 females) answered both of the questions. The Mann-Whitney U test showed a Z value of -0.88 and a significance level of  $p=0.37$ . The probability value ( $p$ ) is not less than or equal to 0.05 (as this is the given condition for significant differences between the scores), therefore there is not a statistically significant difference in the overall culture's importance scores of males and females. Hence, it appears that for the specific sample, gender does not play any particular role for their overall rating of importance of culture.

Concerning a series of other demographic characteristics the following table shows if there are any significant differences according to Kruskal-Wallis test's results (Table 4.13). Kruskal-Wallis test is used to compare scores for three or more groups (for instance nationalities) and a dependent variable (culture's importance). On the table the number of the respondents that answered in both of the questions, their Chi-square ( $\chi^2$ ) value, the degrees of freedom (df) and the significance value can be indicated. Significance levels below 0.05 indicate that the culture's importance differs among the categories of each variable. According to Bryman and Cramer (2001): 'if we know the size of the sample and if we know the observed frequencies in three of the four categories, then we can work out from this the observed frequencies in the remaining category' (Bryman and Cramer, 2001: 121). Therefore, the degrees of freedom are the number of categories in each question (x) minus 1. Bryman and Cramer (2001) add that if one of the values is known then the remaining three (in the case of four values) can be varied. Finally, for the case of multiple response questions, the Kruskal-Wallis test is applied for each one of the responses to the question separately. Where there are enough valid cases, the results are presented. In addition, cross-tabulations are presented in order to find any association between the two tested variables.

Table 4.13 states that there is no significant difference among the categories for respondents' country of origin, highest qualification and income, as far as the importance of culture is concerned, since the significance value is above  $p=0.05$ . When the significance value is close to 0.05, then an extra

exploration is done to avoid a Type II error, where the researcher fails to reject the null hypothesis (i.e. when there is a significant difference among the categories for the nationality of the respondents as far as the importance of culture is concerned).

**Table 4.13: Association between demographic characteristics and the importance of culture – Kruskal-Wallis test**

Characteristic	Number of respondents	X <sup>2</sup>	df (x categories – 1)	Sig. value
Age	346	11.61	3	0.01*
Country of origin	345	17.13	10	0.07
Highest qualification	334	5.65	4	0.23
Income	269	6.97	7	0.43

(\* indicates significant difference)

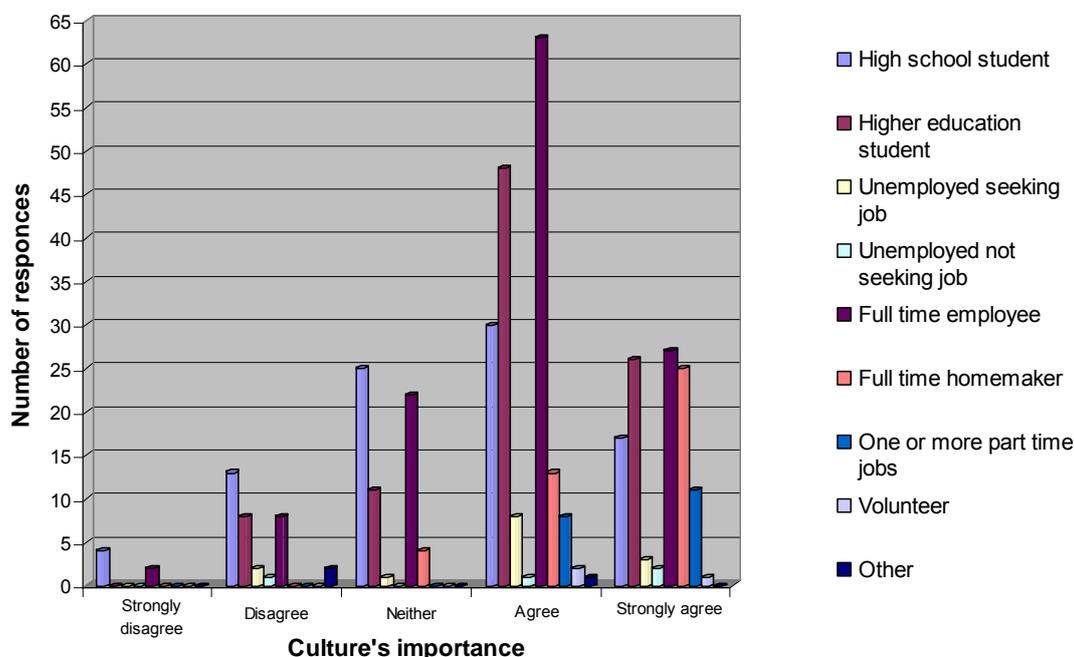
**Source:** author's fieldwork

However, it appears that there is significance for the characteristic of age, since the significance value is  $0.01 < 0.05$ . Therefore, there is significant difference somewhere among the groups. In order to find out where is this difference, Mann-Whitney U tests on all pairs of groups were applied. The Mann-Whitney U test indicated significant differences between people that belonged to the age group from 15 to 20 and 21 to 25 years old (Z value -2.39 and a significance level of  $p=0.01$ ) and people that belonged to the age group from 15 to 20 and 26 to 30 years old (Z value -2.95 and a significance level of  $p=0.01$ ). The mean ranks of the Kruskal-Wallis test for the group suggest that the group between 26 and 30 years old had the highest score (191.08), while the group from 15 to 20 years old the lowest (152.78). This finding suggests that age, in general, significantly influences the level of importance for culture while travelling, with the largest level of influence in people between 26 to 30 years old and the lowest between people of 15 to 20 years old. This result

indicates that people tend to be more interested in culture while they grow. The fact that visitors between 26 and 30 years old are more concerned about culture is in agreement with the statements of Misiura (2006) who argues that the most frequent sub-group of heritage tourists in the UK for 1999 was between 25 and 35 years old and Smith (2003) who states that tourists that can be identified as 'heritage visitors' are between the age group of 20 and 30 years old. The second age group is people from 31 to 35 years old with a mean rank of 184.87 and the third is people from 21 to 25 years old with a mean rank close to the second (184.60).

The question about occupational status was a multiple choice question, therefore respondents could tick more than one answers. The following figure presents the number of the responses by people that answer the statement concerning whether culture is the most important motive while travelling, and according to their occupational status (Figure 4.3). From the figure, it can be underlined that most responses were given by full-time employees and higher education students, indicating the increased interest for culture for these groups. For this type of question Kruskal-Wallis test results found enough valid cases only for two occupations that could be analysed in the test. However, only the first (main) occupation has a significance value below 0.05 and therefore there are significant differences concerning culture's importance, among the groups (345 respondents). The second occupation had significance value  $0.37 > 0.05$ . Table 4.14 presents the frequencies in all of the categories of the first occupation and the Kruskal-Wallis test's results ( $X^2$  and sig. value).

**Figure 4.3: Occupation and importance of culture**



Source: author's fieldwork

**Table 4.14: Impact of occupation on importance of culture while travelling - Kruskal-Wallis test**

First Occupation	Mean Rank	X <sup>2</sup>	df (x categories - 1)	Sig. value
High school student	142.87	17.21	8	0.02*
Higher education student	190.90			
Unemployed seeking job	176.88			
Unemployed not seeking job	162.75			
Full-time employee	174.43			
Full-time homemaker	208.20			
One or more part-time jobs	222.17			
Volunteer	302.50			
Other	187.65			

(\* indicates significant difference)

Source: author's fieldwork

The Kruskal-Wallis test showed a significant difference somewhere among the groups. In order to find out where this difference is, a Mann-Whitney U test on all pairs of groups was applied. This test indicated that there were

significant differences among the groups of high school students and higher education students (Z value -3.38 and significance 0.01) and high school students and full-time employees (Z value -2.52 and significance 0.01). According to the figure and the table, full-time employees and higher education students have a moderate to high influence on importance of culture as the strongest motive for travelling. That means that the two main occupation categories are culturally aware.

From the table, it appears that high school students are the least aware concerning culture while they travel. This, to a degree, is rational since most of them belong to groups and are members of families and someone else brought them there. In other words they are not independent youth visitors to the site of Delphi.

#### **4.5.4 Importance of culture and travel profile**

As in the previous section, in this section, the associations between the travel characteristics of the sample and the importance that the sample attaches to culture as the strongest motive for travelling, in general, are presented. In other words the section shows if there is any impact of the travel characteristics of the respondents on the importance of culture. For instance, tests are done to find out if people that visited Delphi again in the past have higher levels of importance than people that did not. As mentioned before, to find out these associations, the Mann Whitney U test for the case of two

categories, as well as Kruskal-Wallis' test for the case of more than two categories, was used. Both of these tests are non-parametric and are used in order to find possible associations between one continuous variable (importance of culture that is measured from 1=strongly disagree to 5=strongly agree) and one categorical with two groups (i.e. yes or no) for the case of the Mann Whitney U test and one categorical with three or more categories (i.e. travel party) for the case of Kruskal-Wallis test (Pallant, 2001).

According to Table 4.15, the Mann Whitney U tests indicated no association between the importance of culture as a motive for travelling and travel characteristics with variables of two categories or two possible answers. This can be explained because the significance values of all these characteristics are higher than  $p=0.05$ , therefore there are no significant differences in the importance of culture in each of these characteristics.

**Table 4.15: Travel characteristics and importance of culture (2 groups)**

Characteristic	Yes	No	Number of respondents	Z	Sig. value
Past visit/s in cultural places the last 3 years	309	35	344	-0.85	0.39
First visit in Delphi	290	56	346	-1.27	0.21
Members of an organised group	137	205	342	-1.78	0.07
Type of visit	Holiday 222	Short break 122	344	-0.18	0.85

(\* indicates significant difference)

Source: author's fieldwork

In addition to the Mann-Whitney U test, the Kruskal-Wallis test was also applied to the travel characteristics that can be grouped in more than two categories (Table 4.16). According to the table, travel party does have an impact on the importance of culture as the strongest motive for travelling,

since the Chi-square value is 8.94 and the significance value is low ( $0.03 < 0.05$ ). To find out where the difference among the groups is, the Mann Whitney U test has been applied on all pair of groups. Therefore, the test indicated a significant difference among couples and people that travelled with their family/group (Z value -2.29 and significance  $p=0.02$ ) and people that travelled alone and those that travelled with their family/group (Z value -2.21 and significance  $p=0.03$ ). The Kruskal-Wallis test indicates that visitors that arrived at Delphi alone had the greatest impact on importance of culture (mean rank: 219.33), followed by couples (mean rank: 187.09), people that arrived with friends and relatives (mean rank: 171.35), and lastly, people that were members of a group or family (mean rank: 158.20). From the result it appears that those respondents that visited Delphi by themselves had culture as the strongest motive for travelling, indicating the significance of culture when they travel to cultural and heritage destinations; they do not hesitate to visit the site even if it is necessary to travel alone there. Couples also appear to be more interested in culture than respondents that arrived with friends and relatives and with a group/family. According to the literature, those visitors that are travelling alone, in couples or in small groups of friends, tend to have more characteristics with independent youth travellers; they are above 18 years old, well-educated, students or previous students and travel independently or with one or two friends (Youth Tourism Consortium of Canada, 2004). On the other hand the last category (members of group/family) has more characteristics in common with youth group travellers; trips organised and sponsored by parents or adult supervisors and mostly less than 18 years old (Youth Tourism Consortium of Canada, 2004).

**Table 4.16: Travel characteristics and importance of culture (more than two groups) - Kruskal-Wallis test**

Characteristic	Number of respondents	X <sup>2</sup>	df (x categories – 1)	Sig. value
Travel party	339	8.94	3	0.03*
Average planned duration	323	12.37	6	0.06
Time planning visit to Delphi	343	10.25	5	0.06
Time to arrive at Delphi	323	4.33	4	0.36
Average amount of money spent in Delphi	316	10.53	5	0.06
Number of overnights	331	4.44	5	0.48
Type of accommodation	334	5.66	5	0.34

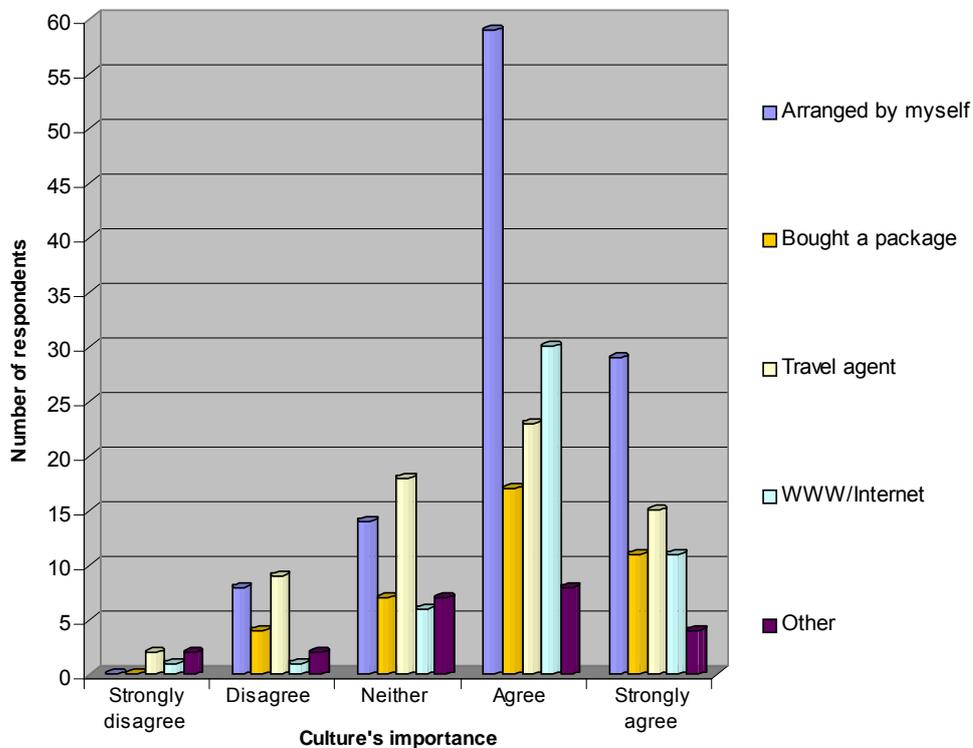
(\* indicates significant difference)

**Source:** author's fieldwork

For the case of multiple response questions, the Kruskal-Wallis test was used for each one of the possible responses that was given by young visitors (for instance in the question what means of transport did you use to arrive at Delphi, if there were four means of transport that were possible, the test was applied to each one of them, (i.e. first means of transport, second mean of transport etc.). As far as the association between the way of arrangement and the importance of culture is concerned, the Kruskal-Wallis test results indicated only two ways of arrangement that could be derived from the data, due to the number of valid cases (arranged by myself and through travel agents outside Greece). However, the Chi-square values (8.51 and 9.07 respectively) and the significance value (0.12 and 0.06 respectively) indicated no significance (since both of the significance values are higher than 0.05).

According to the type of visit (main holiday or short break), respondents were asked to give information about how they arranged their visit. The following figure (Figure 4.4) presents the association between the importance of culture and the way of arrangement of the main holiday.

**Figure 4.4: Importance of culture and way of arrangement of main holiday**



**Source:** author's fieldwork

Most of the responses are in the 'agree' and 'strongly agree' categories. Arranged by myself is the most popular response indicating once more the importance of independently arranged holidays. However, it appears that the Internet also plays an important role for those that agree that culture is one of the strongest motives for travelling (a bit less for the 'strongly agree' category). From the Kruskal-Wallis test only three ways of arrangement of the main holiday could be derived (due to the small number of cases in the rest of the ways of arrangement). From them only the first way of arrangement (arranged independently) has Chi-square value 17.02 and significance value  $0.01 < 0.05$  and, therefore, has an impact on the overall importance of culture.

The significance values of the remaining two ways are higher than 0.05 (0.33 and 0.10 respectively). The Kruskal-Test indicates that there are differences somewhere among the groups. To find out where the difference is, the Mann-Whitney U test has been applied to all pairs of groups. Hence, a significant difference is noticed between people that arranged their holiday by themselves and people that used a travel agent (Z value -3.53 and  $p=0.00$ ), people that bought a package and those that used a travel agent (Z value -2.42 and  $p=0.01$ ) and those that used a travel agent and those that used the Internet for arranging their main holidays (Z value -2.73 and  $p=0.01$ ). Therefore, it appears that there is an association between those visitors that arrange their holidays independently and their motivation for visiting cultural places. Furthermore, the use of the internet for arranging holidays is an indirect way of independent arrangement. Visitors that arrange their holidays by themselves and choose a cultural destination tend to consider culture as one of the strongest motives for travelling. Consequently, those visitors are highly involved in cultural activities and more attention from the supply side should be paid on them.

Concerning the ways of arrangement of the short break and the importance of culture, Kruskal-Wallis test indicated no significant differences between each category and the importance of culture. The same happens in the cases of the rest of the multiple answer questions: means of transport, the sources of information and the reasons for visiting Delphi. The Kruskal-Wallis test indicated no significant differences in the importance of culture and each of these characteristics.

#### **4.5.5 Overall satisfaction and demographic profile**

This section also explains the fifth objective of the thesis; the associations between the demographic characteristics of the sample and their overall satisfaction are presented, to find any influence of the demographic characteristics on the overall satisfaction of the respondents. The procedures that are followed here are the same as the procedures that were followed in the previous section: for the two categories of answers the Mann-Whitney U test was used; for more than two categories of answers the Kruskal-Wallis test was used; and, for the multiple choice questions cross-tabulations between the characteristic and the overall satisfaction were carried out.

Concerning the gender of the respondents and their overall satisfaction from their visit to Delphi, the Mann-Whitney U test indicated no association, since the Z value was -0.04 and the significance value  $0.96 > 0.05$ . As far as the other demographic characteristics of the questionnaire are concerned and their influence on the overall level of satisfaction, Table 4.17 presents the results of Kruskal-Wallis test. It appears that all the characteristics, except total household income, are not related with overall satisfaction, since their significance values from the Kruskal-Wallis test are higher than 0.05. However, for the case of total household income, it appears that there is an association. For finding out where the difference is among the groups, the Mann-Whitney U test has been applied to all pairs of groups. The test

indicated associations between the pairs of groups in Table 4.18. Therefore, it is likely that there is a difference in the overall satisfaction level between the groups of the table as far as their overall satisfaction from Delphi is concerned.

**Table 4.17: Demographics characteristics and overall satisfaction - Kruskal-Wallis test**

Characteristic	Number of respondents	$\chi^2$	df (x categories – 1)	Sig. value
Age	344	3.60	3	0.30
Country of origin	343	17.22	10	0.07
Highest qualification	332	6.83	4	0.14
Total household income	267	14.18	7	0.04*

(\* indicates significant difference)

Source: author's fieldwork

**Table 4.18: Pairs of groups that indicated significance difference in terms of annual income and overall satisfaction**

First group	Second group	Z value	Sig. value
5,000-9,999€ (£3,463.94-£6,927.24)	10,000-19,999€ (£6,930.74 -£3,861.60)	-2.20	0.02*
5,000-9,999€ (£3,463.94-£6,927.24)	20,000-29,999€ (£13,864.31-£20,795.77)	-3.02	0.00*
5,000-9,999€ (£3,463.94-£6,927.24)	More than 60,000€ (£41,619.47)	-2.40	0.02*
20,000-29,999€ (£13,864.31-£20,795.77)	30,000-39,999€ (£20,799.53-£27,732.75)	-2.24	0.03*
20,000-29,999€ (£13,864.31-£20,795.77)	40,000-49,999€ (£27,733.59-£34,670.76)	-2.29	0.02*

(\* indicates significant difference)

Source: author's fieldwork

**Table 4.19: Total household income and overall satisfaction; mean rank scores**

Total household income	Mean Rank
Under 4,999€ (£3,463.94)	133.50
5,000-9,999€ (£3,463.94-£6,927.24)	102.86
10,000-19,999€ (£6,930.74 -£3,861.60)	139.31
20,000-29,999€ (£13,864.31-£20,795.77)	157.24
30,000-39,999€ (£20,799.53-£27,732.75)	120.09
40,000-49,999€ (£27,733.59-£34,670.76)	117.52
50,000-59,999€ (£34,675.43-£41,624.19)	121.57
More than 60,000€ (£41,619.47)	145.95

Source: author's fieldwork

The mean rank scores for the specific characteristic are presented on Table 4.19. From the table it can be seen that people with total household income from €20,000 to €29,999 have the highest mean score. Respondents with an

annual income of more than €60,000 follow, while the lowest mean score comes from people with annual income from €5,000 to €9,999. Table 4.19, indicates that people with moderate annual income and with higher levels of income (more than €60,000) stayed the most satisfied with Delphi. The least satisfied are people with moderate to low levels of income. Since there is a positive association between the moderate and highest income levels and overall satisfaction from Delphi, the visitors from these income categories have to be maintained and reinforced, since higher income levels possibly bring more money to the site through the consumption of goods and souvenirs. Considering, also that cultural visitors tend to have higher levels of income, in general (ATLAS, 1997; Fraser, 2001) the above argument seems to be correct. On the other hand, the satisfaction tends to be lower for visitors with lower income levels. In this case, attention has to be paid to these categories of visitors, possibly young visitors and students; first because these visitors can influence peers and friends and second because these visitors will be the adult visitors of the future for the same or similar cultural and heritage destinations. Therefore, their importance as a market segment is great and more focus on them is not only desirable, but also essential, as far as marketing and management issues, are concerned.

As far as the overall satisfaction with Delphi according to the occupational status is concerned, the Kruskal-Wallis test indicated that there is no association between them.

#### 4.5.6 Overall satisfaction and travel profile

As before, to explain the fifth objective, in this section, possible associations between the travel characteristics of the profile and their overall satisfaction with the archaeological site of Delphi are presented, through Mann-Whitney U tests, Kruskal-Wallis test and cross-tabulations for the multiple choice questions.

Concerning the associations between the travel characteristics with two groups and the overall satisfaction, the results of the Mann-Whitney U test are presented in Table 4.20. From the table it can be seen that there are no statistically significant differences between each characteristic and the overall level of satisfaction since the significance values are higher than  $p=0.05$ .

**Table 4.20: Travel characteristics and overall satisfaction (2 groups)**

Characteristic	Yes	No	Number of respondents	Z	Sig. value
Past visit/s in cultural places the last 3 years	307	35	342	-0.18	0.39
First visit in Delphi	288	56	344	-0.71	0.47
Members of an organised group	137	203	340	-0.52	0.59
Type of visit	Holiday 221	Short break 121	342	-0.26	0.79

(\* indicates significant difference)

**Source:** author's fieldwork

Moreover, according to the Kruskal-Wallis test, for characteristics with more than two groups, there is a statistically significant difference in the overall satisfaction of the groups of travel party, since it is the only characteristic with

a significant value lower than  $p=0.05$ . All the rest have higher values and therefore there is no association (Table 4.21).

**Table 4.21: Travel characteristics and overall satisfaction (2 groups)**

Characteristic	Number of respondents	$\chi^2$	df (x categories – 1)	Sig. value
Travel party	337	7.96	3	0.04*
Number of past visits in cultural places the last three years	277	6.45	3	0.09
Number of past visits in Delphi	51	7.36	3	0.06
Time planning visit to Delphi	341	5.45	5	0.36
Time to arrive at Delphi	322	2.79	4	0.59
Average planned duration	322	9.88	6	0.13
Average amount of money spent in Delphi	314	3.38	5	0.61
Number of overnights	329	9.81	5	0.08
Type of accommodation	332	4.71	5	0.45

(\* indicates significant difference)

**Source:** author's fieldwork

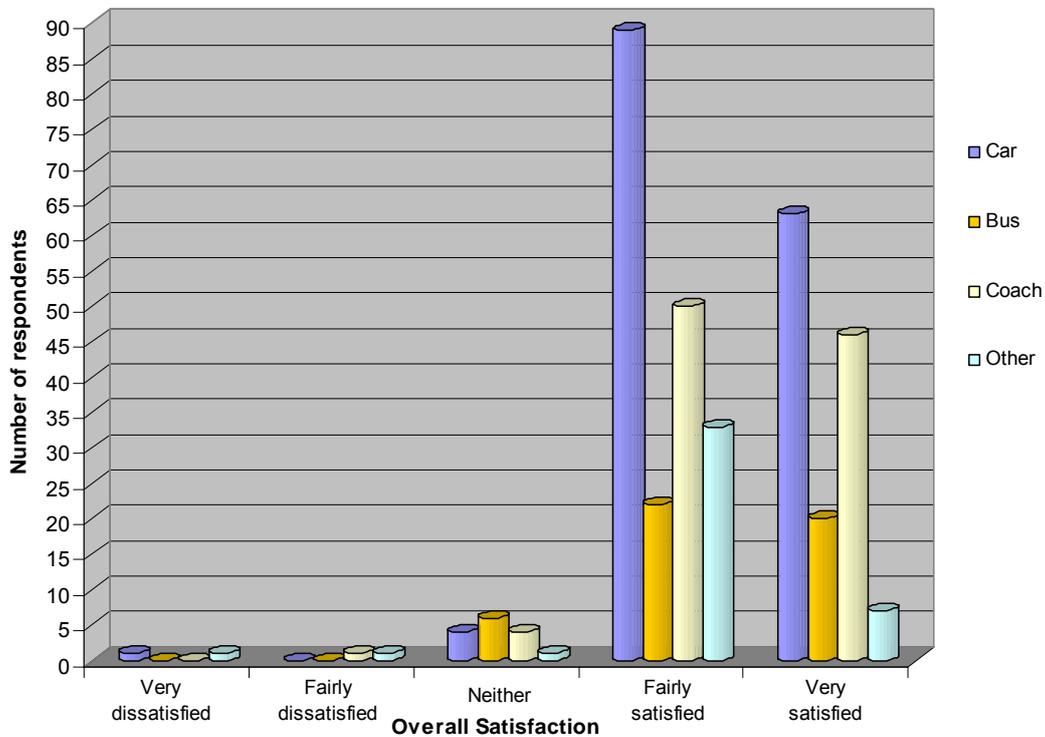
For determining which groups differ on the dependent variable (overall satisfaction), the Mann-Whitney U test has been applied to all pairs of groups. The test indicated a significant difference between the group of couples and those that visited Delphi with friends and relatives (Z value -2.69 and  $p=0.01$ ). Therefore, there is a difference in the overall satisfaction between these two groups. Concerning the mean ranks, the group that influenced the overall satisfaction most, on this characteristic, was couples (mean rank; 186.40), followed by alone (mean rank; 184.00), family/group (mean rank 169.29) and friends/relatives (mean rank 148.58). The least satisfied group from Delphi are visitors that arrived with friends and relatives. Taking into consideration that the first two groups (alone and couples) consider culture as the most important motive for travelling – meaning that they are more culturally aware visitors – the fact that they were the most satisfied with Delphi is an important positive point. However, considering that young visitors have great influence

over their peers, this segment has to be approached closely and with more attention, in order for this group to be more satisfied and to bring more future visitors to the site. Close attention also has to be paid to groups and families; it appears that their satisfaction levels are not as high as couples and people who visited alone. Therefore, the marketing campaign for the management of the site has to be more focussed on the less satisfied segments. This does not mean that the other two segments (sole visitors and couples) are not significant; on the contrary, these visitors are also important because they have more potentialities to become repeat visitors, loyal to the site or similar sites, and could operate as word of mouth means for expanding the fame of Delphi to other people. For this reason they have to be maintained.

For the multiple answers questions only the means of transport and the reasons for visiting Delphi have an association with the overall satisfaction according to the Kruskal-Wallis test. The rest of the travel characteristics have no significant differences between each category and the overall satisfaction.

Concerning the association between the overall satisfaction of the respondents and the means of transport that were used to arrive at Delphi, the most responses were gathered for the last two categories of satisfaction and the basic means is car (Figure 4.5). The Kruskal-Wallis test indicated two means of transport, however only the first one has a significant value less than 0.05 (0.02 specifically and Chi-square value: 9.08), while the second mean of transport has significant value 0.13. That means that the first mean of transport (or the main one) influences the overall level of satisfaction.

**Figure 4.5: Overall satisfaction and mean/s of transport**



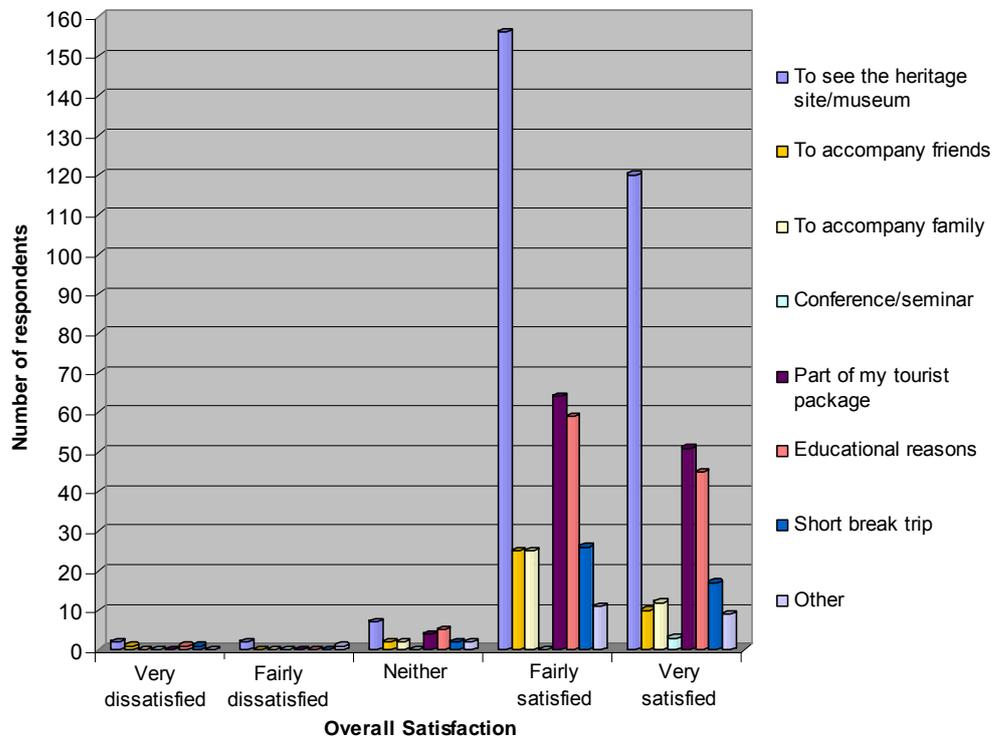
**Source:** author's fieldwork

To find out which groups of the main means of transport differ on the dependent variable (overall satisfaction), the Mann-Whitney U test has been applied to all pairs of groups. The test indicated a significant difference between the pairs of car and other (Z value -2.79 and  $p=0.01$ ) and coach and other (Z value -2.92 and  $p=0.01$ ). Therefore, there is a difference in overall satisfaction between people that arrive at Delphi by car and other means of transport as well as people that arrive at Delphi by coach and other means of transport. According to the mean rank scores, people that arrived by coach (100 respondents out of 344) are the most satisfied (mean rank; 182.42),

followed by those that arrived by car (157 respondents with mean rank 176.38), by bus (47 respondents and mean rank; 170.56) and with other means (40 respondents and mean rank; 134.78). From these results it is derived that coach and car – which are the most popular means of transports for visiting Delphi – influence the overall satisfaction of the respondents with the site the most. From the fact that the characteristic of the accessibility to/from the site has positive levels of satisfaction and that car and coach are the most flexible means of transport, the positive influence on the overall satisfaction appears to be logical. Nevertheless, improvements to the characteristics that are related to the access to and from the archaeological site of Delphi (signposting, conditions of the streets, etc.) would increase the levels of the overall satisfaction of the respondents.

The overall satisfaction of the visitors according to their reasons for visiting Delphi can be seen in Figure 4.6. According to the figure, 'fairly satisfied' and 'very satisfied' categories have the most responses. To see the heritage site and the museum, part of the tourist package and educational reasons are the most popular responses. The Kruskal-Wallis test indicated five main reasons for travelling according to the number of valid cases for performing the test. From these five reasons, only the first one has a significant value lower than 0.05 (0.02 and Chi-square value 16.17). All the rest have higher significance values (0.62, 0.87, 0.19, and 0.31 respectively). The first reason for travelling however influences the overall satisfaction (Table 4.22).

**Figure 4.6: Overall satisfaction and reason/s for visiting Delphi**



**Source:** author's fieldwork

To find out exactly where in the first reason for travelling there is significant difference, as far as the overall satisfaction is concerned, the Mann-Whitney U test has been applied for all pairs of groups. The test indicated that concerning overall satisfaction, there is a difference between those respondents that visited Delphi to see the heritage site/museum and those that visited the destination to accompany friends (Z value -2.97 and  $p=0.01$ ).

Table 4.22 indicates that respondents that visited Delphi for a conference/seminar were the most satisfied overall, followed by those that arrived to see the heritage site and museum and those that accompanied their family.

**Table 4.22: Reasons for travelling and overall satisfaction; mean rank scores**

<b>First reason for travelling</b>	<b>Mean Rank</b>
To see the heritage site/museum	178.38
To accompany friends	85.21
To accompany family	114.50
Conference/seminar	277.00
Part of my tourist package	162.45
Educational reasons	118.00
Short break trip	129.50
Other	114.50

**Source:** author's fieldwork

However, according to Figure 4.6, the most popular reason in terms of number of responses is to see the heritage site and the museum, therefore it can be concluded that visitors that visited Delphi for seeing the site, monuments and exhibits were the most satisfied overall. On the other hand, visitors that accompanied their friends were the least satisfied. Those that visited Delphi for educational reasons, and because the visit was part of their package, appear to have a moderate level of satisfaction. Considering that most responses concerned, significantly, these two reasons, more attention has to be paid to those visitors that visit Delphi and similar cultural and heritage sites to enrich their knowledge of culture and those that choose a visit to a cultural site as a commodity of their holistic package tour. Furthermore, the strongest point of Delphi is the site itself and the monuments and exhibits that it offers, therefore, these aspects have to be promoted the most to visitors aged between 15 and 35 years, in order for better satisfaction levels to be reached and more positive consequences of these high satisfaction levels (repeat visit, loyalty, mouth to mouth marketing, etc.) to be obtained.

## 4.6 Summary

The current chapter discusses the findings of the quantitative research concerning the demographic and travel profile of young visitors and their association between the importance of culture as the strongest motive for travelling and their overall satisfaction with Delphi, respectively. For deriving these data univariate (one variable) and bivariate (two variables) analyses were applied, though a series of non-parametric tests. The findings tried to answer the main aim of the research: what are the perceptions of young tourists towards cultural destinations (studying the case of Delphi). For managing that, analysis was focused on answering the main objectives of the study that were presented analytically in the introduction chapter of the thesis.

At the beginning of the chapter a presentation of the profile of the respondents is done, concerning their demographic and travel characteristics. The majority of the respondents were females and a great percentage were between 15 and 20 years old. A percentage of 25% were French, followed by Greeks and USA citizens (12.4% equally) and the highest qualifications of them were school diploma (38.7%) and bachelor degree (26.2%), respectively. Most of the respondents were either full-time employees or school and university students with low to moderate levels of annual income. They travelled as members of a group or with couples and friends and most of them arranged their trip to Delphi independently, using a car to arrive at the destination. Travel guidebooks and history books played an important role for informing the respondents about Delphi, while seeing the site and the museum was the

most important reason. Finally, a significant percentage of the respondents visited Delphi for a day trip and another significant percentage stayed overnight from 1 to 5 nights. The most popular type of accommodation used was a hotel, the second most popular was camping.

As far as the first objective is concerned, about the identification of the role of culture in the overall travel experience of young tourists, the quantitative analysis found that respondents almost agree with the statement that culture is the most important motive for travelling (3.82 out of 5, mean score), indicating that there is a high interest for the cultural element. In other words young visitors are attracted by culture during their travels, highlighting the significance of seeing cultural destinations as a holistic or partial tourist activity.

Concerning the second objective of the study, that is related to the examination of the perceived importance of the major cultural tourism destination to young tourists through a series of attributes that compose the destinations, the most important characteristics include maintenance of the attractions, beauty of scenery and landscape, cleanliness of the area and learning more about site's past, while shopping facilities and entertainment activities do not seem to influence the satisfaction levels of the respondents much. Cultural and natural based characteristics are those that are considered the most important while man-made characteristics are considered the least important.

The third objective of the research deals with the exploration and investigation of the perceived (levels of) satisfaction among young tourists visiting the major archaeological sites of Delphi. Most of the respondents stayed fairly satisfied to very satisfied, with the archaeological site of Delphi. Regarding the attributes that compose Delphi, beauty of scenery and landscape, seeing old buildings and monuments, visiting a place of major fame, experiencing a different environment and the peacefulness and calmness of the place were the attributes that respondents stayed the most satisfied with. Shopping facilities and entertainment activities were the attributes with the lowest scores of satisfaction. Once again, as with the importance level, nature and culture are the elements that positively influenced the satisfaction of the respondents, while issues of infrastructures influenced them negatively.

Trying to expand the analysis of the satisfaction levels, bivariate analysis was used to test the means of each attribute that composes the archaeological site of Delphi, in terms of importance and satisfaction levels. The reason that this was done was to answer the fourth objective of the study that deals with the measurement of the gap between the perceived importance and the proportional perceived satisfaction levels among young visitors in order to find out if there is positive, neutral or negative satisfaction (expectancy disconfirmation model that is mentioned earlier in the literature review of the thesis). Thus, attributes with positive satisfaction, are timetables, cultural place of major fame, shopping facilities, well promoted site and accessibility to/from the site, while attributes with negative satisfaction were information centres, helpfulness of the staff and educational activities. It appears that

young visitors are satisfied with the popularity of the place, some facilities and the operation of it, however the dissatisfaction because of the lack of interpretation and the helpfulness of the personnel should puzzle the management of the site.

Concerning the fifth objective that examines the associations between the importance young people attach to culture and the overall satisfaction, an indication of a positive relationship between importance of culture and overall satisfaction, even if this relationship is not strong enough, has been found. Hence, the most motivated people are not the most satisfied but tend to have positive satisfaction levels from the archaeological site of Delphi. Moreover, concerning the same objective that is also dealing with possible associations between the profile of the respondents and the importance of culture as well as the overall satisfaction, the findings found out that respondents that are between 15 and 20 years old indicate that culture is not so important for them, while respondents of older ages (from 26 to 30 years old) find culture as the strongest motive for travelling. Additionally, high school students are the least aware concerning culture when they travel, while volunteers and part-time employees appear to appreciate culture the most. Full-time employees and higher education students have a moderate to high influence on the importance of culture, while those that visited Delphi alone have the greatest impact on importance of culture. In terms of overall satisfaction there is an association between the income and the overall satisfaction: respondents with relatively low income (from €5,000 to €9,999) have the lowest overall satisfaction while visitors with higher levels of income stayed more satisfied

from Delphi. Moreover, couples tend to be the most satisfied with Delphi followed by visitors that visited the site alone and visitors that were members of a family or a group. The least satisfied were visitors that came to Delphi with friends and relatives. Finally, visitors that arrived at Delphi to see the site, monuments and exhibits were the most satisfied overall, whilst visitors that accompanied their friends were the least satisfied.

## CHAPTER FIVE

# Findings: Factor and Cluster Analyses

### 5.1 Introduction

Chapter Four of the thesis presented the main quantitative findings based on data that were treated under univariate and bivariate analysis. A more complex technique that can give, however, valuable information, is multivariate analysis or the analysis of three or more variables at once (Kent, 1999). The scope of multivariate analysis is searching for further associations among the variables, in order for more specific and detailed answers to the objectives of the research to be derived. Specifically, this chapter deals with the multivariate analysis that explains the fifth objective concerning the identification of market segments within the young people and the exploration of their associations with culture as the strongest motive for travelling and overall satisfaction with Delphi (Cluster Analysis), and; the sixth objective that deals with the strengths and weaknesses of a major cultural destination, in this case Delphi (Factor Analysis).

Therefore, as mentioned in Chapter Three (Methodology), the multivariate analysis of the study is divided into two main analyses; Factor Analysis and Cluster Analysis. Through Factor Analysis effort is given to grouping the plethora of attributes that compose the archaeological site of Delphi into

certain categories that would be easier to be understood and treated during its further development. Hence, at an initial stage, Factor Analysis was used, for grouping the 33 items that compose a cultural destination (including Delphi) (see Appendix 1 – Questionnaire) in categories for their better and more effective manipulation, according to the perceptions of young visitors (importance and satisfaction).

The second part of the multivariate analysis includes the Cluster Analysis. Through the Cluster Analysis a segmentation of the respondents in categories or clusters according to their characteristics is done for a better understanding of this market for the potential marketing management of the site. Finally, an explanation of what the supply side could take into consideration according to the major and minor clusters, as far as the Delphi archaeological site is concerned (that could be applied also in other similar destinations) is introduced.

Grouping several attributes in factors according to young people's perceptions about culture is very significant for the identification of young tourists' specific needs from cultural destinations. Furthermore, the use of cluster analysis is very helpful to the presentation of a typology of young cultural tourists in a major cultural destination of the classical era, like Delphi. As seen in the literature review, the application of a cultural tourists' typology is a very complex issue. Moreover, the lack of data concerning young people in cultural destinations requires the suggestion of a classification of young tourists according to their characteristics (demographic and travel characteristics).

Therefore, valuable information is derived about categories of young cultural tourists, their characteristics and the importance they attach to culture as well their satisfaction with Delphi.

## **5.2 Factor analysis**

Factor Analysis was used for grouping the 33 attributes of the site in factors or components according to respondents' importance and satisfaction levels. Before any attempt, an assessment of the suitability of Factor Analysis was made through the inspection of the correlation matrix. The correlation matrix indicated many significant correlations between the tested items, therefore there is an expectation to form one or more factors, since according to Bryman and Cramer (2000), if there are no significant associations between the variables it is not worthwhile to conduct a factor analysis. In addition, the Kaiser-Meyer-Oklin (KMO) test of sphericity was also adopted for checking the appropriateness of Factor Analysis. The KMO test of sphericity is a test of the amount of variance within the data that can be explained by factors (Brace et al, 2003). KMO value varies from 0 to 1 and a KMO value of 0.5 is poor while a closer value to 1 is better (Brace et al, 2003). According to Pallant (2001), if the KMO value is 0.6 or above and the respective significance value smaller than 0.05 then Factor Analysis is appropriate. For this case, the KMO value is 0.810 ( $p=0.00$ ), therefore this is another indication that the Factor Analysis can be used.

In the Methodology (Chapter Three), a reference concerning the methods that can be used in the Factor Analysis was presented. The two most widely used forms of Factor Analysis are Principal Components and Principal Axis Factoring. Principal Components analysis, analyses all the variance of the variable, while Principal Axis Factoring, analyses the variance it shares with the other variables. As mentioned in the methodology, Principal Components are a widely used approach, and since it can simplify many variables to several factors summarising their variance, assuming that there is perfectly reliability and no error, it is the most appropriate form of Factor Analysis for the current study.

In the particular case, Factor Analysis illustrates an analysis of the importance and satisfaction attributes (or items) in which a description of the decisions to be taken can be made. Through Principal Components analysis, 66 attributes were used (those 33 that explain their importance levels and those 33 that explain the satisfaction levels of the respondents). In other words, the variables that participate in Factor Analysis are the 33 same attributes that explain the importance as well as the satisfaction of the respondents for cultural destinations (for instance importance of tour guides is one variable and satisfaction with tour guides another). These attributes can be found in sections two and three of the questionnaire (see Appendix 1). Since these two groups of attributes (importance and satisfaction) refer to the same items that compose a cultural destination (generally cultural destinations or specifically the archaeological destination of Delphi) they are treated together, in order to

find out which and how many of the 66 attributes can be categorised in which factor or component, respectively.

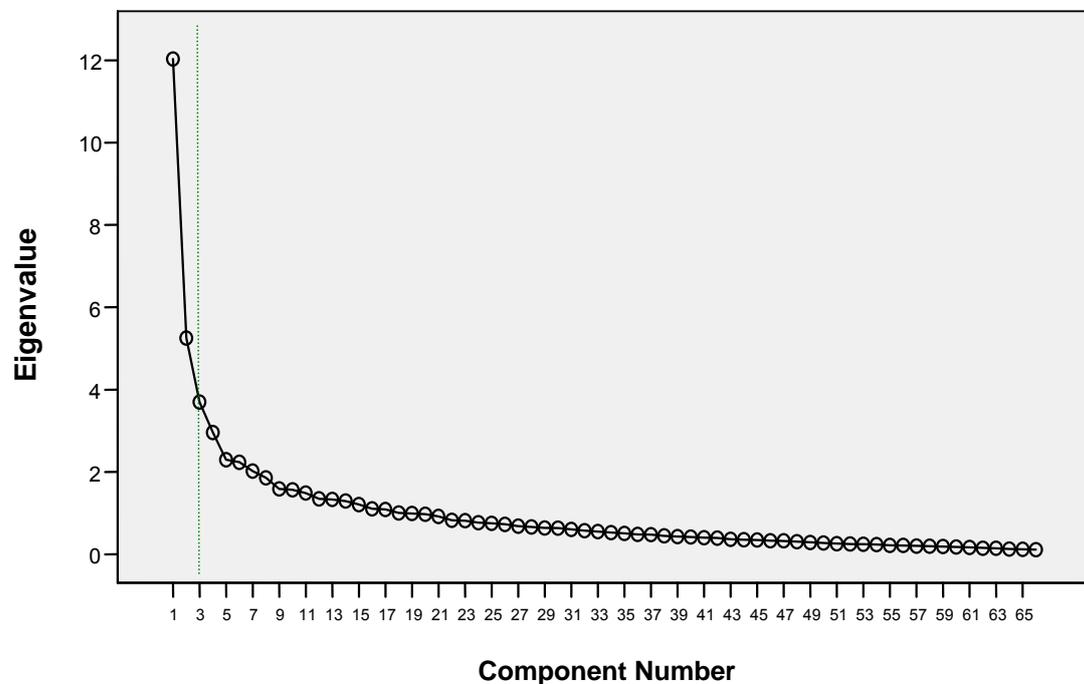
Initially, Principal Component Analysis derived, automatically, 18 factors from attributes that explain the 68.68% of the total variance. This was done through Kaiser's criterion that selects factors with eigenvalues higher than one (Bryman and Cramer, 2000). A second method – the most popular – for understanding how many factors can be extracted is the Scree Plot method. According to this method: 'the factors to be retained are those which lie before at the point at which the eigenvalues seem to level off' (Bryman and Cramer, 2000: 277). According to the Scree Plot, this means that the factors that are useful are the factors that are presented at the left side of the vertical line in the graph of Figure 5.1. In the current figure, this is happening after the first three factors. However, it has to be mentioned that according to Figure 5.1 there is an indication of more than three factors (four or even five factors). Nevertheless, the researcher tried to extract both four and five factors but no rational interpretation of the factors could be made. In other words, the researcher could not explain and name logically, the factors according to the variables that were included in each of them; the loadings of the factors with attributes appeared to be abstracted. Therefore, it was decided that three factors that group the 33 attributes can be used in the Factor Analysis of the thesis because they can be explained and interpreted completely.

After the selection of the three factors, their rotation in order to maximise the loadings of some items has been done (Bryman and Cramer, 2000). Prior to

the rotation, the factor analysis just shows how many factors underlie the used variables. However, for a better explanation of each factor, rotation methods are used for the simplification of the factor loadings (Brace et al, 2003). The rotation technique that was used is orthogonal rotation (Varimax Rotation) which according to Bryman and Cramer (2000: 279): 'produces factors which are unrelated to or independent of one another'. According to the Varimax Rotation, the three factors indicate logical groupings of the attributes of the site that explain the 31.77% of the total variance (amount of variance in the observed variables accounted for by each component or factor.). Considering the large number of the variables that were used in the analysis (66 in total) and that, initially, the 18 factors which were automatically derived by SPSS, explained the 68.68% of the total variance, almost double the variance, after the rotation, this percentage is relatively high. The exact variance of the factors is presented in Table 5.1.

Table 5.1 presents the derived factors with Varimax Rotation and the attributes that belong to each factor with their loadings on the factor. Larger loading values mean higher contributions to the factor. Furthermore, their Eigen Value, or else the variance they account for (Bryman and Cramer, 2000), and the percentage of common variance and cumulative variance (added variance) are also presented. Actually eigenvalues are the variances extracted by the factors. The eigenvalue for a given factor measures the variance in all the variables which is accounted for by that factor.

**Figure 5.1: Scree Plot**



**Source:** author's fieldwork

'The ratio of eigenvalues is the ratio of explanatory importance of the factors with respect to the variables. If a factor has a low eigenvalue, then it is contributing little to the explanation of variances in the variables and may be ignored as redundant with more important factors' (Garson, 2007: n.p).

The three factors that were extracted were named according to their nature and what they represent, namely: Factor 1: 'Place and Experience'; Factor 2: 'Amenities and Quality'; and Factor 3: 'Facilities and Operation'. Next to each

attribute of the table there is a sign in brackets, either an (S) or an (I), indicating the variable with the largest loading between satisfaction (S) and importance (I).

The first factor (Factor 1: 'Place and Experience') is comprised of twelve attributes that are related to the place itself and the experience that the visitor can have in it (all but one of them are formed by the satisfaction of the respondents) and it explains the largest percentage of the common variance; 19.011%. Therefore it is the most important in determining the significance of the attributes.

The second factor (Factor 2: 'Amenities and Quality') is comprised of attributes that are closely related to the amenities of the cultural destination and quality issues that accompany these amenities (formed exclusively by importance loadings). This factor is the second most important of the three extracted components and explains the 7.469%. The second factor includes eleven items or attributes.

Finally the last factor, (Factor 3; 'Facilities and Operation'), includes ten items that concern the facilities of the site and the operation of it, including the prices (formed exclusively by satisfaction loadings). The significance of this factor, in terms of variance, is lower than the significance of the second factor since the common variance is 5.297%.

In each factor, items have a specific number of loadings. The loadings of each item are presented in a descending order, illustrating their 'contribution' in the factor. Factor 1 deals with place and experience: in this factor, it can be concluded that six attributes are quite strong items, in terms of loadings (loading larger than 0.6 (Brace et al, 2003)). These are place of major fame, seeing old buildings/monuments, learning more about a site's past, learning about Greek history, beauty of scenery and landscape, and authentic experience. Factor 1 indicates that, according to the respondents' satisfaction levels, a cultural destination is 'powerful' as a tourist commodity because of its own glory and uniqueness. In other words, the destinations themselves are those that can act as pull factors for someone to visit them. For this reason they attract different types of visitors, from the greatly involved cultural tourists to adjunct or even accidental visitors, according to Silberberg's (1995) typology of cultural tourists, or specific cultural tourists as well as general cultural tourists (Therkelsen, 2003). This can also be justified by the answers of the interviews, in the qualitative research part of the study, where most of the respondents replied that indeed they visited the archaeological site of Delphi to see the greatness of the place, to admire the landscape and to learn more about this popular cultural destination.

Factor 2: 'Amenities and Quality' indicates that issues concerning quality and amenities are the second most important component in cultural destinations, according to respondents' importance levels. In this factor attributes considered strong items (loadings above 0.6) are safety and security,

helpfulness of the staff, tour guides and cleanliness of the area and toilets. All of them are closely related to human interaction in the space.

**Table 5.1: Factor analysis results with Varimax Rotation – Importance & Satisfaction**

Components/Factors	1	2	3
<b>Place &amp; Experience</b>			
Place of major fame (S)	0.699		
Seeing old buildings/monuments (S)	0.687		
Learning more about site's past (S)	0.649		
Learning about Greek history (I)	0.632		
Beauty of scenery & landscape (S)	0.625		
Authentic experience (S)	0.621		
Seeing aspect of the area's heritage (S)	0.592		
Experiencing a different environment (S)	0.548		
Peaceful and calm place (S)	0.538		
Quality of museums/interpretation centres (S)	0.537		
Variety of exhibits & displays (S)	0.522		
Well promoted site (S)	0.494		
<b>Amenities &amp; Quality</b>			
Safety and security on the site (I)		0.674	
Helpfulness of staff (I)		0.659	
Tour guides (I)		0.615	
Cleanliness of the area (I)		0.610	
Toilets (I)		0.600	
Accessibility around the site (I)		0.537	
Maintenance of the attractions (I)		0.529	
Eating /refreshment areas (I)		0.523	
Signposting to/from the site (I)		0.510	
Accessibility to/from the site (I)		0.478	
Timetables (I)		0.369	
<b>Facilities &amp; Operation</b>			
Educational activities (S)			0.707
Information centres (S)			0.699
Entertainment activities (S)			0.637
Signage within the site (S)			0.636
Resting areas (S)			0.608
Parking (S)			0.506
Transport services to/from the site (S)			0.503
Shopping facilities (S)			0.483
Ticket prices (S)			0.391
Concession tickets (S)			0.386
<b>Eigen Value</b>	<b>12.548</b>	<b>4.929</b>	<b>3.496</b>
<b>% of common variance</b>	<b>19.011</b>	<b>7.469</b>	<b>5.297</b>
<b>% of cumulative variance</b>	<b>19.011</b>	<b>26.480</b>	<b>31.777</b>

**Source:** author's fieldwork

Therefore, attributes that have to do with the personnel in the cultural destinations are strong enough according to young visitors and for this reason they have to be taken into account. This can also be explained by the fact that as it was stated in the interviews, young visitors look for more directions and information in the destination from polite and appropriately educated/trained staff.

Finally, Factor 3 is comprised of variables that are related to various facilities and to the operation of the cultural destinations. The basic role in this factor is held by educational activities, information centres, entertainment activities, signage within the site and resting areas, since these are the attributes that were loaded most in this factor according to the importance and the satisfaction of the respondents (satisfaction loadings exclusively) (loadings above 0.6). As mentioned before knowledge is one of the characteristics that young visitors seek on the site, therefore the existence of satisfactory educational activities is essential. The same happens with the information centres, whereas people attempt to find information about the cultural sites. Signage within the site is related to the appropriate direction of the visitors across space. This is a very important attribute for their interpretation and in expansion for their understanding of the site and its history and meaning.

At this point it has to be mentioned that the second factor that is related to amenities and the quality of the cultural destination is solely composed of importance attributes and not by satisfaction. This means that quality issues are considered to be important for young tourists. Moreover, the fact that no

satisfaction attributes exist in the factor justifies the findings presented in Chapters Four and Six concerning the dissatisfaction of young people with quality issues such as the helpfulness of the staff. Hence, attention has to be paid to the improvement of issues concerning the quality of the destination since it appears to be characterised as very important. However, the first factor and the 'strongest' one in terms of variance, as well as the last factor, are composed by satisfaction attributes. Therefore, satisfaction attributes related to the place itself and the operations and facilities in it, are the key features of the cultural destination indicating a positive image of the destination and the need for maintenance and improvement of these characteristics.

Even though the three factors explain only 31.777% of the total variance of the total 66 attributes that were used in the analysis for the particular case study, they would appear to be important for the categorisation of attributes of cultural destinations for the better management of similar places with similar characteristics. Therefore, attention initially has to be paid to attributes that are related to the place itself and the experience that someone can have of the place. Promotional and marketing strategies have to underline the uniqueness of each place and make clear the authentic experience that young visitors could have, putting emphasis on the knowledge that the individual could derive from it. Besides, Silberberg's theory indicates that promotion increases consumer motivation to participate in cultural activities (Silberberg, 1995). Therefore, promoting the greatness of Delphi to young people will bring more potential visitors to the site.

As mentioned in the literature review (see section 2.4.3 and 2.4.4), young tourists are more demanding and more selective in their choices while they seek experiences while travelling. Taking into consideration that a cultural destination can satisfy these wants, the appropriate promotion of those characteristics, that compose the authenticity of the destination, is not only desirable but essential too.

Secondly, issues concerning quality and the amenities in cultural destinations are also significant for the young visitors/tourists perceived importance and satisfaction and they can positively or negatively affect their behaviour towards them. Attention has to be paid to the appropriate training of the staff and the use of specialised personnel that can explain and provide information to the visitors concerning the particular cultural destination. Issues like safety and security, appear to be sensitive for young visitors, therefore special attention has also to be paid to these.

Finally, an improvement of the facilities and operational characteristics of cultural sites would attract more young visitors to the cultural sites, according to the respondents' perceptions. Still, educational activities play an important role in the travel behaviour of young visitors. Since education is one of the greatest motives for attending a cultural destination (Lohmann and Mundt, 2001) closer attention has to be paid to issues that aim to increase knowledge and to satisfy the curiosity of young visitors about the cultural visit. A plan has to be introduced that would bring them closer to the cultural destination and

would provide them with more information, enrich their knowledge, and simultaneously, would enforce any bond with the destination and lead to a series of positive results, as far as managerial terms are concerned. Examples of this would be destination loyalty, repeat visit and word of mouth marketing.

### **5.3 Cluster analysis**

As mentioned earlier in the beginning of the chapter, Cluster Analysis was used to answer the fifth objective of the thesis; it was applied to the segmentation of the sample in sub-groups according to their characteristics. Additionally, each cluster is associated with the importance that visitors attach to culture while travelling in general and to the overall satisfaction with Delphi, specifically to find associations between the clusters of the sample and the overall importance for culture and overall satisfaction.

As referred to in the methodology of the thesis (see section 3.8.4 in Chapter Three), Two-Step Cluster Analysis was applied through the use of SPSS software. Using variables from both demographic and travel characteristics (in total 16 variables participated in the analysis), the algorithm extracted three clusters from 204 respondents. This number represents those respondents that gave information for each of the variable that participated in Cluster Analysis. As Norušis (2007: 383) indicates: 'only cases with valid values for all variables are included in cluster formation'. That means that 144 people of the

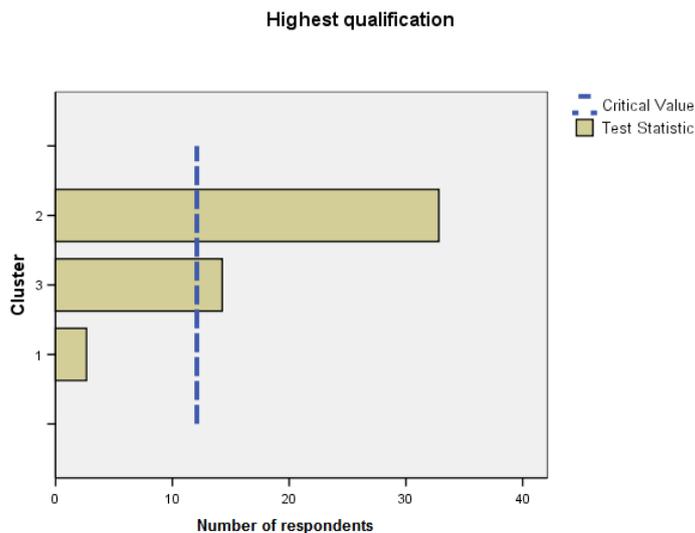
sample did not answer one or more questions related to the 16 used in the analysis items. Therefore, only 59% of the sample was taken into consideration in the formation of the clusters. Even if this number is not high enough it represents more than the half of the respondents, visitors to Delphi during the specific period of time, percentage high enough for segmenting the sample in groups, in accordance with a high number of demographic and travel characteristics (variables). The clusters were named according to the nationality of the people that represent them: Cluster 1: The Greeks; Cluster 2: The Americans and others; and, Cluster 3: The French.

The importance of each variable (i.e. age, income, travel party etc.) for the determination of each cluster may vary. When clustering cases it is essential to know the level of importance that a variable has for the formation of a cluster (Norušis, 2007). For this reason, for categorical variables, as Norušis (2007: 385) indicates: 'SPSS calculates a Chi-square value that compares the observed distribution of values of a variable within a cluster to the overall distribution of values'. Therefore, the observed distribution of a cluster is compared with an expected distribution that SPSS raises automatically, and is based on the whole number of cases (i.e. 204 cases).

A starting point to understand how important a variable is in forming a sample is to compare its absolute value with the critical value line. The absolute value is the value of the variable in the cluster, while the critical value line: 'provides some notion of how dissimilar each cluster is from the average' (Norušis, 2007: 385). If the absolute value of the statistic is greater than the critical

value, the importance of the variable is great and it can distinguish that cluster from the others (Norušis, 2007). For example, Figure 5.2 indicates the role of the highest qualification for the formation of each cluster.

**Figure 5.2: Importance of highest qualification to cluster formation**



Source: author's fieldwork

In the Figure 5.2 the broken line represents the critical value. It appears that for the clusters 'The Americans & others' and 'The French' the variable with the highest qualification (categorical variable) plays an important role in distinguishing one cluster from the other, while for the cluster 'The Greeks' it does not. In cases of continuous variables, instead of using the Chi-square value, plots of t-statistics compare the mean of the variable in each cluster to the overall mean (Norušis, 2007); the interpretation, however remains the same (see Appendix 4 for more detailed presentation of all attributes). Table 5.2 presents which characteristic/variable contributes to which cluster according to the Chi-square and t-statistics, respectively.

**Table 5.2: Contribution to each cluster**

Characteristics/Variables	Clusters		
	The Greeks	The Americans & others	The French
<b>Categorical (Chi-square values)</b>			
Gender	-	-	-
Country of origin	√	√	√
Highest qualification	-	√	√
Annual family income	√	√	√
Visit of a cultural site the last 3 years	-	-	-
Time planning the trip	√	√	-
First time visiting Delphi	√	√	√
Travel party	√	√	-
Member of an organised group	√	√	-
Type of visit	√	-	√
Type of accommodation	√	√	√
<b>Continuous (t-statistics values)</b>			
Age	√	√	-
Duration of the visit (minutes)	√	-	√
Duration to arrive at Delphi (minutes)	-	√	-
Total spent in site (€)	-	√	-
Nights spent away from home	√	√	-

**Source:** author's fieldwork

From the table it appears that only the characteristics 'country of origin', 'annual family income', 'first time visiting Delphi' and 'type of accommodation' contribute fully in all the clusters because their absolute values are greater than their critical values. On the other hand variables 'visit of a cultural site the last 3 years' and 'gender' do not contribute at all.

From the Cluster Analysis, the 204 respondents were categorised in three clusters. Table 5.3 indicates that the largest cluster has 57.4% of the clustered cases and the smallest 19.6%. The three clusters are:

- **The Greeks;** this cluster represents 23% of the clustered cases and it is composed of visitors that :

- are Greek males of 26.96 years old, mostly with a school diploma but also with a bachelor and master degree and with annual income between €10,000 to €19,999
- visited at least one cultural destination in the last three years and visited Delphi before,
- travelled for more than three hours to arrive at Delphi while the duration of their visit was approximately two and a half hours,
- spent €17.14 on the site,
- stayed overnight in their own residence and a hotel for 1.74 days,
- planned their trip in less than a week,
- travelled mostly with friends and relatives and couples,
- their visit at the site was a short break.
- **The Americans and others;** this cluster represents 19.6% of the clustered cases and it is composed of visitors that :
  - are from the USA and from other nationalities, males and females, 18.05 years old, mostly with a school diploma and of the highest family income levels (more than €60,000),
  - visited at least one cultural destination in the last three years and visited Delphi for the first time,
  - travelled for approximately one hour in order to arrive at Delphi while the duration of their visit was approximately three hours,
  - spent €8 on the site,
  - stayed overnight in a hotel for 8.83 days,
  - planned their trip six months ago or more,
  - travelled mostly with their family or in a group,

- their visit to the site was part of their main holiday.
- **The French;** this cluster represents 57.4% of the clustered cases and it is composed of visitors that :
  - are 24.62 years old, French males and females mostly of almost any educational background and income level,
  - visited at least one cultural destination in the last three years and visited Delphi for the first time,
  - travelled for approximately one and half hours in order to arrive at Delphi while the duration of their visit was approximately three and half hours,
  - spent €14.80€ on the site,
  - stayed overnight in a hotel or campsite for 7.42 days,
  - planned their trip from less than a week till six months ago,
  - travelled with family or in a group, as couples or with friends and relatives,
  - their visit to the site was part of their main holiday.

Table 5.3 shows that the three clusters have certain characteristics that shape their profile. 'The Greeks' represent 23% of the people that participated in the Cluster Analysis. This cluster is comprised of people of moderate income and educational levels, that visited Delphi independently and many of them not for the first time. Their visit is mainly part of a short-break and not main holidays. As it was indicated in the qualitative research, Greek respondents stated that they visited Delphi among other activities in the surrounding area. The domestic market is very important for the whole tourist activity in the area.

**Table 5.3: Cluster analysis – Demographic & Travel profile**

Characteristics	Clusters			Total
	The Greeks	The Americans & others	The French	
<b>Number of respondents</b>	<b>Number of respondents</b>			
Frequency	47	40	117	204
Percentage (%)	23.0	19.6	57.4	100.0
<b>Age</b>	<b>Average</b>			
Years	26.96	18.05	24.62	23.87
<b>Duration of the visit (minutes)</b>	156.28	178.25	214.74	194.12
<b>Duration to arrive at Delphi (minutes)</b>	184.17	67.75	92.15	108.56
<b>Total spent in site (€)</b>	17.14	8.00	14.80	14.00
<b>Nights spent away from home</b>	1.74	8.83	7.42	6.39
	<b>Number of respondents</b>			
<b>Gender</b>				
Male	31	20	53	104
Female	16	20	64	100
<b>Country of origin</b>				
Greece	28	2	0	30
France	4	1	55	60
USA	3	17	4	24
Belgium	1	6	4	11
Italy	7	0	11	18
Germany	1	0	11	12
Spain	0	0	7	7
UK	1	1	2	4
Netherlands	0	0	1	1
Cyprus	2	0	0	2
Other	0	13	22	35
<b>Highest qualification</b>				
School diploma	20	32	26	78
Bachelor degree	13	3	32	48
Master degree	10	0	36	46
Doctorate (PhD)	0	0	6	6
Other	4	5	17	26
<b>Annual family income</b>				
Under 4,999€ (£3,463.94)	3	6	29	38
5,000-9,999€ (£3,463.94-£6,927.24)	7	3	8	18
10,000-19,999€ (£6,930.74 -£3,861.60)	18	4	14	36
20,000-29,999€ (£13,864.31-£20,795.77)	4	1	24	29
30,000-39,999€ (£20,799.53-£27,732.75)	3	1	21	25
40,000-49,999€ (£27,733.59-£34,670.76)	3	3	12	18
50,000-59,999€ (£34,675.43-£41,624.19)	0	5	6	11
More than 60,000€ (£41,619.47)	9	17	3	29
<b>Visit of a cultural site the last 3 years</b>				
No	2	6	8	16
Yes	45	34	109	188
<b>Time planning the trip</b>				
Last minute/same day	9	3	9	21
Less than 1 week	19	2	24	45
Less than 1 month	8	3	29	40
3 months or less	8	1	35	44
4 - 6 months	2	7	12	21
6 months or more	1	24	8	33
<b>First time visiting Delphi</b>				
No	31	0	9	40
Yes	16	40	108	164
<b>Travel party</b>				
Alone	4	0	4	8
Couple	15	0	43	58
Family/group	8	31	53	92
Friends/relatives	20	9	17	46
<b>Member of an organised group</b>				
No	45	5	77	127
Yes	2	35	40	77
<b>Type of visit</b>				
Part of my main holiday	5	29	96	130
Short Break	42	11	21	74
<b>Type of accommodation</b>				
Own residence	18	0	1	19
Hotel	12	40	56	108
Apartments	2	0	5	7
Camping	4	0	47	51
Holiday village	0	0	4	4
Other	11	0	4	15

**Source:** author's fieldwork

Greeks understand their culture better than any other nationality and therefore can easily be repeat visitors, as Delphi is a cultural destination in their own country and, as was said in the section concerning the selection of the case study (Chapter Three), only 160 kilometres away from the capital city of the country, Athens, and other central Greek destinations.

The 'Americans and others' represent almost 20% of the people that participated in the Cluster Analysis. This cluster includes mostly young people (18 years old), students of higher income levels. Most of the people in this cluster have travelled again to another cultural destination in the last three years, travel in a group and reside in a hotel. The majority of the people in this cluster are likely to be youth group travellers according to Youth Tourism Consortium of Canada (2004) (see section 2.4.3. in Chapter Two). The fact that these people are very young and travel to cultural destinations is very important because they may adopt a habit for travelling to other cultural destinations as they grow up. From the qualitative research it was found that there is a positive attitude from people that used to travel to cultural destinations while they were young, to travel again in the future. This is very important for the potential tourist development of the destination.

Finally, 'The French' represent almost 57% of the people that participated in the Cluster Analysis. This fact makes them a 'top market' for Delphi. The tourists in this cluster have wide educational and income levels, they are repeat visitors to other cultural destinations and are independent travellers.

This segment is highly involved in cultural activities. Therefore, as a market should be maintained and stimulated for further visitation. Additionally, the specific segment can positively influence other people to visit Delphi in the future, regenerating the site for more visits and more revenue.

To find out how important each cluster considers culture to be the strongest motive for travelling, as well as, how satisfied it stayed with the archaeological site of Delphi, cross-tabulations have been managed through comparison of their means. As before, the importance of culture is measured on a scale of 1 to 5 (where 1 is strongly disagree and 5 is strongly agree with the statement: 'in general, culture is my most important motive for travelling') and the overall satisfaction in a scale of 1 to 5 (where 1 is very dissatisfied and 5 very satisfied, from the archaeological site of Delphi) (see Appendix 1 – Questionnaire). The results of this comparison are presented on Table 5.4. The (n) represents the number of respondents which is different because some of the visitors did not answer the questions concerning the importance of culture and the overall satisfaction (missing values).

**Table 5.4: Comparison of respondents' characteristics to travel clusters**

Clusters	Importance of culture		Overall satisfaction	
	Mean	n	Mean	n
<b>The Greeks</b>	3.68	47	4.23	47
<b>The Americans &amp; others</b>	3.50	40	4.30	40
<b>The French</b>	3.91	116	4.39	115
<b>Total</b>	<b>3.78</b>	<b>203</b>	<b>4.34</b>	<b>202</b>

Source: author's fieldwork

'The French' Cluster appears to have the largest mean score concerning the importance it attaches to culture while travelling and also the highest

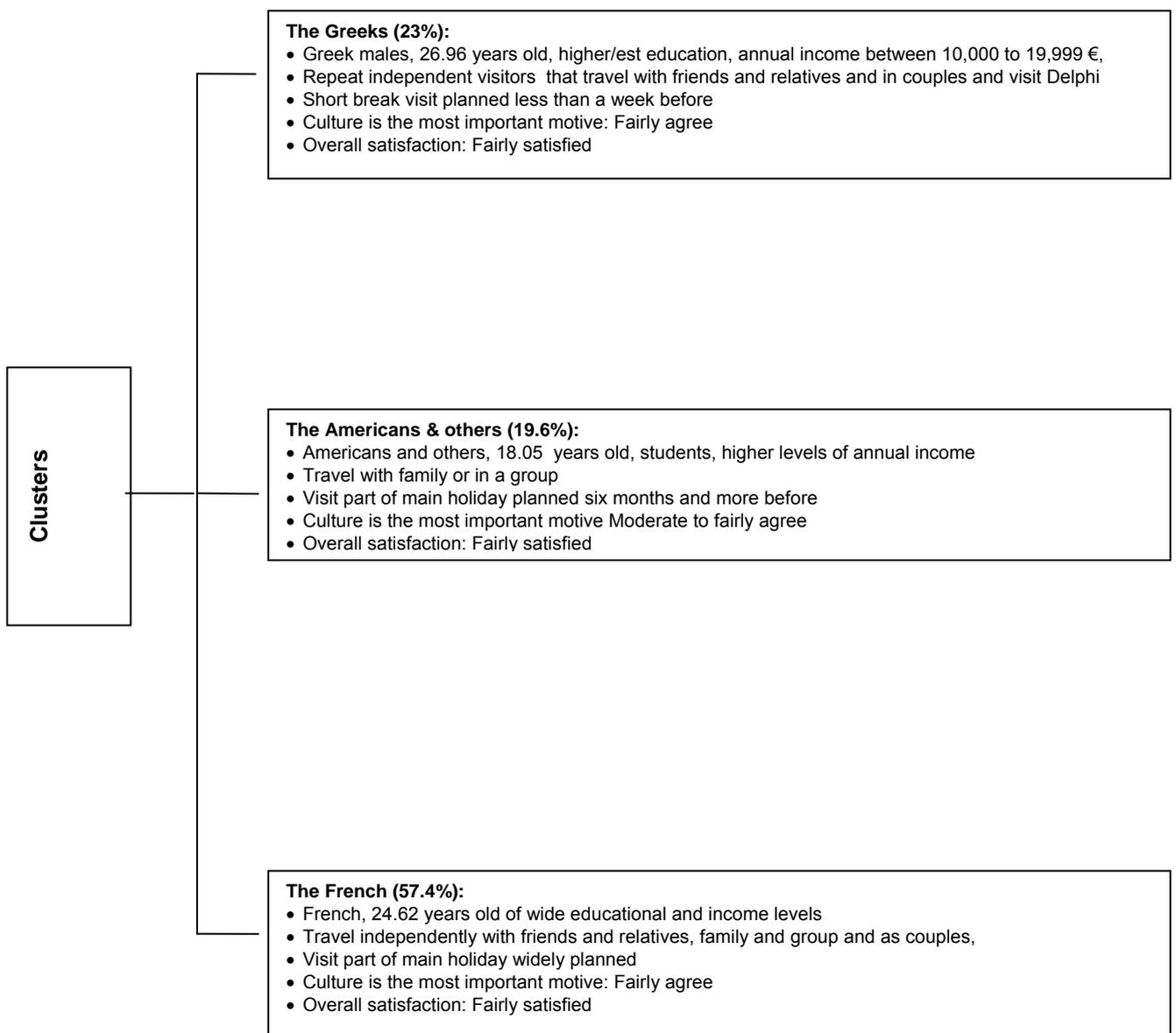
satisfaction mean from the archaeological site of Delphi. That means that those respondents that have a high interest in culture, tend to be satisfied overall with Delphi. 'The Greeks' Cluster has a moderate interest in culture while travelling and a low level of satisfaction with Delphi. It appears that this cluster of domestic visitors is not as satisfied as the other two clusters, while it attaches moderate interest to culture while travelling. Finally, the 'Americans and others' Cluster has the lowest interest in culture and a moderate satisfaction level.

To find out if the differences between the clusters concerning the importance of culture and overall satisfaction are due to chance variation or due to significance, Kruskal-Wallis tests were applied. In the case of importance of culture, the Kruskal-Wallis test indicated no significant differences between the clusters (Chi-square value 6.18 and  $p=0.18$ ). In the case of overall satisfaction, the Kruskal-Wallis test also indicated no significant differences between the clusters (Chi-square value 5.00 and  $p=0.28$ ). Therefore, the differences among the clusters in terms of importance of culture as the strongest motive for travelling and overall satisfaction are likely to be due to chance.

The Cluster Analysis of the thesis is important because it segments the sample into clusters with specific characteristics. The main markets of Delphi in terms of young people are French, Greeks and Americans and others. These nationalities have to be the focus point of the potential promotion strategies of the management of the site and of the Greek tourist policy. The

Cluster Analysis indicates that these indefinable market segments within young people are existent and important. For a better understanding and grouping of all the information, an overview of the Cluster Analysis according to the demographic and travel profile and each the characteristics of each cluster is presented in Figure 5.3.

**Figure 5.3: Cluster analysis model**



**Source:** author's fieldwork

## 5.4 Summary

Multivariate analysis had a concentrated character in terms of grouping cases, either when these cases concern the attributes of a cultural destination, through Factor Analysis, or when they concern a sketching of the characteristics of the sample, through Cluster Analysis. Nonetheless, multivariate analysis gave useful feedback, on the one hand for the further explanation of young visitors' characteristics, needs and wants and on the other hand, essential information on the marketing strategy of Delphi and other similar cultural destinations, in general.

For a better explanation of the sixth objective of the thesis (see Figure 3.2 in Methodology Chapter), concerning the attributes of Delphi that have to be considered for the future development of the destination, Factor Analysis indicated three factors of attributes that compose the site of Delphi: Factor 1: 'Place and Experience'; 'Factor 2: 'Amenities and Quality'; Factor 3: 'Facilities and Operations'.

The first and third factors are comprised almost exclusively of attributes that explain the satisfaction of the respondents from the site of Delphi. Therefore, the strong points of Delphi that need to be maintained and reinforced include attributes related to the specific cultural destination and the experience that

someone can have in it while visiting, as well as, the facilities and operations that are provided in it.

On the other hand, the second factor that is related to the amenities and the quality issues in Delphi is formed by importance factors. Therefore, attention has to be given to these issues that appear to be perceived as important by the respondents. Improvements and further development will increase the satisfaction levels of young people in the place. Even though these factors explain only 31.79% of the total variance they are valuable because they group many unique attributes in broader groups and therefore will be more easily manipulated by the management of the site, if it needs to be redeveloped, improved or maintained.

In the case of the fifth objective of the thesis (see Figure 3.2 in Methodology Chapter), concerning the distinction of sub-segments within the sample and their associations with the importance of culture and the overall satisfaction from Delphi, Cluster Analysis was applied using 16 characteristics of the demographic and travel profile of the respondents. The analysis generated three clusters that have been named according to their nationality: 'The Greeks', 'The Americans and the others' and 'The French'.

From them, 'The Greeks' have a moderate level of importance for culture but are the least satisfied with Delphi. This puts the focus on the domestic market. Greeks are a huge market, they have easy access to Delphi since it belongs to their own country and they tend to spend more on the site than any other

cluster of the table. They are also a 'top' market for the archaeological destination that brings revenues that also combines their visit with other activities (see qualitative part of the study) and therefore it spreads the income across the whole area.

'The Americans and others' cluster has a low interest for culture and a moderate satisfaction level. The cluster includes visitors of a young age (18 years old) with a very high annual income. It is also important since people in it have moderate satisfaction levels. However, this segment is represented mostly by young students that visit Delphi mostly with their family and in a group, and they might be potential grown students with a higher interest in culture. Considering that students can influence each other to a great degree (see section 2.4.3. of the Literature Review), keeping them satisfied will cause more people of their age to visit Delphi. Consequently their significance must not be underestimated.

Finally, 'The French' appears to be the most sensitised segment in terms of the importance it attaches to culture while travelling, but also in terms of overall satisfaction levels, indicating a strong desirable market for Delphi. Furthermore, this cluster includes more than half of all the respondents that were included in the analysis. The French market appears to be the strongest market for Delphi and indeed there is a diversification in all educational and income levels.

Even if there are no significant differences among the clusters for both cases of importance of culture and overall satisfaction, an attempt at examining the perception of sub-segments of the young tourists in Delphi was managed. Moreover, knowing the characteristics of the basic segments of young people that visit Delphi is of high significance as it is an effort to sketch the youth market in Delphi and an example of understanding the profile of young people in a famous Mediterranean cultural destination of the classical era.

## CHAPTER SIX

### **Findings: Short-interviews**

#### **Importance of culture for young people, strengths and weaknesses of Delphi**

##### **6.1 Introduction**

This chapter discusses the findings from the qualitative research, which took place in the archaeological site of Delphi during the period of August and September of 2006. As mentioned in the Methodology Chapter qualitative research supported the main quantitative research. The qualitative information in this chapter supplements the main findings that were analysed in the previous chapters. The use of triangulation in this case was done in order for answers of the objectives of the research to be more concrete and more explainable.

As mentioned before, the main purpose of the study is to identify the perception, importance and satisfaction levels that young tourists attach to a major cultural destination, in this case the archaeological site of Delphi in Greece. The findings from the short interviews are used only in combination with the quantitative findings and explain two objectives of the thesis: the first objective that deals with the identification of the role of culture in the overall

travel experience of young tourists, and the last (sixth) objective that deals with the investigation of the strengths and weaknesses of a major cultural destination (Delphi) in order to take into consideration the future development of tourism (see Figure 3.2 in the Methodology Chapter).

The qualitative research part is comprised of two sections and its structure is thematic. Initially, the first section of the chapter is related to the demographic and travel profile of the interviewees in order for information about them to be illustrated. Then, the second section is related to the main – or the core - questions of the research, that deal with the role of culture during the respondents' travel (see Methodology chapter). The presentation of the second section is accomplished through the answering of the main issues of the questions of the interviews, where the findings from the answers of the respondents are stated and discussed.

## **6.2 Profile of the respondents**

From the 20 respondents of the short interviews, 8 of them were females and 12 of them males. As mentioned in the methodology the sample in the qualitative research was chosen randomly because of a series of limitations (lack of response rate, limited time, weather conditions, use of two languages only, etc.). The sample does not represent the main sample that was used in the quantitative research presented in the previous chapter, and therefore it is not equivalent or analogical. Table 6.1 presents in detail the demographic

profile of the respondents that responded to the short interviews in Delphi during the period of September 2006. Cross-references to Table 6.1 are done in the whole chapter, in the case of the use of citations.

Concerning the travel profile of the participants in the short interviews, the respondents have visited on average of 6.7 cultural destinations in the last three years, excluding Delphi. Some of those destinations were the Louvre Museum, Pompeii, British Museum, Cnossos, Epidaurus, Meteora, Mycenae, and Acropolis. Furthermore, respondents stated as cultural destinations cities or even countries (Paris, London, Rome, Morocco, Egypt, Turkey, etc.). This indicates the complexity of the interpretation of heritage, which encompasses everything from specific monuments to whole areas and historic cities (Graham et al, 2000).

**Table 6.1: Demographic profile of interview participants**

	<b>Nationality</b>	<b>Age</b>	<b>Gender</b>	<b>Occupation</b>	<b>Highest Qualification</b>
1	Czech Rep.	22	Female	Full-time employee	School diploma
2	Czech Rep.	31	Female	University Student	School diploma
3	Germany	20	Female	University Student	School diploma
4	Greece	31	Female	Full-time employee	School diploma
5	Greece	23	Female	Unemployed	Bachelor degree
6	Greece	28	Female	Full-time employee	Master degree
7	Holland	29	Female	Full-time employee	Bachelor degree
8	Puerto Rico	25	Female	Unemployed	Bachelor degree
9	Belgium	20	Male	University Student	School diploma
10	France	21	Male	University Student	School diploma
11	France	29	Male	Full-time employee	Master degree
12	Germany	24	Male	University Student	School diploma
13	Germany	26	Male	University Student	School diploma
14	Greece	30	Male	Full-time employee	Bachelor degree
15	Greece	32	Male	Full-time employee	School diploma
16	Greece	32	Male	Full-time employee	Bachelor degree
17	Greece	29	Male	Full-time employee	Master degree
18	Holland	17	Male	School student/Part-time employee	School diploma
19	Holland	17	Male	School student/Part-time employee	School diploma
20	USA	29	Male	Full-time employee	Master degree

**Source:** author's fieldwork

Furthermore, the fact that the respondents interpreted these destinations as cultural, also has to do with the activities they had in those cities/countries and the reasons that they visited the destination; Rome is totally bonded to Roman culture, therefore the majority of tourists visit monuments like the Coliseum. In other words specific monuments in specific cities build a stereotypical image of the destination as a cultural destination; The Athenian Acropolis makes Athens a cultural city because of the site's glory and popularity. Delphi without the site would be another Greek village; the site itself transformed the place to a cultural destination. This argument is tightly connected with the significance of heritage, according to Timothy and Boyd's (1993) categorisation of heritage's significance since Delphi monuments gave the whole area its economic, tourist, political and social significance and made it popular all over the world. The political and social significance of Delphi's heritage created a Greek symbol through a sense of place and identity. Under this logic Pompeii is popular because of the ancient site, Rome is popular because of its heritage and history; tourists and visitors visit Rome to see the monuments. Rome is the final destination but culture and heritage is the actual reason for a great percentage of Rome's visitors.

'...we wanted to go and see the most famous sites in Greece, Greek sites yes, so Delphi is one of them, together with Athens... to see the Greek architect and the way I understand about it... everybody in France will go to Greece to visit it... you have the guides which show you the pictures... at least here

and in Athens to see the very famous sites and landscapes'

[Respondent 11, Male, France]

Concerning the source of information used to find out about the archaeological site of Delphi and its museum, the respondents indicated history books and guidebooks as the main sources of information. Other sources of information were the Internet, guides, school and studies. Furthermore, any previous knowledge about the site is closely related to school and university studies: '...my influences came from my knowledge that I had about Delphi during my school years. Ancient history had impressed me and an intensive interest to visit this archaeological site was created' [Respondent 5, Female, Greece]. The Internet also played an important role as a means of information. Specifically, two respondents mentioned the Lonely Planet web site as a source of information, while blogs on the Internet, with opinions of other visitors of the site during the past, induced respondents to visit Delphi and provided them with information concerning the timetables or the ticket prices for the site. From theory, the internet is a popular source of information, especially for visitors of these age groups (Youth Tourism Consortium of Canada, 2004), therefore the use of this specific source of information is evident.

As far as the travel party of the visitors is concerned, ten respondents arrived at Delphi with friends, five of them as couples, two alone, two as members of a school group and one with a member of the family. Those respondents that visited Delphi with friends, according to the Youth Tourism Consortium of

Canada (2004), have the characteristics of independent young visitors, who tend to travel to destinations independently or with friends.

Finally, concerning the main reasons for visiting the archaeological site of Delphi and its museum, the most popular reason is to see the site, its monuments and exhibits in the museum and the landscape of Delphi:

‘...the reasons to visit Delphi were mostly the cultural interest of this place and recreation reasons. The most important reason though, was the cultural interest and the ancient history of this place, which for me is impressive’ [Respondent 14, Male, Greek],

‘...first of all, to visit the museum and see all that is exhibited there and, of course, to associate many of the things concerning Greek mythology that we learned in our school with the current site’ [Respondent 6, Female, Greek],

‘... to see the beauties of this place, its history’ [Respondent 10, Male, French].

All these statements represent the interest of the young visitors to see the site, to experience and learn, and to see in reality what they had learnt during the past through school and studies. The popularity and fame of the site was also an important reason for visiting. Again, the respondents wanted to see

the glory of the cultural destination: ‘...you know, it was the centre of the world...’ [Respondent 17, Female, Dutch], ‘... it could be said that Delphi was for the ancient times the Mecca of ancient Greece’ [Respondent 5, Female, Greek], ‘while in other places there is only a theatre or a temple, Delphi is a huge area that includes everything...’ [Respondent 1, Female, Czech]. Other reasons include curiosity about the site – mostly for combining any previous knowledge of the exhibits or myths to reality: ‘...the Sphinx creates a sense of chill to the visitor’ [Respondent 5, Female, Greek] or ‘...I would like to see how the place was 2000 thousand years ago’ [Respondent 13, Male, German], a day visit or short break to the surrounding areas (Arachova, Mount Parnassos, Modern Delphi, etc.), school trips, or accidental reasons, because the site is on the road to other destinations.

### **6.3 The role of culture and Delphi**

The core questions of the short interviews are related to the role of culture in the travel behaviour of the respondents, the influence they had for visiting cultural destinations as well as questions about Delphi such as the strengths and weaknesses of the site, according to the respondents, and the changes that should be made to the site for attracting more visitors of their age.

### 6.3.1 The role of culture during travelling

One of the basic questions of the short interviews aimed to give answers to the objective concerning the role of culture in the overall travel experience of young visitors in general. Furthermore, it identifies how significant it is for young people to visit cultural destinations during their trips (first objective in Figure 3.2 in the methodology of the thesis).

In general, to every respondent, culture plays a significant role during travelling. The only main difference between the respondents is the degree that culture acts as a motive for travelling; some of the respondents consider culture as the strongest motive for travelling to a destination or a country, others as a supplementary reason together with recreation and fun and some consider their visit to Delphi as an extra activity on their short break or day visit.

The people that consider culture as being very important indicate that visiting cultural places helps people learn about the destination they visit, about its civilisation and, therefore, understand more deeply the history of the place:

‘The role of culture is very important. It moves my enthusiasm to travel to places that are characterised by great ancient history and have significant cultural interest. In my opinion, it is very important for a person to visit cultural places, because through the visits someone can enrich his knowledge, concerning

ancient history and the significance of each place that he visits, while in parallel he comes in contact with different attitudes and ideologies, relevant to the way that ancient people used to live. This fact can transform him to a better person, mentally...'  
[Respondent 5, Female, Greek].

This statement, signifies the importance of culture for the learning and experiencing of other cultures through visitation to cultural and heritage places. This visitor, according to the motivational approach of the cultural visitor typology of Silberberg, (1995), is greatly motivated by culture, as they travel to cultural destinations for their cultural elements. These people consider culture as a means for enriching knowledge and deepening their experience: 'Only by knowing the culture and history of a region you can actually understand it better' [Respondent 6, Female, Greek] or '...it's the main reason. Next we are going to the island site places, we're going to Delos...it's the main reason to visit Greece' [Respondent 7, Female, Dutch]. The characteristics of these young respondents are similar to the characteristics of Richards (1996) about specific cultural tourists: they tend to travel a lot to cultural destinations, they seek authenticity and they are focused on culture.

Other respondents that participated in the short interviews are less concerned about culture while they travel, however it still plays a significant role in their travel activities: 'I combine my travels with relaxation and recreation. However, knowing about culture is important for the spiritual polish of people

and the knowledge of history' [Respondent 17, Male, Greek], or '...we try to do both... in the morning we're here and the afternoon we go to the beach' [Respondent 11, Male, French] (the respondent travelled as a couple and in the ten days that they were in Greece had seen Epidaurus, Olympia, Athens, Delphi and other cultural destinations – eleventh place). These answers concerning the importance of culture come from people with higher levels of education. This indicates that culture as a commodity is desirable, but not the most important aspect even for people with a high educational background. This states a moderate relationship between education and importance of culture, according to the education of the respondents. An amalgamation of the activities, especially in a place like Greece that combines both natural and cultural assets (sea, sand, sun and cultural and heritage deposits) is quite a frequent phenomenon, particularly in the age groups between 15 and 35 years old. Therefore, the above statement appears to be quite frequent. According to Lohmann and Mundt (2001) and their six types of travellers (people on strictly educational trips, travellers on classical study trips, cultural tourists, people whose motivation to travel is to (also) have cultural experience, holidaymakers who are also interested in culture, people on business trips who take the opportunity to develop some cultural activities), these respondents are likely to belong to the fourth and fifth categories, respectively: 'recreation is sometimes monotonous. It offers you only one specific thing. I want to combine fun with culture, since I can do both together' [Respondent 14, Male, Greek]. However, even in this category the degree of the analogy between culture and recreation differs. It is characteristically the fact that many people acknowledge that they visit a destination for both

cultural and recreational reasons, but still give culture more weight and keep recreation as a secondary activity:

‘culture is very important to me. I travel more for cultural reasons and less for fun. I like to meet other cultures and traces from other civilisations. Especially Greece, that produced senses like philosophy and democracy and influenced a lot of the rest of the world’ [Respondent 20, Male, USA],

or ‘culture for me plays the 80% to 90% role for my travels. I prefer travelling to cultural places rather than beaches’ [Respondent 13, Male, German].

Finally, some visitors stated that culture is not an important part of their main activities and, therefore does not play a significant role as a motive for travelling. Respondents to this category are either one day visitors whose visit to Delphi was part of a series of entertainment activities (launch, coffee and resting) or visitors of younger age groups. For instance, two respondents from the Netherlands, both of them males and 17 years old, that arrived in Delphi with a school group and their visit was part of an educational activity, indicated that they do not pay attention to culture when they travel and they prefer to have fun during their holidays rather than visiting cultural and heritage destinations. Moreover, a day visitor stated that: ‘I would choose a place that has monuments only if another type of holidays would be there... I would like to do other things... not only culture...’ [Respondent 15, Male, Greek]. However, respondents in this category were not many. According to

Richards (1996) this type of respondents are general cultural tourists for whom culture plays a shallow role and it is more of an entertainment activity without the purpose of gaining more in depth knowledge about the place and its history.

From the above question two thoughts were raised. The first thought is related to the nationality of the respondents. It appears that Greek visitors to Delphi, that actually visited a place of their own culture, not so unknown to them, considered culture as an important motive for travelling but with segregation between destinations outside Greece and inside Greece. For instance, a respondent stated:

‘in inland (meaning the whole Greece) I would look more the place and less the archaeological monuments, while in abroad I would look more the monuments and I would combine it with vacations’ [Respondent 4, Female, Greek].

In the question for which reason would she do that, she replied:

‘Probably because... we have them here, they are ours and we know them (meaning the Greek monuments) while I would like to see something different that I don’t have the chance to see so often, as often as I want. I mean, whenever I want I can go to a museum in Greece, but it is more difficult to go to London just to

see a museum. When I travel abroad I'd like to see more things concerning culture' [Respondent 4, Female, Greek].

This is also happening for international visitors to Greece that stated that they visited Delphi in order to know more about the Hellenic culture, to combine their previous knowledge with the actual destination, to enrich their experience and to meet the place where concepts like philosophy and democracy were born. In other words, knowing an unknown culture could be a stronger motive for travelling to a cultural destination outside the country of origin, rather than visiting a cultural destination in the country of origin; there is a tendency to want to know more about a foreign culture than a known culture. Cultural tourists with a high interest in knowing other cultures and civilisations, belong mostly to the first target and second groups in Munsters' (1994) typology of cultural tourists (high and average level of interest for culture and high educational background respectively). Given also that according to the Youth Tourism Consortium of Canada (2004) independent youth travellers have an increased motivation for seeking new experiences and learning about other cultures, the statement of the respondent is logical.

The second thought has to do with how someone interprets culture. For example, a respondent stated that while he travels, he gives culture a 30% to 35% of importance, another 35% to know the world, their traditions and habits and their food, and the rest to relax [Respondent 16, Male, Greek]. This respondent distinguished culture and tradition/habits. According to Thorsby (2000), cultural capital can be tangible and intangible. While tangible cultural

capital is easier to be discriminated (an asset that embodies a store of cultural value, separable from whatever economic value it might possess, and gives rise to a flow of goods and services over time that may also have cultural value) intangible cultural capital can be traditions, ideas, beliefs and customs that are more difficult to identify. Therefore, the comprehension of heritage and culture is so difficult and complex and sometimes it is suggestive from person to person. Besides, as Seel (2000) indicates, there is a plethora of approaches to culture as well as definitions. As the United Nations Educational, Scientific and Cultural Organisation/UNESCO (n.d., n.p.) suggest:

‘The term ‘cultural heritage’ has not always designated the same things and, in recent decades, the notion has changed considerably in order to express more aptly a more global and holistic approach which alone can testify to the universal nature of the human spirit in all its creations’.

Considering this statement, the holistic character of cultural heritage and culture leaves open margins for interpretation according to each individuals’ consumption of them.

### **6.3.2 Influence for visiting cultural destinations; the role of the parents**

As an expansion of the explanation of the first objective, the second basic question of the short interviews was related to the influence of the family and, especially, the parents to the travel behaviour of the youth visitors/respondents, concerning cultural destinations. Eleven respondents answered positively and nine negatively, to the question concerning the travel behaviour of family currently or in the past, to cultural destinations.

In general those respondents that answered that their parents are not or were not used to travelling to cultural destinations, stated that they did not have any influence from their family to visit cultural destinations or any influence they had was not strong enough to persuade them to make an actual visit: 'I wouldn't say that they influenced me. Mostly, friends, known people, studies and of course by myself, from the books that I have read, the documentaries, various things...' [Respondent 14, Male, Greek], or

'...not that often; their criteria with regard to travelling have changed over the years. I don't think that they could influence me since I strongly believe that you have to have a personal interest to travel to cultural destinations' [Respondent 16, Female, Greek].

As can be seen, the fact that there is no trace of influence between the parents of the respondents and the latter can be justified by a series of other

influences, such as guidebooks, history books and friends. This appears to be rational since young tourists/visitors tend to pay attention to the opinions of their peers and friends concerning travelling (Young Tourism Consortium of Canada, 2004). Another respondent also claimed that there is a positive analogy between the level of education and the interest for visiting cultural destinations [Respondent 14, Male, Greek]. He suggests that people with higher educational backgrounds tend to be attracted more by culture while travelling, rather than people with lower educational background. In theory, there is a positive relationship between education and culture (Richards, 2001): cultural tourists tend to be highly educated. Nevertheless, the particular respondent mentioned that education has a greater influence to his travel behaviour to a cultural destination, rather than his parents, and family, in general.

On the other hand, concerning respondents that answered that they did have influence from their family in order to travel and visit cultural destinations, they argue that the influence of their family was great and that parents did guide their travel behaviour towards culture. In addition, the parents of some respondents had already visited the archaeological site of Delphi before, with them or separately, and suggested the site to their children: 'my mother when she was young she came here and she advised me to come also' [Respondent 8, Female, Puerto Rican], or

'I had visited it 20 years ago with my parents...when I was a child I I was going with my parents to Greece or in other

countries to see cultural places... not many beaches with my family, mostly cultural visits' [Respondent 11, Male, French].

Another respondent claims that he was influenced by his parents, as they took him with them to cultural places. He considers that the influence was positive and that he learnt to travel and have an increased interest in culture, from them. He also adds that he will also take his children to cultural destinations and he will 'push' them to visit cultural sites in order to learn more about the site they visit:

'...always, when we went for vacation with my parents we visited ancient theatres and archaeological places... they took me with them since I was a young boy when they went for vacation to an island, we knew the culture of the island, we went to the archaeological museum, to archaeological places... they influenced me for sure, and this influence is positive. It's good to learn things concerning culture. When I'll have children I'll push them to visit a museum, we'll go to museums, to see the ancient Greece...' [Respondent 16, Male, Greek].

In general, respondents that answered positively to the question about the influence of their parents said that this influence was very important to their future travel behaviour:

'my family, in general, travelled to cultural places and I could say that this fact influenced me since I was a child to that direction, I mean, it grew me the interest to visit cultural places and to learn about history and culture' [Respondent 5, Female, Greek],

or:

'if someone visits cultural destinations during his childhood it is very possible to continue the next years. The choices of the family influence the choices of the children in the future' [Respondent 17, Male, Greek].

These respondents argue that their parents gave them the chance to travel to cultural destinations, and therefore, to see and learn about culture, history and other civilisations in general. However, it is a characteristic that for the two 17 year old male respondents from the Netherlands, the influence of their parents to travel to cultural destinations is so great that actually, they feel forced to travel to them. Even if it is only the opinion of two separate persons, there is a sense of negative influence of the parents against children to visit cultural places. It has to be mentioned that these respondents stated that visiting cultural destinations is not so important when they travel and they seek a different type of holidays, rather than culture (i.e. relaxing, recreation, fun, etc.). Nonetheless, these two respondents were the youngest visitors to the

sample and as was said before, the interest of culture for these ages is not so high.

Consequently, for visitors that mentioned that they have been influenced by their parents to travel to cultural destinations, the influence is great, and they helped them to build cultural awareness while they travel. Actually, the influence is so high that they will adopt the same tactic for their own children in the future, because through this way, their children will learn more about culture and therefore will appreciate more history and will seek cultural knowledge concerning cultural destinations. On the other hand, respondents that answered that the influence from their parents was low or nonexistent indicated that the influence from their parents does not have to do with potential travel behaviour to cultural destinations, and that other influences such as friends and education, are greater. Nevertheless, it is a fact that parents influence the travel consciousness of their children as they influence their education and/or even their purchase behaviour. Therefore, their role towards culture is quite important and its study is not only desirable but also essential, especially for targeting visitors of young ages to cultural destinations. In addition, it justifies the importance of bringing young visitors to cultural destinations. Knowing to appreciate culture from a very young age creates a more aware cultural visitor that, potentially, will transfer his/her interest, knowledge, habits and attitude to future generations. Young visitors of today will be the adult visitors of tomorrow and in their turn, in a long term plan, they will be the future parents that will influence their one children to turn to more qualitative forms of tourism such as cultural tourism and to pay more

attention to culture and heritage. From a scientific perspective this is valuable for knowing more about the behaviour of cultural visitors and from a marketing perspective, it can sketch the profile of visitors to cultural and heritage destinations. This can help recognise existent and potential markets for cultural, heritage and archaeological destinations, such as Delphi.

### **6.3.3 The strengths and weaknesses of Delphi**

Two basic questions of the short interviews concerned the strong and weak points of the site of Delphi in order for the last objective of the study to be answered. As a general conclusion, the respondents hesitated to mention the weak points of Delphi, because they considered that they were of weak importance in comparison to the whole place and the experience they had in it. However, even if it was difficult, they did state some points not necessarily as weak points but more as issues that had to be improved in order to bring more people of the same age to the site.

Noticing, the strengths and weaknesses of Delphi is part of the objectives of the current study and taking them into consideration will help with better planning of the development of the site. Besides, through the strong points of Delphi – as it was found in the quantitative research – there are positive satisfaction levels, which in their turn will bring more young visitors to the site, will create cultural awareness in these age groups and will generate more revenues for the destination. On the other hand, knowing the weaknesses of

the place will help the management to proceed with all the necessary changes in order to improve the facilities of the site and to reduce – if not eliminate – any possibly level of negative satisfaction. In this way, the quality of the tourist product of the site of Delphi will be improved and more satisfied young people will arrive at the site and the museum.

Concerning the strengths of Delphi, respondents indicated that the strongest point of the archaeological site of Delphi is the site itself. They stated that it is a complete cultural destination with numerous types of monuments, in a very nice and large landscape with unique exhibits and a very significant museum, both aesthetically and historically: 'I liked the stadium, the theatre, the temple of Apollo, the ruins...' [Respondent 14, Male, Greek], 'the place, the history and the myth that encloses the place of Delphi as an oracle' [Respondent 4, Female, Greek], or 'the mountainous position that it has, the landscape' [Respondent 10, Male, French]. The different landscape and the view, in combination with the variety of the exhibits and monuments really created a positive opinion of the site of Delphi. According to the literature review, indeed the site is unique since the cultural elements of the area, tangible and intangible, have a diachronic range and wide spatial assignation (Greek National Tourism Organisation - GNTTO, n.d.). The museum also satisfied the respondents: 'it has rare findings and basically it's the Charioteer (the statue) that attracts all the glances...' [Respondent 4, Female, Greek], 'in my opinion the strongest point of Delphi is the museum, mostly because of its arrangement and the way that the magisterially ancient exhibits are exposed'

[Respondent 5, Female, Greek]. Figures 6.1 and 6.2 present the archaeological museum of Delphi and its exhibits.

**Figure 6.1: The museum of Delphi**



**Source:** author's fieldwork

**Figure 6.2: Exhibit in the museum of Delphi**



**Source:** author's fieldwork

Another strength of Delphi is its popularity. According to some respondents visiting Delphi was a desire because they wanted to see, close up, the place where the navel of the world used to be or the greatest oracle of the ancient Greek years: 'Delphi is one of the most popular and well known places in Greece' [Respondent 8, Female, Puerto Rican], or:

'After the Acropolis, Delphi is the most popular archaeological site in Greece and is considered to be a monument of global interest. Among its strong points apart from the archaeological interest that arises, is that is located amidst breathtaking scenery one hour and a half drive from Athens and is listed in just every tour itinerary and is by far the most popular day trip out of Athens. It is also very close to other popular destinations like Arachova, Meteora, Olympia, etc.' [Respondent 6, Female, Greek].

The central position and the distance from other cultural places and from Athens, that helps the visitors to arrive for a day trip to Delphi, is another strong point of the site: 'The history, the easy access by car and the adequate places of residence in the area, are the strongest points of Delphi' [Respondent 12, Male, German]. The statement also indicates a strong point, the fact that Delphi is located in a relatively developed area in terms of tourism facilities; therefore someone can easily find accommodation and restaurants/cafeterias.

Concerning the weaknesses of Delphi and according to the personal observation of the researcher, the respondents were thoughtful and pondering. It was difficult for them to indicate negative points about the archaeological site and the museum, even being explained that the concern was also related to the surrounding area, the facilities and the amenities of the site. One of the weaknesses that was mentioned was the fact that there was no adequate explanation of the monuments and the exhibits. Therefore, the respondents did not understand precisely or holistically what the exhibits and monuments represented. Furthermore, the lack of descriptions in a multilingual form was also a problem for the respondents, especially for those that were not Greek:

‘Maybe more descriptions... Yeah because it’s French, not many English and... we had our books to read it but for example, French is in large descriptions in everything and we had no descriptions’ [Respondent 7, Female, Dutch],

or: ‘there is quite few information in the site but...I’d want more information’ [Respondent 13, Male, German].

Another weakness of the site is the limited parking facilities that it offers. According to some respondents, the inadequate number of parking spaces is a problem for someone that arrives at Delphi by his/her own car: ‘the weakest point of Delphi is the lack of an organised place of parking, since through this way the number of various visitors could be raised’ [Respondent 5, Female,

Greek], or 'in terms of organisation, I disliked the parking' [Respondent 20, Male, USA].

The price of the tickets appeared to bother some of the respondents. Some of them indicated that the price of the tickets for the museum and the site is very expensive, while one mentioned that Greek citizens should not pay for visiting their own culture and history. One more weakness is the number of visitors to the site: 'due to its popularity is often crowded and is commercialised' [Respondent 6, Female, Greek]. Other weaknesses that were mentioned in the interviews were related to the timetable of operation of the site and the museum, as well as the refreshment areas in the site.

#### **6.3.4 Changes for attracting more young visitors in Delphi**

For more in depth analysis of the last objective, the last core question of the short interviews had to do with potential changes to the site (if any), in order for it to be more attractive and accessible to visitors with the same age of the respondents (or in other words young visitors). This question appeared to puzzle the respondents, since many of them could not find anything that needed to be added, improved or eliminated in order for Delphi and its museum to be more attractive to youths. However, the suggestions that some of them made were mostly related to organisational matters, such as the provision of more information about the site and the museum, in order for their use and meaning to be passed more easily to young visitors:

'more information...I knew because I was with a guide....maybe they can have some places that they have information about history... they don't have information about what is this and what is that...what kind of history. If they had headphones with information in many languages would help' [Respondent 8, Female, Puerto Rican].

The lack of information is one of the largest problems that the respondents would change in Delphi. The multilingual explanation of the site was also a matter that was raised, and the use of headphones with information provision in many languages, at least in the museum, was also referred to by other respondents: 'in Rome they had headphones for explanations in different languages. In Rome they did and gave a lot of information and in our language' [Respondent 7, Female, Dutch]. The inadequate information about the site is obvious also to Greek visitors and a matter of a lack of well trained personnel is also mentioned:

'I would give more attention to the educational aim and I would try for a guide man to exist in order to guide the people and to explain what they see. The place should have the appropriate personnel, an archaeologist or a guide man in order to explain what was happening here, in the oracle, to give a stigma of the place, of its history. An expert that would explain clearly the

purpose of the place would bring more young visitors to Delphi'  
[Respondent 4, Female, 31].

It appears that even Greek visitors that can read the signs of the monuments and the exhibits (since all of them are written in Greek), still have difficulties to clearly understand the place and its history. In addition, international visitors have even more difficulties because of the lack of explanations in their own languages: 'I believe that the international tourist that visits Delphi will leave with some queries' [Respondent 15, Male, Greek]. The fact that the place is extended over a large area and has many and various monuments makes the need for a better explanation of the site even more compulsory.

Promotion was another issue that was raised by one respondent concerning the attraction of more young visitors to Delphi [Respondent 14, Male, Greek]. This respondent considers that young visitors combine mostly culture with relaxation in their day trips. He suggests that if there was a promotion scheme of not only the archaeological site itself but also the neighbouring areas, more visitors would arrive at Delphi too. He also stated that in order for Delphi to be more attractive to younger ages, the promotion scheme should also be presented to places where young people gathered, like schools, besides history books. Another respondent indicated that there is no need for an actual change to the Delphi site. Any change that must be done, has to do with the improvement of information giving, from various carriers (public or private) for Delphi, in order to centralise the focus and interest of youths on visiting the place. Therefore, a better or improved marketing plan for the site

and the surrounding areas, targeting exclusively young people, would help to increase their interest in culture, and, consequently, to increase the number of visits by young people to Delphi. Finally, a last improvement includes the expansion of the parking facilities of the site that, as mentioned before, is limited and inadequate.

#### **6.4 Summary**

Even if the qualitative research had a secondary and supplemental role and was applied in triangulation with the quantitative findings, it gave useful data concerning the role of importance for young visitors during their travel and the image of Delphi, pointing out its positive and negative aspects and underlining any modifications that could be made in order more young people to visit in the future.

From the qualitative findings, culture plays an important role while travelling for all the respondents. However, there are levels of importance that influence the travel decisions for choosing a destination. There are visitors that choose a destination because of the cultural assets that it offers and there are others that simply want to combine recreation and relaxing with visiting cultural destination and knowing other cultures and civilisations. Concerning the influence for visiting cultural destinations, for those respondents that indicated that they have been influenced by their parents, the influence is great and significant. In contrast, those respondents that indicated that the influence of

their parents was low or nonexistent indicated that other sources of influence like friends were greater. Nevertheless, it was found out that visiting cultural destinations is a process that can be passed from generation to generation. Since the family gives the main educational steps for the development of young people, choosing a specific type of vacation (cultural tourism) either as a process or as a habit can be a result of the family's influence during childhood.

The archaeological site of Delphi and the surrounding area (landscape) were the strongest elements of the site for young visitors. These findings justify the quantitative results mentioned in the previous chapters concerning the satisfaction levels of respondents with the natural and cultural characteristics of Delphi. On the other hand, the lack of interpretation and explanation of the monuments as well as the parking facilities and pricing were the weakest points of Delphi. These weaknesses are also those things that visitors would change in order for Delphi to be more attractive to people of the same age. These findings, as in the quantitative part of the thesis, are related to the man-made interventions, information provision and quality issues of the site. Therefore they justify the results of the quantitative research in the previous chapters. Nevertheless, it has to be mentioned that the strong points of Delphi were emphasised the most. The weak points were mostly things for improvement rather than problems that would influence negative or less – as they did in the quantitative part - the overall satisfaction of the respondents.

## **CHAPTER SEVEN**

### **Conclusion**

#### **7.1 Introduction**

The scope of this chapter is to highlight the main findings of the study and to present the implications derived from these findings always keeping in mind the main aim of the survey; the exploration of the perceptions of young tourists towards culture in general, and the site of Delphi, specifically, as far as importance and satisfaction levels are concerned.

Initially, a summary of the main findings are presented highlighting the key points of the findings that were presented earlier in the thesis. A discussion of the implications that these findings derived, follows. Finally, in expansion to the implications, some issues concerning the marketing management of Delphi and other cultural destinations in Greece highlight the importance of culture for Greece as well as the significance of the youth market for the development of the country in terms of cultural tourism. A series of limitations that were accrued during the conduction of the research is mentioned and, lastly, issues for future research are highlighted giving more margins for further exploration in the field of young tourists in cultural destinations.

## **7.2 Summary of main findings and practical implications**

This section presents a summary of the main findings of the current study from both quantitative and qualitative research. The aim of the study was to find out the perceptions of young tourists towards cultural destinations through measuring their importance and satisfaction levels from cultural destinations in general and the archaeological site of Delphi, specifically. A general conclusion is that, indeed, culture plays an important role for young tourists and that the specific market has certain characteristics and demands from cultural destinations and from Delphi, in particular.

Even if Delphi is only one case study, it represents a cultural destination of major fame that reflects the greatness of the civilisation of ancient classical Greece. Moreover, it is a huge cultural tourist destination that vitalises the tourist economy of the whole area of Central Greece and attracts thousand of people every year (PEP Stereas Hellados, 2004). Its significance as a cultural tourist destination can be justified by the numbers of visitors annually and the revenues from the archaeological site and the museum, as well as by the fact that it was one of the first Greek cultural destinations that was subscribed in the World Heritage List of UNESCO (UNESCO, 2006).

Considering the lack of research about the behaviour of young people in cultural destinations and especially in Greece (see Section 1.1 of the Introduction Chapter and Section 2.4.4 of the Literature Review Chapter) the findings of the thesis that explain the behaviour of young tourists in cultural

destinations and in Delphi are valuable to the tourist literature; knowing exactly the perceptions of young people for the cultural element while they travel gives insights into their present and future behaviour in cultural destinations.

Furthermore, the findings of the particular study can be applied not only to Delphi but also to other similar destinations of major fame. Even if the research studied young cultural tourists in Delphi, it examined their perceptions through the measurement of their importance and satisfaction levels with attributes that compose every major cultural destination. Additionally, the use of triangulation as well as the use of several quantitative tests for the analysis of the findings made the findings reliable and valid.

Therefore, for the particular case, the statistical findings are reliable and trustworthy since they represent the perceptions of a specific segment of people (young people from 15 to 35 years old) in a major cultural destination of Greece in a specific period of time. Moreover, the broader ideas derived from the research can be applied to other studies that deal with young people in cultural destinations that have similar characteristics, in Greece and in the Southern Mediterranean in general.

Before any attempt to summarise the findings of the thesis, a presentation of which section of the thesis answers which research question and, in expansion objective, is presented in Table 7.1.

**Table 7.1: Findings: relation to objectives and research questions**

<b>Objectives</b>	<b>Research Questions</b>	<b>Section in the thesis</b>
1. To identify the role of culture in the overall travel experience of young tourists	- What is the travel experience of the respondents?	4.3/4.4.1/6.2 6.3.1/6.3.2
	- What is the role of culture in the overall travel experience of the respondents?	4.4.1/6.3
2. To examine the perceived importance of the major cultural tourism destination to young tourists	- Which attributes do visitors rate as most important?	4.4.1
3. To explore / investigate the perceived (levels of) satisfaction among young tourists visiting a major cultural destination (Delphi)	- What is the overall satisfaction gained from visiting the cultural destination?	4.4.2
	- Which (satisfaction) attributes do visitors rate as important?	4.4.2
4. To measure and explain the gap between the perceived importance and the proportional perceived satisfaction levels among young visitors, of the mentioned attributes of cultural tourism destination	- What is the gap between the perceived importance and the proportional perceived satisfaction levels among young tourists (concerning the attributes)?	4.5.1
5. To investigate whether there are differences in importance and satisfaction and young people's profile	- What are the demographic characteristics of the sample?	4.2
	- What are the travel characteristics of the sample?	4.3
	- What are the associations between young tourists' importance of culture & their demographic & travel characteristics?	4.5.3/4.5.4
	- What are the associations between young tourists' overall satisfaction & their demographic & travel characteristics?	4.5.5/4.5.6
	- What are the associations between the importance of culture for young visitors & their overall satisfaction from Delphi?	4.5.2
	- Are there indefinable market segments within the youth tourism market to the cultural tourism destination (Delphi)?	5.3
	What are the associations between the importance of culture for young visitors and the subgroups' characteristics?	5.3
	- What are the strengths & the weaknesses of the cultural destination, according to youth visitors' perceived satisfaction from the specific destination's attributes?	4.5.1/5.2/6.3.3
6. To investigate strengths and weaknesses of a major cultural destination (Delphi) in order to be taken into consideration by the future development of tourism	- According to the degree of the segment's perceived satisfaction levels, which attributes must be improved & which must be maintained?	4.5.1/5.2/6.3.4

**Source:** author's fieldwork

### **7.2.1 Summary of the main findings**

The main part of the research, represented by Chapter Four of the thesis, includes the findings from the quantitative research. As can be seen in Figure 3.2 of the Methodology Chapter and Table 7.1, this part gives answers to almost all the objectives of the study. Females were the lead group of the respondents. People from 15 to 20 and 26 to 30 years old were the main age sub-groups while French, Greeks, Americans and Italians the main markets in terms of nationality. Concerning their qualification, the respondents were from various academic backgrounds, with school diploma holders to exceed, while full-time employees and school/university students were their occupational status. Finally, they were almost all of income levels with low to moderate income (€29,999 and below) to come first.

Concerning the travel profile of the respondents, the majority travelled with family or with groups, arranged their trip independently, planning it from a diversity of chronological periods (from last minute to six months before and more), arriving at Delphi by car in order to see the heritage site and the museum. Travel guidebooks and history books were the greatest sources of information while the majority visited the site as part of their main holiday (64.2%). Most of the respondents (27.6%) stayed overnight from 1 to 5 nights mostly in hotels and campsites, while a significant percentage (26.7%) visited Delphi for a day trip. Visitors to Delphi travelled for almost two hours in order

to arrive at the destination and their visit duration lasted almost three hours, a respectful duration period considering the spacious area. Finally, the average spent in the site (including tickets) was € 16.05 (£11.24).

As far as the importance of culture as the strongest motive for travelling is concerned, the majority of the respondents agree that culture is the most important motive for their travels in general (mean scores 3.82 out of 5, where 3 is neutral and 4 agree) being this way in agreement with the findings of the qualitative research. Specifically, concerning attributes that 'build' a cultural destination, the most important are: maintenance of the attractions, beauty of scenery and landscape, cleanliness of the area, learning more about a site's past, seeing old buildings and monuments, and learning about Greek history and quality of museums/interpretation centres. On the other hand the least important attributes are shopping facilities and entertainment activities.

Concerning the overall satisfaction of the respondents from the site of Delphi it was stated that they stayed fairly satisfied (4.32 out of 5 when 4 is fairly satisfied and 5 very satisfied). Specifically, beauty of scenery and landscape, seeing old buildings and monuments, visiting a place of major fame, experiencing a different environment and the peacefulness and calmness of the place were the attributes that respondents stayed the most satisfied with (from fairly to very satisfied). Shopping facilities, entertainment activities and educational activities were the attributes with the lowest scores of satisfaction. Comparing the levels of importance that young tourists attach to attributes of cultural destinations and the overall satisfaction with the archaeological site of

Delphi, to find out the gap that indicates the positive or negative perceived satisfaction, it was found that attributes with positive satisfaction, were timetables, cultural place of major fame, shopping facilities, well promoted site and accessibility to/from the site. On the other hand, attributes with negative satisfaction were information centres, helpfulness of the staff and educational activities. The fame and promotion of the site, shopping facilities and its operation appear to be the strongest points of Delphi according to perceived satisfaction, while staff politeness and ways providing information to the visitors the weakest points, indicating the urgent need for improvement.

A comparison between the importance of culture as the strongest motive for travelling and the overall satisfaction from Delphi indicated that there is a positive association; the most satisfied respondents are those that consider culture as the strongest motivation for travelling. However it was found out that this positive association is existent but not very strong.

Respondents that are between 15 to 20 years old indicate that culture is not so important for them, while respondents of older ages (from 26 to 30 years old) find culture as the strongest motive for travelling. This illustrates an increasing interest in culture as young tourists grow older. People of the age group of 26 to 30 years old, are more settled down in terms of professional career and/or studies, and tend to be more mature and sensitised about knowing cultural aspects; therefore, they tend to be more culturally oriented. Moreover, high school students are the least aware concerning culture as the greatest motivation when they travel, indicating also that younger tourists tend

to seek other features rather than culture in their trips. Volunteers and part-time employees appear to appreciate culture the most, while full-time employees and higher education students indicate a moderate to high interest in culture. This statement agrees with the fact that while young tourists grow their behaviour towards culture changes, they seek the cultural element more and they find it more significant while they travel. Finally, those tourists that travelled alone to Delphi, consider culture as the strongest motive for travelling, underlining their focused interest towards the cultural element.

Young tourists with low incomes (from €5,000 to €9,999) have the lowest overall satisfaction with the archaeological site of Delphi while visitors with income levels between €20,000 and €29,999, were the most satisfied with Delphi. Moreover, couples tend to be the most satisfied with Delphi while visitors that visited the site alone and visitors that were members of a family or a group follow. Lastly, young tourists that arrived at Delphi with friends and relatives indicated the lowest satisfaction levels overall. Concerning the reasons for the visit, tourists that arrived at Delphi to see the site, monuments and exhibits were the most satisfied overall, indicating that Delphi is a cultural site that can satisfy the demanding market whose incentive for travelling was the site itself. On the other hand, young tourists that argued that their visit to Delphi was done in order to accompany their friends were the least satisfied overall from it. This signifies low interest in the site itself, since other irrelevant and external incentives persuaded those people to visit Delphi.

The multivariate part of the research that deals with more complex analysis of quantitative information is represented in Chapter Five. As seen in Table 7.1, this chapter explains the fifth and sixth objectives of the study. Going into more specified analysis and trying to group the characteristics of the cultural sites according to importance levels (generally) and satisfaction levels from Delphi (specifically) into more broad categories, Factor Analysis derived three main components of cultural destinations' attributes; Factor 1: 'Place and Experience' (19.011% of common variance), 'Factor 2: 'Amenities and Quality' (7.469% of common variance), Factor 3: 'Facilities and Operations' (5.297% of common variance). These factors explain only 31.79% of the total variance of the attributes. However, they are valuable because they can indicate that Factor 1 is the most significant factor for young tourists (formed almost exclusively by attributes of satisfaction of the respondents from Delphi), therefore those elements concerning the place and the experience that someone can have on a cultural site are the most crucial to be taken in account for the future development of the site. Factor 2 is the second most significant element. It is formed exclusively from importance attributes and indicates that young tourists demand quality and amenities from the cultural sites. Last but not least, Factor 3 was formed exclusively by satisfaction attributes and highlights the need for improvements in facilities and operation of Delphi in order to be more attractive to potential young tourists.

Emphasising the sample's characteristics more, the Cluster Analysis derived three clusters of young tourists; 'The Greeks': Greek males, 26.96 years old, of higher and highest education and annual income between 10,000 € to

19,999 €. They are repeat independent visitors that travel with friends and relatives and in couples and their visit was a short break, planned less than a week before. For this, cluster culture is a significant motive the satisfaction level for Delphi overall was relatively high; 'The Americans and others': Americans and other nationalities (except the main markets of Delphi), 18.05 years old, students, with the highest levels of annual income. People in this cluster travel with family or in a group while their visit is part of their main holiday and planned six months and more before. They have a moderate to high interest for culture while travelling and stayed fairly satisfied with Delphi; 'The French': French, 24.62 years old of wide educational and income levels that travel independently with friends and relatives, family and group and as couples. Their visit is part of their main holiday and it is widely chronologically planned. For them, culture is a very important motive for travelling while they stayed fairly satisfied from Delphi overall.

As mentioned above, the qualitative part of the thesis has a supplementary role on the main quantitative research part and is represented by Chapter Six of the thesis. As seen in Table 7.1, the qualitative research partly answers the first and sixth objectives of the thesis.

The qualitative research indicated that culture is an important element of motivation for young tourists while they travel. However, what is significant is that the level of importance that young visitors attach to culture differs from case to case. Therefore, there are tourists that could be considered as specific cultural tourists that visit cultural destinations because of their

intensive interest in culture, while there are tourists that could be considered general cultural tourists that want to combine recreation with visiting cultural destinations and, thus, culture is not the most important motive for travelling (according to the typology of cultural tourists of Therkelsen, 2003).

Another finding from the qualitative research is that the respondents that were influenced by their parents to travel to cultural destinations had a great interest in culture while travelling, while they mentioned that they followed the 'steps' of their parents concerning their travel experiences towards cultural heritage places. Concerning Delphi, qualitative research revealed that the site itself is the strongest point for young visitors while issues concerning the interpretation methods used for presenting information about the monuments and parking facilities are those elements that need to be improved. A summary of the main findings that answer each research objective and question is presented on Table 7.2.

**Table 7.2: Summary of findings**

<b>Objective/Question/Summary of findings</b>
<p><b>1. To identify the role of culture in the overall travel experience of young tourists</b></p> <p><b>-What is the travel experience of the respondents?</b>            Culture plays an important role for the travel experience of the respondents, while people visited Delphi mostly for seeing the heritage site and its monuments and seek to increase their knowledge about the destination. The respondents that were influenced by their parents for travelling to cultural destinations had a great interest for culture while travelling while they mentioned that they followed the 'steps' of their parents concerning their travel experiences towards cultural heritage places.</p> <p><b>- What is the role of culture in the overall travel experience of the respondents?</b>            Young people stated that almost agree that culture is the strongest motive for travelling (3.82 out of 5). However, what is significant is that the level of importance that young visitors attach to culture differs from case to case.</p>
<p><b>2. To examine the perceived importance of the major cultural tourism destination to young tourists</b></p> <p><b>- Which attributes do visitors rate as most important?</b>            Most important attributes: maintenance of the attractions, beauty of scenery and landscape, cleanliness of the area, learning more about site's past, seeing old building and monuments, learning about Greek history and quality of museums/interpretation centres. Least important attributes are shopping facilities, entertainment activities, parking, timetables and transport services to/from the site.</p>

**Source:** author's fieldwork

**Table 7.2: Summary of findings (cont.)**

<b>3. To explore / investigate the perceived (levels of) satisfaction among young tourists visiting a major cultural destination (Delphi)</b>
<b>- What is the overall satisfaction gained from visiting the cultural destination?</b>
Young people stayed overall satisfied from the site of Delphi (4.32 out of 5).
<b>- Which (satisfaction) attributes do visitors rate as important?</b>
Beauty of scenery and landscape, seeing old buildings and monuments, visiting a place of major fame, experiencing a different environment and the peacefulness and calmness of the place were the attributes that respondents stayed the most satisfied with. Shopping facilities, entertainment activities and educational activities were the attributes with the lowest scores of satisfaction.
<b>4. To measure and explain the gap between the perceived importance and the proportional perceived satisfaction levels among young visitors, of the mentioned attributes of cultural tourism destination</b>
<b>- What is the gap between the perceived importance and the proportional perceived satisfaction levels among young tourists (concerning the attributes)?</b>
Attributes with positive perceived satisfaction, were timetables, cultural place of major fame, shopping facilities, well promoted site and accessibility to/from the site. On the other hand, attributes with negative perceived satisfaction were information centres, helpfulness of the staff and educational activities.
<b>5. To investigate whether there are differences in importance and satisfaction and young people's profile</b>
<b>- What are the demographic characteristics of the sample?</b>
People between 15 to 20 and 26 to 30 years old, French, Greeks, Americans and Italians of all educational levels with school diploma holders to exceed. Full-time employees and school/university students were their occupational status and were almost of all the income levels with low to moderate income (29,999€ and below) to come first.
<b>- What are the travel characteristics of the sample?</b>
The majority travelled with family or with group, arranged their trip independently, planning it from a diversity of chronological periods (from last minute till six months and more), arriving at Delphi by car in order to see the heritage site and the museum. Travel guidebooks and history books were the greatest sources of information while the majority visited the site as part of their main holiday (64.2%). Most of the respondents (27.6%) stayed overnight from 1 to 5 nights mostly in hotel and campsite, while a significant percentage (26.7%) visited Delphi for one day trip. Visitors to Delphi travelled for almost two hours in order to arrive at the destination and their visit duration lasted almost three hours. The average spent in the site (including tickets) was 16.05€ (£11.24).
<b>- What are the associations between young tourists' importance of culture &amp; their demographic &amp; travel characteristics?</b>
Respondents that are between 15 to 20 years old indicate that culture is not so important for them, while respondents of older ages (from 26 to 30 years old) find culture as the strongest motive for travelling. This illustrates an increasing interest for culture while young tourists growing older. Moreover, high school students are the least aware concerning culture as the greatest motivation when they travel, indicating also that younger tourists tend to seek other features rather than culture in their trips. Volunteers and part-time employees appear to appreciate culture the most, while full-time employees and higher education students indicate a moderate to high interest for culture. Finally those tourists that travelled alone to Delphi, consider culture as the strongest motive for travelling, underlining their focused interest towards the cultural element.
<b>- What are the associations between young tourists' overall satisfaction &amp; their demographic &amp; travel characteristics?</b>
Young tourists with low income (from 5,000€ to 9,999€) have the lowest overall satisfaction from the archaeological site of Delphi while visitors with income levels between 20,000€ to 29,999€, were the most satisfied from Delphi. Couples tend to be the most satisfied from Delphi while visitors that visited the site alone and visitors that were members of a family or a group follow. Lastly, young tourists that arrived at Delphi with friends and relatives indicated the lowest satisfaction levels overall. Tourists that arrived at Delphi for seeing the site, monuments and exhibits were the most satisfied overall. On the other hand young tourists that argued that their visit to Delphi was done in order to accompany their friends were the least satisfied overall from it.
<b>- What are the associations between the importance of culture for young visitors &amp; their overall satisfaction from Delphi?</b>
Positive association: the most satisfied respondents are those that consider culture as the strongest motivation for travelling. However it was found out that this positive association is existent but not very strong.
<b>- Are there indefinable market segments within the youth tourism market to the cultural tourism destination (Delphi)?</b>
Three clusters: 'The Greeks', 'The Americans and others' and 'The French'
<b>- What are the associations between the importance of culture for young visitors and the subgroups' characteristics?</b>
'The Greeks': moderate level of importance and low level of satisfaction, 'The Americans and others': low level of importance and moderate level of satisfaction', 'The French': high level of importance and satisfaction. However, no significant differences between the three clusters.

Source: author's fieldwork

**Table 7.2: Summary of findings (cont.)**

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**6. To investigate strengths and weaknesses of a major cultural destination (Delphi) in order to be taken into consideration by the future development of tourism**

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**- What are the strengths & the weaknesses of the cultural destination, according to youth visitors' perceived satisfaction from the specific destination's attributes?**

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The fame and promotion of the site, shopping facilities and its operation are the strongest points of Delphi while staff politeness and ways of information towards the visitors the weakest points. Qualitative research revealed that the site itself and its popularity are the strongest points for young visitors while the weakest were the lack of adequate explanation of the monuments and the exhibits and the limited parking spaces. Three factors of attributes have to be considered: Factor 1: Place and Experience, formed almost exclusively by satisfaction attributes; Factor 2: Amenities and Quality, formed exclusively by importance attributes; Factor 3: Facilities and Operation: formed exclusively by satisfaction attributes.

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**- According to the degree of the segment's perceived satisfaction levels, which attributes must be improved & which must be maintained?**

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Issues concerning the interpretation methods used for presenting information about the monuments and parking facilities are those elements that need to be improved. Those items concerning the place and the experience that someone can have on a cultural site are the most crucial to be taken in account. Young tourists demand quality and amenities from the cultural sites. There is need for improvements in facilities and operation of Delphi in order to be more attractive to potential young tourists. In general attributes concerning the site itself must be maintained while attributes concerning quality issues and man-made interventions have to be improved.

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**Source:** author's fieldwork

## **7.2.2 Implications**

The above findings were derived for both quantitative and qualitative analysis and aimed to answer the main questions and objectives of the research in order to explain what are the perception, importance and satisfaction levels that young tourists attach to a major cultural destination, Delphi. From the findings two categories of information are derived; the first category concerns the young tourists' behaviour towards culture and the second category the young tourists' behaviour towards the archaeological site of Delphi.

Concerning young tourists' perceptions towards culture and cultural sites the general conclusion is that young visitors argued that culture is one of the most important motives for travelling. Therefore, they are a mature segment with certain needs and wants, and not accidental or incidental cultural tourists that

happened to be on the site (typologies of McKercher and du Cros, 2002 and Silberberg, 1995). This indicates the need for further study of young tourists towards culture and cultural destinations, since as was found in the literature, they are one of the most significant markets in the global tourism industry (Scottish Executive et al, 2001) (see section 2.4 in Chapter Two). Furthermore, the specific characteristics of young cultural tourists in combination with the fact that they are the tourists of the future, requires further study of their behaviour. The particular segment, as it is derived from this study, is highly sensitised about culture while it pays attention to knowledge enrichment and experience orientation.

Those young tourists that were influenced by their parents for visiting cultural sites indicated that this influence was great and that they will teach their children to travel to cultural destinations and learn about other cultures and civilisations. This positive association is crucial because, in a long term period, the cultural tourism industry will grow; today tourists that develop certain behaviour towards culture as a motive for travelling will educate their own children, in some years, to visit destinations characterised by cultural elements, as well. Furthermore, this process will be dynamic and will constantly be developed through the pass of the years.

Specifically, attributes that are related to the cultural site itself such as landscape, attractions, monuments, and history, as well as attributes that concern the experience that someone can gain on the site, are the most significant for young visitors. This indicates the significance of learning and

experiencing through visiting cultural and heritage destinations. Therefore, attention should be focused on the unique experience that young visitors can have on a cultural destination.

Someone could imagine that attributes like shopping and entertainment would be important for tourists of young ages. However, it appeared that they were less important than issues concerning education, learning and quality that would probably be of interest to more mature or older tourists/visitors. That means that young tourists are a mature segment and need to be treated equally with grown tourists and not be underestimated (Misiura, 2006). Moreover, the study found that there is a positive analogy between the accession to manhood and interest in culture while travelling; young people of older age groups showed more interest in culture than people of younger age groups. This indicates the dynamic character of young tourists' behaviour. The process of learning and gaining interest and knowledge of cultural issues during the travels of young people is dynamic and increasing.

Concerning young tourists' satisfaction with the archaeological site of Delphi, visitors stayed fairly satisfied overall indicating that Delphi covers the wants of young tourists as a cultural destination, generally. That means that the archaeological site of Delphi is a holistic destination that provides, besides the innumerable cultural resources and monuments, an appropriate framework in order for tourists needs to be covered.

Attributes concerning the landscape of the site, the place itself, and its monuments and history were the strongest points in terms of satisfaction. Considering that these are attributes that are considered important by young tourists in general, Delphi in terms of cultural heritage is a destination that can satisfy young visitors' needs for knowledge and experiencing something new. Besides, the study indicated a positive association between satisfaction and travelling to cultural destinations for seeing the site, the monuments and the exhibits. Therefore, the fact that Delphi gave positive satisfaction is obvious.

The fact that people that had moderate to high income levels are more satisfied with Delphi is positive. Cultural tourists that tend to have relatively high income levels tend to spend more on cultural sites (ATLAS, 1997; Fraser, 2001). Even though the analysis did not find any significant associations between the money spent in the site and the overall satisfaction, it could be argued that satisfied people with moderate to high income levels are likely to spend more money on souvenirs and crafts and stay more in the site (increasing in this way the consumption of food and beverages). Besides, heritage tourists have a relatively high per person expenditure (Smith, 2003); a satisfied heritage tourist with high income levels will stay and spend more on the cultural heritage site.

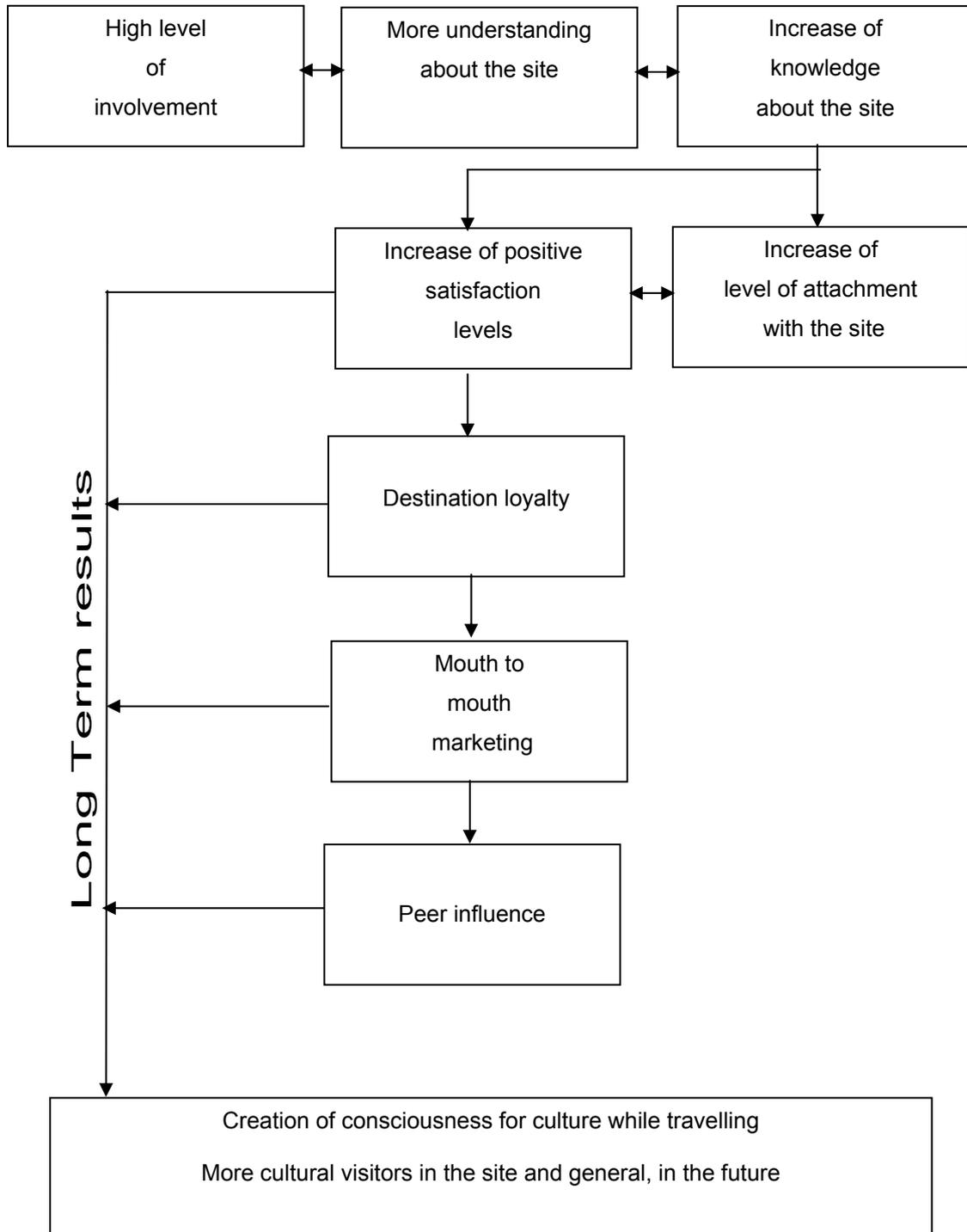
On the other hand, attributes related to amenities and facilities were the weakest in terms of satisfaction levels indicating the need for improvement in these aspects. That young tourists stayed less satisfied with man-made characteristics, that were created by the tourism industry and not with

attributes that dealt with the site itself, the area and the monuments, is positive; there are many margins for improvement in these areas.

From the importance-satisfaction analysis, measuring the gap between the perceived importance and the proportional perceived satisfaction levels of the 33 tested attributes, positive satisfaction was raised by organisational issues (such as the timetables and accessibility to and from the site), as well as issues concerning fame and promotion. Negative satisfaction was related mostly to quality issues (such as politeness of the staff or provision of information) and educational activities. Therefore, issues concerning quality have to be taken into consideration and improved. Issues concerning the site itself, the fame, popularity, and its organisation have to be maintained or enhanced in order for Delphi to be more attractive to young visitors, to increase their levels of satisfaction and, consequently their overall number.

From the above it can be concluded that young people are important to the field of cultural tourism and an understanding of their behaviour is vital. Therefore, the analysis of their perception, importance and satisfaction levels give insights into how they act while travelling in cultural destinations, what their needs and wants are, and how serious they are as a specific tourist market for cultural destinations. From the survey, it was derived that the greatest involvement the visitors have with the site (i.e. translation of the ancient writings, interpretation methods, educational activities), the greatest understanding they have about it, its history and its meaning (Figure 7.1).

**Figure 7.1: Level of involvement and results**



**Source:** author's fieldwork

A better understanding of the cultural destination satisfies their increased need for knowledge and makes them have a deeper experience in the destination covering the basic and most important needs/reasons for visiting: to see the site itself and the monuments in it, to learn about the history of the place and its past and to experience a different environment.

This, in continuance, would increase the level of knowledge about the site - a significant need as it was found in the study - since better interpretation and explanation methods using a friendly way of communication would deliver more information in the same period of time (duration of the visit) to young tourists/visitors. Knowing more about the site, its history and value, possibly would increase: the interest for the destination and in expansion the level of attachment with it (qualitative research revealed insights about Greece as the birth place of concepts like democracy, mythology and philosophy), and/or; the level of the positive perceived satisfaction from the cultural site in general.

As stated earlier in Chapter Two (section 2.5.3 concerning customer satisfaction), positive satisfaction can lead to destination loyalty, mouth to mouth marketing (word of mouth marketing) and peer influence. Considering that the role of peers' influence in young ages is very important for choosing a destination, and also that the role of mouth to mouth marketing is present in these ages, as mentioned earlier in the literature review (see section 2.4.3), gaining positive levels of satisfaction from cultural destinations is a crucial matter for the future of the destination and for its further development.

Among other consequences, these long term results can create future consciousness for more cultural oriented travels and for an increasing interest in culture, in general. Since young tourists understand and realise the cultural destination they visit, their awareness towards culture increases. Therefore, given that one of their motives for travelling is culture and the need to learn more about it, it is likely that they will develop an interest for culture in general.

Considering that many destinations that possess cultural deposits are not developed appropriately, in terms of cultural tourism, and that mass tourism in countries like Greece is a common phenomenon which reflects the monoculture in the sector, bringing more markets with potential (like young tourists) to more diversified tourist products that make use of the cultural resources (that are innumerable in the case of Greece), will be a panacea for the holistic tourist development. In parallel, it will positively change the tourist motif of the country generating more income to cultural destinations like Delphi and the surrounding areas.

Finally, at the micro level these long term results will establish a stable market with specific characteristics: young tourists. Delphi is a popular and famous place around the world. Its popularity is its main promotion. The myth around it can bring more tourists of young ages that seek adventure and learn new cultures and experiences. These tourists will be the tourists of the future that in their turn will bring their children to the eternal site of Delphi and will teach them to visit cultural destinations. For this reason, young people are valuable

not only for the site itself but also for all other cultural heritage sites of, at least, the classical era.

### 7.2.3 Marketing management issues

Considering the above findings, the management of Delphi should follow a series of measures for the more efficient targeting of young tourists:

- **Place:** from the factor analysis the uniqueness of the place is the most important component according to the sample's perceptions of culture. Each cultural destination has its own identity and can be a place of authenticity that can offer new experiences to the visitors. Bearing in mind that the archaeological site of Delphi carries centuries of history and glory and that the youth market, in general, seeks new experiences while travelling, emphasising the place itself is the best strategy for the management of the site. Moreover, issues concerning the amenities and the quality of the site as well as, issues concerning the operation of the place and the surrounding area of the site, should be taken into consideration, since they can act as extra characteristics for the improvement of the cultural site. After all, young visitors pay attention to them, especially to issues that have to do with trained staff and information centres on the site. Therefore, a complete cultural destination should be an amalgam of the asset itself and the appropriate management of the amenities that make or transform this asset into a cultural tourist attraction.

Nevertheless, the site of Delphi would not be so famous and popular if the accessibility to it was difficult or nonexistent, or if there was not any amenities that could satisfy visitors' needs. As was concluded in the study, young visitors are a demanding market, and in the case of Delphi they, even if they are satisfied, still demand a better information system for the site, better guidelines, more improved facilities and amenities in a secure and safe place.

Considering the mass character tourism has in Greece, a policy more oriented to the use of the uncountable cultural resources that the land possesses will be a panacea for its future tourism development. The study derived aspects useful for the Hellenic tourist policy. Young tourists or future grown tourists are also interested in other models of tourist development, that in expansion are more sustainable to the destination, rather than only the sea, sand and sun model. The better use, development and promotion of the resources will bring more sensitised tourists to the destination, will vitalise mountainous and distant areas that are not characterised by mass tourism's characteristics but have significant cultural wealth, that could attract visitors and generate income in the surrounding areas, and would create new and more sustainable forms of tourist development.

Emphasis on the quality of the infrastructure and the appropriate and competent infrastructures according to high standards would increase visitation to cultural destinations in Greece. Greek tourist policy has to take

that into consideration. In general, quality issues are the Achilles' heel of the Hellenic tourist product (ITEP, 2001). This is also indicated by young tourists. A campaign for the improvement of the infrastructures in the mostly archaeological, but also in other cultural sites in Greece, would attract more visitors and, of course, young tourists. Furthermore, quality issues include the proper training of staff in cultural heritage destinations, in order to provide adequate and complete information about the site and its exhibits. The study indicated that by using more skilled staff in the cultural sites, more knowledge is channelled to young visitors and therefore better satisfaction levels are achieved.

- **People:** Cluster Analysis derived three groups of young visitors that visited Delphi during the period that the study was conducted in, according to their profile. The subgroups of the sample indicated certain demographic and travel characteristics. Therefore, the management of the site should focus mostly on Greeks, French and American and other visitors from an age range from 18 to 27 years old. Moreover, it should target people that tend to stay in the surrounding hotels and campsites of the area that travel independently or in a group, and visit Delphi even for a short break or for part of their main holiday. As mentioned, culture is one of the most important elements for young people while they travel. The management should focus on the knowledge and experience criteria while targeting cultural young visitors. Finally, the respondents appeared to be fairly satisfied with the archaeological site of Delphi, explaining the continuance visitation and, to a degree, the high numbers of visits and the low

seasonality indicator of the particular cultural destination (many visitors throughout the year). However, margins for improvement always exist. The management of the site should focus both on those visitors that have high satisfaction mean scores, in order to maintain and keep them satisfied, and on those visitors that have low satisfaction mean scores, in order to increase their satisfaction towards the particular cultural destination.

Even though the study sketches the profile of young tourists from only one major heritage cultural destination, it gives insights into how Greek cultural policy should act. The most important conclusion, in terms of people, is that young visitors are a demanding market and have specific characteristics. The Greek policy should research more in cultural sites about the profile of the visitors in order to find out where, how and to whom it should focus its promotional campaigns concerning cultural destinations. Existent tourists are valuable because they are stable markets and bring given revenues annually. However, new markets have potentials, thus marketing research should be an essential tool of cultural policy either in micro level, as far as each cultural destination's management is concerned, or in macro level for a national cultural tourist planning.

- **Promotion:** The promotion campaign of Delphi should focus mostly on the site itself and then on the surrounding area. Since the site is so popular and famous around the world it could be a top cultural destination not only of Greece but also of Southern Europe. Since visitors travel both

independently and on organised trips, the promotional campaign should be done in both travel agents and by other means, mostly guidebooks and the Internet (WWW). The campaign should focus on the discovery of new experiences, new cultures and new civilisations for the international visitors, while for Greek visitors it should point out their routes, their identity and why it is important for a Greek to know more about his/her own history and culture. Finally, since the segments are young visitors, campaigns in schools and universities pointing out the educational dimension of the visit could 'tempt' and raise the curiosity of students to visit the archaeological destination of Delphi.

On a more extended level, Hellenic tourist policy should include the cultural element more in its promotional campaign. Since cultural resources are plentiful in a country with such a long history, like Greece, a better promotion of them, not as part of the whole tourist product, but also as a unique tourist element, should be necessary for the balanced tourist development of the country.

- **Price:** Even though price was not one of the most important characteristics that could influence the perceptions of young visitors, reductions in the price could attract more visitors. However, as mentioned before, for this segment, there are free entrance tickets for students, therefore price could not be considered as one of the most determinant factors for visiting Delphi or for influencing the youths' satisfaction levels.

These steps are only an initial stage of a marketing strategy that should aim at short and long term results. Other aspects that the management should consider are the internal (between the various cultural sites) competition, the competition between various forms of tourism in Greece (cultural tourism or mass tourism, or both?) and the competition between similar destinations in other countries (Turkey, Egypt, Italy, etc.).

### **7.3 Contribution of the thesis**

The thesis aimed to give answers to the main purpose of the study: to find the perceptions of young people towards culture while travelling. One of the main findings that contribute to the enrichment of the tourist literature is that indeed culture is one of the most important motives for travelling for young people. This finding justifies the suggestion of the Scottish Executive et al (2002) mentioned in the literature review that cultural tourism is not a 'product' addressed mainly to adult tourists and that more effort has to be made to research this demanding market. Through this study, culture was one of the most important motives for travelling for young people – in some cases the most important. Without a doubt, young people are interested in the cultural element during their travel experience. Consequently their significance for the cultural tourism industry must not be underestimated and better attention to their attitudes and behaviour towards culture is crucial for developing cultural tourism (especially where other models of tourism such as mass tourism rule).

Furthermore, through this study significant differences among young people were found, justifying this way the argument of Carr (1998) that the young population is not homogenous and that disparities are existent and must be highlighted. Therefore, even if the young population follow unique tourism and travel patterns (Tourism Consortium of Canada, 2004; Kale et al, 1987), this thesis found out significant differences towards the importance of culture as the respondents grow older; people of younger ages are not so keen on the cultural element as people of older ages (above 25 years old). People show more interest in culture while growing older. Furthermore, it was found that high school students pay less attention to culture while travelling than high school students and full-time employees. This also agrees with the typology of the Youth Tourism Consortium of Canada (2004) that states that younger people and school students usually belong to a group and participate less in travel decisions (in this case travelling to cultural destinations), than independent youth travellers who belong to older age groups, and are students or previous students, and decide where to travel with more autonomy. Other differences among the studied sample of 15 to 35 years old, include the satisfaction of the respondents that differ according to their income levels, their travel party and the reasons for visiting Delphi. Therefore, differences among the youth population are existent and even if they can be treated as a unique population according to certain patterns, they must be researched and highlighted.

Additionally, the fact that the Cluster Analysis derived three separate clusters/groups of people with certain characteristics in each of them, in terms

of demographic and travel profile, underlines the fact that there are distinct types of young cultural tourists. From this finding, it can be indicated that even if a typology has a shallow and descriptive character (Sharpley, 1994), in fact it gives information about the tourist behaviour and demand in a place (in this case the cultural site of Delphi).

Another finding that gives insights to the tourist literature is that those young people that consider culture as one of the strongest motives for travelling indicate positive satisfaction levels. That means that people that travel with the purpose of experiencing the cultural component, have an experience that leads to positive satisfaction levels. According to the typology of McKercer and du Cros (2002), these people are purposeful tourists. The explanation that this finding gives in this particular case is that this group of people is an important market because it comprehends culture better and tends to stay satisfied with the destination, having a deeper experience than other types of visitors. As mentioned in the literature, a satisfied customer is important because his/her satisfaction leads to repeat purchases and loyalty (Simintiras et al, 1997; Tsartas, 1996). Therefore, attention has to be paid to people that consider culture as a strong factor for travelling.

The fact that young people in cultural places are a demanding market that pays special attention to certain characteristics/attributes such as quality and amenities highlights the need for them to be considered as important as grown tourists. Therefore, this finding reinforces the statement of Misiura (2006) that highlights that young tourists must not be underestimated and that

they have equal 'power' with adult tourists, developing their own independent behaviour. Besides, in the literature review it was stated that young people tend to develop mature behaviour at younger ages than their ancestors did some decades ago, mostly because of their access to technology and internet (Sefton-Green, 2004). This is another reason to treat this specific segment as a unique market and to try to understand more holistically their behavioural distinctive characteristics in cultural destinations.

Furthermore, given that people are so demanding at this early stage of their life, while they develop a dynamic behaviour with special needs and wants, they should be researched more carefully because they are tomorrow's adult tourists. Moreover, since it was found from the qualitative research that those young people that were influenced to travel to cultural destinations by their parents will 'push' their own children towards culture in the future, this indicates the necessity for understanding the youth market more in cultural destinations. As stated earlier, the more involved young people are in the cultural element, the more deeply experience will be gained in the cultural destination, the more knowledge will be obtained and hence the deeper consciousness towards culture will develop in the future when he/she is an adult with family and children.

The above statements indicate that young people are a powerful market with great potential for the development of cultural tourism in the future. Given their significance and from a marketing perspective, in order for cultural sites to attract more young people (and potential adult tourists after some years)

attention has to be paid to a series of points. Therefore, attributes related to the experience that someone can have in a cultural destination and the knowledge that can be gained in it must be the central focus of the heritage management. However, a cultural site must also provide information in many languages (for the case of international visitors), must be educational and have various facilities for the convenience of the visitors. Last but not least, aspects related to amenities and quality such as safety and trained staff that can give the necessary information and guidance must be included in a marketing plan for a cultural destination. As mentioned earlier, the process of learning and experiencing something new is one of the most important motives for travelling for young tourists, therefore these needs have to be met.

Even if the interest for studying young people is growing (Roberts, 2003), not a great deal has been written concerning their actual behaviour and perceptions in cultural destinations (Scottish Executive et al, 2002). This thesis tried to give an explanation concerning the young tourists' perceptions of culture and cultural destinations, giving findings both useful for academia and practice. Nevertheless, the common conclusion is that either for academic purposes or for practical reasons, young people are a significant market with specific characteristics, needs and wants that develop, and will develop in later years, a dynamic behaviour.

The major contribution of this thesis is that it studies a specific group of people (young tourists) at a cultural heritage destination giving research effort to understanding the youth market and ignoring the stereotypical perception

that cultural tourism is the preserve of older people (Fraser, 2001). The findings of the thesis highlighted that young people are important consumers of culture and develop certain travel behaviour in cultural destinations.

#### **7.4 Limitations of the study**

As carefully as someone may design a piece of research, limitations always appear. For this piece of research, the following limitations existed. These limitations are related to four main categories: research design, methodological, literature and policy limitations.

##### **7.4.1 Research design limitations**

Research design limitations are related to the difficulties that were derived for the obtaining of valid and reliable background data. Concerning Greek tourism, the qualitative and quantitative data were sometimes not existent, adequate or up to date. This is a fact that characterise Greek tourist literature (Moutafi-Galani, 2004) and also affected the current thesis. Furthermore, for issues concerning Greek tourism and the area of Delphi, newspaper articles and material from associations and chambers have been used.

Moreover, the representativeness of the study sample relative to the young tourists in Delphi cannot be determined because of the limited data presently available on visitors to the site (and therefore the estimation of the study

population) and the lack of any data on young tourists in heritage cultural destinations in Greece.

#### **7.4.2 Methodological limitations**

Methodological limitations are related to the setting of the objectives and research questions into practice. Some of the methodological limitations are related to practical issues such as time and cost constraints. Time constraints were the greatest limitations for the researcher. The limited time for the fulfilment of the thesis narrowed the conduct of the research to the specific destination. Therefore, the research that took place in Delphi lasted two months, even if these two months were at peak period in terms of tourist movement. However, concerning the continuing visitation of Delphi all through the year a survey studying young visitors for more than two months would bring more results. Furthermore, cost constraints (transportation, stationery, and other expenses) were also evident during the research and because of these constraints the survey was done in only two months.

Other methodological limitations related to the sample of the study. The small size of sample in only a certain cultural destination, Delphi, was one of them. More people participating in the survey would have given more information concerning young tourists' behaviour. Furthermore, a diversification of the same study applied to other major cultural destinations would enrich the findings. The survey should also be applied to other similar cultural

destinations so that a more holistic image of young visitors to heritage cultural destinations could be sketched. Furthermore, the use of a convenience sample according to the researchers' judgement cannot be considered as the most accurate method. However, there was an absence of personal information for the visitors of Delphi for a probability sample to be used, since the existing statistical information was poor and/or nonexistent.

Limitations concerning the questionnaire were also existent concerning the methodology of the study. As the questionnaires were translated into only four languages, many people that did not speak those languages were not able to fill in the questionnaires. This limitation was more visible during the interviews where the used languages were Greek and English. Moreover, the length of the questionnaire (eight pages) sometimes discouraged visitors from filling them in completely and therefore there were incomplete and invalid questionnaires. Additionally, the 'income' question was problematic for some visitors and they preferred not to complete it. Therefore, lack of information affected the particular question especially at the analysis stage.

Regarding the qualitative research of the study, as mentioned in the methodology of the thesis, it has a supplementary role in the survey while qualitative data supports the findings of the quantitative research. For the qualitative part, however, the weather conditions, the use of only two languages, the lack of participation and the time each interview took to be fulfilled, limited the number of questions. Therefore, more interview questions

with more young tourists would provide more insights concerning the role of culture in their travel behaviour.

Concerning the weather conditions, the summer and the beginning of autumn are difficult periods for approaching people to fill in questionnaires, especially in a country like Greece, and in an archaeological destination like Delphi, where at least two hours were needed in order to be seen and with high temperatures. For this reason, many people did not want to cooperate. Furthermore, many visitors were not so cooperative because they needed to depart from the site either because their daily schedule was too loaded or because they belonged to a group and needed to depart at a specific time. Hence, approaching these visitors was a difficult case.

#### **7.4.3 Literature limitations**

One of the main limitations in this category is related to the theoretical material used for this study; the existence of a plethora of information in relation to the literature of culture and heritage, cultural tourism, young tourists, travel attributes, Greek tourism and policy made the researcher select those parts of the literature carefully to present a theoretical background that explains the situation of young tourists in cultural destinations and cultural tourism in Greece carefully. Therefore, due to the vast amount of information and the limited time for the design and conduction of the research,

parts of the literature concerning the above themes were not included on the literature review of the thesis.

Another research literature limitation is that the topic of the thesis is definite and concrete and not much data concerning the actual behaviour of young tourists in cultural destinations, especially based on academic research, has been written in the past. For this reason, as mentioned above, the researcher combined information from relevant fields (i.e. young tourists' behaviour, cultural tourists' typology, travel attributes etc.) in order to provide the appropriate literature framework for the study.

The above limitations also created the limitation for the linkage of the main findings of the study with the theoretical framework and the review of the literature. Therefore, difficulties to connect the findings of both quantitative and qualitative research with the theory were existent. Furthermore, due to the above reasons and to the uniqueness of Delphi as a case study, destination and the study of young visitors in cultural destinations, there was also difficulty in linking the particular study with other studies in heritage tourism places and with the specific segment.

#### **7.4.4 Policy limitations**

Policy limitations have to do with linkages to policy and policy failures. Even if the researcher had access to the archaeological site of Delphi in order to

conduct the research for the specific period of time, there was no other access to secondary material that would help and facilitate the conduct of the study. Because of this, there was limited help from the policy side for conducting the current study.

However, despite all the above limitations, the survey was conducted successfully and derived useful data. The research studied the role of young visitors to cultural destinations, and the appreciation of their value in the global tourism industry. As potential older tourists, this unique segment with its specific characteristics, needs, and wants will promote cultural tourism as one of the most significant forms of sustainable tourism development.

### **7.5 Implications for future research**

The study tried to give answers to the main objectives concerning the perceptions of young tourists towards cultural destinations, focussing on the archaeological site of Delphi. Through the findings and the review of the literature, a series of other aspects that should be studied closely for a more holistic representation of the behaviour of young tourists towards culture and cultural destinations were derived.

Initially, the study attempted to illustrate the perceptions of young tourists towards culture and cultural destinations, through the measurement of importance and satisfaction levels. Even though importance-satisfaction

analysis was more than adequate and provided useful feedback concerning the actual behaviour of young tourists, other types of analysis would give more results. Therefore, the use of other analysis' techniques would be an implication for future research. Moreover, more post-hoc tests would reflect better and in more detail the perceptions of young people towards cultural destinations.

As seen in the current study, young people from many nationalities visited Delphi during the specific period of time. A study in more languages would increase the possibility for more results. Furthermore, the study took place during the peak-period in terms of visitation (August and September). An attempt to research young people's behaviour towards culture but during another period of time (like the off-peak period) would probably give other results and would differentiate young visitors from the peak period with young visitors from the off-peak period, as far as their behaviour in cultural destinations is concerned.

Furthermore, a study of young people's behaviour towards culture and cultural destinations based on more qualitative research would give more in depth information about the role of culture in their travel experience. Therefore, a better identification of the youth market as tourists and consumers of cultural elements would be managed.

Moreover, an implication could be the study of young tourists in more than one cultural destination. Delphi is only one destination among other cultural

destinations of importance and greatness that attract thousands of tourists annually. A comparison between people in different cultural destinations would explain the behaviour of young people better. Moreover, a comparison of many cultural destinations would give more results concerning young people's profile and behaviour in places where tourism has been developed to a different degree. Probably cultural destinations that are located in urban centres, like the Acropolis in Athens or mass destinations like Lindos in Rhodes, would attract different types of young people, possibly with different types of behaviour towards the element of culture, compared to the visitors of Delphi.

Specifically, especially for the case of Greece and similar countries that combine natural and cultural resources and develop both mass and cultural tourism, a study of young mass tourists and young cultural tourists' behaviour would be valuable for the tourist literature. The comparison of these markets would give information on the one hand from a sociological point of view, in order to find out how these people of common ages behave in different environments. From a marketing point of view, what the similarities and differences are could be discovered, in order for the tourist policy of these destinations to focus.

An additional level of comparison is between cultural destinations that are in Greece and other cultural destinations in other countries, especially with similar characteristics but different tourist policy (like other countries of the Mediterranean where there is a different policy about the cultural element for

tourist purposes). This comparison would highlight any differences in the tourists behaviour concerning culture not only towards the cultural sites themselves but also towards other issues related to tourist development in the areas that, as derived in the current study, play a significant role for young people (such as quality and amenities). This would give feedback for comparisons between the destinations at a national and international level. What was derived from the survey is the fact that there is an urgent need to study young cultural visitors. Therefore, the use of more case studies would give more holistic results concerning the image of young tourists in cultural destinations.

One more aspect that should be studied is the examination of young tourists' perceptions and behaviour towards culture, but not in cultural destinations as was the case of this study. The particular survey examined the perceptions of young tourists that were already visitors to a certain major cultural destination. It would be useful for the extension of this examination of non-cultural young tourists or the examination of young tourists' behaviour towards culture in a non-cultural destination. This would provide feedback concerning the similarities and differences between cultural and non-cultural young tourists and visitors.

All these implications lead to one main conclusion, namely: the study of young tourists from any field and aspect is essential. The analysis in this thesis demonstrates that Greek cultural policy must be geared more towards young persons' needs because young people represent a vital market. Not only will it

be possible to accrue more value by managing a precious, cultural resource more carefully in the present, but also today's visitor will be more likely to return in the future.

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## APPENDICES

### Appendix 1 – Questionnaire



**School of Business and Economics**  
**Department of Management**  
**Centre for Tourism Studies**

#### Survey of young visitors at the archaeological site of Delphi

Good morning / good afternoon, my name is Nikolaos Boukas and I am a PhD student in Tourism, at the University of Exeter in Southwest England. I am conducting a survey concerning young persons at archaeological sites. Its purpose is to explore what young people think about major cultural heritage destinations, in this case Delphi. Would you mind answering a few questions? It will take less than ten minutes. All information will be confidential. Thank you in advance for your time and cooperation.

#### Section 1: Culture and your trip

1. Have you ever visited a cultural/heritage site, except Delphi the last three years?  
Yes  No  (go to question 3)
2. If yes, how many times have you visited a cultural site in the last three years?
3. How long in advance did you plan to visit Delphi? (Please tick one only)  
Last minute/same day  3 months or less   
Less than 1 week  4 – 6 months   
Less than 1 month  6 months or more
4. Is this your first visit to Delphi? Yes  (go to question 6) No
5. If no, how many times have you visited before?
6. Which of the following best describes your travel party? (Please tick one only)  
Alone  Family/group   
Couple  Friends and relatives
7. Was this part of an organised group? Yes  No
8. How did you arrange your visit to Delphi? (Please tick all that apply)  
Arranged by myself  Component of my package   
Travel agent in my country (outside Greece)  Arranged by my accommodation's management   
Travel agent in Greece  Other (Please specify) \_\_\_\_\_
9. What was the planned duration of your visit to Delphi today?  
 Hour (s) \_\_\_\_\_ Minute(s) \_\_\_\_\_
10. How did you travel to the site today? (Please tick all that apply)  
Car  Tourist coach/bus   
Bus (public transport)  Other (please specify) \_\_\_\_\_

11. How long did it take you to arrive at Delphi from your place of accommodation?

Hour (s) _____	Minute(s) _____
----------------	-----------------

12. How did you find out about Delphi site and museum? (Please tick all that apply)

- |  |   |   |
|--|---|---|
| Friends/relatives <input type="checkbox"/> | TV programme <input type="checkbox"/>       | Newspaper story <input type="checkbox"/>              |
| Radio program <input type="checkbox"/>     | Magazine article <input type="checkbox"/>   | History books <input type="checkbox"/>                |
| Tourist authority <input type="checkbox"/> | Previous knowledge <input type="checkbox"/> | Other (Please specify) _____ <input type="checkbox"/> |
| Travel guidebook <input type="checkbox"/>  | WWW/Internet <input type="checkbox"/>       |   |

13. How much in total did/will you spend while you were at the site today?

€ _____
---------

14. What are the reasons for visiting Delphi? Please tick all that apply.

- |  |   |
|--|---|
| To see the heritage site/museum <input type="checkbox"/> | Part of my tourist package <input type="checkbox"/>   |
| To accompany friends <input type="checkbox"/>            | Educational reasons <input type="checkbox"/>          |
| To accompany family <input type="checkbox"/>             | Short break trip <input type="checkbox"/>             |
| Conference/seminar <input type="checkbox"/>              | Other (Please specify) _____ <input type="checkbox"/> |

15. Would you please rate the reasons for visiting Delphi? (Please circle only one number for each statement)

	Strongly disagree	Disagree	Neither	Agree	Strongly Agree
To see heritage site/museum	1	2	3	4	5
Accompanying friends	1	2	3	4	5
Accompanying family	1	2	3	4	5
For conference/seminar	1	2	3	4	5
Part of my tourist package	1	2	3	4	5
Educational reasons	1	2	3	4	5
Short break	1	2	3	4	5

16. Would you please respond to the following statement?(Please circle only one number)

	Strongly disagree	Disagree	Neither	Agree	Strongly Agree
In general, culture is my most important motive for travelling	1	2	3	4	5

17. Is your visit to Delphi part of your main holiday or a short break?

- |  |                           |
|--|---------------------------|
| Part of my main holiday <input type="checkbox"/> | (If so go to question 18) |
| Short break <input type="checkbox"/>             | (If so go to question 19) |

18. How did you arrange your holiday? (Tick all that apply)

- |   |   |
|---|---|
| Arranged by myself <input type="checkbox"/> | WEB / Internet <input type="checkbox"/>               |
| Bought a package <input type="checkbox"/>   | Other (please specify) _____ <input type="checkbox"/> |
| Travel agent <input type="checkbox"/>       |   |

19. How did you arrange your short break? (Tick all that apply)

- |   |   |
|---|---|
| Arranged by myself <input type="checkbox"/> | WEB / Internet <input type="checkbox"/>               |
| Bought a package <input type="checkbox"/>   | Other (please specify) _____ <input type="checkbox"/> |
| Travel agent <input type="checkbox"/>       |   |

20. What is your main type of accommodation during this trip? (Please tick one only)

- |  |                                |
|--|--------------------------------|
| Own residence <input type="checkbox"/> | Hotel <input type="checkbox"/> |
|--|--------------------------------|

Apartments (apart hotel)

Holiday village

Other (specify) \_\_\_\_\_

Camping

21. How many nights did you spend/are you spending away from home as part of the current trip? (Put 0 if you stay in your own residence)

## Section 2: Features of cultural sites

22. Please rate the following attributes concerning your visit to cultural sites in general. (Please circle only one number for each attribute).

This attribute is...	Unimpor- tant	Fairly Unimpor- tant	Neither	Fairly important	Very important
<b>OPERATIONS &amp; PRICING</b>					
Timetables	1	2	3	4	5
Ticket prices	1	2	3	4	5
Concession tickets / free entrance for special interest groups	1	2	3	4	5
<b>ACCESIBILITY &amp; GUIDANCE</b>					
Accessibility to/from the site	1	2	3	4	5
Accessibility around the site	1	2	3	4	5
Signposting to/from the site	1	2	3	4	5
Transport services to/from the site	1	2	3	4	5
Signage within the site	1	2	3	4	5
<b>AMENITIES</b>					
Parking	1	2	3	4	5
Eating / refreshments area	1	2	3	4	5
Shopping facilities / souvenirs	1	2	3	4	5
Toilets	1	2	3	4	5
Areas for resting in the site	1	2	3	4	5
Information centres	1	2	3	4	5
Educational activities	1	2	3	4	5
Entertainment activities	1	2	3	4	5

### STAFF

Helpfulness of staff	1	2	3	4	5
Tour guides	1	2	3	4	5
Safety and security on the site	1	2	3	4	5

### MAINTENANCE

Cleanliness of the area	1	2	3	4	5
Maintenance of the attractions	1	2	3	4	5

### SITE ATTRACTIONS

Well promoted site	1	2	3	4	5
Cultural place of major fame	1	2	3	4	5
Beauty of scenery and landscape	1	2	3	4	5
Peaceful and calm place	1	2	3	4	5
Variety of exhibits and displays	1	2	3	4	5
Quality of museum / interpretation centre	1	2	3	4	5

### EXPERIENCE

Authentic experience	1	2	3	4	5
Learning more about the site's past	1	2	3	4	5
Learning about Greek history, in general	1	2	3	4	5
Seeing an aspect of the area's heritage	1	2	3	4	5
Seeing old buildings/monuments	1	2	3	4	5
Experiencing a different environment	1	2	3	4	5

## Section 3: Your views about Delphi

23. Please state your level of satisfaction with the following specific attributes of Delphi. (Please circle only one number for each attribute)

Very dissatisfied      Fairly dissatisfied      Neither      Fairly satisfied      Very Satisfied

### OPERATIONS & PRICING

Timetables	1	2	3	4	5
Ticket prices	1	2	3	4	5

Concession tickets / free entrance for special interest groups	1	2	3	4	5
--	---	---	---	---	---

**ACCESIBILITY & GUIDANCE**

Accessibility to/from the site	1	2	3	4	5
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Accessibility around the site	1	2	3	4	5
-------------------------------	---	---	---	---	---

Signposting to/from the site	1	2	3	4	5
------------------------------	---	---	---	---	---

Transport services to/from the site	1	2	3	4	5
-------------------------------------	---	---	---	---	---

Signage within the site	1	2	3	4	5
-------------------------	---	---	---	---	---

**AMENITIES**

Parking	1	2	3	4	5
---------	---	---	---	---	---

Eating / refreshments area	1	2	3	4	5
----------------------------	---	---	---	---	---

Shopping facilities / souvenirs	1	2	3	4	5
---------------------------------	---	---	---	---	---

Toilets	1	2	3	4	5
---------	---	---	---	---	---

	Very dissatisfied	Fairly dissatisfied	Neither	Fairly satisfied	Very Satisfied
--	----------------------	------------------------	---------	---------------------	-------------------

Areas for resting in the site	1	2	3	4	5
-------------------------------	---	---	---	---	---

**Information centres**

	1	2	3	4	5
--	---	---	---	---	---

Educational activities	1	2	3	4	5
------------------------	---	---	---	---	---

Entertainment activities	1	2	3	4	5
--------------------------	---	---	---	---	---

**STAFF**

Helpfulness of staff	1	2	3	4	5
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Tour guides	1	2	3	4	5
-------------	---	---	---	---	---

Safety and security on the site	1	2	3	4	5
---------------------------------	---	---	---	---	---

**MAINTENANCE**

Cleanliness of the area	1	2	3	4	5
-------------------------	---	---	---	---	---

Maintenance of the attractions	1	2	3	4	5
--------------------------------	---	---	---	---	---

**SITE ATTRACTIONS**

Well promoted site	1	2	3	4	5
--------------------	---	---	---	---	---

Cultural place of major fame	1	2	3	4	5
------------------------------	---	---	---	---	---

Beauty of scenery and landscape	1	2	3	4	5
---------------------------------	---	---	---	---	---

Peaceful and calm place	1	2	3	4	5
Variety of exhibits and displays	1	2	3	4	5
Quality of museum / interpretation centre	1	2	3	4	5

**EXPERIENCE**

Authentic experience	1	2	3	4	5
Learning more about the site's past	1	2	3	4	5
Learning about Greek history, in general	1	2	3	4	5
Seeing an aspect of the area's heritage	1	2	3	4	5
Seeing old buildings/monuments	1	2	3	4	5
Experiencing a different environment	1	2	3	4	5

24. Please state the level of the satisfaction with Delphi, overall (Please circle only one number)

	Very dissatisfied	Fairly dissatisfied	Neither	Fairly satisfied	Very Satisfied
Overall satisfaction	1	2	3	4	5

**Section 4: Some questions about you**

25. What is your gender? Male  Female

26. What is your age?

27. What is your country of origin?

- |                                  |                                  |   |
|----------------------------------|----------------------------------|---|
| Greece <input type="checkbox"/>  | Italy <input type="checkbox"/>   | Luxembourg <input type="checkbox"/>             |
| France <input type="checkbox"/>  | Germany <input type="checkbox"/> | Netherlands <input type="checkbox"/>            |
| USA <input type="checkbox"/>     | Spain <input type="checkbox"/>   | Other (please specify) <input type="checkbox"/> |
| Belgium <input type="checkbox"/> | U.K. <input type="checkbox"/>    | <hr style="width: 150px; margin-left: 0;"/>     |

28. What is your highest qualification? (Please tick one only)

- School diploma
- Bachelor degree
- Master degree
- Doctorate (PhD)
- Other (please specify)
-

29. What is your current occupational? (Please tick all that apply)

- High school student
  - Higher education student
  - Unemployed seeking job
  - Unemployed not seeking job
  - Full time employee
  - Full time homemaker
  - One or more part time jobs
  - Volunteer
  - Other (please specify)
- 

30. What is your approximate total household income? (Please tick one only)

<u>Under</u>		5,000 €	<input type="checkbox"/>
		6,385.15 US \$	
		3,463.94 GB £	
5,000 €	-	9,999 €	<input type="checkbox"/>
6,385.15 US \$	-	12,769.60 US \$	
3,463.94 GB £	-	6,927.24 GB £	
10,000 €	-	19,999 €	<input type="checkbox"/>
12,771.44 US \$	-	25,541.79 US \$	
6,930.74 GB £	-	3,861.60 GB £	
20,000	-	29,999 €	<input type="checkbox"/>
25,554.36 US \$	-	38,332.23 US \$	
13,864.31 GB £	-	20,795.77 GB £	
30,000 €	-	39,999 €	<input type="checkbox"/>
38,332.73 US \$	-	51,110.39 US \$	
20,799.53 GB £	-	27,732.75 GB £	
40,000 €	-	49,999 €	<input type="checkbox"/>
51,111.94 US \$	-	63,896.88 US \$	
27,733.59 GB £	-	34,670.76 GB £	
50,000 €	-	59,999 €	<input type="checkbox"/>
63,934.12 US \$	-	76,751.47 US \$	
34,675.43 GB £	-	41,624.19 GB £	
		60,000 €	<input type="checkbox"/>
<u>More than</u>		76,759.11 US \$	
		41,619.47 GB £	

31. In case that it is needed, would you be able to be contacted in the future for further research? All the information will remain strictly confidential.

Yes  (go to question 32) No

Contact details:

Name _____
Address _____

If found please return to Nikolaos Boukas, Department of Management,  
School of Business and Economics, University of Exeter,  
Streatham Court, Rennes Drive, Exeter, Devon. EX4 4RJ  
(t) +44-1392-262548 (e) [nb244@exeter.ac.uk](mailto:nb244@exeter.ac.uk)

DATE: \_\_\_\_\_

## Appendix 2 – Interview Questions

1. Where are you from?
2. How old are you?
3. How many cultural destinations did you visit the last three years, including this trip as well? Which were they?
4. How did you arrange your visit to Delphi?
5. How did you find about Delphi?
6. What is your travel party?
7. What is your highest qualification?
8. Do you work? What is your occupational status?
9. How much did you know about the archaeological site of Delphi?
10. Did you have any influence for visiting Delphi? Could you please describe?
11. What are the main reasons for visiting Delphi? Which of them do you think that are the most important to you?
12. Could you please describe what the role of culture is during your travel in general?
13. Could you please explain how important is visiting cultural places for you? Why?
14. Does your family travel to cultural destinations in general? Do you think that it could influence you visiting cultural destinations?
15. In your opinion, what was the strongest and weakest characteristic of Delphi? Could you please explain?
16. What do you think that should be change in Delphi site, in order to be more attractive for people of your age?

## Appendix 3 – Univariate & Bivariate Analysis

### *Importance for culture and demographic characteristics*

**Table A.3.1 Importance of culture and gender**

Gender	N	Mean Rank	Z	Sig. value
Males	155	168.54	-0.88	0.37
Females	191	177.53		
<b>Total</b>	<b>346</b>			

Source: Author's fieldwork

**Table A.3.2 Importance of culture and age**

Age	N	Mean Rank	X <sup>2</sup>	df (x categ. – 1)	Sig. value
15 - 20 years old	140	152.78	11.61	3	0.01*
21 - 25 years old	68	184.60			
26 - 30 years old	93	191.08			
31 -35 years old	45	184.87			
<b>Total</b>	<b>346</b>				

Source: Author's fieldwork

**Table A.3.3 Importance of culture and country of origin**

Country of origin	N	Mean Rank	X <sup>2</sup>	df (x categ. – 1)	Sig. value
Greece	43	177.57	17.13	10	0.07
France	87	175.17			
USA	43	185.69			
Belgium	24	132.96			
Italy	41	185.55			
Germany	18	155.42			
Spain	20	224.23			
UK	7	200.29			
Netherlands	4	132.38			
Cyprus	2	187.00			
Other	56	150.71			
<b>Total</b>	<b>345</b>				

Source: Author's fieldwork

**Table A.3.4 Importance of culture and highest qualification**

Highest qualification	N	Mean Rank	X <sup>2</sup>	df (x categ. – 1)	Sig. value
School diploma	130	154.92	5.65	4	0.23
Bachelor degree	87	179.99			
Master degree	56	163.63			
Doctorate (PhD)	11	191.82			
Other	50	177.47			
<b>Total</b>	<b>334</b>				

Source: Author's fieldwork

**Table A.3.5 Importance of culture and annual income**

Income	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
Under 5,000 Euro	55	135.96	6.97	7	0.43
5,000 - 9,999 Euro	23	135.20			
10,000 - 19,999 Euro	43	126.24			
20,000 - 29,999 Euro	43	137.16			
30,000 - 39,999 Euro	32	139.27			
40,000 - 49,999 Euro	20	133.73			
50,000 - 59,999 Euro	14	178.75			
More than 60,000 Euro	39	122.24			
<b>Total</b>	<b>269</b>				

Source: Author's fieldwork

**Table A.3.6 Importance of culture and first occupation**

First Occupation	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
High school student	89	142.87	17.21	8	0.02*
Higher education student	91	190.90			
Unemployed seeking job	13	176.88			
Unemployed not seeking job	2	162.75			
Full-time employee	121	174.43			
Full-time homemaker	5	208.20			
One or more part-time jobs	6	222.17			
Volunteer	1	302.50			
Other	17	187.65			
<b>Total</b>	<b>345</b>				

Source: Author's fieldwork

**Table A.3.7 Importance of culture and second occupation**

Second Occupation	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
Higher education student	2	5.75	7.56	8	0.37
Unemployed seeking job	1	10.5			
Unemployed not seeking job	2	16			
Full time employee	1	21.5			
Full time homemaker	1	3			
One or more part time jobs	8	16			
Volunteer	7	12.57			
Other	4	14.12			
<b>Total</b>	<b>26</b>				

Source: Author's fieldwork

### *Importance for culture and travel characteristics*

**Table A.3.8 Importance of culture and past visits in cultural places the last three years**

Past visit	N	Mean Rank	Z	Sig. value
No	35	159.76	-0.85	0.39
Yes	309	173.94		
<b>Total</b>	<b>344</b>			

Source: Author's fieldwork

**Table A.3.9 Importance of culture and first visit in Delphi**

First visit in Delphi	N	Mean Rank	Z	Sig. value
No	56	159.25	-1.23	0.22
Yes	290	176.25		
<b>Total</b>	<b>346</b>			

Source: Author's fieldwork

**Table A.3.10 Importance of culture and members of an organised group**

First visit in Delphi	N	Mean Rank	Z	Sig. value
No	205	178.85	-1.78	0.07
Yes	137	160.50		
<b>Total</b>	<b>342</b>			

Source: Author's fieldwork

**Table A.3.11 Importance of culture and type of visit**

First visit in Delphi	N	Mean Rank	Z	Sig. value
Part of my main holiday	222	171.80	-0.18	0.85
Short Break	122	173.78		
<b>Total</b>	<b>344</b>			

Source: Author's fieldwork

**Table A.3.12 Importance of culture and travel party**

Travel party	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
Alone	12	219.33	8.94	3	0.03*
Couple	78	187.09			
Family/group	172	158.20			
Friends/relatives	77	171.35			
<b>Total</b>	<b>339</b>				

Source: Author's fieldwork

**Table A.3.13 Importance of culture and average planned duration**

Average planned duration	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
Under 30 minutes	3	87.83	12.37	6	0.06
Between 31 to 60 minutes	9	133.33			
Between 61 to 90 minutes	12	143.71			
Between 91 to 120 minutes	52	148.32			
Between 121 to 150 minutes	32	150.66			
Between 151 to 180 minutes	91	154.49			
More than 181 minutes	124	181.82			
<b>Total</b>	<b>323</b>				

Source: Author's fieldwork

**Table A.3.14 Importance of culture and time planning visit to Delphi**

Time planning visit to Delphi	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
Last minute/same day	35	164.03	10.25	5	0.06
Less than 1 week	71	165.71			
Less than 1 month	54	187.00			
3 months or less	87	191.12			
4 - 6 months	33	166.91			
6 months or more	63	146.92			
<b>Total</b>	<b>343</b>				

Source: Author's fieldwork

**Table A.3.15 Importance of culture and time to arrive at Delphi**

Time to arrive at Delphi	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
Under 30 minutes	173	162.36	4.33	4	0.36
Between 31 to 60 minutes	15	146.10			
Between 61 to 90 minutes	11	212.91			
Between 91 to 120 minutes	27	156.70			
More than 121 minutes	97	159.53			
<b>Total</b>	<b>323</b>				

Source: Author's fieldwork

**Table A.3.16 Importance of culture and average money spent**

Average money spent	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
0 Euros	74	157.26	10.53	5	0.06
From 1 to 10 Euros	107	140.11			
From 11 to 20 Euros	69	168.47			
From 21 to 30 Euros	21	190.43			
From 31 to 40 Euros	11	161.50			
More than 31 Euros	34	178.16			
<b>Total</b>	<b>316</b>				

Source: Author's fieldwork

**Table A.3.17 Importance of culture and number of overnights**

Number of overnights	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
From 1 to 5 nights	92	127.03	4.44	4	0.48
From 6 to 10 nights	60	116.28			
From 11 to 15 nights	58	125.26			
From 16 to 20 nights	23	125.96			
More than 21 nights	11	96.73			
<b>Total</b>	<b>244</b>				

Source: Author's fieldwork

**Table A.3.18 Importance of culture and type of accommodation**

Number of overnights	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
Own residence	24	170.06	5.66	5	0.34
Hotel	187	165.89			
Apartments	20	209.43			
Camping	72	160.61			
Holiday village	6	195.08			
Other	25	156.76			
<b>Total</b>	<b>334</b>				

Source: Author's fieldwork

**Table A.3.19 Importance of culture and first way of arrangement**

First way of arrangement	N	Mean Rank	$\chi^2$	df (x categ. - 1)	Sig. value
Arranged by myself	181	184.16	7.56	5	0.37
Travel agent outside Greece	83	149.96			
Travel agent in Greece	12	187.75			
Component of my package	33	170.44			
Arranged by accommodation's management	4	180.50			
Other	31	160.02			
<b>Total</b>	<b>344</b>				

Source: Author's fieldwork

**Table A.3.20 Importance of culture and second way of arrangement**

Second way of arrangement	N	Mean Rank	$\chi^2$	df (x categ. - 1)	Sig. value
Travel agent outside Greece	1	16.50	9.07	4	0.06
Travel agent in Greece	1	12.50			
Component of my package	6	11.33			
Arranged by accommodation's management	1	12.50			
Other	8	5.44			
<b>Total</b>	<b>17</b>				

Source: Author's fieldwork

**Table A.3.21 Importance of culture and first way of arrangement of main holiday**

First way of arrangement (main holiday)	N	Mean Rank	$\chi^2$	df (x categ. - 1)	Sig. value
Arranged by myself	110	120.65	17.02	4	0.01*
Bought a package	38	117.12			
Travel agent	41	82.33			
WWW/Internet	18	126.00			
Other	14	83.25			
<b>Total</b>	<b>221</b>				

Source: Author's fieldwork

**Table A.3.22 Importance of culture and second way of arrangement of main holiday**

Second way of arrangement (main holiday)	N	Mean Rank	$\chi^2$	df (x categ. - 1)	Sig. value
Bought a package	1	12.00	3.41	3	0.33
Travel agent	25	33.12			
WWW/Internet	28	29.25			
Other	5	22.20			
<b>Total</b>	<b>59</b>				

Source: Author's fieldwork

**Table A.3.23 Importance of culture and third way of arrangement of main holiday**

Third way of arrangement (main holiday)	N	Mean Rank	$\chi^2$	df (x categ. - 1)	Sig. value
Travel agent	1	1.50	4.52	2	0.10
WWW/Internet	3	6.50			
Other	4	3.75			
<b>Total</b>	<b>8</b>				

Source: Author's fieldwork

**Table A.3.24 Importance of culture and first way of arrangement of short break**

First way of arrangement (short break)	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
Arranged by myself	79	62.51	1.18	4	0.88
Bought a package	17	67.21			
Travel agent	16	55.72			
WWW/Internet	8	56.88			
Other	3	66.17			
<b>Total</b>	<b>123</b>				

Source: Author's fieldwork

**Table A.3.25 Importance of culture and second way of arrangement of short break**

Second way of arrangement (short break)	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
Travel agent	3	8.83	2.21	2	0.33
WWW/Internet	6	5.42			
Other	4	8.00			
<b>Total</b>	<b>13</b>				

Source: Author's fieldwork

**Table A.3.26 Importance of culture and first mean of transport**

First mean of transport	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
Car	158	175.62	1.26	3	0.73
Bus	49	170.54			
Coach	99	177.47			
Other	40	158.91			
<b>Total</b>	<b>346</b>				

Source: Author's fieldwork

**Table A.3.27 Importance of culture and second mean of transport**

Second mean of transport	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
Bus	1	1.50	2.81	2	0.24
Coach	1	5.00			
Other	3	2.83			
<b>Total</b>	<b>5</b>				

Source: Author's fieldwork

**Table A.3.28 Importance of culture and first source of information**

First source of information	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
Friends/relative	100	170.63	9.59	9	0.38
Tourist authority	29	174.71			
Travel guidebook	116	173.83			
TV programme	2	126.50			
Magazine article	5	139.50			
Previous knowledge	46	186.43			
WWW/Internet	8	148.94			
Newspaper story	1	23.00			
History books	18	197.22			
Other	18	133.97			
<b>Total</b>	<b>343</b>				

Source: Author's fieldwork

**Table A.3.29 Importance of culture and second source of information**

Second source of information	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
Friends/relative	1	96.00	12.31	10	0.26
Radio program	1	162.00			
Tourist authority	11	92.73			
Travel guidebook	51	85.28			
TV programme	19	80.16			
Magazine article	4	112.50			
Previous knowledge	27	74.22			
WWW/Internet	19	102.39			
Newspaper story	2	96.00			
History books	39	100.56			
Other	7	115.29			
<b>Total</b>	<b>181</b>				

Source: Author's fieldwork

**Table A.3.30 Importance of culture and third source of information**

Third source of information	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
Travel guidebook	7	58.64	5.28	7	0.62
TV programme	3	55.50			
Magazine article	8	56.81			
Previous knowledge	18	54.08			
WWW/Internet	18	48.44			
Newspaper story	5	28.20			
History books	40	55.18			
Other	6	56.67			
<b>Total</b>	<b>105</b>				

Source: Author's fieldwork

**Table A.3.31 Importance of culture and fourth source of information**

Fourth source of information	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
TV programme	3	26.00	4.32	6	0.63
Magazine article	1	22.00			
Previous knowledge	4	26.25			
WWW/Internet	6	26.50			
Newspaper story	1	9.00			
History books	25	19.36			
Other	2	23.00			
<b>Total</b>	<b>42</b>				

Source: Author's fieldwork

**Table A.3.32 Importance of culture and fifth source of information**

Fifth source of information	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
Magazine article	2	11.00	6.45	5	0.26
Previous knowledge	1	6.00			
WWW/Internet	3	6.17			
Newspaper story	2	11.00			
History books	5	5.10			
Other	1	11.00			
<b>Total</b>	<b>14</b>				

Source: Author's fieldwork

**Table A.3.33 Importance of culture and sixth source of information**

Sixth source of information	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
Previous knowledge	2	6.00	2.83	3	0.41
WWW/Internet	1	2.50			
Newspaper story	1	2.50			
History books	4	4.75			
<b>Total</b>	<b>8</b>				

Source: Author's fieldwork

**Table A.3.34 Importance of culture and seventh source of information**

Seventh source of information	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
WWW/Internet	2	3.50	3.00	2	0.22
Newspaper story	1	1.50			
History books	1	1.50			
<b>Total</b>	<b>4</b>				

Source: Author's fieldwork

**Table A.3.35 Importance of culture and eighth source of information**

Eighth source of information	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
Newspaper story	1	2.50	0.50	1	0.48
History books	2	1.75			
<b>Total</b>	<b>3</b>				

Source: Author's fieldwork

**Table A.3.36 Importance of culture and first reason for visiting Delphi**

First reason	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
To see the heritage site/museum	290	177.34	10.95	7	0.14
To accompany friends	7	139.71			
To accompany family	5	154.60			
Conference/seminar	1	303.00			
Part of my tourist package	33	161.12			
Educational reasons	5	106.20			
Short break trip	4	99.50			
Other	1	303.00			
<b>Total</b>	<b>346</b>				

Source: Author's fieldwork

**Table A.3.37 Importance of culture and second reason for visiting Delphi**

Second reason	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
To accompany friends	32	104.84	10.94	6	0.90
To accompany family	29	93.26			
Conference/seminar	1	106.50			
Part of my tourist package	73	95.38			
Educational reasons	53	123.30			
Short break trip	13	107.15			
Other	10	130.90			
<b>Total</b>	<b>211</b>				

Source: Author's fieldwork

**Table A.3.38 Importance of culture and third reason for visiting Delphi**

Third reason	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
To accompany family	5	34.20	3.04	5	0.69
Conference/seminar	1	51.50			
Part of my tourist package	14	51.64			
Educational reasons	44	45.08			
Short break trip	19	49.82			
Other	8	38.81			
<b>Total</b>	<b>91</b>				

Source: Author's fieldwork

**Table A.3.39 Importance of culture and fourth reason for visiting Delphi**

Fourth reason	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
Part of my tourist package	1	11.50	0.54	3	0.91
Educational reasons	8	12.13			
Short break trip	8	10.00			
Other	4	10.63			
<b>Total</b>	<b>21</b>				

Source: Author's fieldwork

### *Overall satisfaction and demographic characteristics*

**Table A.3.40 Overall satisfaction and gender**

Gender	N	Mean Rank	Z	Sig. value
Males	155	172.26	-0.04	0.96
Females	189	172.69		
<b>Total</b>	<b>344</b>			

Source: Author's fieldwork

**Table A.3.41 Overall satisfaction and age**

Age	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
15 - 20 years old	139	167.36	3.60	3	0.30
21 - 25 years old	67	189.05			
26 - 30 years old	93	173.53			
31 -35 years old	45	161.60			
<b>Total</b>	<b>344</b>				

Source: Author's fieldwork

**Table A.3.42 Overall satisfaction and country of origin**

Country of origin	N	Mean Rank	$\chi^2$	df (x categ. - 1)	Sig. value
Greece	43	155.62	17.22	10	0.07
France	86	184.60			
USA	42	192.57			
Belgium	25	139.92			
Italy	41	161.60			
Germany	17	159.18			
Spain	20	181.38			
UK	7	252.86			
Netherlands	4	154.50			
Cyprus	2	195.00			
Other	56	162.60			
<b>Total</b>	<b>343</b>				

Source: Author's fieldwork

**Table A.3.43 Overall satisfaction and highest qualification**

Highest qualification	N	Mean Rank	$\chi^2$	df (x categ. - 1)	Sig. value
School diploma	129	166.61	6.83	4	0.14
Bachelor degree	87	152.59			
Master degree	55	163.40			
Doctorate (PhD)	11	182.14			
Other	50	190.40			
<b>Total</b>	<b>332</b>				

Source: Author's fieldwork

**Table A.3.44 Overall satisfaction and annual income**

Income	N	Mean Rank	$\chi^2$	df (x categ. - 1)	Sig. value
Under 5,000 Euro	54	133.50	14.17	7	0.04*
5,000 - 9,999 Euro	22	102.86			
10,000 - 19,999 Euro	42	139.31			
20,000 - 29,999 Euro	42	157.24			
30,000 - 39,999 Euro	32	120.09			
40,000 - 49,999 Euro	21	117.52			
50,000 - 59,999 Euro	14	121.57			
More than 60,000 Euro	40	145.95			
<b>Total</b>	<b>267</b>				

Source: Author's fieldwork

**Table A.3.45 Overall satisfaction and first occupation**

First Occupation	N	Mean Rank	$\chi^2$	df (x categ. - 1)	Sig. value
High school student	88	157.03	8.49	8	0.39
Higher education student	92	184.65			
Unemployed seeking job	13	173.50			
Unemployed not seeking job	2	195.50			
Full-time employee	120	172.67			
Full-time homemaker	5	126.40			
One or more part-time jobs	6	149.67			
Volunteer	1	276.50			
Other	16	188.56			
<b>Total</b>	<b>343</b>				

Source: Author's fieldwork

**Table A.3.46 Overall satisfaction and second occupation**

Second Occupation	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
Higher education student	2	10.00	6.14	7	0.52
Unemployed seeking job	1	10.00			
Unemployed not seeking job	2	10.00			
Full time employee	1	10.00			
Full time homemaker	1	10.00			
One or more part time jobs	8	16.50			
Volunteer	7	11.86			
Other	4	16.50			
<b>Total</b>	<b>26</b>				

Source: Author's fieldwork

### *Overall satisfaction and travel characteristics*

**Table A.3.47 Overall satisfaction and past visits in cultural places the last three years**

Past visit	N	Mean Rank	Z	Sig. value
No	35	174.01	-0.18	0.85
Yes	307	171.21		
<b>Total</b>	<b>342</b>			

Source: Author's fieldwork

**Table A.3.48 Overall satisfaction and first visit in Delphi**

First visit in Delphi	N	Mean Rank	Z	Sig. value
No	56	164.88	-0.71	0.47
Yes	288	173.98		
<b>Total</b>	<b>344</b>			

Source: Author's fieldwork

**Table A.3.49 Overall satisfaction and members of an organised group**

First visit in Delphi	N	Mean Rank	Z	Sig. value
No	203	168.48	-0.52	0.59
Yes	137	173.50		
<b>Total</b>	<b>340</b>			

Source: Author's fieldwork

**Table A.3.50 Overall satisfaction and type of visit**

First visit in Delphi	N	Mean Rank	Z	Sig. value
Part of my main holiday	221	172.41	-0.26	0.79
Short Break	121	169.83		
<b>Total</b>	<b>342</b>			

Source: Author's fieldwork

**Table A.3.51 Overall satisfaction and travel party**

Travel party	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
Alone	11	184.00	7.96	3	0.04*
Couple	78	186.40			
Family/group	171	169.29			
Friends/relatives	77	148.58			
<b>Total</b>	<b>337</b>				

Source: Author's fieldwork

**Table A.3.52 Overall satisfaction and average planned duration**

Average planned duration	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
Under 30 minutes	3	75.50	9.88	6	0.13
Between 31 to 60 minutes	9	147.50			
Between 61 to 90 minutes	12	145.50			
Between 91 to 120 minutes	52	156.42			
Between 121 to 150 minutes	32	136.69			
Between 151 to 180 minutes	91	163.24			
More than 181 minutes	123	173.50			
<b>Total</b>	<b>322</b>				

Source: Author's fieldwork

**Table A.3.53 Overall satisfaction and time planning visit to Delphi**

Time planning visit to Delphi	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
Last minute/same day	35	156.86	5.45	5	0.36
Less than 1 week	70	161.18			
Less than 1 month	54	168.07			
3 months or less	87	188.41			
4 - 6 months	33	168.97			
6 months or more	62	169.27			
<b>Total</b>	<b>341</b>				

Source: Author's fieldwork

**Table A.3.54 Overall satisfaction and time to arrive at Delphi**

Time to arrive at Delphi	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
Under 30 minutes	171	166.52	2.79	4	0.59
Between 31 to 60 minutes	16	155.16			
Between 61 to 90 minutes	11	181.86			
Between 91 to 120 minutes	27	147.56			
More than 121 minutes	97	155.26			
<b>Total</b>	<b>322</b>				

Source: Author's fieldwork

**Table A.3.55 Overall satisfaction and average money spent**

Average money spent	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
0 Euros	72	153.59	3.38	5	0.64
From 1 to 10 Euros	109	154.92			
From 11 to 20 Euros	68	165.10			
From 21 to 30 Euros	21	179.76			
From 31 to 40 Euros	11	157.82			
More than 31 Euros	33	144.62			
<b>Total</b>	<b>314</b>				

Source: Author's fieldwork

**Table A.3.56 Overall satisfaction and number of overnights**

Number of overnights	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
From 1 to 5 nights	91	132.15	9.06	4	0.59
From 6 to 10 nights	57	113.84			
From 11 to 15 nights	58	107.75			
From 16 to 20 nights	23	133.72			
More than 21 nights	11	98.23			
<b>Total</b>	<b>240</b>				

Source: Author's fieldwork

**Table A.3.57 Overall satisfaction and type of accommodation**

Number of overnights	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
Own residence	24	137.65	4.71	5	0.45
Hotel	186	170.42			
Apartments	19	147.79			
Camping	72	166.52			
Holiday village	6	187.50			
Other	25	174.18			
<b>Total</b>	<b>332</b>				

Source: Author's fieldwork

**Table A.3.58 Overall satisfaction and first way of arrangement**

First way of arrangement	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
Arranged by myself	178	173.15	6.66	5	0.24
Travel agent outside Greece	84	166.32			
Travel agent in Greece	12	158.46			
Component of my package	33	202.09			
Arranged by accommodation's management	4	154.38			
Other	31	150.74			
<b>Total</b>	<b>342</b>				

Source: Author's fieldwork

**Table A.3.59 Overall satisfaction and second way of arrangement**

Second way of arrangement	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
Travel agent outside Greece	1	7.50	4.93	4	0.29
Travel agent in Greece	1	7.50			
Component of my package	6	8.92			
Arranged by accommodation's management	1	16.00			
Other	8	8.56			
<b>Total</b>	<b>17</b>				

Source: Author's fieldwork

**Table A.3.60 Overall satisfaction and first way of arrangement of main holiday**

First way of arrangement (main holiday)	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
Arranged by myself	109	115.66	8.86	4	0.06
Bought a package	38	117.53			
Travel agent	41	97.65			
WWW/Internet	18	118.94			
Other	14	78.07			
<b>Total</b>	<b>220</b>				

Source: Author's fieldwork

**Table A.3.61 Overall satisfaction and second way of arrangement of main holiday**

Second way of arrangement (main holiday)	N	Mean Rank	$\chi^2$	df (x categ. - 1)	Sig. value
Bought a package	1	17.50	2.64	3	0.44
Travel agent	25	32.32			
WWW/Internet	27	28.50			
Other	5	23.20			
<b>Total</b>	<b>58</b>				

Source: Author's fieldwork

**Table A.3.62 Overall satisfaction and third way of arrangement of main holiday**

Third way of arrangement (main holiday)	N	Mean Rank	$\chi^2$	df (x categ. - 1)	Sig. value
Travel agent	1	2.00	1.71	2	0.42
WWW/Internet	3	4.67			
Other	4	5.00			
<b>Total</b>	<b>8</b>				

Source: Author's fieldwork

**Table A.3.63 Overall satisfaction and first way of arrangement of short break**

First way of arrangement (short break)	N	Mean Rank	$\chi^2$	df (x categ. - 1)	Sig. value
Arranged by myself	78	63.26	2.88	4	0.57
Bought a package	17	56.15			
Travel agent	16	53.22			
WWW/Internet	8	72.63			
Other	3	60.50			
<b>Total</b>	<b>122</b>				

Source: Author's fieldwork

**Table A.3.64 Overall satisfaction and second way of arrangement of short break**

Second way of arrangement (short break)	N	Mean Rank	$\chi^2$	df (x categ. - 1)	Sig. value
Travel agent	3	4.83	2.72	2	0.25
WWW/Internet	6	8.58			
Other	4	6.25			
<b>Total</b>	<b>13</b>				

Source: Author's fieldwork

**Table A.3.65 Overall satisfaction and first mean of transport**

First mean of transport	N	Mean Rank	$\chi^2$	df (x categ. - 1)	Sig. value
Car	157	176.38	9.08	3	0.02*
Bus	47	170.56			
Coach	100	182.42			
Other	40	134.78			
<b>Total</b>	<b>344</b>				

Source: Author's fieldwork

**Table A.3.66 Overall satisfaction and second mean of transport**

Second mean of transport	N	Mean Rank	$\chi^2$	df (x categ. - 1)	Sig. value
Bus	1	2.50	4.0	2	0.13
Coach	1	5.00			
Other	3	2.50			
<b>Total</b>	<b>5</b>				

Source: Author's fieldwork

**Table A.3.67 Overall satisfaction and first source of information**

First source of information	N	Mean Rank	$\chi^2$	df (x categ. - 1)	Sig. value
Friends/relative	100	169.49	12.67	9	0.17
Tourist authority	29	147.86			
Travel guidebook	117	178.79			
TV programme	1	114.00			
Magazine article	5	158.00			
Previous knowledge	45	177.21			
WWW/Internet	7	99.43			
Newspaper story	1	12.00			
History books	18	179.42			
Other	18	185.56			
<b>Total</b>	<b>341</b>				

Source: Author's fieldwork

**Table A.3.68 Overall satisfaction and second source of information**

Second source of information	N	Mean Rank	$\chi^2$	df (x categ. - 1)	Sig. value
Friends/relative	1	58.00	6.18	10	0.79
Radio program	1	144.00			
Tourist authority	11	89.27			
Travel guidebook	51	85.62			
TV programme	18	83.69			
Magazine article	4	122.50			
Previous knowledge	26	88.08			
WWW/Internet	19	89.68			
Newspaper story	2	101.00			
History books	39	97.15			
Other	7	82.57			
<b>Total</b>	<b>179</b>				

Source: Author's fieldwork

**Table A.3.69 Overall satisfaction and third source of information**

Third source of information	N	Mean Rank	$\chi^2$	df (x categ. - 1)	Sig. value
Travel guidebook	7	55.43	3.94	7	0.78
TV programme	3	50.67			
Magazine article	7	43.79			
Previous knowledge	18	50.67			
WWW/Internet	17	44.91			
Newspaper story	5	64.00			
History books	40	55.25			
Other	6	50.67			
<b>Total</b>	<b>103</b>				

Source: Author's fieldwork

**Table A.3.70 Overall satisfaction and fourth source of information**

Fourth source of information	N	Mean Rank	$\chi^2$	df (x categ. - 1)	Sig. value
TV programme	3	32.50	7.93	6	0.24
Magazine article	1	13.50			
Previous knowledge	4	15.50			
WWW/Internet	6	19.83			
Newspaper story	1	13.50			
History books	24	20.44			
Other	2	32.50			
<b>Total</b>	<b>41</b>				

Source: Author's fieldwork

**Table A.3.71 Overall satisfaction and fifth source of information**

Fifth source of information	N	Mean Rank	$\chi^2$	df (x categ. - 1)	Sig. value
Magazine article	2	11.50	5.40	5	0.36
Previous knowledge	1	5.00			
WWW/Internet	3	7.17			
Newspaper story	2	8.25			
History books	5	5.50			
Other	1	11.50			
<b>Total</b>	<b>14</b>				

Source: Author's fieldwork

**Table A.3.72 Overall satisfaction and sixth source of information**

Sixth source of information	N	Mean Rank	$\chi^2$	df (x categ. - 1)	Sig. value
Previous knowledge	2	6.50	3.50	3	0.32
WWW/Internet	1	2.50			
Newspaper story	1	2.50			
History books	4	4.50			
<b>Total</b>	<b>8</b>				

Source: Author's fieldwork

**Table A.3.74 Overall satisfaction and seventh source of information**

Seventh source of information	N	Mean Rank	$\chi^2$	df (x categ. - 1)	Sig. value
WWW/Internet	2	3.50	3.00	2	0.22
Newspaper story	1	1.50			
History books	1	1.50			
<b>Total</b>	<b>4</b>				

Source: Author's fieldwork

**Table A.3.75 Overall satisfaction and eighth source of information**

Eighth source of information	N	Mean Rank	$\chi^2$	df (x categ. - 1)	Sig. value
Newspaper story	1	2.50	0.50	1	0.48
History books	2	1.75			
<b>Total</b>	<b>3</b>				

Source: Author's fieldwork

**Table A.3.36 Overall satisfaction and first reason for visiting Delphi**

First reason	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
To see the heritage site/museum	290	177.34	10.95	7	0.14
To accompany friends	7	139.71			
To accompany family	5	154.60			
Conference/seminar	1	303.00			
Part of my tourist package	33	161.12			
Educational reasons	5	106.20			
Short break trip	4	99.50			
Other	1	303.00			
<b>Total</b>	<b>346</b>				

Source: Author's fieldwork

**Table A.3.37 Overall satisfaction and second reason for visiting Delphi**

Second reason	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
To accompany friends	32	104.84	10.94	6	0.90
To accompany family	29	93.26			
Conference/seminar	1	106.50			
Part of my tourist package	73	95.38			
Educational reasons	53	123.30			
Short break trip	13	107.15			
Other	10	130.90			
<b>Total</b>	<b>211</b>				

Source: Author's fieldwork

**Table A.3.38 Overall satisfaction and third reason for visiting Delphi**

Third reason	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
To accompany family	5	34.20	3.04	5	0.69
Conference/seminar	1	51.50			
Part of my tourist package	14	51.64			
Educational reasons	44	45.08			
Short break trip	19	49.82			
Other	8	38.81			
<b>Total</b>	<b>91</b>				

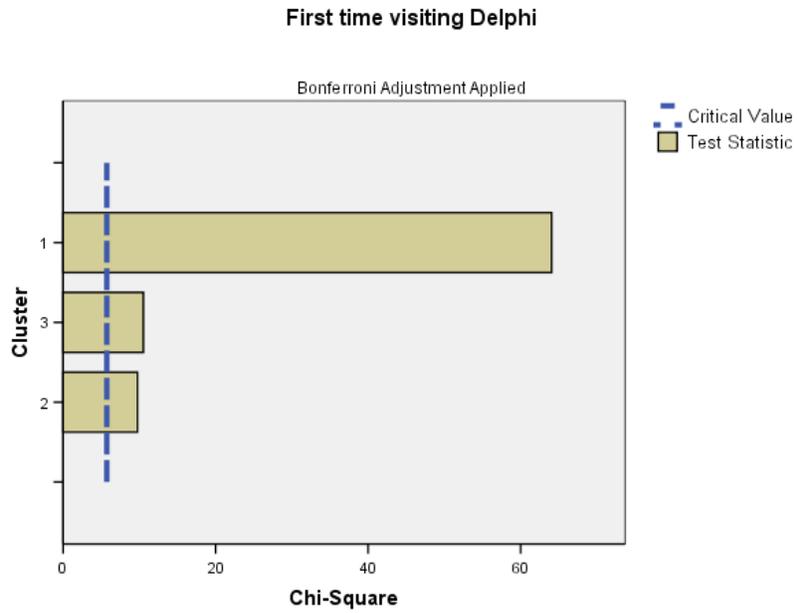
Source: Author's fieldwork

**Table A.3.39 Overall satisfaction and fourth reason for visiting Delphi**

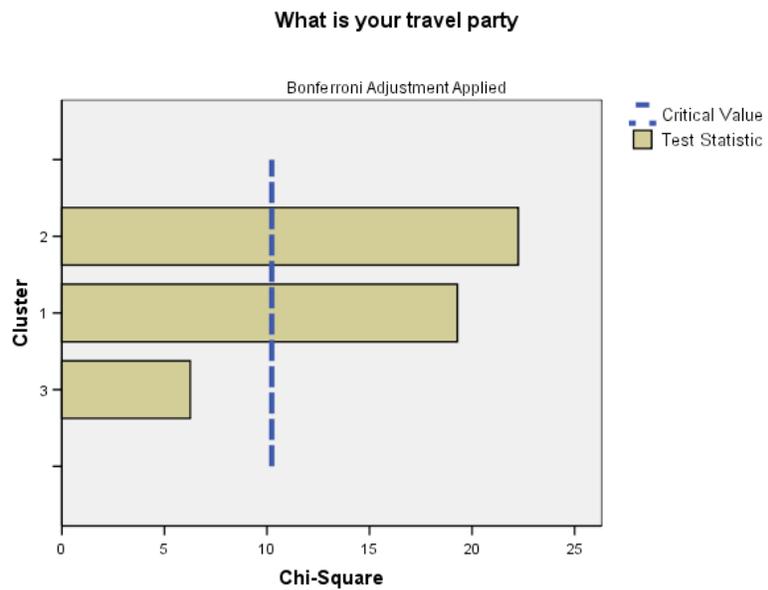
Fourth reason	N	Mean Rank	X <sup>2</sup>	df (x categ. - 1)	Sig. value
Part of my tourist package	1	11.50	0.54	3	0.91
Educational reasons	8	12.13			
Short break trip	8	10.00			
Other	4	10.63			
<b>Total</b>	<b>21</b>				

Source: Author's fieldwork

## Appendix 4 – Cluster Analysis

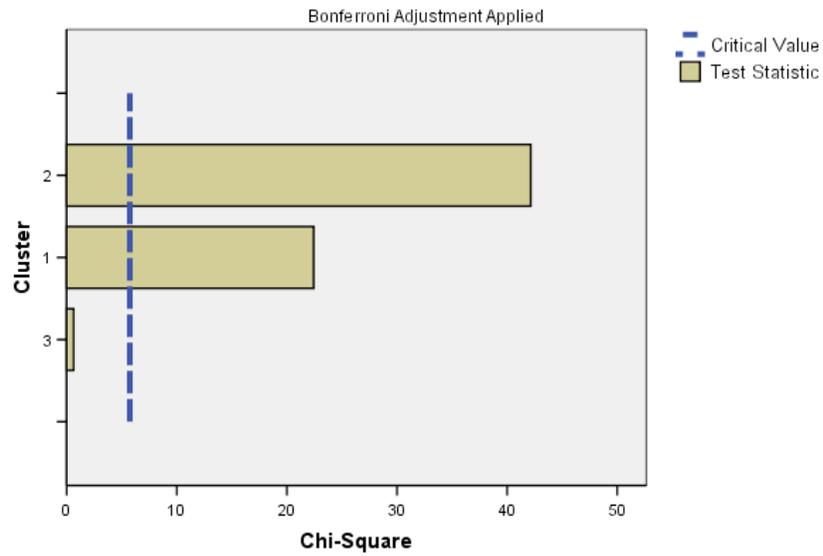


Source: Author's fieldwork



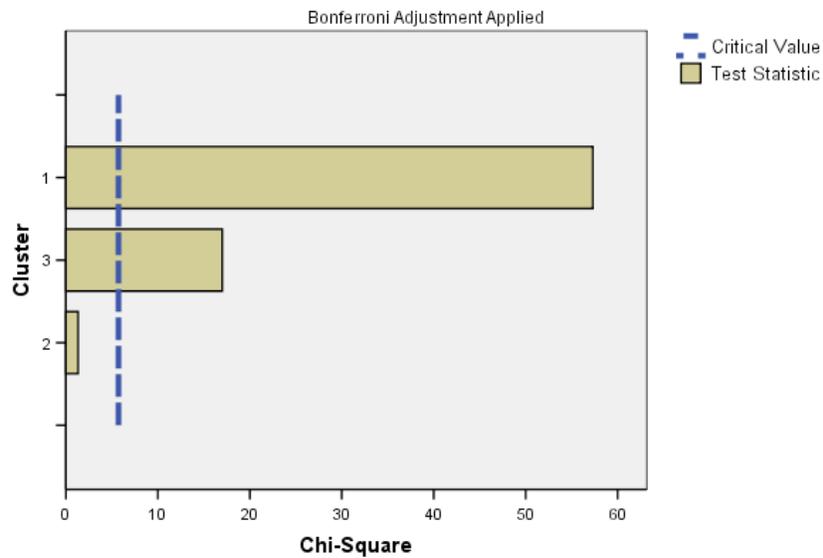
Source: Author's fieldwork

### Member of an organised group



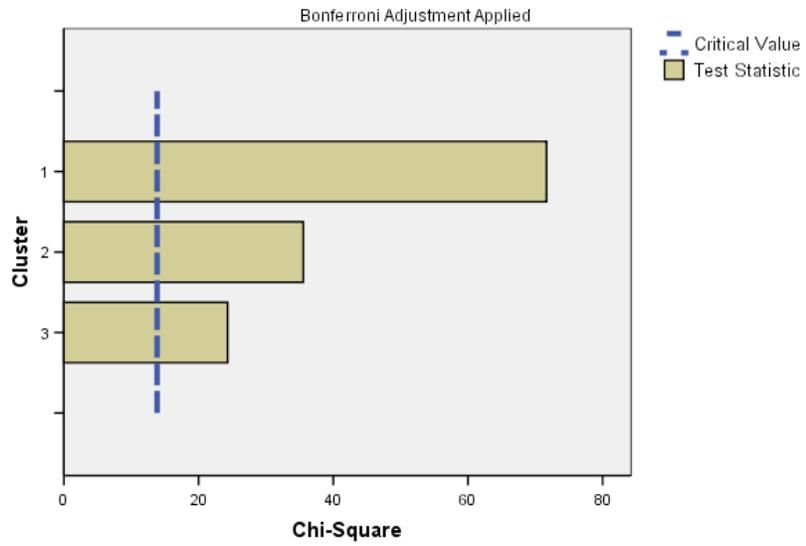
Source: Author's fieldwork

### Is the visit holiday or ShortBreak



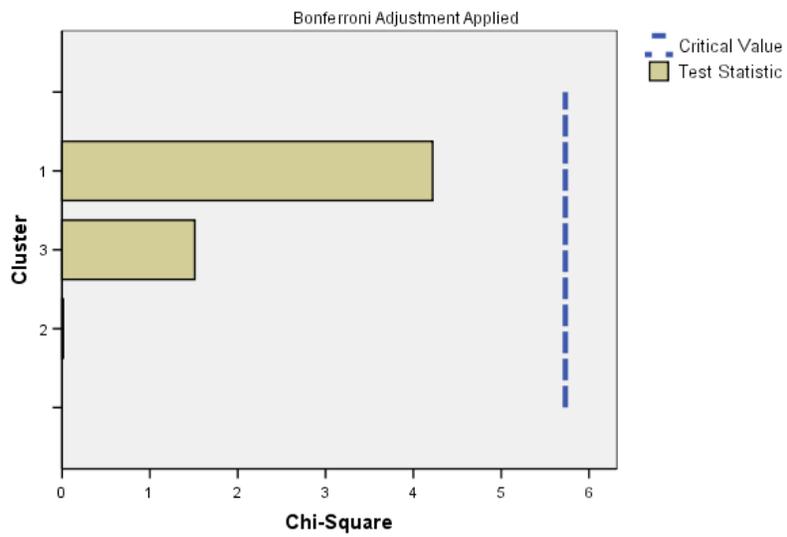
Source: Author's fieldwork

### What is the type of accommodation



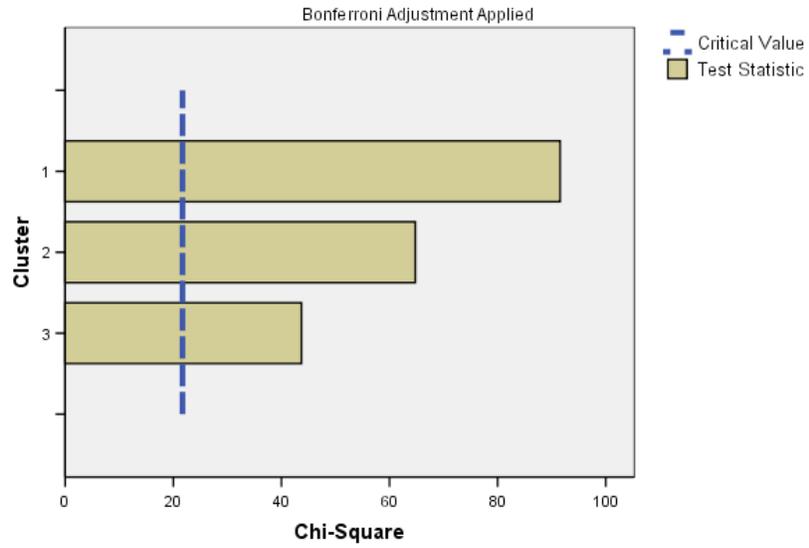
Source: Author's fieldwork

### Gender



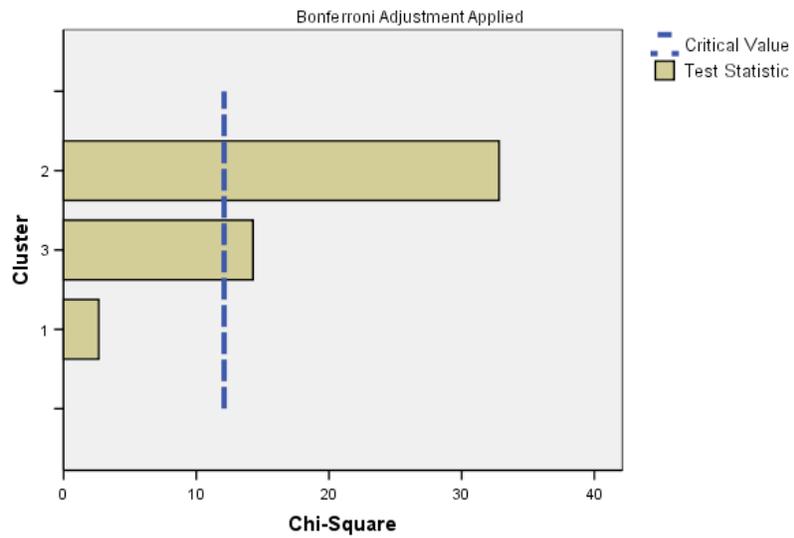
Source: Author's fieldwork

### Country of origin



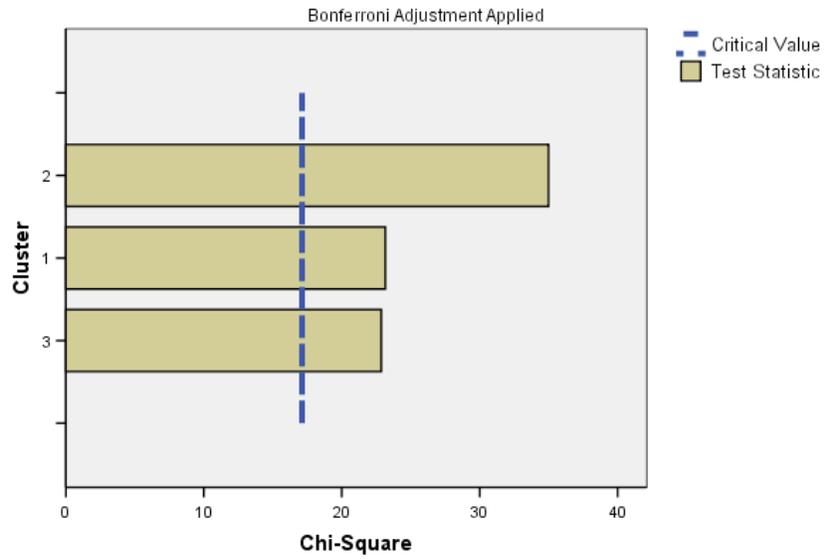
Source: Author's fieldwork

### Highest qualification



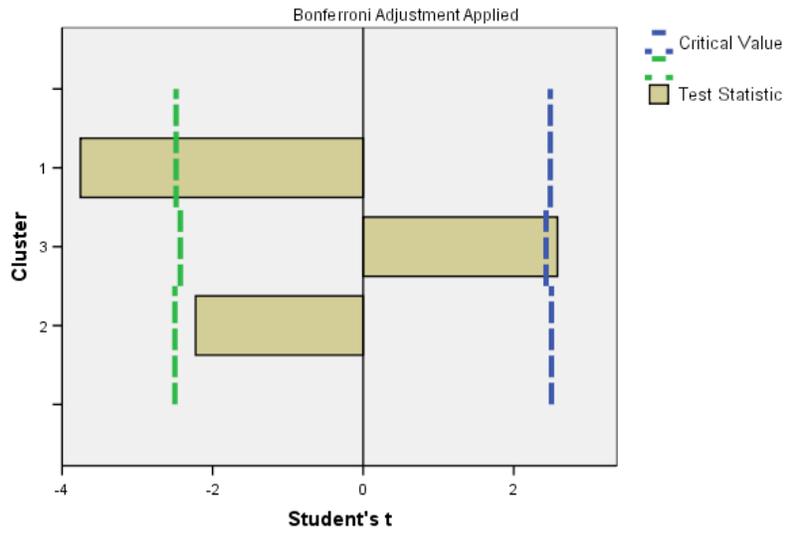
Source: Author's fieldwork

**Total household income**



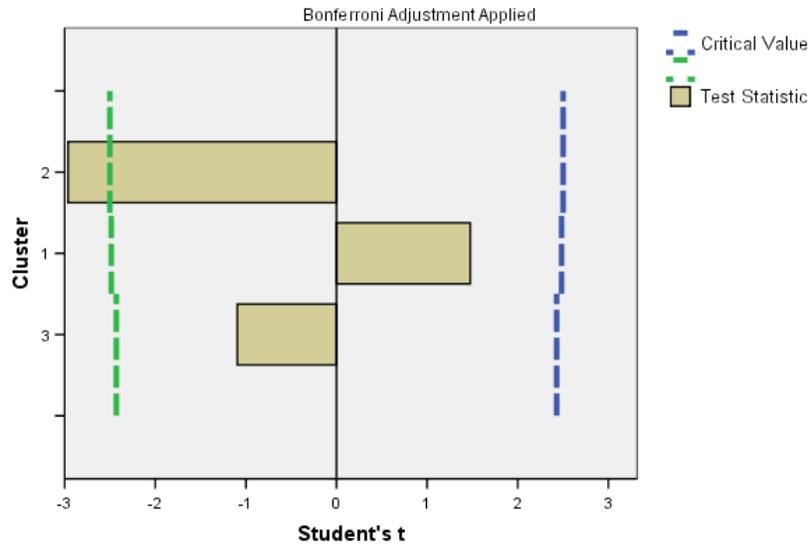
Source: Author's fieldwork

**What was the duration of the visit**



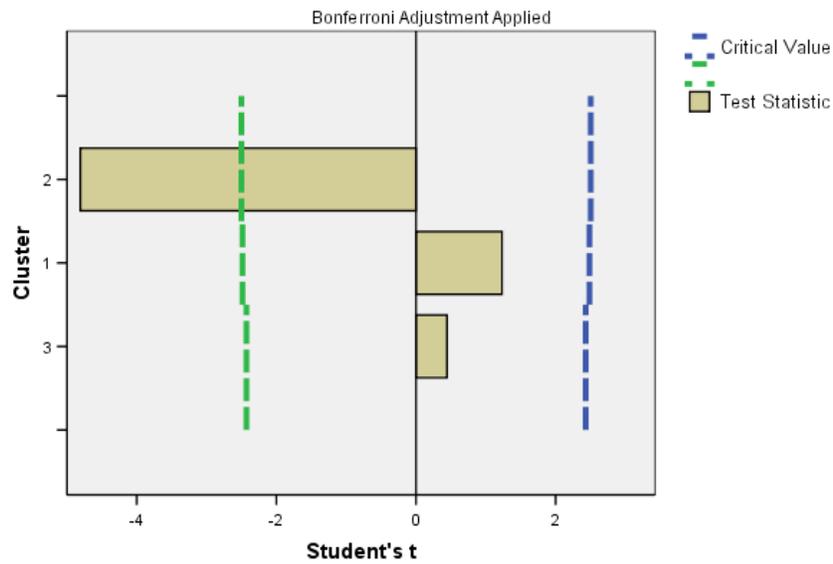
Source: Author's fieldwork

### Time to arrive at Delphi



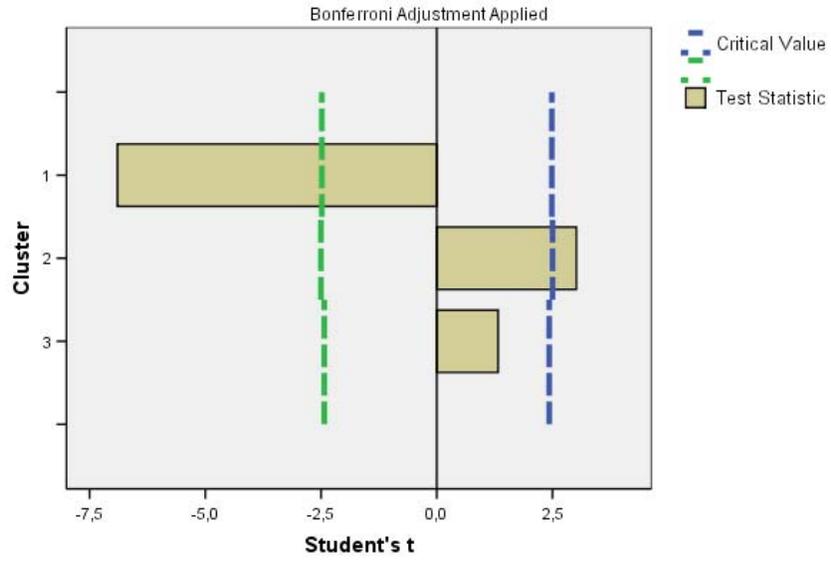
Source: Author's fieldwork

### Total spent in site



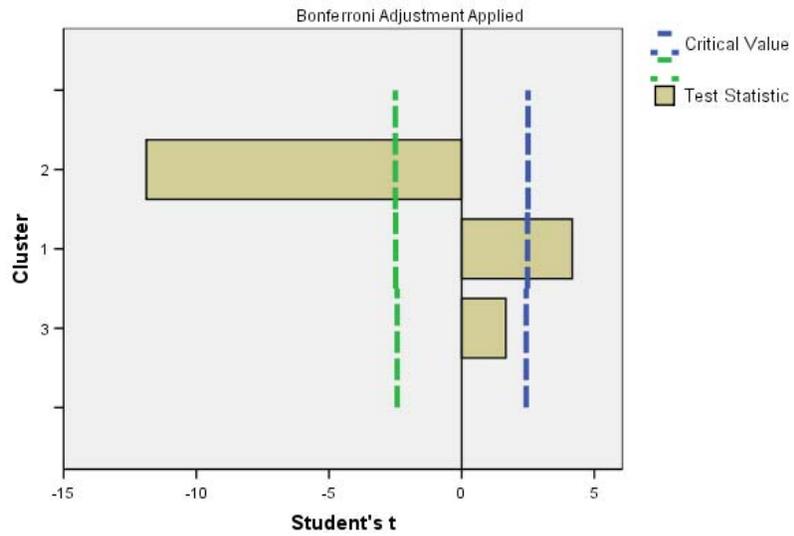
Source: Author's fieldwork

### How many nights spent away from home



Source: Author's fieldwork

### Age



Source: Author's fieldwork