

The Athens - Thessaloniki line by itself accounts for 50% of the total traffic by rail.

#### Government Improvement Plan

The Greek Government is said to be in the process of modernizing the Greek railways. Especially over the trunk-line sector of Patras - Athens - Thessaloniki, it is trying to improve frequency, capacity and efficiency by introducing full double-tracking, modern signal control system and electrification.

### 7.2.5 Urban Transport in Greater Athens Area

#### 1) Taxis

There are about 14,500 taxis registered in Athens. The number of taxis seems fairly large, when one considers that there are about 43,000 taxis registered for a population of about 13 million in Metropolitan Tokyo. In Greece, taxis are an inexpensive and convenient means of urban transport to meet the diverse needs and demands of tourists. Most of these taxis are owned and operated by private companies or, more often than not, by private persons.

The tariff has been revised as of 15 January 1989 and it is still cheap: 25 DRS on entrance, regular tariff (sometimes called "single tariff"), 34 DRS per kilometre; night and out-of-town tariff (often called "double tariff"), 58 DRS per kilometre; minimum charge 200 DRS regardless of the metre reading. For each piece of luggage over 10 kg, an additional 20 DRS is charged. Night tariff is applicable from 1 to 5 a.m. Out-of-town tariff is applied when going out of the city centre. Between 5 and 6 a.m., regular tariff fare plus 30 DRS is applied. For waiting time 420 DRS per hour is charged. Additional 40 DRS is charged with any fare to/from airports, waterfronts, train or bus stations.

In the past, cases were reported whereby Japanese (and other foreign tourists) were overcharged by unlicensed drivers or by drivers using old metres (which display extra digits) or by those claiming that their metres were "broken". Fortunately, we do not hear about many such incidents lately. Needless to say, such cheating must be strictly avoided lest tourists' image of Greece and Greeks should be impaired.

Within the city limits of Athens, in order to relieve heavy congestion in the city center, there is a strictly enforced rule which allows cars with even license numbers to circulate on even number dates and those with odd license numbers to circulate on odd number dates. Since January 1988, taxis have also been controlled by this rule. Each taxi bears on its roof either a "Z" sign indicating even license numbers or an "M" sign indicating odd license numbers.

It is known that taxi drivers often go on strike. In 1988, apparently they went on strike more often than usual (60 days

as compared with 20 days in 1986 and 35 days in 1987), largely in protest to the introduction of the new traffic rule. There are reasons for such strikes, and this report is not in a position to argue their legitimacy. However, when such strikes take place, especially in conjunction with strikes of other transportation means, it is obvious that tourists are heavily and seriously inconvenienced. If strikes cannot be avoided, tourists should at least be informed well in advance and efforts should be made to secure alternative means of transport so as to minimize tourists' inconvenience.

## 2) Buses

Presently, there are about 1,800 blue buses serving 336 routes which all begin or end in the city centre. In addition, there are about 100 green buses which run between Athens and Piraeus and about 450 yellow trolley buses which serve 17 routes. These buses are operated by Athens Area Urban Transport Organization (OAS). The average bus frequency in the city centre is approximately one every 10 minutes, but this, of course, depends on the traffic condition. The fare within the Greater Athens area is a flat rate of 30 DRS per person per ride. Between 1 and 5 a.m., a night fare of 50 DRS is applied. Between 5 and 8 a.m., bus rides are free of charge. A monthly ticket is also available for 1,000 DRS.

Direct buses (called Express Buses) to and from Athens Airport and Piraeus are also available. Fare on the Express Buses is 100 DRS, including the luggage. Between midnight and 6 a.m., a night fare of 150 DRS is applied. For this service, double-deckers are provided for more capacity per operation, in accordance with government policy to ameliorate bus services for the convenience of tourists.

OAS is contemplating the introduction of weekly tickets and coupon tickets to further promote the use of public buses. In addition, starting January 1989, a new experimental system incorporating mini-buses with a capacity of 16 passengers per car has been introduced in the busy city centre to alleviate traffic congestion. At present, there is only one circuitous route and it takes approximately 45 minutes to make one round. These mini-buses are intended to minimize and substitute the use of private cars in the centre.

All public buses undergo regular inspection by the Ministry of Transportation, but as they are primarily intended to serve as a daily means of transport for local residents, they are neither new nor designed to accommodate passengers in extra comfort, such as air-conditioning. Although bus services are inexpensive and convenient, overseas tourists (particularly Japanese) find it difficult to use them as the destination plates and bus stop signs are all written in Greek. Efforts are needed to include English translations. (As of February 1989, English has already been incorporated in the trolley bus system).

## 3) Metro (Subway)

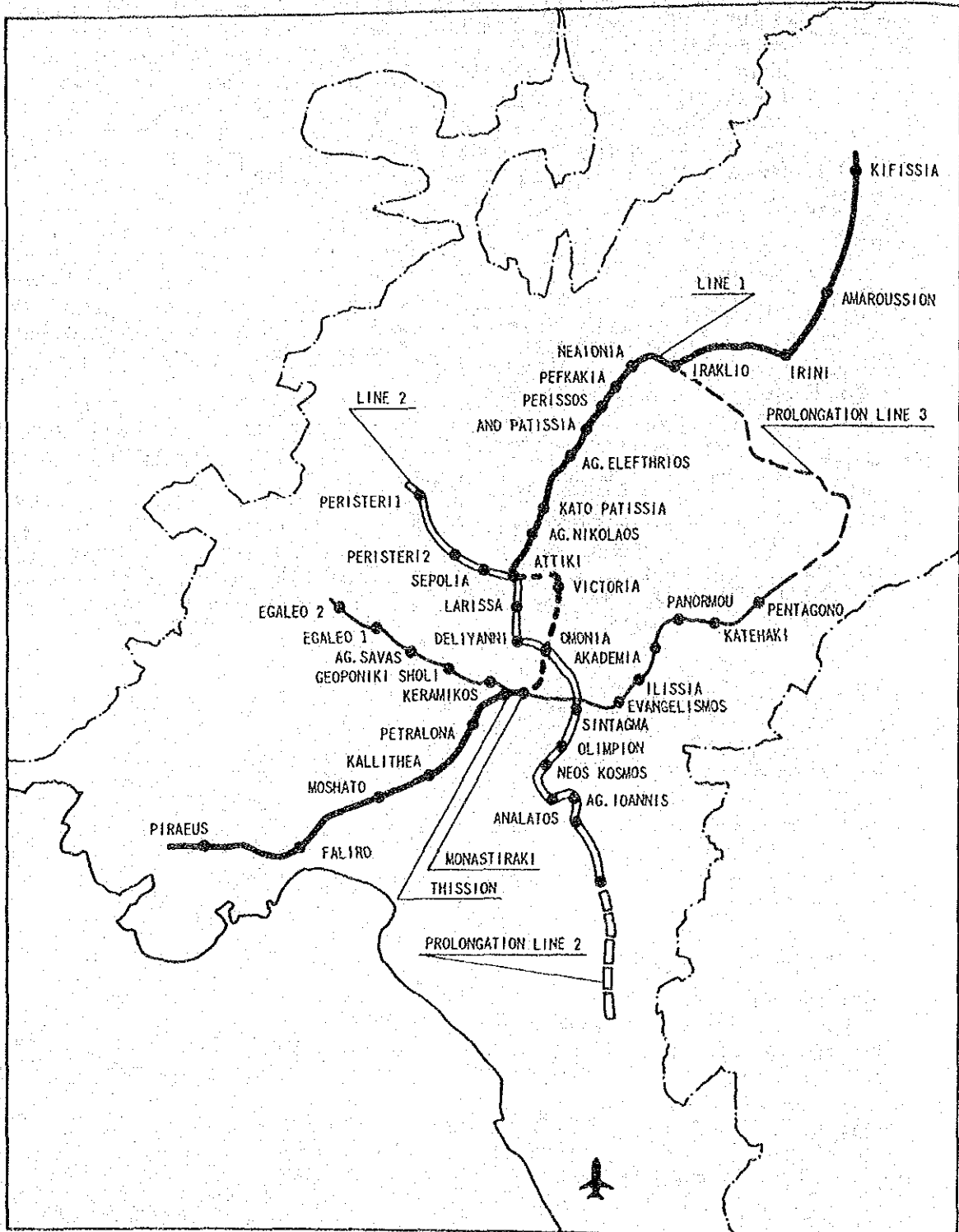
The Athens subway now consists of a single line, 27 km long,

which links Piraeus in the south to Kifissia in the north, passing through the western city centre of Athens, Omonia Square. As of 1985, the system has 199 cars and a capacity of about 7,000 passengers per hour, per direction.

There is a plan to increase the capacity by extending the platforms to 100 m to accommodate 5-car trains. A new signal system which will reduce the interval from 4 to 2.5 minutes is currently being implemented. It is hoped that the capacity will shortly become 12,000 passengers per hour per direction, or about 240,000 passengers per day. Two more lines are to be added, which is expected to play an important role in passenger transport during the prospective Olympic Games of 1996. The subway extension plan shown in Figure 3.4.4 can be outlined as follows:

- The first stage of the work covers lines 2 and 3, or a distance of 19 km (line 2 from Sepolia to Dafne, line 3 from Keramikos to Pentagono). These lines will pass under the most central streets in Athens: Panepistimou, Amalias, Vassilissis Sofias, Aghiou Konstantinou and Ermou.
- The second stage provides for the extension of the lines to Peristeri and Ilioupoli (line 2) and to Egaleo and Aghia Paraskevi (line 3), which will increase the length of these two lines to about 26.3 km.
- The third stage provides for the extension of line 2 to the international airport and of line 3 to the Tzannio Hospital. The extension of line 2 to the airport could be given priority with the prospect of the 1996 Olympic Games.

Figure 7.2.4  
 Location of Subway System



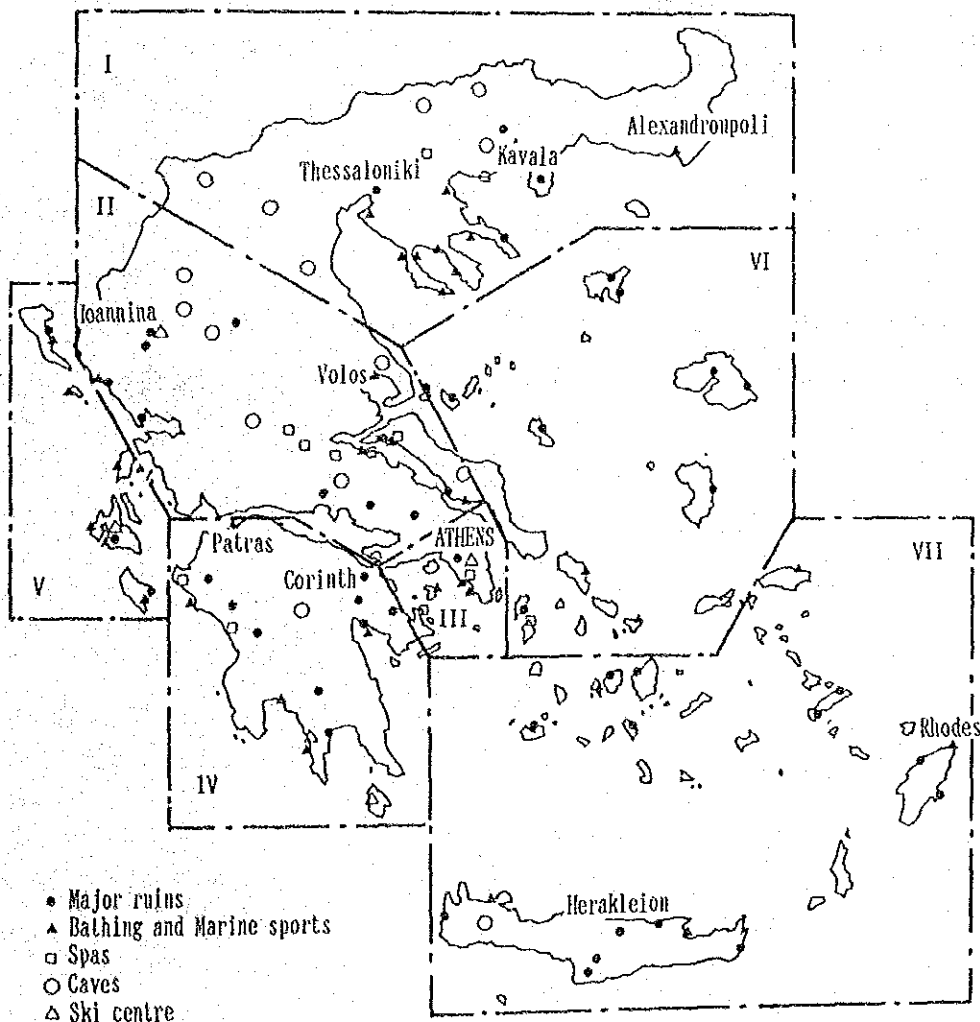
### 7.3 Regional Characteristics

This section briefly describes the general features of each region as a tourist destination, and summarizes the characteristics of major tourist spots in each region.

The country is divided into the following tourist regions, according to the way usually used by GNTO in promotional materials (see Figure 7.3.1):

- I Thessaloniki and the Northern Greece (Macedonia and Thrace)
- II Central Greece (Thessaly and Epirus)
- III Athens and Attica
- IV The Peloponnese
- V The Ionian Islands
- VI The Islands of the Northern and the Central Aegean
- VII Crete and the Islands of the Southern Aegean

Figure 7.3.1  
The Seven Tourist Regions



### 7.3.1 Thessaloniki and the Northern Greece Tourist Region

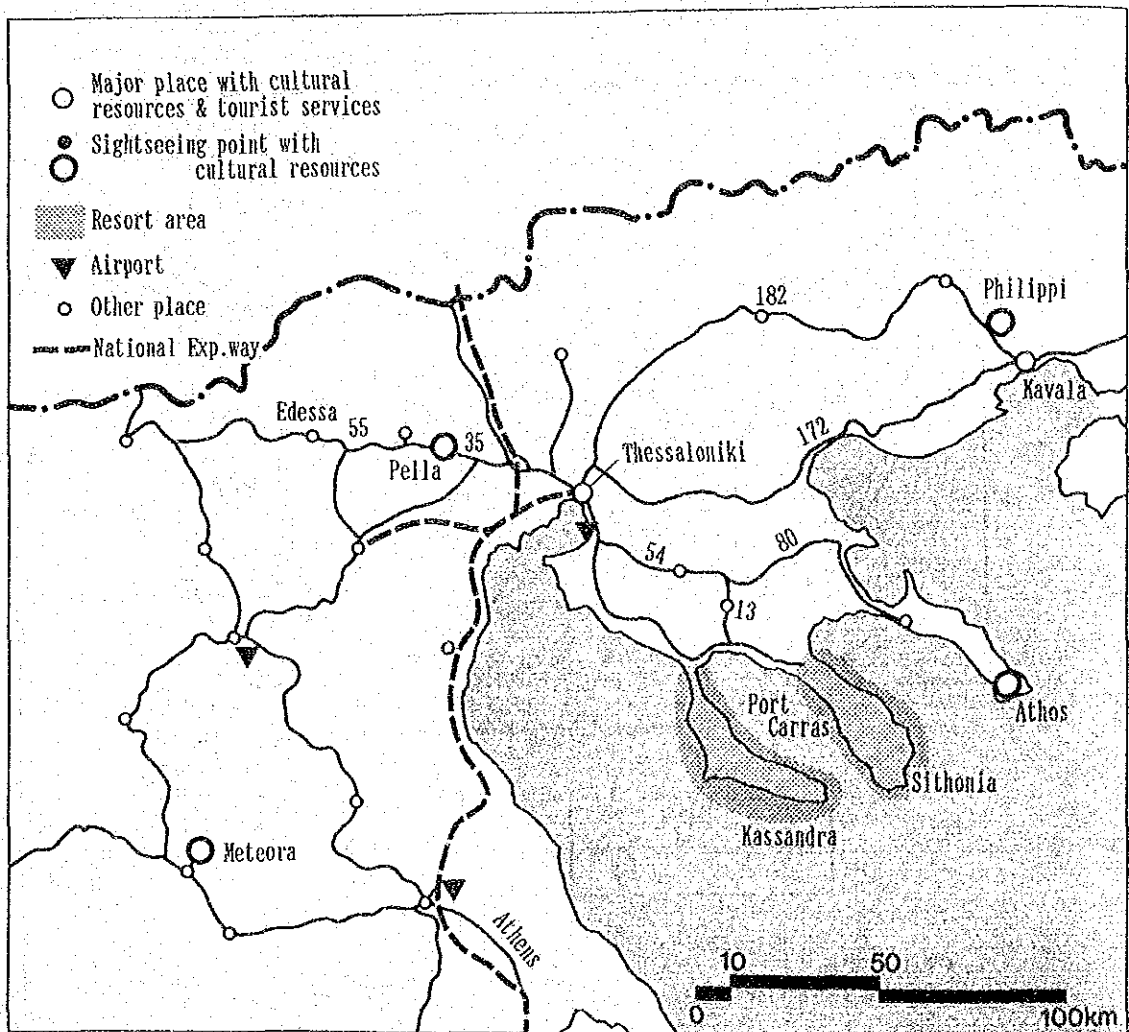
#### 1) Profile of the Region

This region adjoins with Albania, Yugoslavia, and Bulgaria in the north and Turkey in the east. The terrain is mostly mountainous, with large lakes and rivers.

The road network has been greatly improved in recent years and new resort complexes have been developed especially at the Chalcidice Peninsula.

The major scenic spots in this region are: Thessaloniki, which is the second largest city in Greece; Chalcidice Peninsula, which is a resort; and Pella and Philippi, which have the archaeological sites of Macedonia.

Figure 7.3.2  
Thessaloniki and the Northern Greece  
Tourist Region



## 2) Characteristics of Major Tourist Spots

### a) Thessaloniki

Thessaloniki has a population of nearly one million. It is the center of commerce, industry and tourism in this region. While preserving cultural and historical heritages of the past, Thessaloniki has developed into a modern urban center.

#### Accessibility

Thessaloniki is linked with Athens by the Olympic Airways' domestic services. There are about 10 flights a day, it takes about 50 minutes from Athens. Thessaloniki is also directly connected with other major European cities, such as Amsterdam, Brussels, Copenhagen, Frankfurt, London, Paris, Vienna and Zurich. It is the second important gateway to Greece next to Athens.

Railway services link Thessaloniki with Athens as well as the towns of Macedonia and Thrace as well as European cities through Yugoslavia. Between Thessaloniki and Athens, there are about 7 trains a day.

During summer, a trunk-line bus-coach is operated by OSE (the State Railways) between Thessaloniki and Athens, Larissa, Volos, Patras and Agios Nikolaos.

#### Tourism Resources

Thessaloniki was founded in 315 B.C. In 148 B.C., it became the capital of the Roman province of Macedonia and was an important cultural center. During the Middle Ages, it was the second largest city of the Byzantine Empire and many churches were built. There are many archaeological sites and historical buildings reflecting the Hellenistic, Roman and Byzantine era. Some of them are the Place of Galerions (300 A.D.), Roman Market, Theatre, the Roman Bath, the Arch of Galerions (305 A.D.), Rotunda, and the Agios Apostoli church.

In the Archaeological Museum, many items, which have been excavated from the graves in Macedonia, are displayed.

However, Thessaloniki is not yet popular to tourists due to its image as a commercial-industrial city rather than the city which has such rich cultural resources.

#### Accommodation

There are about 80 hotels (category: AA-C) in and around Thessaloniki, with approximately 8,000 beds. The average occupancy rate of AA-B class hotels is said to be about 75%, while the overall average occupancy is about 50%.

During major trade fairs and exhibitions, it is said very difficult to find a vacancy at AA-B class hotels.

### Others

Thessaloniki holds many international trade fairs and has the largest convention centre in Greece. Various kinds of tourist service facilities, such as tourist information centres, restaurants, souvenir shops and tour operators, are fairly well functioned. For visiting various spots around Thessaloniki, tour operators are available for tourists and also there are good tourist guides.

It is said that Thessaloniki is the best place in Greece for shopping various goods with their abundant and fine display at shops. Major shopping items made in Greece are jewelry, leather goods, fur, etc. Famous brand items imported from other European countries are also available.

#### b) Other Places

##### i) Chalcidice Peninsula

The Chalcidice Peninsula consists of three prongs called Kassandra, Sithonia, and Athos. Kassandra and Sithonia are known for beautiful beaches and modern marine resorts, as represented by Porto Carras, while Athos is famous for Mount Athos, the holy sanctuary of the Greek Orthodox Church.

##### ii) Pella

Pella is located about 40 kms west from Thessaloniki. The archaeological site of Pella, the ancient capital of the Macedonian Kingdom and the birthplace of King Alexander the Great, has been excavated since after the 2nd World War.

Excavated items is shown at the Archaeological Museum in the Thessaloniki. Since excavation is still going on today, the archaeological site of Pella is of little value for tourists.

##### iii) Kavala and Philippi

Kavala is the second largest city (population is about 150,000) in Northern Greece, and is about 170 kms east of Thessaloniki. Kavala is the industrial centre of eastern Macedonia and Thrace, and is known as a port town for fishing and for shipping tobacco crops.

Philippi is located 16 kms northwest from Kavala. Originally, the city was built for the development of Pangalon gold mining. Then the city was captured by King Philip II of Macedonia and took its name from him. Philippi is also located as a strategic point for traffic and prospered even in the Roman era. There are many archaeological sites of Roman and early Christian eras, such as Forum, Basilica and Theatre. Theatre was rebuilt for the summer drama festival in 1959.

The annual number of visitors to this theatre is approximately 25,000 in 1985.



### 3) Evaluation

This region has good accessibility to/from Athens as well as other European countries.

Thessaloniki plays an important role of tourism development in this region. It has beautiful scenery mixed with ancient monuments, and sufficient commercial and tourism facilities. It is pointed out that, during the trade fair, tourists is difficult to get accommodation because of a high occupancy rate of hotels.

The archaeological sites of Macedonia near Thessaloniki have been excavated in recent years, and many Hellenistic treasures have been found. These treasures are displayed in Thessaloniki Museum.

It is known for a fact that the Japanese have little knowledge and interest in northern Greece, including Thessaloniki, due to the lack of information in Hellenistic and Byzantine cultures, unlike the ancient Greek Culture.

Judging from these point-of-views, the following improvements will be necessary:

- Public relations to create the popular image of this area,
- Good maintenance and development of tourist spots around Thessaloniki, and
- Improvement of accessibility between each tourist spot in the region.

### 7.3.2 Central Greece Tourist Region

#### 1) Profile of the Region

The Pindos Range, running in the middle of the region from north to south like a backbone of Greece, gives totally contrasting characteristics to the eastern and the western parts of the region.

The River Pinios, coming down from the western slopes of the Pindos, flows into the plains of Thessaly. Eastern Thessaly is generally fertile and forms one of the best agricultural zones. At the same time, heavy industries, such as shipbuilding and refining metal have been developed around Larissa and Volos.

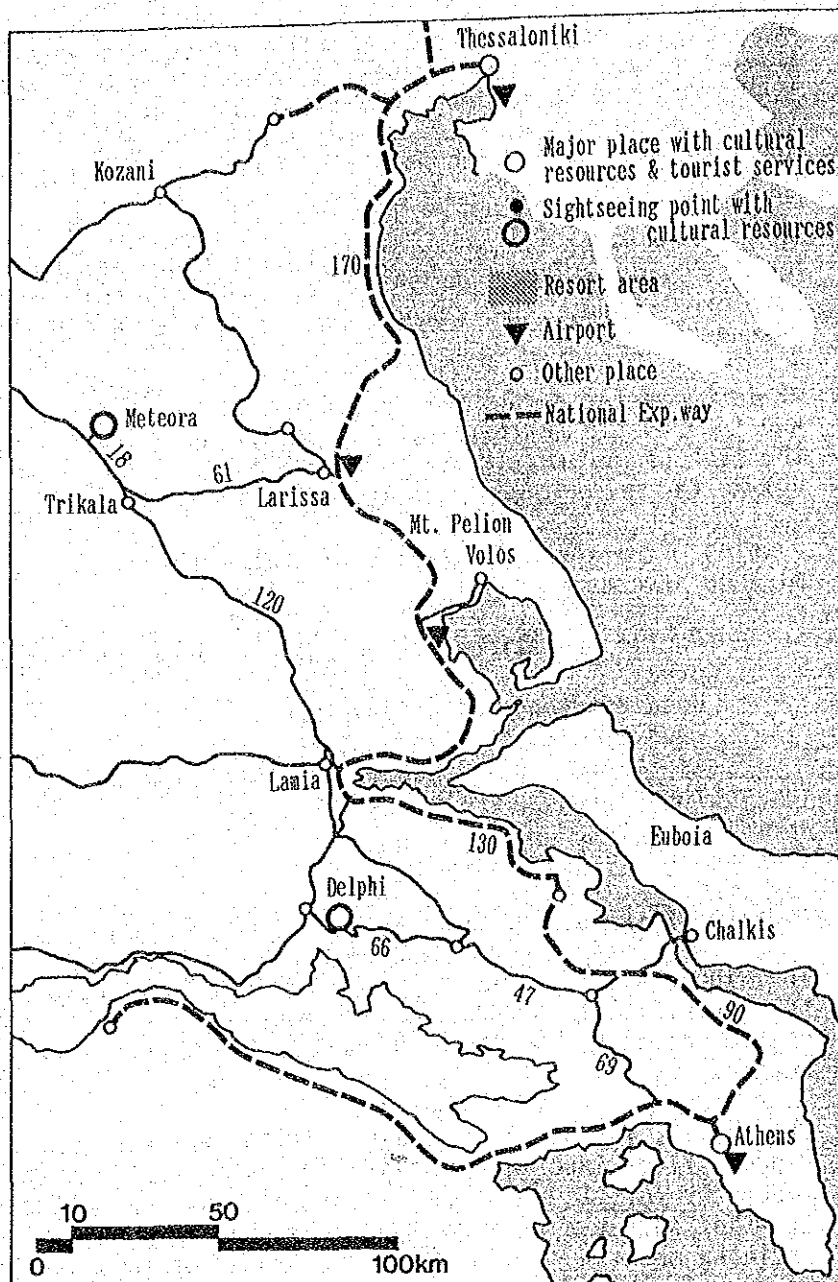
Major sightseeing areas in this region are Delphi and Meteora.

#### 2) Characteristics of Major Tourist Spots

##### a) Delphi

Delphi is located on the southern slopes of Mt. Parnassos (2,457 m), about 170 kms from Athens.

Figure 7.3.3  
Central Greece Tourist Region



Delphi was the most famous sanctuary in ancient times. The Sanctuary of Apollo was worshipped by visitors from various parts through Asia Minor to Sicily. The Sanctuary boasted treasures of Greece, and the prosperity of the city reached its zenith in B.C. 6 centuries.

The Pythian Games, where musicians, performers and athletes rivaled, were held in Delphi every 4 years. It is said that it was equal to the Olympic Games in popularity.

Even in the Roman era, Delphi played the role of the Sanctuary. However, the city was destroyed by the Byzantine Emperor in the year 381 against the background of the spread of Christianity.

#### Accessibility

There are bus services from Athens every 3 hours during the day, taking 3 and a half hours one way. There are 1-day and 2-day bus excursions from Athens.

#### Tourism Resources

Delphi is surrounded by Phaedriades cliffs and there is a concentration of four well-preserved archaeological sites, where the Shrine of Athena Pronaea, Kastalian Spring, Sanctuary of Apollo and Stadium are located along the slope of mountain. The location of each archaeological site is easy to be recognized for the tourists.

The Museum is located about 500 ms from Sanctuary of Apollo and is connected by a pedestrian way. The treasures of Delphi in the Museum are precisely classified to aid the understanding of visitors. The explanations of these treasures are only in French and Greek.

Annual visitors in Delphi number approximately 650,000. This is the largest number next to Acropolis in Athens.

#### Accommodation and Others

There are 23 hotels (1,336 beds) in Delphi, of which 3 hotels are in class A (527 beds).

Tourists can enjoy various local dishes not only at the restaurants in these hotels but also at tavernas in the town.

There are approximately 40 souvenir shops in Delphi where they sell potteries, furs and rugs of goat and wool carpets, etc.

Tourists of day excursion from Athens are arranged to take lunch at class A hotels. Lunch at these hotels is very popular among Japanese tourists because it is not so salty and is served warm, not to mention the beautiful scenery viewed from the window of the restaurant.

## b) Other Places

### i) Meteora

Meteora is located at the western edge of the plain of Thessaly. Here in Meteora one suddenly comes across a group of huge, perpendicular rocks soaring into the sky. About 600 years ago the Byzantine monks built their monastic community on top of these gigantic rocks. There were 24 such monasteries in the beginning but only 5 of which, are still inhabited, were left.

Some monasteries have accommodation facilities for pilgrims.

### ii) Others

There are other tourist spots in the Central Greece Tourism Region aside from Delphi and Meteora. They are:

Mt. Olympos (2,917 m): This mountain is the highest in Greece, and rises between Macedonia and Thessaly. People believed this mountain was the Throne of Zeus in ancient times. Nowadays this is the place for mountain climbing and hiking.

Mt. Pilio (1,551 m): This mountain is located northeast of Volos and is famous as a summer resort for citizens in Volos and Athens.

Thermopylae: This is the ancient battlefield where Leonidas, Spartan General had suffered a crushing defeat against the Persians. Today his monument stands in this place.

Ioannina: The capital of Epirus region, this beautiful town faces the Lake of Ioannina. Here is an old town which has the atmosphere of the era under Turkish rule.

Dodona: This place is located 18 kms southwest from Ioannina, and is the Sacred Place that was believed to be one of the famous oracles in ancient Greece.

The following are the identified problems affecting tourism in these areas:

- These areas are located far from other major tourist spots and are separated from each other.
- These areas are not attractive to foreign tourists.

## 3) Evaluation

Delphi is the one of the most popular destinations for foreign tourists and is worth to visit. Moreover, it has well-maintained facilities for rest and has good accessibility from Athens. Delphi, thereby, will an attractive destination also in future.

culture resources and scenery beauty. Moreover, it has well-maintained facilities for rest and is served by rather convenient accessibility from Athens. Delphi, thereby, will an attractive destination also in future.

Meteora is also interesting place for sightseeing, but its accessibility to/from Athens is inconvenient.

It is necessary to improve both of tourist spots themselves and their connection routes along/between Athens-Volos, Athens-Delphi, etc.

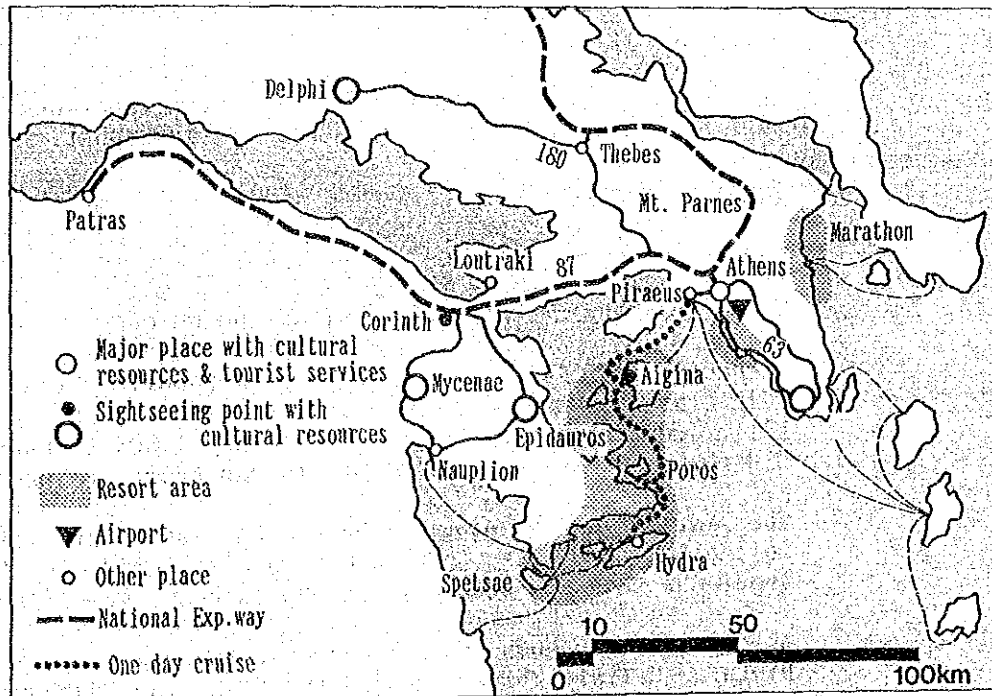
### 7.3.3 Athens and Attica Tourist Region

#### 1) Profile of the Region

Attica, the most eastern region of Central Greece, covers a total area of 3,808 sq.km. Athens is included in Attica.

Major sightseeing areas in this region are Athens, Apollo Coast, Cape Sounion, Port of Piraeus and Saronikos Islands.

Figure 7.3.4  
Athens and Attica Tourist Region



## 2) Characteristics of Major Tourist Spots

### a) Greater Athens

Athens became the capital in 1834 when Greece declared independence. As Athens developed, its metropolitan area spread. Greater Athens is the most developed and densely populated area. The area of Greater Athens covers 427 sq.km. accounting for only 0.3% of the total area of the country, while its population covers 31% of the total, 3,027,311 (Census of 1981).

Athens is the cultural centre of Greece as well as its administrative and financial centre, where worldwide famous archaeological sites such as the Acropolis, the Agora various museums with a variety of items excavated at historical sites throughout the country, etc. are located.

This area has the largest number of foreign tourists arrivals in Greece.

#### Accessibility

Athens is the gateway to the region as well as the national gateway to Greece, and there are international air routes linking Athens with major cities in the world; moreover railway service through Idomei and shipping services between Piraeus and Dubrovnik/Venice are linked with European cities.

As for domestic transport, this city also functions as the central terminal for all modes of transport.

#### Tourism Resources

##### -Athens-

There are many archaeological sites and museums.

Archaeological sites such as the Acropolis, the Agora, Temple of Zeus and so on, are concentrated around Acropolis hill. In 1985, there were approximately 1,600 thousand and 210 thousand visitors at Acropolis and Agora, respectively.

The National Archaeological Museum has abundant scholarly collection of items that have been discovered in Greece. About 800 thousand people visit the museum a year (1985).

As for other museums and art museums, there are the National Picture Gallery, Benaki Museum and Byzantine Museum, etc. These museums are smaller and have fewer visitors compared with the big museums in other European countries.

Annual numbers of visitors to National Picture Gallery, Benaki Museum and Byzantine Museum are approximately 100, 60 and 40 thousand respectively.

The Plaka, the old town is one of the good places to experience urban atmosphere of Athens.

There are many restaurants, tavernas, and souvenir shops for foreign tourists in Plaka area.

Recently the area between Plaka and Omonia Square has been developed into a commercial centre with a shopping mall.

#### -Piraeus-

Piraeus is located 10 kms west of Athens and the town has played the role of outer port of Athens for many years.

The Port of Piraeus is composed of the Main Harbour, Pasalimani, and Mikrolimano.

Mikrolimano is one of the most popular tourist spots with many sea food restaurants facing the port.

#### -Mt. Parnes-

Mt. Parnes (1,413 m) is located north of Athens, where limestone used to be produced.

Casino Mont Parnes is located halfway up this mountain, and it has 48 hotel rooms, a swimming pool, a night club and a cafeteria.

#### Accommodation

In Athens, there are over 800 hotels with 70,000 beds. The most AA-class hotels are found in the area around Syntagma Square, Kolonaki Square and Vasilissis Sophias Avenue.

13 AA-class hotels in Athens mostly have convention facilities, and various ceremonies and congresses are held there all year round. In winter, wedding ceremonies and private parties are held often.

It sometimes happens that AA-class hotels in Athens are fully booked during the big conferences.

#### Others

#### -Shopping-

There are many shopping areas as follows:

- around Syntagma Square: jewelry, fur, leather, clothes, shoes and bags,
- around Monastiraki Square: folk arts, copper ware, pottery, leather and antiques,
- around Kolonaki Square: boutiques for European fashion, and
- around Athens Avenue between Omonia Square and Monastiraki Square: all kinds of daily necessities.

In addition to folk-arts and earthenware with reasonable price, furs, jewelries and gold/silver wares are popular to foreign tourists. Fur products gain the reputation in Europe. The price is lower than in other Europe. (Bargain Sales after Christmas)

For accessories of jewelries and gold wares, the traditional brands, like Zolotas and Lalaounis are famous in Europe and U.S.A. Those well designed goods are exported to other European countries.

#### -Entertainments-

Athens Festival is held in the Odeon of Herodotes Atticus. At Plaka, numerous performances of traditional music and dance are staged at restaurants.

#### -Convention-

Besides the conference facilities in the hotels, there are 5 facilities for conventions in Athens and they are on a smaller scale. A new convention center with a total area of 77,000 sq.m is now being built.

### b) Other Places

#### (1) Saronikos Islands

There are many small islands in Saronikos Bay, including Salamis, Aigina, Poros, Hydra and Spetsai. Among these small islands, Aigina, Poros and Hydra have largest number of resort visitors. One-day cruise from Piraeus calls at Aigina, Poros and Hydra. This cruise is one of the most popular tourist courses for Japanese tourists, even in winter.

The tourist course which combines a one-day cruise with a tour of archaeological sites in Peloponnese is set about testing by the travel agency in Greece recently.

#### (2) Rest of Attica

There are many seaside resorts for foreigners and Greek people, in the area between Athens and Cape Sounion. "Apollo Coast" is the name given to this stretch of coast. There are many resort hotels with good bathing beaches. Among them, Vouliagmeni and Lagonissi are famous.

Cape Sounion is located at the southeastern tip of Attica 70 km from Athens and is famous for its Temple of Poseidon. Cape Sounion is famous for its beautiful sunset and a half-day tour from Athens is very popular for tourists.



### 3) Evaluation

Athens has various functions: such as a cultural sightseeing place, a resort place (Apollo Coast), a base of sightseeing courses (Athens - Sounion, Athens - Delphi, Athens - Peloponnese, Athens/Piraeus - Cruise), and a convention city.

Athens is an attractive place to visit and is the gateway to Greece for most overseas tourists. It is, therefore, necessary to improve the image of Athens further.

The following improvements are necessary to enhance the image of Athens as the cultural tourists destination.

- Opening hours at archaeological sites and museums should be adjusted. For example, at present Agora is open for a very short time compared to the Acropolis. (Both of them are famous among Japanese and many want to visit them through.)
- The incomplete pedestrian way around Agora which is located north of Acropolis gives a bad impression to visitors, compared to the well improved foot path around the Acropolis and Odeon Irodou Atikou. Therefore, it is necessary to improve the sidewalk, landscape and information boards around the Acropolis and Agora.

Necessary improvements for Athens as a resort:

- There are some resort hotels on the Apollo coast which may be preferred by Japanese. But they are not known to average Japanese tourists due to not enough promotion.
- If Japanese tourists notice the attractiveness of Apollo coast, the image of Athens will be improved not only as a cultural centre but also as a complex tourist centre. From this point of view, it is necessary to strengthen public relations for the Apollo coast, especially to honeymooners and high-grade tourists.
- It takes about 30 minutes to travel by road from the centre of Athens to the Apollo coast. The transport service between the centre and Apollo coast should be improved, because almost all the tourists on the Apollo coast visit Athens for sightseeing.

Improvement of tour course from Athens:

- Many tours from Athens such as intra-city tour, Sounion half-day tour, one-day cruise tour and Delphi one-day tour, are operated by various travel agencies.

Some tour operators have a pick-up service to/from hotels. Reservations for this service are available in AA-A class hotels and travel agencies. While, at bus terminal

(departing place) there are many similar sightseeing coaches for different destinations. For average Japanese tourists, it is not easy to distinguish the right one. Therefore, it is desirable to improve the sign/guide for buses.

Athens as a convention city:

- Most of the AA-class hotels have convention halls. A large convention centre is expected to be constructed in the near future. In addition, Athens has high potential as a convention city. However, it is very difficult to attract convention directly from Japan due to the long journey. Therefore, it is practical to examine the possibility of advertisements and invitations to Japanese companies located in Europe.

Others:

- Several new shopping streets have recently been created in Athens. Some of the shopping streets are interesting to Japanese tourists. It is necessary to produce and distribute information materials on these new tourist spots, because most of them are difficult to find in general guide books.
- There are various restaurants such as Greek restaurants, sea food restaurants, and Japanese restaurants in the City. However, since Japanese tourists stay for a short time, they cannot often find them. It is desired to establish a system capable of introducing highly evaluated restaurants to them through brochures, hotels, etc.
- The concentration of economic activities in Greater Athens causes congestion and pollution problems. It is necessary to solve the environmental pollution problem, which is well known to foreign tourists, in order to improve the image of Athens.

#### 7.3.4 Peloponnese Tourist Region

##### 1) Profile of the Region

Peloponnese is located at the southernmost extremity of the Balkan Peninsula. It is linked to the Greek mainland by a narrow neck of land, the Isthmus of Corinth, which is 6.3 km long and 23 m wide. The total area is 21,000 sq.km., and the population is about one million, as of 1981.

Agriculture, mainly of vast vegetable farms in Argolis and fruit orchards in both Laconia and Messenia, is extensively carried on in the present day peninsula. Grapes are still one of the main agricultural products from ancient times.

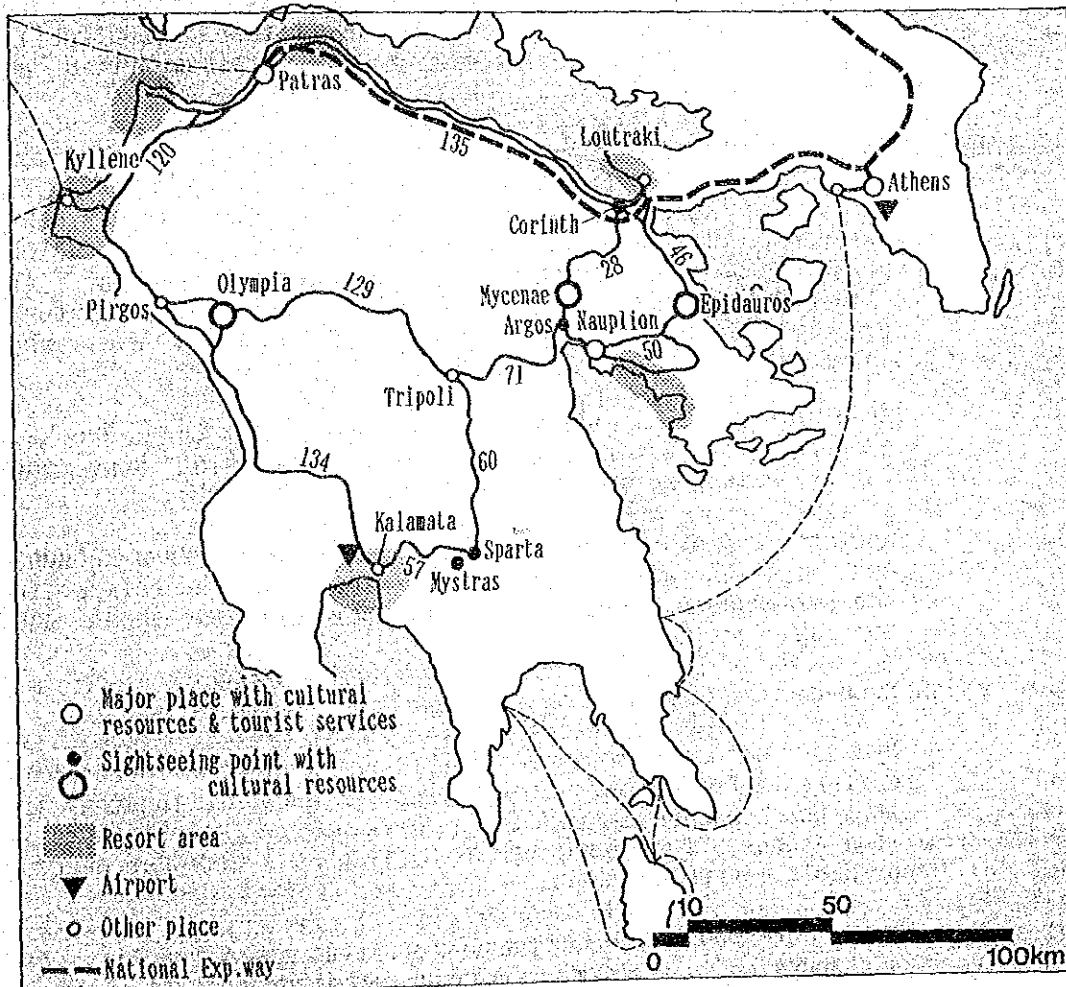
The peninsula is also blessed with abundant historic resources showing the history of Greece such as the cradle of the Mycenaean Culture in the thirteenth century B.C.; Olympia is

Agriculture, mainly of vast vegetable farms in Argolis and fruit orchards in both Laconia and Messenia, is extensively carried on in the present day peninsula. Grapes are still one of the main agricultural products from ancient times.

The peninsula is also blessed with abundant historic resources showing the history of Greece such as the cradle of the Mycenaean Culture in the thirteenth century B.C.; Olympia is famous as the site of the Olympic Games, Sparta having contested against Athens for mastery in ancient times; the largest existing ancient amphitheater of Epidauros in Greece, Mystra called the "Pompeii of the Medieval Ages", Kalavryta having touched off the relatively recent Greek war of independence against the 400-year dominance of the Ottoman Empire in the early eighteenth century, etc., and it plays an important role in the sightseeing service industry.

The distribution of the main sightseeing spots of Peloponnese is shown in the Figure 7.3.5.

Figure 7.3.5  
Peloponnese Tourist Region



## 2) Characteristics of Major Areas

### a) Corinthia Argolis Region

In this area, there are many famous sightseeing areas, the most famous are Corinth, Epidauros and Mycenae. These sightseeing areas are situated 82 km - 150 km away from Athens.

#### Accessibility

The area is served by a railway from Athens via Corinth, Mycenae, etc. In summer there is a hydrofoil service from Athens to Nauplion. The major sightseeing areas here also have regular bus services from Athens. But for tourists, these services are not convenient for making a round of sightseeing places. The many sightseeing tours by bus from Athens to the major places are most convenient for tourists.

#### Tourism Resources

There are three types of sightseeing areas: the first are those that center on the vestiges of ancient Greece (Corinth, Epidauros, Mycenae), the second are those that center on historic buildings of the Venetian Dominant Era (Nauplion) and third are seashore resort towns (Loutraki). The features of these sightseeing places are summarized as follows.

#### i) Corinth

There are two relics, Ancient Corinth and Akrocorinth. Ancient Corinth is the vestige of the old city which prospered as a military key point in ancient Greek era. It attained the highest stage of prosperity in the 6th century B.C. After that it was destroyed by Rome in 146 B.C. and was rebuilt.

Akrocorinth was built as an acropolis for Greeks. Afterwards it was reconstructed as a fortress of Rome and the Byzantine Empire.

Ancient Corinth is located about 80 kilometers from Athens and is at the most convenient location among the relics in the Peloponnese. For this reason, many tourists, about 330 thousands visited here in 1985.

#### ii) Mycenae

Mycenae which is a representative relic of the Mycenaean Culture is archaeological important. Mycenae is located in the northeastern part of the Argolis plain 131 kilometers from Athens. It was a fortress built upon a hill surrounded by small mountains.

There are two relics: Treasury of Atrus and Acropolis, at distances of 500 meters. Treasury of Atrus and Lion Gate which were built as megalithic structures, are reminiscent

of past prosperous days. However, as there are only the foundation stones where the palace stood on the top of the acropolis, it will be difficult for tourists to make a total image of the acropolis.

The excavated artifacts from Mycenae are now shown at the National Archaeological Museum in Athens. They are expected to be transferred to the new museum beside the relics.

The number of visitors to this place was about 610 thousand in 1985.

#### iii) Epidauros

Epidauros is a sacred place situated in a valley shut in by green mountains about 150 kilometers from Athens. Epidauros is the burial place of Asklepios who was a son of Apollo and was famous for his sleep treatment for all diseases in ancient Greece. Epidauros was believed to be a place of medical treatment for patients from ancient times. Many facilities such as hotels, parks, a public bath house, a gymnasium and a theatre were built in this place.

There are two relics: Theatre and Sanctuary of Asklepios in Epidauros. The Theatre with about 14,000 seats built in the 4th century B.C., still has a complete structure. In this Theatre, ancient Greek dramas are performed at weekends from June 15 to the beginning of September. The dramas take themes from the Greek mythology and are famous for their skillful performance. The Greek dramas played in Epidauros are especially popular among foreign tourists because of the atmosphere of ancient Greece. In the play season, many audiences visit this theatre from all over the world. In the season, bus tours connected with the theatre ticket are served from Athens.

Epidauros attracted about 600 thousand visitors in 1985.

#### iv) Others

The above three are the major sightseeing areas in this region at present. The other sightseeing places are summarized as follows.

##### -Nauplion-

Nauplion (its population is about 11 thousand) which was the capital of Greece after its independence from Ottoman Empire, is now the capital of Argolis.

Nauplion is a port town facing the Gulf of Argolis. It has a Venetian fortress and ancient Acropolis behind the town area. In the old town area, various churches and other historical structures built from the 13th century to the 18th century are located along the port. There are also restaurants, souvenir shops and pensions in this area. In the adjoining area, some large seashore resort towns such as Portohell are distributed.

Although Nauplion is a small town, it attracts many tourists as the tourist center of the Argolis. Therefore, it is highly evaluated by Japanese tourists visited there.

-Tiryns-

Tiryns is located about 20 km from Mycenae and 51 km from Nauplion. The ruins of Mycenaean Acropolis for Tiryns are famous for their fortifications of cyclopean masonry.

-Loutraki-

Loutraki is a seashore resort town on the opposite side of Corinth in the Gulf of Corinth. It is also renowned as a centre for hydrotherapy among Europeans as well as Greeks.

Accommodation

There are about 170 hotels (19,000 beds) in the Corinth and the Argolis areas. Loutraki and Portoheli, which are seashore resort towns and Nauplion have 31 (1,946 beds), 7 (1,668 beds) and 5 (462 beds) hotels above class B.

b) Olympia

Olympia is located in the western part of the Peloponnese Peninsula. Olympia is well-known as the birthplace of the ancient Olympic Games and the ruins are in good condition. Although it is not easily accessible from Athens, many tourists (about 400 thousands) visit Olympia for the above reason.

Accessibility

There are bus services available from Athens, taking about 6 hours one-way. Olympia is included in the 4-day bus excursions from Athens.

Tourism Resources

In the Ancient Olympia, the relics of various facilities for ancient Olympic Games such as the Stadium, Palestra (facility for training), Leonidaion (lodging house) and also the temples of Hera and Zeus stand systematically in the large site. As the site of the relics are surrounded by pine trees, tourists can walk round on a broad promenade in the pine trees.

The museum located by the entrance of the relics displays the excavations from Olympia. Those exhibits are related to the Olympic Games and the life in Olympia. They are familiar to the Japanese tourists.

The best season for visiting Olympia is spring. Tourists can enjoy the almond and peach blossoms.

### Accommodation and Others

The modern town of Olympia is located about one kilometer from the relics. Although it has a small population of 1,100, it provides sufficient tourist facilities; 17 hotels (1,304 beds), pensions, restaurants, tavernas, camping facilities, etc. There are 10 hotels (1,049 beds) above B class. They provide good accommodations.

As most tourists visiting Olympia are day-trippers, the town is eager to invite students or scholars of Greek history.

#### c) Other Places

Sparta is another famous tourist spot in Peloponnese Peninsula, especially for Japanese tourists.

Sparta is the capital of Laconia and it has a population of 12,000. Sparta has two sightseeing stops: the Acropolis and the Archaeological Museum. However, they attract few visitors compared with other well-known relics. The number of visitors to the Museum was 15,000 in 1985.

The relics of Mystra is situated on the slope of Mount Tygetos 6 kilometers west from Sparta. There are many relics of Byzantine churches in this area. The number of visitors was about 170 thousand in 1985.

### 3) Evaluation

A variety of cultural sightseeing resources are distributed over the Peloponnese Peninsula. Above all, Olympia and Mycenae are the sightseeing places which Japanese want to visit next to Athens and Crete.

To visit these sightseeing spots in Peloponnese, a whole day trip is necessary for Mycenae and Epidaurus, and at least an overnight trip for Olympia. The most convenient transport services for this area are bus tours from Athens.

A one-day tour visiting Corinth, Mycenae and Epidaurus is convenient for tourists who have to save time. However, visiting too many relics will bore tourists. It is better to improve the tour program for visits to only two relics and taking more rest time at Nauplion. Especially for Japanese, a one-way cruise tour programme will be suitable. As sightseeing spots in Peloponnese are mainly characterized by relics, the number of visitors who are interested in historical matters would not be large.

In Nauplion, Epidaurus and Olympia, the following schemes are discussed to invite Japanese tourists.

- hold a Japanese student seminar in Greece
- promote cultural exchange projects between Greece and Japan
- invite a Japanese historian studying Greek history.

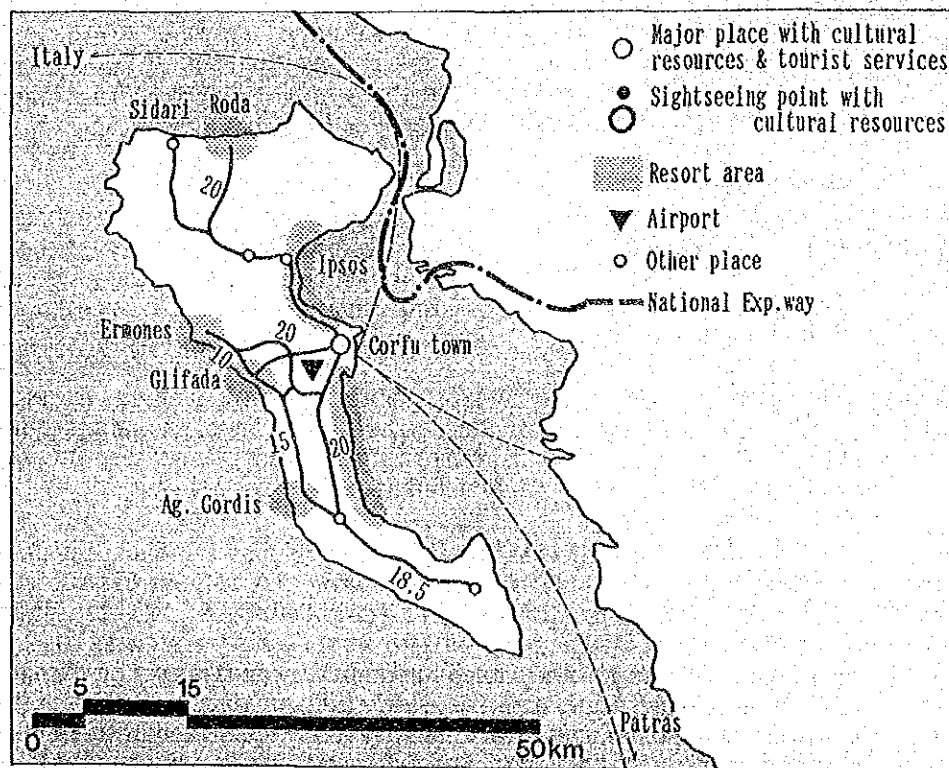
In the Peloponnese Peninsula, especially at the Isthmus of Corinth, road traffic is congested on weekends and the tourist season. There is a plan to construct a new bridge as one of the long-term infrastructure development programme, and it is expected to be implemented in near future from the viewpoint of tourist promotion in Peloponnese.

### 7.3.5 Ionian Islands Tourist Region

#### 1) Profile of the Region

The islands off the west coast of Greece comprise an archipelago of seven islands. Corfu, north of the Ionian Islands, is an administrative center with a mild climate, pleasant scenery, many excellent beaches and tourist facilities. This is one of the most important tourist areas in Greece. It has an area of 641 sq. km. and 217 km of coastline. Its population, as of 1981, is 99,477. The population of Corfu Town is about 34,000.

Figure 7.3.6  
Ionian Islands Tourist Region (Corfu)



#### 2) Characteristics of Major Places

Corfu Island has been occupied by Venice, France and Britain since the middle ages. This fact brought various historical structures built in different ages in the Corfu town and other places on the island. Corfu Island is a representative seashore resort in Greece. A number of resort hotels are provided everywhere on the island. Many tourists visit in summer from European countries.



the 30th of October.

### Accessibility

There is an airline service from Athens with six flights a day in summer. For the international air services, besides an air route from London, many charter flights serve European countries in summer. Ferry services are available from Igoumenitsaz and Patras and also shipping services from Venice and other ports in Italy. From spring to autumn, four-day air tours are available from Athens.

Bus services and 200 taxis are the major means of transport on the island.

### Tourism Resources

The main tourist resources on Corfu Island are Corfu town and a number of seaside resorts distributed along its coast.

Corfu town is built between two forts. One was built from the middle ages to the 16th century, while the other after the 16th century. The churches and other historical structures distributed around town were built during the rules of Venice, France and Britain. The town also has old streets and houses built under Venetian rule. Shops, restaurants and cafes are lined on narrow streets. Tourists abound during the tourist season.

The representative cultural facilities in this town are the Archaeological Museum and the Museum of Asian Art. The Archaeological Museum displays artifacts from local archaeological excavations. The Museum of Asian Art exhibits collections of Manos, the ambassador to Austria and Chatzivasileiou; the ambassador to India. These rich collections consist of about 10 thousand items of Chinese, Japanese and Indian arts, dating from the neolithic ages to the 19th century A.D.

The number of visitors to each museum was about 20,000 and 45,000, respectively in 1985.

### Accommodation and Others

Corfu Island has a complicated topography and coastline. This forms various types of beaches on the island. While most of them are public beaches, some new large scale resort hotels have private beaches.

As Corfu Island was occupied by other European countries until 1864, it is still strongly connected with European cultural areas. This is why many European tourists visit here. Various leisure facilities such as marinas, tennis courts, golf course, cricket ground and horse riding ground are provided.

The splendid mansions were built as winter and summer residences at the end of the 19th century. At present one of them is used as a casino. This casino, which has a distinctive character with its vast outdoor garden, stands on a hill overlooking the shore. Open-air games are held in summer. It is very popular among tourists.

At present, the total number of beds in hotels number 30,000, occupied by a majority of beds in class B or higher hotels (AA: 2,000, A: 8,500, B: 7,400). Most of these accommodations are concentrated on the east coast. Recently, large-scale resort hotels have been increasingly constructed in each area, and are comprehensively equipped with beaches, pools, fitness facilities, and marine leisure facilities.

The occupancy rate of class AA-, A-, and class B hotels through the whole year was 71%, 83% and 78%, respectively (1984). Therefore, it may be difficult to find rooms for a short stay in the summer.

### 3) Evaluation

Corfu Island historically has a strong connection with Western European countries compared with other islands in Greece. It also has a mild and humid climate. These factors create a popular resort area for Europeans and Greeks in the island.

In the summer, many European tourists visit here by charter flights and stay at their favorite resorts. These resorts become like private resort villages for each nationality, such as English village, or an Italian village.

Corfu Island is blessed with abundant cultural resources as a tourist spot. However, the island alone could not attract general tourists. The two fortresses are symbols of Corfu town which are a main tourist spot. One of them is partially opened, and events such as the Light and Sound Shows are held. But the other is not opened to the public. It is expected that this fortress will be opened as a tourist spot.

At present, few Japanese who live in Europe visit the island. Corfu Island is not popular with ordinary Japanese tourists.

Trips to such overseas resorts are not popular among ordinary Japanese in respect of time and cost, compared with those in Hawaii and Guam which are near to Japan. This, therefore, presents some restrictions on ordinary Japanese tourists preventing them from visiting Corfu Island.

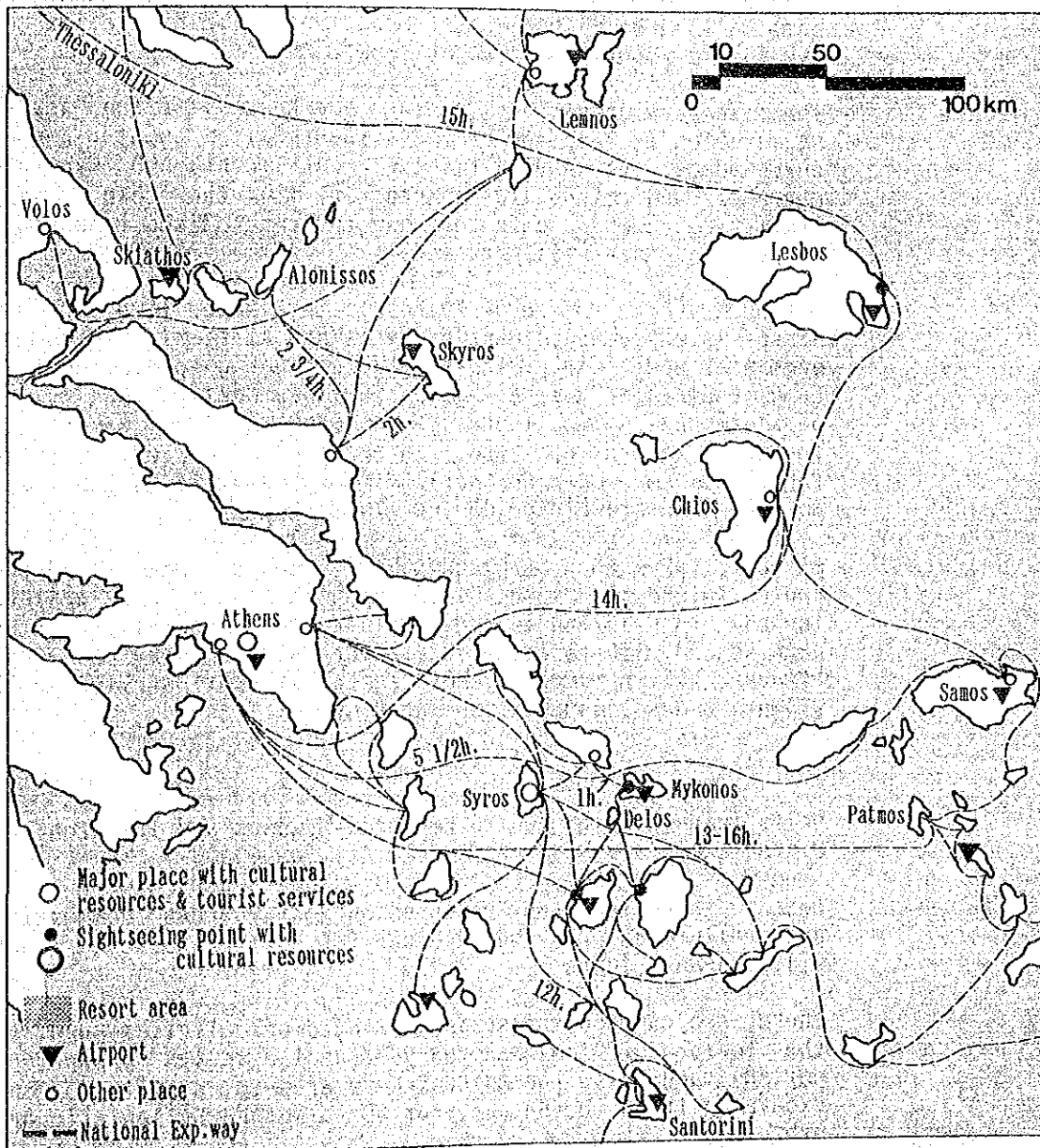
### 7.3.6 The Islands of the Northern and the Central Aegean Tourist Region

#### 1) Profile of the Region

Numerous islands of the Sporades and the Cyclades fall into this tourist region.

This region is characterized by very attractive small islands with brilliant white villages and a clear blue sea. Enormous numbers of foreign tourists visit these islands during the summer season as a resort destination/port of call on their cruise.

Figure 7.3.7  
The Islands of the Northern and Central Aegean Tourist Region



## 2) Characteristics of Major Tourist Areas

### a) The Cyclades

The name "Cyclades" is derived from the Greek word "Kyklos" meaning cycle or circle. As the name indicates, the Cyclades are a circular chain of 39 islands located in the middle of the Aegean Sea.

The Cyclades include Mykonos, Santorini (Thera), Delos, Melos, Nikolaos, Paros, etc.

Brief descriptions on the major tourist areas are as follows:

#### -Mykonos-

Mykonos is one of the most popular isles of the Cyclades, 85 sq. km in area with 81 km of coastline. The population of Mykonos is about 5,500 (as of 1986).

The town presents typical picturesque scenery of the Aegean Sea, which is composed of traditional white cuboid houses surrounding the marina/fishery port, over 300 Cycladic churches and windmills. Moreover, in the town, some facilities such as cafe terrace, taverna, disco, souvenir shops, etc., are well arranged.

Although there are over 50 hotels in Mykonos (two are in class A category), most of them are small in terms of number of beds. Accordingly, it might be quite difficult to book rooms for Japanese group tourists during the summer peak season, when there are so many holiday makers of younger generation from Europe and America. These facilities are open to tourists from spring to autumn, and most of them are closed during winter.

Since it takes about two and a half hours to look around the whole island of Mykonos, most of the Aegean Sea cruises include this island in their itinerary, especially during peak season. There are also regular shipping services from Piraeus, 25 per week, and regular flight services (10 flights a day in summer) operated by OA.

#### -Delos-

Delos Island is located 20 kms from Mykonos and its area is 3.5 sq. km.

Delos played important roles in antiquity, both commercial and religious, when the sanctuary of Apollo attracted many pilgrims and riches.

There are, as tourist spots, archaeological sites such as the Terrace of Lion, Sanctuary of Apollo in its prosperous periods and also the Museum where archaic sculptures and excavated items in the age from 5C to Romano-Hellenistic are exhibited.

The accommodation facility in the island is one Xenia Hotel with 7 beds, and accessibility is only by regular ship service from Mykonos island. Delos, therefore, is considered to be important from the viewpoint of archaeology rather than tourism. About 90 thousand tourists visited in 1985.

#### -Santorini (Thera)-

Santorini, the southernmost of the larger Cyclades, is 76 sq. km in area with 69 kms of coastline. Its population is about 7,000.

The topography of the island shows a spectacular volcanic feature with a contrast between east and west; an extensive fertile plain and sheer cliffs, respectively.

Thera town, the island's capital, is on top of the precipitous cliff (300m high from sea level) and has a beautiful townscape with white churches and houses like Mykonos island. In the summer, various young artists visit from all over the world and stay; the works created by these artists, such as handicrafts, paintings, accessories, etc., are sold to tourists.

Ancient Thera and Akrotiri are the two famous archaeological sites on the island.

Ancient Thera was built in 9C B.C. but declined during the Roman era and became a ruins in 13C. This ruins consists of market places, baths, theatres, temples of the archaic and classical times, early christian relics, etc.

Akrotiri is a relic that has been excavated since 1967. The excavations are gradually revealing a Minoan city dating from 1,000 B.C. and many discoveries have been made including the famous frescoes which are now exhibited in the National Archaeological Museum in Athens.

There are various transport services; air routes from Athens (4 flights a day in summer), regular shipping service from Piraeus, and almost all of the sea cruises call at the island.

#### b) The Sporades

"Sporades" in Greek means "scattered islands" and include such islands as Skiathos, Skopelos, Alonissos, Skyros and other islands (Lemnos, Lesbos, Nios and, Ikaria), which are closer to the Turkish coasts.

The main attractions of these islands consist of large scale natural beauty rather than historical or cultural heritages. Moreover, there is a calm atmosphere to some extent in comparison with other famous islands, since they have rich vegetation and less tourists.

These islands are rapidly gaining popularity among those holiday makers who seek quiet and undisturbed relaxation. These islands are quite unknown to Japanese so far.

### 3) Evaluation

In general, the average Japanese tourists have two typical images of a Greek tour: historic places and Aegean Sea/Island. Most young people and females prefer the latter.

Mykonos and Santorini islands are the favorite Aegean islands to them because of the popularity generated by promotion activities through magazines and TV. These islands have reasonable attractions such as romantic, beautiful scenery and international resorts where there are opportunities to communicate with young foreigners from the U.S. and Europe as well as Greek.

However, there are some restrictions that prevent Japanese tourists from enjoying these advantages: These are:

- inadequate hotel facilities/capacities for Japanese group tourists, especially in the summer
- not enough capacity of domestic flights to/from Athens
- non-daily operation of Aegean Sea cruises
- complete different atmosphere in the off-season period.

## 7.3.7 Crete and the Islands of the Southern Aegean Tourist Region

### 1) Profile of the Region

There are many sightseeing places such as Crete, Rhodes, Kos, and Samos found in this region. Two islands, Crete and Rhodes, among them, exceed Athens in the number of nights spent by foreigners, and are representative sightseeing places in Greece.

### 2) Characteristics of Major Tourist Areas

#### a) Rhodes

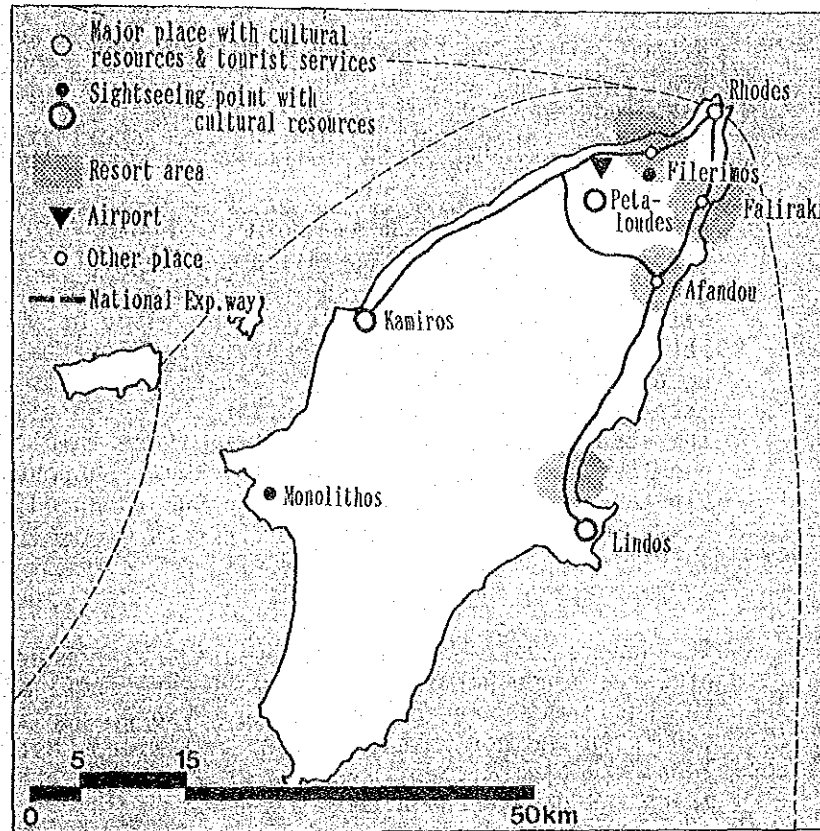
Rhodes is the largest island in the Dodecanese and the fourth largest island in Greece. It lies at the southeast limit of the Aegean; it has an area of 1,398 sq. km, 220 km of coastline, and a population of about 90,000.

The number of nights spent by foreigners on Rhodes is about 7.25 million, which is twice that of Athens. The number of nights spent by Japanese is as small as about 6,000. Rhodes is the next most popular sightseeing place for Japanese after Athens (1986).

### Accessibility

The International Rhodes Airport is linked to Athens (10 flights a day in summer), other Greek cities and main Western European cities. In summer, there are many chartered flights from Europe. Rhodes is linked to the port of Piraeus (Athens) and other islands by ferry boat. Most of all, the Aegean cruises call at Rhodes during the season of the middle March to November.

Figure 7.3.8  
Profile of Rhodes Island



### Tourism Resources

Major tourist spots in Rhodes Island are Rhodes Town and Lindos; in addition to these, there are various ancient relics and monasteries, such as Kamiros and Ialissos.

Rhodes Town is located at the northern end of the island with a population of 40,000 and it consists of two parts: the old town and the new town.

In the old town, there are many medieval buildings such as Knight's Palace, Knight's Hospital (Archaeological Museum), etc., which are now utilized as conference hall, restaurants, shops and office, etc. These historical buildings are well preserved and maintained by some cultural groups and signboards and lightings for tourists are also harmonized with the town scape.

The Knight's Palace and the Archaeological Museum are the major sightseeing spots in this town, and there were about 230,000 and 140,000 visitors, respectively (1985).

The new town was built along the Mandraki marina during the period of Italian rule at the beginning of the 20th century. There are Cathedral and Government House, etc. in Italian style, and other public buildings, such as Town Hall and Theatre that form the unique landscape. In the surrounding area, various high-grade shops of fashion, gold/jewelry and hotels for tourists are located.

Since 2 to 3 hours are enough to look around both old and new towns in Rhodes, Rhodes town is one of the best resources in terms of its scale and variety for all kinds of tourists: long-stay holiday makers, short-stay tourists, and cruise passengers, etc.

Lindos is situated 65 km south of Rhodes Town. It is a small village with a population of 700 at the foot of the ancient Acropolis. The ancient Acropolis was a sanctuary with Temple of Athena and it was renovated as a fortress in the Medieval Age, and these historical sites are almost completely preserved. The feature is very famous and attractive to all Japanese tourists. In the village between the beach and the Acropolis Hill, there are restaurants, pensions, souvenir shops and traditional churches, etc. Visitors to the Acropolis numbered 500 thousand, ranking it sixth among the archaeological sites in Greece, in 1985.

#### Accommodation and Others

In Rhodes, there are some resort areas with a certain number of large-scale hotels that are well developed, with private beaches, swimming pools, marine leisure facilities, etc. One is in the north-west area of the island, between Rhodes Town and the airport, and the other is in the Faliraki, which was developed in recent years.

The total number of hotels in Rhodes is about 230 (37,000 beds), of which 70 (23,000 beds) belong to class AA and A categories.

The occupancy rates of class AA, A and B hotels are as high as 76%, 90% and 80%, respectively. Most of these hotels are closed during the winter off-season.

New hotel facilities are being constructed and 20 other hotels will be completed in 1989; a resort complex of a huge scale is planned in the southern region of the island.

There are approximately 3,000 commercial facilities such as restaurants and shopping in Rhodes Town, and various imported goods, such as liquors, jewelries, clothes, etc., are low-priced compared with other regions because of the exceptional treatment of import duty in the Dodecanese.



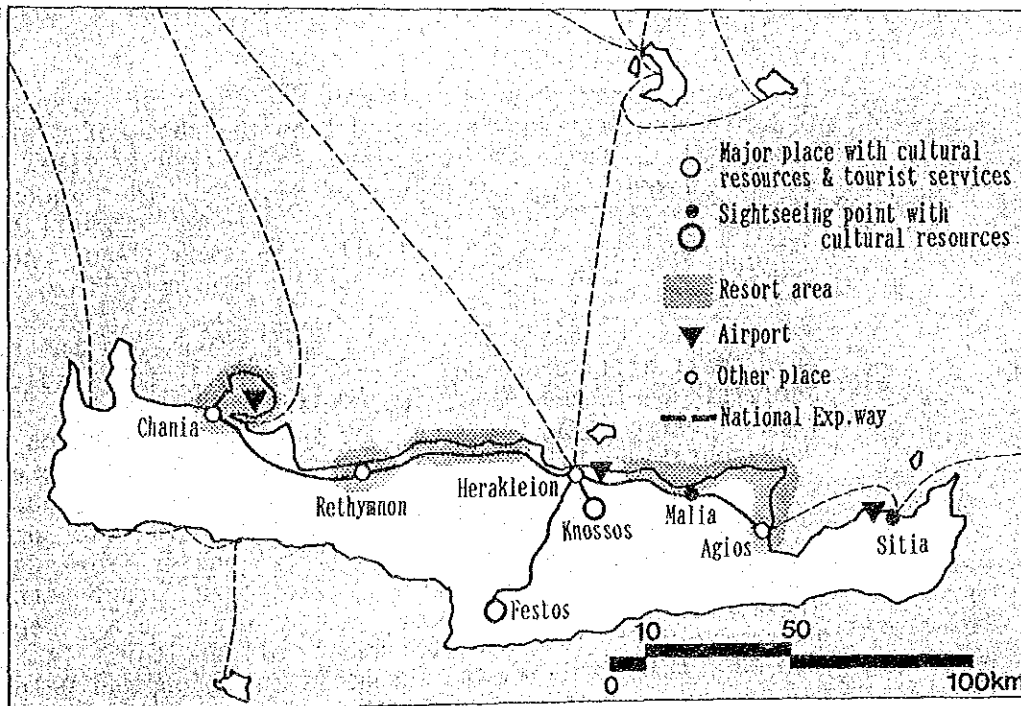
One of the specialties of Rhodes is pottery. Some manufacturers sell it directly in a suburb of Rhodes Town. Many hand-made accessories which are made of turquoise and ivory from surrounding nations by local designers are also sold, because Rhodes was located on a transport route between Asia Minor and Greece in ancient times. These products are of the high grade type that the Japanese relatively prefer.

b) Crete

Crete is the largest Greek island and the fifth largest in the Mediterranean. This island is 8,336 sq. km in area and has about 1,046 km of coastline. The population recorded in 1981 was 502,165. Crete is divided administratively into four prefectures: the Prefecture of Herakleion (capital: Herakleion), the Prefecture of Rethymnon (capital: Rethymnon) in central Crete, the Prefecture of Lassithi (capital: Agios Nikolaos) in eastern Crete, and the Prefecture of Chania (capital: Chania) in western Crete.

The number of nights spent by foreigners in Crete is 6.8 million (1986). Second to Rhodes, Crete is the most popular sightseeing area for tourists' visits in Greece (The number of nights spent by Japanese was about 4,000).

Figure 7.3.9  
Profile of Crete Island



### Accessibility

International air transport service to/from Crete links Herakleion with Frankfurt by direct flight. As for domestic services, there are 14 and 8 flights between Athens and Herakleion, and Athens-Chania, respectively. Regular flights are also available to/from other islands, such as Rhodes, Mykonos, and Santorini.

An overnight ferry is available from Piraeus to Herakleion and Chania. A regular sailing is also available from Dodecanese islands and Cyclades islands to Crete. A 3-day cruise is provided between Mykonos, Rhodes and Santorini and Crete (Herakleion) every week from April to October.

### Tourism Resources

Crete is a prominent island where many Minoan relics which are the oldest in Europe remain, and it is blessed with a warm climate and natural scenery. It is a very popular island resort. Crete, a big island, has many tourist spots, of which the following are relatively prominent and have good accessibility.

#### i) Herakleion

Herakleion with a population of 100,000 is the capital of Crete and is a centre of trade. It is a gateway for sightseeing on Crete. The tourist resources of this city are the Archaeology Museum and the ruins at Knossos in a suburb of Herakleion. The city itself has few sightseeing spots.

The Archaeology Museum is one of the greatest museums in Greece where artifacts excavated from the whole of Crete are collected. About 470 thousand people (1985) visit this museum a year. A great number of Neolithic to Minoan and Archaic artifacts are displayed in 15 rooms classified by age. They are archaeologically important and general tourists can also enjoy the attractive Minoan culture.

Knossos is located 5 km south of Herakleion, and it stands on a small hill surrounded by olive groves. It is said that Neolithic detached houses were piled up in layers and a royal palace was located on the top. Knossos has representative Minoan relics where each room is linked by corridors like a labyrinth, which is the reason that the Labyrinth legend grew. At present, the roofs and pillars are repaired with concrete and it is easier for general tourists to understand this relic than other relics. (However, some people claim that they are repaired extensively.) The annual number of visitors is about 640,000, which follows the Acropolis in Athens and Delphi.

Other Minoan relics in the Herakleion region are Faestos and Malia, which many tourists do not visit compared with Knossos. (Faestos: 170,000 a year).

#### ii) Agios Nikolaos

Agios Nikolaos is located 69 km east of Herakleion and has a population of 8,000.

This town is at the centre of Mirabello Bay. It was occupied by Turkey and Venice and was used as a fortress, and it has been the capital of the Prefecture of Lasithi since 1905. This town has been well known in the world since it was introduced in movies of Walt Disney and programmes of BBC in 1960's, and many resort complexes have been built in this town and peripheral areas. It is very popular among Europeans, Americans, and Greeks. There is a small lake connecting the sea at the center of this town, and restaurants, discos, cafe shops, hotels and stores compactly gathered around this lake, which are alive with tourists staying at this town and peripheral areas.

#### iii) Chania

Chania is located 140 km west of Herakleion and has a population of 50,000. It was the capital of Crete until 1971, but at present, it is the capital of the Prefecture of Chania.

Chania had been placed under the control of Venice since the 13th century and the city with its ramparts was built from the 16th to the 17th century. The beautiful old streets still remind us of vestiges of the old times.

There is the largest gorge (18 km) in Europe, Samaria Gorge, which is a tourist spot at the periphery of Chania, and is a popular course for tourists.

#### iv) Rethymnon

Rethymnon lies between Herakleion and Chania and has a population of 18,000. Since this town was placed under the control of Turkey and Venice, their influences are often found in fortresses, mosques, houses which stand in a row facing the port. These streets and beautiful shores are the tourist resources of Rethymnon, and resort hotels are constructed facing the shores of the periphery of this town.

#### Accommodation and Others

According to the statistics for 1985, there were 697 hotels (48,417 beds) on Crete. Most of these hotels are concentrated at the north coast of Crete. The Prefecture of Herakleion holds a majority of 25,805 beds, followed by the Prefecture of Lasithi (10,871 beds), the Prefecture of Rethymnon (6,545 beds), and the Prefecture of Chania (5,196).

The number of Class AA and A hotels is 65 (20,000 beds). These are concentrated at the coast between Herakleion and Agios Nikolaos and the shores of the periphery of Agios Naxos, Rethymnon and Chania, where high grade resort areas

have been developed.

The construction of resort hotels in Crete started in the 1960's. At present, they are being maintained and most of them have the latest facilities. These hotels have many bungalows and various indoor/outdoor leisure facilities on the vast site facing the shore. Various schools for marine sports are held.

Some of these new hotels provide a nursery service for tourists who brought their children and foreign staff for tourists from European countries.

Crete is famous as an island where flowers such as mimosa, anemone, and orchid bloom. The outdoor areas of each resort hotel are ornamented with these flowers, providing a Grecian hospitality.

The specialities of Crete are traditional handicrafts such as woven fabrics, wood carvings and embroidery.

### 3) Evaluation

#### Rhodes

Rhodes is blessed with many high-quality resort areas over the island, including a medieval city, Rhodes Town, and Lindos which commands beautiful scenes such as the ancient Acropolis and a community of white houses. It is the tourist spot which various kinds of tourists such as general tourists, cruise tourists, and resort tourists can enjoy. And since it is conveniently located, a tour programme associated with the Aegean Islands and Turkey can be planned.

As for accommodation facilities, there are many large-scale hotels. As for shopping, brand products of Europe are cheap and there are many high-grade Greek hand-made accessories of the type which Japanese prefer.

Rhodes is well-known among the Japanese and the evaluation of Japanese visitors is high. From this point of view, it seems that Rhodes is one of the tourist spots which are favoured by conditions that attract Japanese tourists among Greek tourist spots. Various public relations are expected to be promoted to Japanese and to actively appeal to travel agencies.

#### Crete

Crete is famous as an island where many Minoan relics remain including Knossos.

Many high quality resort hotels have been constructed recently over the island, and Crete has become a very popular resort among Europeans and people of Greece proper, helped by the Cretan hospitality to visitors.

These cultural resources, resorts and beautiful community are distributed over the whole island of Crete. Therefore, it seems that it takes more than one week to fully enjoy the attractions of the island.

The main tourist spots are the Archaeology Museum at Herakleion and Knossos. However, it is difficult to enjoy the goodness of Crete along the tourism route between Herakleion and Knossos, because Herakleion has grown as a commercial and industrial city and the circumstances are in disorder. It is necessary to improve the scenery along the tourism route in the future.

Crete is well known among Japanese, but most of them only know its name and very few know its historical background of the place. Public relations are expected to be promoted to introduce the attractions of Crete.

## 7.4 Promotion Activities

### 7.4.1 GNTO's Promotion Activities

#### 1) Organization and Budget

##### (1) Organization

Greek National Tourist Organization (GNTO) was established in 1951 as an autonomous legal entity under direct supervision of Ministry of National Economy.

GNTO is responsible for planning, implementing and promoting the tourism development of the country. Main activities of GNTO are as follows:

1. Preparation of plans for main infrastructure works necessary for tourism development at a national level,
2. Coordination between the public sector and the private sector, and
3. Supervision and control of the private sector.

GNTO consists of a main office in Athens, and regional and overseas offices. The main office comprises of 12 departments, as shown in Figure 7.4.1. It has 21 regional offices in the major cities all over the country and 25 overseas offices in 18 countries. The overseas offices are listed in Table 7.4.1.

Among GNTO's organization, the following departments are directly in charge of promotion activities to attract international visitors to Greece.

#### Department A: Research and Development

- Division A1/Research and Marketing

#### Department D-E: Public Relations - Advertising

##### . Service Unit of Public Relations

- Division D1/Public Relations (6 persons)
- Division D2/Tourist Information (17 persons)
- Division D3/Congresses and Exhibitions (5 persons)

##### . Service Unit of Publicity:

- Division E1/Advertising Programs (6 persons)
- Division E2/Publications (16 persons)
- Division E3/Audio-Visual (3 persons)
- Division E4/Supervision of Tourist Publications (1 person)
- Division E5/Dispatch of Advertising Materials (1 person)

#### Department for Liaison with GNTO Regional and Overseas Offices

- Division of Service Abroad

Figure 7.4.1  
Organization Chart of GNTO

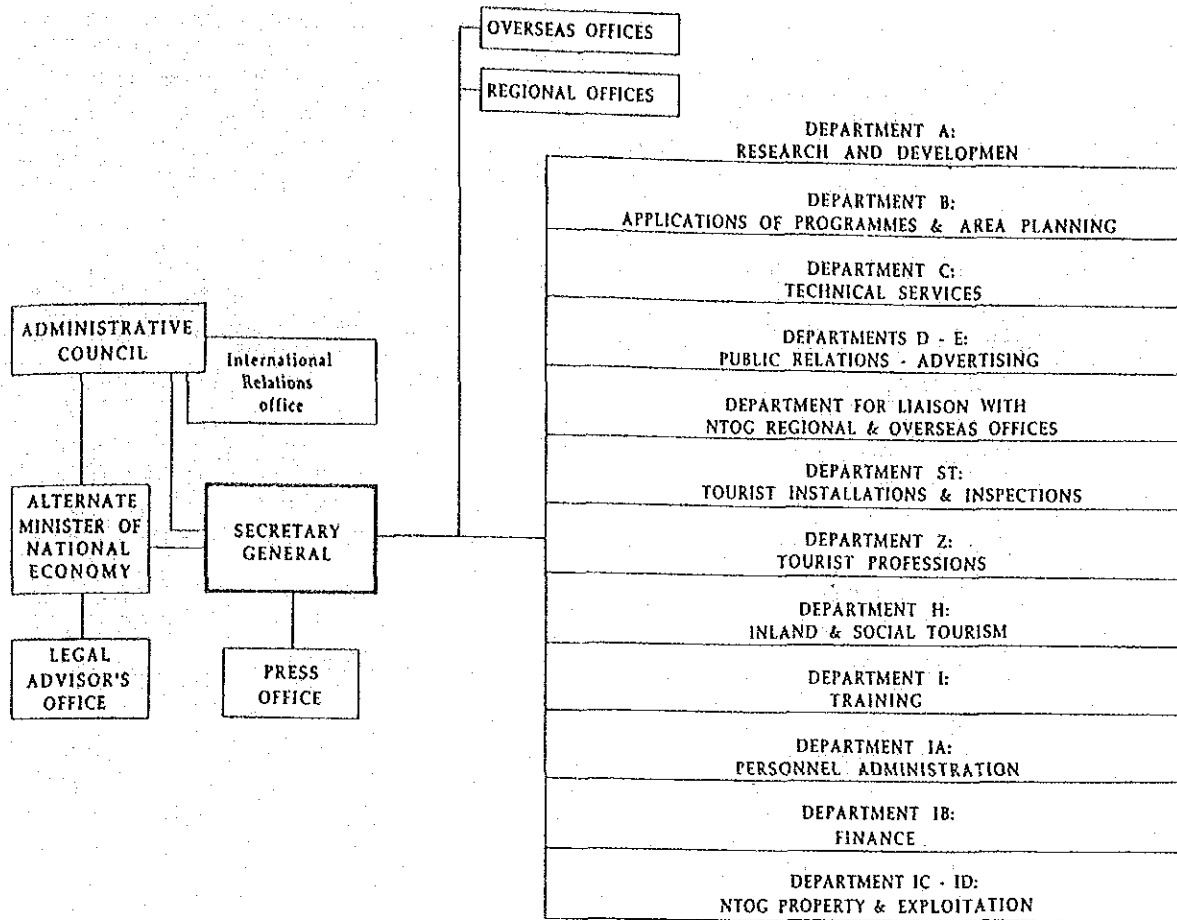


Table 7.4.1  
GNTO Overseas Offices

Country	City
1. Argentina	Buenos Aires
2. Australia and New Zealand	Sydney
3. Austria	Vienna
4. Belgium	Brussels
5. Canada	Montreal, Toronto
6. Denmark	Copenhagen*
7. Finland	Helsinki*
8. France	Paris
9. W. Germany (FRG)	Frankfurt, Munich, Hamburg*
10. Italy	Rome, Milano
11. Japan	Tokyo
12. Netherlands	Amsterdam
13. Norway	Oslo
14. Spain	Madrid
15. Sweden	Stockholm
16. Switzerland	Zurich
17. United Kingdom and Ireland	London, Ascot**
18. U.S.A.	New York, Chicago, Los Angeles

Note: \* Information offices  
 \*\* Convention Bureau  
 Source: GNTO

(2) Budget

The total budget of GNTO in current price increased from 4.1 billion drachmas in 1980 to 16.4 billion in 1988, while the amount for promotion, from 432 million drachmas to 1,200 million. However, the proportion of the budget for promotions as against the total budget decreased from 11% in 1980 to 7% in 1988.

Table 7.4.2  
GNTO's Budget, 1980-1988

Sector	1980		1982		1984		1986		1988	
	Drs. mil	%	Drs. mil	%	Drs. mil	%	Drs. mil	%	Drs. mil	%
Administration	2,079	51.1	2,950	50.4	4,407	57.4	8,785	70.9	11,014	67.1
Promotion	432	10.6	444	8.5	890	11.6	990	8.0	1,200	7.3
Investment	1,502	37.3	1,795	34.3	2,276	30.0	2,523	20.4	4,000	24.4
Others	40	1.0	38	0.7	101	1.3	91	0.7	195	1.2
Total	4,071	100.0	5,226	100.0	7,574	100.0	12,388	100.0	16,409	100.0

Source: GNTO

GNTO's budget for advertising and public relations are shown in more detail in Table 7.4.3. It is obvious that the budget considerably fluctuated during 1983 - 87, depending upon the Government policy whether or not to tighten the budget.

As far as the total number of foreign tourist arrivals in Greece is concerned, it seems not to be influenced by the fluctuation of the budget for advertising and public relations during the period concerned (1983-87).

Beginning in 1988, Greece started strengthening anew its promotional activities abroad. The budget for advertising and public relations (excluding the United States) were more than doubled. It is noted that the "Advertising Company" and "Programs of Public Relations (except the United States)" increased significantly. It is expected that another active budget will be allocated in 1989 as well, which is the first year of the Three-Year Plan to promote Greek tourism abroad.

- o It is recommendable to avoid wide fluctuation in budget stream since stability is important for effective advertising and public relations activities with a long-term perspective.



Table 7.4.3  
Advertising and Public Relations Budget  
of GNT0 (Total)

(in Million Drachmas)

Sector/ Item	1983		1984		1985		1986		1987		1988		1988/1983	
	Drs	%	Drs	%	Drs	%	Drs	%	Drs	%	Drs	%	Drs	Rate
<b>A. (Advertising)</b>														
1. Advertising Companies	297.1	41.9	454.0	37.6	165.5	27.7	100.0	9.9	46.1	4.2	273.7	14.4	-23.4	0.92
2. Coop Advertising Shell Folders, etc. <sup>1/</sup>	12.0	1.7	77.5	6.4	24.0	4.0	15.0	1.5	20.7	1.9	70.0	3.7	58.0	5.84
3. Extra Insertions in Media	13.6	1.9	23.5	1.9	15.0	2.5	15.0	1.5	15.0	1.4	30.0	1.6	16.4	2.21
4. Posters, Brochures, Leaflets, etc.	108.1	15.2	200.0	16.5	49.0	8.2	167.0	16.4	271.0	24.9	330.0	17.3	221.9	3.05
5. Audio-visual Materials	18.8	2.7	31.2	2.6	7.0	1.2	7.0	0.7	13.0	1.2	60.0	3.2	41.2	3.19
6. Transport of Materials, Post, etc.	8.0	1.1	13.0	1.1	11.5	1.9	8.0	0.8	13.5	1.2	25.0	1.3	17.0	3.14
7. Parity Fluctuations <sup>2/</sup>	-	-	-	-	-	-	-	-	-	-	50.0	2.6	50.0	0.00
8. Seminars for Tourist Conscience <sup>3/</sup>	-	-	-	-	-	-	-	-	-	-	20.0	1.1	20.0	0.00
9. Programme for Winter Tourism	-	-	-	-	-	-	-	-	-	-	100.0	5.2	100.0	0.00
Sub-Total	457.5	64.4	799.2	66.1	272.0	45.6	312.0	30.7	379.3	34.8	958.7	50.3	501.2	1.10
<b>B. (Public Relations)</b>														
1. Programmes of Public Relations (except the U.S.) <sup>3/</sup>	67.5	9.5	100.0	8.3	124.0	20.8	147.0	14.5	116.0	10.6	262.0	13.7	194.6	3.88
2. Philoxenia (hospitality)	8.0	1.1	18.0	1.5	15.5	2.6	10.0	1.0	20.0	1.8	40.0	2.1	32.0	5.00
3. Congresses	11.0	1.6	15.0	1.2	22.0	3.7	20.0	2.0	30.0	2.8	80.0	4.2	69.0	7.27
4. International Relations <sup>5/</sup>	3.0	0.4	10.0	0.8	13.5	2.3	20.0	2.0	14.2	1.3	35.0	1.8	32.0	11.67
5. Extra Manifestations	6.5	0.9	6.0	0.5	1.5	0.3	1.0	0.1	4.0	0.4	6.0	0.3	- 0.5	0.92
6. Expenses in Greece - Subsidies <sup>6/</sup>	4.5	0.6	1.5	0.1	3.4	0.6	-	-	3.0	0.3	19.0	1.0	14.5	4.22
7. Philoxenia (exhibition in Thessaloniki)	-	-	-	-	40.0	6.7	32.0	3.2	32.5	3.0	40.0	2.1	40.0	0.00
8. Subscription	0.5	0.1	-	-	1.9	0.3	2.0	0.2	2.0	0.2	4.0	0.2	3.5	8.00
9. Parity Fluctuations	1.5	0.2	10.0	0.8	14.0	2.4	20.0	2.0	-	-	40.0	2.1	38.5	26.67
10. Expenses for Receiving Guests	-	-	-	-	-	-	-	-	-	-	4.0	0.2	4.0	0.00
Sub-Total	102.5	14.4	160.5	13.3	235.8	39.5	252.0	24.8	221.7	20.4	530.0	27.8	427.6	5.17
<b>C. (The United States)</b>														
1. Advertising	120.0	16.9	203.0	17.0	24.0	4.0	375.5	37.0	410.0	37.6	320.0	16.8	200.0	2.67
2. Public Relations	30.0	4.2	46.2	3.8	65.0	10.9	75.5	7.4	80.0	7.3	99.0	5.2	69.0	3.30
Sub-Total	150.0	21.2	249.2	20.6	69.0	14.9	451.0	44.4	490.0	44.9	419.0	22.0	269.0	2.79
<b>GRAND TOTAL</b>	<b>710.0</b>	<b>100.0</b>	<b>1208.9</b>	<b>100.0</b>	<b>596.8</b>	<b>100.0</b>	<b>1015.0</b>	<b>100.0</b>	<b>1091.0</b>	<b>100.0</b>	<b>1907.7</b>	<b>100.0</b>	<b>1197.7</b>	<b>2.68</b>

(Reference)

Foreign Tourists Arrivals (000)	5,258	6,027	7,039	7,339	8,004	8,231	2,973	1.56
---------------------------------	-------	-------	-------	-------	-------	-------	-------	------

Source: GNT0

- Details of each item are as follows:
- 1/ Financial aid to the advertising activities of travel agencies.
  - 2/ Budget to cope with the fluctuation of the Greek currency in the world market.
  - 3/ Seminars for the better understanding of persons concerned.
  - 4/ Budgets for events.
  - 5/ Budget to promote international relations between Greece and other countries.
  - 6/ Help extended to people who organize conferences.

Table 7.4.4  
Advertising and Public Relations Budget  
of GNT0 Offices Abroad (Direct Expenses)

(In Million)

Sector/ Item	1984		1985		1986		1987		1988		1988/1984		
	Drs	%	Drs	%	Drs	%	Drs	%	Drs	%	Drs	Increase Rate	
Scandinavia	Advertising	21.0	3.4	22.0	11.2	11.0	2.2	0.0	0.0	20.0	3.1	-1.0	0.95
	Public Relations	7.0	5.2	17.5	8.4	15.2	6.9	15.3	6.6	22.0	7.3	15.0	3.14
	Total	28.0	3.7	39.5	9.8	26.2	3.7	15.3	2.1	42.0	4.4	14.0	1.50
U.K. & Ireland	Advertising	69.5	11.1	3.5	1.8	5.0	1.0	5.0	1.0	52.3	8.1	-17.2	0.75
	Public Relations	9.0	6.6	12.0	5.8	15.3	7.0	16.5	7.1	22.0	7.3	13.0	2.44
	Total	78.5	10.3	15.5	3.8	20.3	2.9	21.5	3.0	74.3	7.8	-4.2	0.95
France	Advertising	49.0	7.8	0.7	0.4	11.0	2.2	10.0	2.1	25.3	3.9	-23.7	0.52
	Public Relations	6.3	4.6	6.9	3.4	10.4	4.8	9.5	4.1	13.5	4.5	7.2	2.14
	Total	55.3	7.3	7.6	1.9	21.4	3.0	19.5	2.7	38.8	4.1	-16.5	0.70
W. Germany	Advertising	60.3	9.6	54.0	27.5	6.0	1.2	2.5	0.5	50.0	7.7	-10.3	0.83
	Public Relations	19.2	14.2	26.0	12.6	30.0	13.7	28.5	12.4	36.5	12.1	17.3	1.90
	Total	79.5	10.4	80.0	19.8	36.0	5.1	31.0	4.4	86.5	9.1	7.0	1.09
Belgium	Advertising	15.0	2.4	0.8	0.4	1.5	0.3	6.0	1.3	16.5	2.6	1.5	1.10
	Public Relations	3.5	2.6	2.5	1.2	4.2	1.9	5.2	2.3	7.0	2.3	3.5	2.00
	Total	18.5	2.4	3.3	0.8	5.7	0.8	11.2	1.6	23.5	2.5	5.0	1.27
Netherlands	Advertising	12.5	2.0	11.5	5.9	3.5	0.7	2.0	0.4	15.0	2.3	2.5	1.20
	Public Relations	3.5	2.6	5.1	2.5	7.0	3.2	7.5	3.3	10.0	3.3	6.5	2.86
	Total	16.0	2.1	16.6	4.1	10.5	1.5	9.5	1.3	25.0	2.6	9.0	1.56
Switzerland	Advertising	27.3	4.4	0.0	0.0	7.5	1.5	3.0	0.6	27.6	4.3	0.3	1.01
	Public Relations	9.5	7.0	11.6	5.6	15.0	6.9	17.6	7.6	23.0	7.6	13.5	2.42
	Total	36.8	4.8	11.6	2.9	22.5	3.2	20.6	2.9	50.6	5.3	13.8	1.38
Austria	Advertising	16.7	2.7	25.5	13.0	2.0	0.4	18.0	3.8	25.0	3.9	8.3	1.50
	Public Relations	4.3	3.2	3.8	1.8	4.5	2.1	4.0	1.7	7.0	2.3	2.7	1.63
	Total	21.0	2.8	29.3	7.3	6.5	0.9	22.0	3.1	32.0	3.4	11.0	1.52
Italy	Advertising	30.6	4.9	28.0	14.2	5.0	1.0	1.5	0.3	19.0	2.9	-11.6	0.62
	Public Relations	5.5	4.1	7.6	3.7	9.5	4.3	10.2	4.4	11.0	3.7	5.5	2.00
	Total	36.1	4.7	35.6	8.9	14.5	2.0	11.7	1.7	30.0	3.2	-6.1	0.83
Spain	Advertising	11.5	1.8	0.0	0.0	5.0	1.0	6.6	1.4	9.1	1.4	-2.4	0.79
	Public Relations	3.2	2.4	13.0	9.2	3.5	1.6	3.5	1.5	8.0	2.6	4.8	2.50
	Total	14.7	1.9	19.0	4.7	8.5	1.2	10.1	1.4	17.1	1.8	2.4	1.16
U.S.A	Advertising	203.0	32.5	24.0	12.2	375.5	76.3	410.0	85.4	305.4	47.2	102.4	1.50
	Public Relations	46.2	34.1	65.0	31.5	72.5	33.1	80.0	34.7	99.0	32.8	52.8	2.14
	Total	249.2	32.7	89.0	22.1	448.0	63.0	490.0	68.9	404.4	42.6	155.2	1.62
Canada	Advertising	32.6	5.2	18.8	9.5	20.0	4.1	6.5	1.4	50.9	7.9	18.3	1.56
	Public Relations	6.8	5.0	12.0	5.8	13.6	6.2	14.0	6.1	16.0	5.3	9.2	2.35
	Total	39.4	5.2	30.8	7.7	33.6	4.7	20.5	2.8	66.9	7.1	27.5	1.70
Australia & New Zealand	Advertising	34.0	5.4	6.3	3.2	10.0	2.0	6.3	1.3	25.0	3.9	-9.0	0.74
	Public Relations	5.7	4.2	8.7	4.2	8.2	3.8	7.0	3.0	9.0	2.9	53.6	1.58
	Total	39.7	5.2	15.0	3.7	18.2	2.6	13.3	1.8	34.0	3.6	-5.7	0.86
Japan	Advertising	42.5	6.8	1.0	0.5	29.0	5.9	2.5	0.5	6.2	1.0	-36.3	0.15
	Public Relations	6.0	4.4	8.5	4.1	10.6	4.8	12.0	5.2	17.0	5.6	11.0	2.83
	Total	48.5	6.4	9.5	2.4	39.6	5.5	14.5	2.0	23.2	2.5	-25.3	0.48
Total	Advertising	625.5	100.0	196.1	100.0	492.0	100.0	479.9	100.0	647.3	100.0	21.8	1.03
	Public Relations	135.7	100.0	206.2	100.0	218.9	100.0	230.7	100.0	301.0	100.0	165.3	2.22
	Total	761.2	100.0	402.3	100.0	710.9	100.0	710.6	100.0	948.3	100.0	187.1	1.25

Source: GNT0

## 2) Activities

### (1) Advertising by GNT0

Advertising activities for Greek tourism are mostly carried out through GNT0 offices abroad. A total of Drs 948 million is allocated to the direct expenses (public relations and advertisement) of overseas offices for 1988 as shown in Table 7.4.4.

- o Judging from both the number of tourist arrivals and the budget allocation, priority has been given to USA, UK, W. Germany and France. In 1985, these 4 countries shared 46.7% of the total number of International visitors to Greece. It should be noted, however, that USA's share of advertising budget was prominently high compared to the number of tourist arrivals.

The specific advertisement activities undertaken by GNT0 are as follows:

- (a) Advertising through mass-media, i.e., newspapers, magazines, television, radio, movies, etc.
- (b) Advertising through brochures, posters

Brochures are published both by GNT0 Head Office and its offices abroad. There are about 30 kinds of brochures, with 8,950,000 copies, published by the Head Office in 1987. Of the total, the number of copies of the brochures actually distributed to GNT0 overseas offices in 1987 was approximately 4.2 million in total. In terms of the number of copies allotted, the top five offices are New York (619,000 copies), Frankfurt (535,400), Brussels (452,600), Vienna (355,200) and Sydney (358,100). However, it is observed that there is no correlation between the number of brochures distributed with that of the number of visitors to Greece by nationality.

- o Distribution of brochures to each country is to be re-examined taking into consideration the number of copies of brochures produced by each overseas office, although the number of tourist to Greece by nationality is not the single criteria.

By destination, the brochure of "Crete" (399,090 copies) was the largest in number, followed by "Athens-Attica" with 364,600, "Argolis-Corinth" with 332,100, "Delphi" with 291,000, "Rhodes" with 271,900, "Map of Greece" with 252,950 and "Corfu" with 221,900. The coefficient of correlation between the number of copies of brochures and the number of foreign tourists overnight stays by destination is 0.66117.

As for Tokyo, "Delphi" (8,000 copies), "Athens-Attica" with (6,400), "Argolis-Corinth" (6,400), "Thrace-Thamothrace" (6,400) and "Map of Greece" (5,400) are the major ones.

Table 7.4.5  
Number of Copies of Brochures Distributed  
by GNTO Head Office and Tourist Arrivals (1987)

Name of Country	Number of Copies of Brochures	Number of Tourist Arrivals
Austria	366,200	305,000
Denmark	75,300	210,000
United Kingdom	31,200	1,980,000
France	330,200	510,000
West Germany	535,400	1,180,000
Italy	368,500	465,000
Spain	98,200	50,000
Sweden	146,800	239,000
Switzerland	158,730	172,000
Japan	61,640	92,000
USA	619,100	260,000
Canada	257,940	91,000

Source: GNTO

(2) Public Relations

GNTO overseas offices are currently undertaking the following public relations activities:

- (a) Assistance to the activities of other Greek governmental organizations and the private sector abroad for the promotion of Greek tourism,
- (b) Assistance to travel missions of Greek tourism sector,
- (c) Participation in trade and consumer travel shows,
- (d) Liaison with journalists, travel writers, photographers and others on their collection of information on Greece,
- (e) Cooperation and assistance with mass media on their visit to Greece,
- (f) Organizing study tours for travel agents,
- (g) Holding seminars and workshops for travel industry,
- (h) Providing incentives for travel agents, and
- (i) Participation in tourism exhibitions.

Figure 7.4.2

Calendar of Events in Greece, 1988

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Throughout Greece	1: Feast of Saint Basil 6: Epiphany	Carnival Season 22: Shrove Monday	25: Independent day Annunciation	8: Good Friday 9: Holy Saturday 10: Easter Sunday	1: Labor Day and Flower Festival	Navy Week	15: Coronation of the Virgin Mary	28: Olli Day National Anniversary				24: Christmas Eve 25: Christmas 31: New Year's Eve
Athens					Sound and Light Performances	Sound and Light Performances						
						Dora Stratos Greek Folk Dancers				1st week: Athens Open European Sailing Championship		
						Athens Festival				International Marathon		
						Lycabettus Theatre				Exhibition of Photography		
						25th Aegean Sailing week				Greek Film Festival	Kosima	
Thessaloniki	Textilia		Infocomb		Marin				Trade Fair	Modern Greek Painting Exhibition	Modern Greek Painting Exhibition	Jazz Festival
			Pirnaidec Pillosolola		21-20: Anastasiotou Deliop	Textilia			Greek Soap Festival			
Rhodes							Sound and Light Performances					
							Nelly Dimogiou Greek Folk Dances					
Corfu							Sound and Light Performances					
Creta							Tradition Revivals					
Lesbos												
Paros								Aegean Symposium				
Lefkas								Plinthe's Raid Festival				
Katerini								Olympus Festival				
Kos				24: Feast of Saint George				Rhipokatele Festival				
Epidauros								Epidauros Festival				
Patras								Patra Festival				
Mystra								Palaeologian Festival				
Naphnc								Wine Festivals				
Ionio								Epiliphi Cultural Folk Music Ensembles				
Ithaca								Music Festival				
Preveza								Cultural Festival				
Philippi, Thassos								Philippi and Thassos Festival				
Lemnos, Arhovo and Assi Gonia				21: Feast of Saint George								
Attica												Assi Gonia Performance

GNTO takes part in so many tourism exhibitions held in Europe and USA every year. Among them, GNTO is slated to participate in 37 tourism exhibitions also in 1989, apart from Philoxenia in Thessaloniki, organized by GNTO and Helexpo. Out of the above 37 tourism exhibitions, those of London and Berlin are significant in their scale.

The countries of target for public relations are considered basically the same as those for advertising.

### (3) Events

The events considered helpful to the promotion of Greek tourism are mentioned hereunder. They are organized by GNTO directly or jointly with other organizations. The calendar of events in 1988 is shown in Figure 7.4.2.

#### Athens Festival

The Athens Festival started 34 years ago and is the most famous festival in Greece today. The Department of Athens Festival, which is directly administered by the Secretary-General of GNTO, is in charge of this festival and has a budget of 361 million drachmas in 1988. Forty-seven performances were successfully held. The number of sold tickets was 172,323, with approximate sales of 216 million drachmas.

Athens Festival greatly appeals to foreign tourists, not only because of the performance itself but also of the fantastic atmosphere and environment presented by Herod Atticus Theatre, in spite of certain problems such as the late distribution of brochures, the shortage of the number of ticket selling places, etc.

- o It seems worth studying how to make use of this festival in order to attract Japanese visitors.

#### Other Festivals

Similar festivals to Athens Festivals but on a smaller scale are Epidauros Festival and Lycabettos Festival. The results of these two festivals are shown in Table 7.4.6. Musical and cultural festivals, wine festivals and art festivals are also held in different places all over the country mostly during summer, as shown in Figure 7.4.2.

All these festivals are not well known in foreign countries. They don't seem to have a large potential to attract international visitors.

- o In order to deepen foreign visitors' understanding of Greek attractiveness, it is important to offer them the opportunities to enjoy such festivals.

Table 7.4.6  
Results of Epidauros and Lycabettus  
Festivals, 1988

Festival	Number of Performances	Number of Sales Tickets	Fees Collected in Drachmas
Epidauros Festival	13	33,205	27,451,200
Lycabettus Festival	38	31,366	34,045,600

Source: Department of Athens Festival

#### Sports Events

Rhodes Marathon and Athens Golden Marathon, which are sponsored by Japanese companies in recent years, are described in Table 7.4.7 and 7.4.8.

- o In case that Athens Golden Olympic Games is formally determined, Japanese companies will no doubt begin paying attention to Greece. If some events organized by Japanese company in Greece is broadcast on television, or published in newspapers or magazines, it will, as a result, contribute to the promotion of Greek tourism in Japan. It is a matter of course that GNTO's cooperation is required in such a case.

Table 7.4.7  
Outline of Rhodes Marathon

Month/Year	: October 1983
Name of Sponsor	: Mizuno, one of the largest companies in the field of sports articles, which has special interests in Greece, the birth-place of the Olympics.
Cooperative Companies:	Japan Air Lines Nippon Television Network Corporation (NTV) Sankei Sports (Newspaper) Magazine House (Magazine)
Purpose	: Advertising of Mizuno's articles, particularly the training wear
Contents of Event	: Marathon race of 10-kilometers in which 180 Japanese and 100 runners from other countries participated. A short concert of a Japanese singer, Hideki Saijo was organized.
Expenditure of Mizuno:	About 25 million yen
Result	: The scene of Rhodes Marathon was broadcasted on television on newspaper and magazine by Sankei Sports and Magazine House respectively.

Source: Mizuno

Table 7.4.8  
Outline of Citizen Golden Marathon

---

Month/Year	: March 1982
Name of Organizer	: International Amateur Athletic Federation (IAAF)
Name of Sponsor	: Citizen Watch Co., Ltd.
Cooperative Companies:	None
Purpose	: Image lifting of Citizen's corporate identity
Contents of Event	: Formal marathon race using the same historical marathon course between the ancient battle field of the 1st Olympic Game of 1896. About 100 leading runners invited by IAAF participated in this race. Gomez, Mexico won. Kunimitsu Ito of Japan abstained from race after he ran about 30 kilometers.
Expenditure of Mizuno:	300 - 400 million yen
Result	: The scene of Citizen Golden Marathon was broadcast on television nationwide in Japan a few days later by Tokyo Broadcasting System (TBS).

---

Source: Citizen Watch

(4) Congress, Convention, Exhibition

Four governmental and semi-governmental organizations are actively participating in congress, convention and exhibition activities.

- (a) Division D3/Congresses and Exhibitions of Dept. D-E of GNT0: This body deals with the promotion of congresses and exhibitions in Greece and abroad which contribute to Greek tourism promotion. Such measures as financial aid to the organizers of congresses and exhibitions, advertising through mass media, publishing a manual for congresses and so on are undertaken by this division.
- (b) Convention Bureau of GNT0: The Convention Bureau located in Ascot, United Kingdom has been created in 1989 by GNT0. Its major purpose is to introduce Greece to European Incentive Market.
- (c) Helexpo: An official organizer of international fairs, exhibitions and festivals. It is located in Thessaloniki, and is an independent society of the Ministry of Commerce.
- (d) Congress Division of the Ministry of Culture: This has basically the same functions as those of Division D3 of GNT0 but does not deal with exhibitions.



Many countries are recently showing growing interest in convention and exhibition and the competition is becoming keener in this field year by year. As shown in Table 7.4.9, USA, United Kingdom, France, West Germany and Italy occupy the top five ranks in holding of international congresses. Greece does not appear in the top 25.

- o It may be possible to attract the congresses which are organized by Japanese companies in Europe. However, it is certainly difficult to attract many Japanese directly from Japan to congresses etc., because academic and cultural relationship between Greece and Japan is yet pre-matured.

Table 7.4.9  
Number of International Congresses Held  
for the Past Five Years, by Country

Country	1983	1984	1985	1986	1987
USA	[1] 563	[1] 639	[1] 706	[1] 684	[1] 776
United Kingdom	[3] 460	[3] 511	[2] 598	[3] 606	[2] 701
France	[2] 496	[2] 590	[3] 591	[2] 631	[3] 579
West Germany	[4] 287	[4] 360	[4] 435	[4] 399	[4] 449
Italy	[5] 245	[7] 287	[7] 269	[7] 278	[5] 331
Netherlands	[9] 169	[9] 206	[8] 192	[8] 274	[6] 305
Canada	[10] 128	[10] 152	[10] 172	[10] 190	[7] 283
Spain	[13] 104	[14] 93	[11] 144	[6] 284	[8] 274
Switzerland	[6] 238	[5] 323	[5] 319	[5] 310	[9] 267
Belgium	[7] 216	[6] 308	[6] 283	[9] 265	[10] 262
Japan	[12] 108	[16] 85	[15] 93	[14] 116	[11] 178
Austria	[8] 195	[8] 241	[9] 179	[11] 181	[12] 165
Finland	[23] 45	[12] 96	[17] 82	[16] 108	[13] 141
Denmark	[11] 118	[11] 118	[12] 116	[12] 123	[14] 119
Brazil	[25] 39	[31] 43	[25] 49	[19] 78	[15] 116
Australia	[14] 95	[15] 91	[16] 91	[15] 109	[16] 107
Thailand	[29] 30	[26] 47	[30] 41	[25] 57	[17] 99
India	[26] 36	[23] 53	[21] 73	[22] 74	[18] 95
Hungary	[16] 83	[19] 69	[21] 71	[19] 78	[19] 91
Singapore	[18] 77	[20] 68	[19] 74	[17] 100	[19] 91
Sweden	[19] 70	[18] 79	[13] 144	[13] 120	[21] 85
Korea	[-] 24	[23] 53	[19] 74	[18] 98	[22] 75
Israel	[15] 85	[17] 80	[18] 78	[19] 78	[23] 74
Norway	[-] 32	[-] 47	[-] 43	[-] 43	[24] 69
Czechoslovakia	[15] 81	[12] 96	[14] 102	[26] 54	[24] 69

Source: Statistics of JNTO based on the data of UAI  
JNTO - Japan National Tourist Organization  
UAI - Union des Associations Internationales

- Notes: 1) UAI defines an international congress as one which the Head Office of international organization or the branch office participating in international organization sponsors with foreigners' participation.  
2) Figure in [ ] represents ranking of each country

### 3) GNTO Overseas Offices

#### (1) Number and Location of Overseas Offices

There are 25 overseas offices of GNTO in 25 cities of 18 countries.

Judging from the fact that Italy has 24 offices and Spain has 26 in 19 countries respectively, it can be said that the network of GNTO offices abroad is nearly the same in scale as those of the above countries.

#### (2) Budget

The total budget of GNTO overseas offices is shown in Table 7.4.10. The budget comprises direct costs and indirect costs. Direct costs are divided into "Advertising" and "Public Relations". Indirect costs mean the expenses needed for the operation of offices including wage, rent, light and fuel, etc.

Although the country with the largest percentage of "Indirect Cost" is USA, it has been decreasing constantly from 23.3% in 1984 to 13.7% in 1988. The percentage of indirect cost of 3 other countries -- West Germany, United Kingdom, France -- are also comparatively high compared with other countries.

The coefficient of correlation between the total budget of each foreign country and the number of tourist arrivals by country is extremely low.

#### (3) Activities

Main activities of GNTO overseas offices are on "Advertising" and "Public Relations".

In addition to these, each office has the role of informing and reporting the following items to the Head Office;

- Press articles on Greece including analysis, criticism, response, etc, and;
- Market trend and necessary countermeasures.

### 4) GNTO Tokyo Office

#### (1) History

The GNTO's activity in Tokyo initiated in December 1971 with Mr. Dimos Vratsanos as Director. During his twelve years' stay as Director in Tokyo, the largest number of Japanese tourists to Greece was recorded in 1979. After his return to Greece, five Directors were assigned in a span of 5 years.

Table 7.4.10  
Direct and Indirect Costs of GNTO Offices Abroad,  
1984-1988 (in Million Drachmas)

Sector/ Item	1984		1985		1986		1987		1988		1988/1984		
	Drs	%	Drs	%	Drs	%	Drs	%	Drs	%	Increase Drs	Rate	
Scandinavia	Direct Costs	28.0	3.7	39.5	9.8	26.2	3.7	15.2	2.1	42.0	4.4	14.0	1.50
	Indirect Costs	32.8	5.8	50.7	7.3	78.3	10.3	71.5	7.8	79.7	6.7	46.9	2.43
	Total	60.8	4.6	90.2	8.2	104.5	7.1	86.7	5.3	121.7	5.7	60.8	2.00
U.K. & Ireland	Direct Costs	78.5	10.3	15.5	3.9	20.3	2.9	21.5	3.0	74.3	7.8	-4.2	0.95
	Indirect Costs	51.0	9.1	62.9	9.0	80.9	10.6	91.1	9.9	104.0	8.8	53.0	2.04
	Total	129.5	9.8	78.4	7.2	101.2	6.9	112.6	6.9	178.3	8.4	48.8	1.38
France	Direct Costs	55.3	7.3	7.6	1.9	21.4	3.0	19.5	2.7	38.8	4.1	-16.5	0.70
	Indirect Costs	44.9	8.0	52.7	7.6	66.7	8.7	74.5	8.1	74.9	6.4	30.0	1.67
	Total	100.2	7.6	60.3	5.5	88.1	5.9	94.0	5.8	113.7	5.3	13.5	1.13
W.Germany	Direct Costs	79.5	10.4	80.0	19.9	36.0	5.1	31.0	4.4	86.5	9.1	7.0	1.09
	Indirect Costs	59.5	10.6	82.3	11.8	98.1	12.9	103.3	11.2	157.8	13.4	98.2	2.65
	Total	139.0	10.5	162.3	14.8	134.1	9.1	134.3	8.2	244.3	11.5	105.3	1.76
Belgium	Direct Costs	18.5	2.4	3.3	0.8	5.7	0.8	11.2	1.6	23.5	2.5	5.0	1.27
	Indirect Costs	21.7	3.9	33.9	4.9	38.6	5.1	40.4	4.4	47.0	4.0	25.3	2.16
	Total	40.2	3.0	37.2	3.4	44.3	3.0	51.6	3.2	70.5	3.3	30.3	1.75
Netherlands	Direct Costs	16.0	2.1	16.6	4.1	10.5	1.5	9.5	1.3	25.0	2.6	9.0	1.56
	Indirect Costs	21.1	3.8	30.8	4.4	33.0	4.3	40.1	4.4	46.8	3.9	25.7	2.22
	Total	37.1	2.8	47.4	4.3	43.5	2.9	49.6	3.0	71.8	3.4	34.7	1.94
Switzerland	Direct Costs	36.8	4.8	11.6	2.9	22.5	3.2	20.6	2.9	50.6	5.3	13.9	1.38
	Indirect Costs	23.3	4.1	25.8	3.7	47.0	6.2	51.1	5.5	56.7	4.8	33.4	2.43
	Total	60.1	4.5	37.4	3.4	69.5	4.7	71.7	4.3	107.3	5.1	47.3	1.79
Austria	Direct Costs	21.0	2.8	29.3	7.3	6.5	0.9	22.0	3.1	32.0	3.4	11.0	1.52
	Indirect Costs	24.9	4.4	25.6	3.7	46.7	6.1	48.5	5.3	53.4	4.5	28.4	2.14
	Total	45.9	3.5	54.9	5.0	53.2	3.6	70.5	4.3	85.4	4.0	39.4	1.86
Italy	Direct Costs	36.1	4.7	35.6	8.9	14.5	2.0	11.7	1.7	30.0	3.2	-6.1	0.83
	Indirect Costs	38.7	6.9	53.1	7.6	53.1	7.0	78.1	8.5	82.9	7.0	44.2	2.14
	Total	74.8	5.7	88.7	8.1	67.6	4.6	89.8	5.5	112.9	5.7	38.0	1.51
Spain	Direct Costs	14.7	1.9	19.0	4.7	8.5	1.2	10.1	1.4	17.1	1.8	2.4	1.16
	Indirect Costs	16.0	2.8	20.8	3.0	20.1	2.6	24.5	2.7	28.8	2.5	12.8	1.80
	Total	30.7	2.3	39.8	3.6	28.6	1.9	34.6	2.1	45.9	2.2	15.2	1.50
U.S.A	Direct Costs	249.2	32.7	89.0	22.1	448.0	63.0	490.0	69.0	404.4	42.6	155.2	1.62
	Indirect Costs	130.8	23.3	144.0	20.7	132.6	17.4	164.7	17.9	161.3	13.7	30.4	1.23
	Total	380.0	28.7	233.0	21.2	580.6	39.4	654.7	40.1	565.7	26.6	185.6	1.49
Canada	Direct Costs	39.4	5.2	30.8	7.6	33.6	4.7	20.5	2.9	66.9	7.1	27.5	1.70
	Indirect Costs	28.3	5.0	22.0	3.2	13.8	1.8	37.5	4.1	64.8	5.5	36.5	2.29
	Total	67.7	5.1	52.8	4.8	47.4	3.2	58.0	3.6	131.7	6.2	64.0	1.94
Australia & New Zealand	Direct Costs	39.7	5.2	15.0	3.7	18.2	2.6	13.3	1.7	34.0	3.6	-5.7	0.86
	Indirect Costs	23.0	4.1	31.1	4.5	25.0	3.3	29.8	3.2	39.2	3.3	16.1	1.69
	Total	62.7	4.7	46.1	4.2	43.2	2.9	43.1	2.7	73.2	3.4	10.4	1.17
Japan	Direct Costs	48.5	6.3	9.5	2.4	39.6	5.6	14.5	2.0	23.2	2.5	-25.3	0.48
	Indirect Costs	21.8	3.9	27.7	4.0	26.5	3.5	42.0	4.6	58.5	4.9	36.6	2.68
	Total	70.3	5.3	37.2	3.4	66.1	4.5	56.5	3.5	81.7	3.8	11.3	1.16
Middle East	Direct Costs	-	-	-	-	-	-	-	-	-	-	-	-
	Indirect Costs	15.6	2.8	26.4	3.8	1.9	0.2	-	-	-	-	-15.6	-
	Total	15.6	1.2	26.4	2.4	1.9	0.1	-	-	-	-	-15.6	-
For Relocation, etc. of Offices	Direct Costs	-	-	-	-	-	-	-	-	-	-	-	-
	Indirect Costs	8.9	1.6	5.1	0.7	-	-	25.0	2.7	122.0	10.4	113.1	13.68
	Total	8.9	0.7	5.1	0.5	-	-	25.0	1.5	122.0	5.7	113.1	13.68
Total	Direct Costs	761.1	100.0	402.2	100.0	711.5	100.0	710.6	100.0	948.3	100.0	187.2	1.25
	Indirect Costs	562.7	100.0	696.9	100.0	762.2	100.0	922.0	100.0	1177.6	100.0	614.9	2.09
	Total	1323.8	100.0	1099.1	100.0	1473.6	100.0	1632.6	100.0	2125.9	100.0	802.1	1.61

Source: GNTO

- o In Japanese business circumstances in which human connection is made much of, these short time assignment of directors is considered to have caused some deficiency in their activities.

The 7th Director arrived at his post as of January 1989.

## (2) Staffing and Budget

Six persons are working at the Tokyo Office including the Director. The total budget is about 80 million drachmas in 1988 and constitutes 3.8% of the whole budget for GNTO Overseas Offices (refer to Table 7.4.10). It is ranked 9th among 17 countries, although the ranking changes year by year.

Out of the total budget for Tokyo Office in 1988, about 70 % was allocated to indirect cost. Direct cost used for advertising and public relations was 23 million drachmas or 30% of the total cost. The amount seems insufficient, judging from the current standard of prices for advertising expenses in Japan. For example, a mere 1 page of advertising on some female magazine costs approximately 2 million yen (2.35 million drachmas).

## (3) Activities in 1988

GNTO Tokyo Office is in charge of Korean market, too.

The major promotional policies of GNTO Tokyo Office in 1988 were as follows:

- (a) Promotion of "The Best Greek Tour" combining Athens, Sounion, Argolis and Delphi with 3-4 day Aegean Sea Cruise in its itinerary, and the promotion of the tour combining Thessaloniki, Meteora, Delphi and Athens in its itinerary.
- (b) Strengthening support and assistance to Special Interest Tour.
- (c) Invitation of journalist to the events held in Greece and assistance to them.

In compliance with the above, the following activities were undertaken in 1988.

- (a) Distribution of brochures to the public, travel agents, etc.: Around 61,640 copies of brochures (14 kinds) were allotted for the Tokyo office by GNTO Head Office in 1987. There are 40 kinds of brochures available at present. Those on Greece, Athens-Attica, Aegean Sea One-Day Cruise, Delphi, Olympia are available in Japanese.

(b) Distribution of posters: There are so many kind of posters sent from GNTO Head Office. Six kinds of large posters (Acropolis, Sounion, Meteora, Rhodes, Santorini, Mykonos) are being used frequently.

o The posters of a few destinations of which Japanese are fond are insufficient in number. Furthermore, many posters are not appealing to the preference of Japanese.

(c) Promotion of Greece-related articles in various publications: Frequency of Greek articles appearing in various publications in 1988 is shown in Table 7.4.11.

o Only a few articles among them are considered effective in contributing to the introduction of Greek tourism. So far, the promotion of Greek tourism has not been successful due to the limited capacity of GNTO Tokyo Office.

Table 7.4.11  
Frequency of Appearance of  
Greek Articles in Publications

Media	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Newspapers	2	7	1	5	1	2	1	8	1	0	8	-	36
Magazines	2	4	2	3	0	1	4	2	2	2	0	-	22
Tourism Magazines	0	1	1	1	0	2	2	0	1	0	0	-	8
Employee Magazines	0	0	2	1	2	3	1	2	3	0	1	-	15
Books	0	0	0	1	2	0	0	0	1	0	0	-	4
Total	4	12	6	11	5	8	8	12	8	2	9	-	85

Source: GNTO Tokyo Office

(d) Assistance to television shooting team and others: The names of television shooting teams which got GNTO Tokyo's assistance are listed in Table 7.4.12.

Table 7.4.12  
Names of Television Shooting Teams and Others  
which are assisted by GNTO Tokyo Office

Feb 21 - Mar 2	Asahi National Broadcasting Co., Ltd.
Mar 4 - 9	Commercial film of Japanese Shochu wine
Jun 4 - 8	"History and Culture" Yamagata Broadcasting Co.
Jul 25 - 30	"Discover The World Mystery" Tokyo Broadcasting Station
Jul 28-29	"Hiroshima-Nagasaki International marathon for "Peace Tokyo Broadcasting Station *GNTO assisted the transportation of a crown of olive from Greece to Japan
Aug 22	"News Prime Time" Tokyo Broadcasting Station - Ancient Olympic Game -
Sep 24 - Oct 3	"Greek Super Marathon" Kansai Telecasting Corporation
Aug 30 - Sep 3	"Free Time - Creation of Life with Composure, An Attempt of Europe" RKB Mainichi Broadcasting Corporation
Nov 14 - 19	"Glory of Parthenon" Japan Broadcasting Corporation

Source: GNTO Tokyo Office

- (e) Assistance and arrangement for events in Greece and Japan:  
The events which got assistance from GNTO Tokyo Office are shown in Table 7.4.13.

Table 7.4.13  
Events that GNTO Tokyo Office Assisted, 1988

Jun 1	Ceremony of Epidaurus & Nishiki-cho (Hyogo Prefecture) Sister city Affiliation, in Epidaurus
Jun 10	"Mytilene Day" at Seto-Hashi Bridge Exposition * Mytilene (Lesbos Island) is the sister city of Ushimado-cho (Okayama prefecture)
Aug 1	Ceremony of sister Shopping District Affiliation between Ermon Street in Athens and Ermon Street in Okurayama, Yokohama City * Vice-mayor of Athens, a representative of Ermon St. in Athens and a representative of GNTO Head office attended this ceremony.
Nov 15 - 16	Attendance of two specialists of GNTO Head Office at a seminar organized by Ministry of Transport, Japan.

Source: GNTO Tokyo Office

- (f) Participation in exhibitions and events: The office takes part in various exhibitions and events held in Tokyo as shown in Table 7.4.14.

Table 7.4.14  
Exhibitions and Events  
in which GNTO Tokyo Took Part, 1988

Jan 26, Feb 23	Travel Fair (in Tokyo) organized by Asahi Shimbun, European Travel Commission and Kinki Nippon Tourist
Mar 4 - 6	Kyrenia Festival commemorating the 130th anniversary of the opening of Yokohama Port
Apr 16 - 17	1988 European Cruise for Young Ladies
Dec 8 - 11	World Travel Fair '88 (in Tokyo)

Source: GNTO Tokyo Office

- (g) Participation in the joint seminar organized by European Travel Commission and Kinki Nippon Tourist: The number of participants was 200 persons in Tokyo, 77 in Nagoya and 152 in Osaka.
- o Seminars independently organized by GNTO Tokyo have not been held for the past two years.
- (h) Study tour for travel agents: GNTO Tokyo invited 8 persons of travel agents jointly with Japan Air Lines to "Philoxenia '88" held in Thessaloniki in March. The itinerary of this study tour was Thessaloniki - Pelion - Delphi - Athens.
- (i) Press tour: GNTO Tokyo carried out press tours three times jointly with Japan Air Lines to make the press take up Greece in their magazines and television programs, as shown in Table 7.4.15.

Table 7.4.15  
Press Tours Organized by GNT0, 1988

Period	Name of Magazine/ Television Program	Itinerary
Nov 7 - 18	Classy (Magazine for Females)	Athens-Crete- Santorini
Nov 2 - 16	Vacation	Athens-Rhodes- Crete-Corfu
Oct 31 - Nov 16	Enchanting Marine (Television Tokyo Channel 12)	Athens-Rhodes- Crete-Mykonos- Delos

Source: GNT0 Tokyo Office

(j) Other activities for travel agents: Other activities under-taken by Tokyo office are:

- (i) Publication of a quarterly newsletter 4 times annually.
- (ii) Publication of the brochure of Aegean Sea Cruise (3-4 days) jointly with Meridian Japan.
- (iii) Assistance to "Holiday Tour" of Kinki Nippon Tourist with regard to the cost of brochures and of the advertising in three tourism magazines.

(4) Promotion Plans in 1989

The budget for promotional activities of GNT0 Tokyo Office was considerably increased in 1989 compared with the previous year. Three-year promotion plan started in the same year with such an increased budget as its background.

The major target market of this three-year promotion plan is young females in twenties.

In order to attract them to Greece, it is due to appeal new image of Greece, which consists of the following elements:

1. Aegean Sea (blue and white; cruise)
2. Historian and cultural elements
3. Hospitality of Greek people

To be more concrete, GNT0 Tokyo Office is going to conduct the following promotional activities in 1989 as the first year of three-year program.

- (a) Advertising by placing posters of large size on the walls of subways and private railways stations three times during a year.

April : 178 posters / 1 week

June : 150 posters / 2 weeks  
October : 150 posters / 2 weeks

- (b) Carrying out an event called "Greece photographed by 10 + 1"  
This is an exhibition of photograph of Greece taken by 10 prominent Japanese of various fields, including professional photographer, artist, actress, novelist, etc.

These 10 people will visit Greece, approximate for a week during April to October 1989 and will be asked to take photographs from their own point of view. There will be tie up with a magazine for female and a television broadcasting company.

In addition to the above two major programs, other promotional activities for both consumers and travel industries during 1989 are as follows:

- (a) Enhancement of cooperation with mass-media -- television, magazine, newspaper, etc. --  
15 television shooting teams already visited Greece until May 1989, while 2 special editions on Greece are due to come out in travel magazines in November.
- (b) Strengthening cooperative advertising with tour operators
- (c) Carrying out seminars organized independently by GNTO in major cities
- (d) Participating in the orientation meetings of package tour held by travel agents
- (e) Organizing of press tours and study tours
- (f) Drawing up of brochures in Japanese - general information on Greece/Athens, one-day cruise, 3-4 day cruise
- (g) Participating in JATA Congress in November, Tour Expo '89 in April and other smaller trade shows
- (h) Cooperation for sister-city affiliation
- Lefkada with Shinjuku-ku, Tokyo
  - Melos with Shodo-shima



#### 7.4.2 Other Governmental Agencies

Tourism is related to a wide range of social dimension, natural environment, history, culture, sports-recreation activity and economical activity, etc. Therefore, not only the activities of the governmental organization directly relating to tourism promotion but also those in relation to Ministry of Interior, Ministry of Culture, General Secretariat of Sports, Ministry of Transport, Ministry of Commerce and so on, give a large influence on Greek tourism.

Since the ancient history and the Aegean Sea are, at present, two major attractions for Japanese, the activities of the governmental agencies in relation to those are of significance to promote Greek tourism, in particular.

For coordinating governmental activities concerned with tourism, there is Inter-Ministerial Council for Tourism.

It is necessary to further enhance such coordination efforts.

#### 7.4.3 Private Sector

##### 1) Hoteliers

The Greek Hoteliers' Federation is the only national organization of hoteliers. It has a membership of 6,000 with 36 local associations under its banner. The activities of the federation are mainly focused on attracting foreign tourists to Greece through participation in tourist exhibitions not only in Greece but also in other European countries as well.

Many hotels participate also in the same tourist exhibitions individually. In addition to tourist exhibitions, hotels do promotional activities such as participating in workshops, distribution of promotional materials, sales to travel agents in Greece and foreign countries, and approach to organizers of international congress, convention and exhibition, etc.

It seems that many hotels are recently eager to attract congress, convention and incentive tours as one of the effective mid-season and low-season countermeasures.

##### 2) Olympic Airways

The Tokyo office of Olympic Airways was opened in 1966. Four staff members are presently assigned, including the manager. The advertising budget of Tokyo office is considerably limited because Tokyo is off-line station for Olympic Airways. Therefore, advertising to the general public has not been carried out at all in Japan. They have been focusing on the sales activities to travel agents and other airlines that operate between Japan and Europe.

Seminars and study tours for travel agents, press, and others have not been carried out to date.

The number of passengers that the Tokyo Office handled reached 75,000 persons in 1988 as against 58,000 in 1987. Of the total, approximately 70% is during winter (Oct.-Mar.) and 30% summer (Apr.-Sept.) mainly because tourists, particularly students can enjoy package tours at lower cost during winter.

### 3) Cruise Company

#### (1) Activities in Greece

There are several cruise companies that operate on the Aegean Sea. The itineraries of three cruise companies - Epirotiki Lines, Sun Line, Cycladic Cruises - are shown in Table 7.4.16. The table shows only the 3, 3 1/2, 4 and 7 day cruises, although it should be mentioned that there are longer duration cruises as well as one-day cruise.

The cruises shown in the table are operated only during the summer season, while the one day cruise is throughout the year.

The Japanese tourists prefer to take the one-day cruise while the American tourists constitute the largest bulk of passengers on cruises that are over 3 days, followed by tourists from Canada, UK, France, West Germany, and Spain.

For example in 1987, about 140,000 tourists experienced Epirotiki's 1-day cruise, while approximately a total of 80,000 joined the 3,4,7 and 14-day cruises.

Japanese passengers on the cruises of Epirotiki over a 3-day period were only about 800 persons. This accounts for only 0.89% of the total Japanese tourists to Greece in 1987.

In order to promote its own cruises, Epirotiki has 10 branch offices and 18 agents in 21 countries.

#### (2) Cruise Agencies in Japan

There are 3 agent offices in Tokyo for 5 cruise companies. They are:

- (a) Miki Tourist ..... Epirotiki Lines
- (b) Amphtryon Travel ..... Sun Line, K. Lines
- (c) Meridian Japan ..... Cycladic Cruises,  
Meridian Japan

These agent offices are conducting the following promotion activities in Japan (although not actively due to their limited budget):

- Advertising on guide books, travel magazines
- Distribution of brochures
- Explanation on the Aegean Cruise at the seminar organized by GNTO Tokyo Office (GNTO seminar has not been held for the past two years)
- Study tours for travel agents
- Financial assistance to travel agents
- Sales to travel agents

