

9.3.2 Events in Greece

It is considerably difficult to attract Japanese tourists to Greece mainly by means of event. It is considered realistic to promote the existing event so that Japanese tourist can participate in and experience them more easily, rather than planning some new events.

In case some new event is planned in the future, the characteristics of Greece have to be taken into consideration thoroughly. Furthermore, for the realization of a new event of large scale, many issues have to be solved in the future - i.e.: budgets, various cooperation of private sector, knowledge in detail for new events, functions of the concerned department in GNTO, relations with other Ministries, etc. Particularly it will be the key-issue whether GNTO can gain the cooperation of private sector.

But it will be necessary to search a chance for some new events of large scale to some extent when observing the activities of other countries.

In this context, the basic ideas of two events are examined by Study Team; 1) Glory of Greece, 2) Events sponsored by Japanese companies.

Although both of them may be difficult to realize before 1992, it will be required for GNTO to examine the potentials of such events in the future.

1) Basic Idea

(1) 'Glory of Greece'

a) Purpose of Event

(i) To raise the potential of Athens and Greece in international tourism

(ii) To create new attractions of Athens

(iii) To increase the number of foreign visitors to Athens during shoulder-season

(vi) To strengthen the cooperative relations with private sector

b) Term

March-October annually

c) Site

Athens and its suburbs

d) Outline of Events

This "Glory of Greece" includes 11 events, which are held in succession between March and October. Their orders have to be arranged effectively from the viewpoint of attracting foreign visitors.

Needless to say, it is required to search a chance for other events while examining the above 11 events more in detail.

(i) Revival of Ancient Olympic Games

This event revives the Ancient Olympic Games in ancient style at the Olympic Stadium in Athens. Several hundred athletes of several polis take part in this Olympic Games in the ancient customs. Cheering fans from each polis also attend there in the similar styles.

Although the Ancient Olympic Games continued a few days, this takes only one day, during which several events are carried out - chariot race, boxing, running race etc.

Parade of athletes, parade of polis, sacred fire relay and so on along the main streets in Athens can be considered prior to the Olympic Games itself.

(ii) Beauty Pageant of Miss Aphrodite

There are already several beauty pageants in Greece. But this one can be held only in Greece, since Aphrodite is Greek goddess of beauty.

Considering the nationality of Aphrodite, only Greek women should be allowed to participate in this pageant. But from the standpoint of offering some topics of value to foreign countries, this pageant should be of international character.

Herod Atticus Theatre will be the most appropriate site for this pageant.

(iii) Parade of Warriors

There are many parades of knights or warriors relating to historical affairs of the past in Europe.

Greece also experienced Trojan War in 12th century B.C. and Persian War in fifth century B.C. These historical affairs well known to the world have some potentials when planning to attract foreign visitors to Greece.

Although a few ways of utilizing these two historical affairs can be considered, parade of warriors will be the one of the most general character.

For example, many warriors of Greece and Persia in ancient armors, helmets and with swords, spears and shields parade along some main streets in Athens.

The number of warriors should be more than 1,000 persons, and 2,000 if possible, because a parade with only 200 or 300 persons gives a shabby impression on spectators.

A little dramatical performance may be conducted during this parade.

(iv) Greek Food Festival

There are few festivals on food in Greece, except Wine Festival held in Daphne.

It is one of the major attractions of overseas travel to enjoy the local food and drink.

Although "A Million-Drachma Meal" was served to 35 connoisseurs at Hotel Pendelikon on March 21st this year, various kind of foods and drinks in Greece should be promoted in some way or other in the future.

Since this festival is more likely to be realized in the future from various points of view, it will be further mentioned more in detail in "Details of Greek Food Festival" (Reference Materials)

(v) Fireworks Exhibition

There are many fireworks exhibitions in foreign countries, particularly in USA.

But there are few fireworks exhibitions of large scale in Europe including Greece, probably because of the difference of nationalities.

But such fireworks exhibition of large scale will never fail to enchant not only Greek people but also foreign visitors if it is realized.

In case it is realized, it should be the top-ranking fireworks exhibition in Europe.

The area along the seaside in Piraeus will be the most appropriate site for this kind of event.

(vi) World Festival

This festival is to be held at various places — Herod Atticus Theatre, main streets, squares, indoors — where folk dances, folk arts, manners and customs of various countries are performed.

In a way, it may be necessary to look for and examine a chance for USA Week, Brazil Week, Australia Day and Japan Day, etc.

Actually "Japan Week" is held as a part of some festival in Austria, USA, Australia and so on. It will be worth trying to attract Grand Sumo, a national sports of Japan as mentioned previously, to Athens as an event of "Japan Day".

(vii) International Symposium on Ancient Olympic Games

The city in which 1996 Olympic Games is held is to be formally determined in 1991. If Greek government succeeds in gaining the support of IOC, Athens will attract the wide attention of the world at once without mistake.

International Symposium on Ancient Olympic Games with famous archaeologists as its panelists will be an event appropriate to such circumstances. This symposium would be held in 1990 or 1991 prior to the determination of the site of 1996 Olympic Games as one of promotional measures of "Golden Olympic" campaign.

(viii) Big Marine Festival

The following events can be designed in this festival.

- . Parade of ships decorated like shell, whale, pirate ship, etc. with illuminations
- . Water circus of water ski, jet ski, etc.
- . Laser show utilizing a large ship's hulk
- . Rock concert on the deck of a ship by some top-ranking musicians

The above events take place simultaneously.

(ix) Adventure Cruise to Sister Cities and Towns Abroad

This cruise departs Greece prior to the opening of "Glory of Greece".

Many students, representatives of each sister city on the Greek side take part in this cruise for the purpose of promoting "Glory of Greece" as well as strengthening the cordial relationships between both countries. On the way back to Greece, the students of the sister cities abroad get on board a ship and visit the sister cities concerned in Greece.

Prior to departure of this cruise, the message to each sister city will be collected publicly from the inhabitants concerned.

(x) Triaslon World Championship

As known well, triaslon is a sport in which athlete swims 3 km on the sea first, bicycles 180.2 km next and runs 42.195 km finally (long type).

This sport is becoming increasingly popular, and several championships are held also in Japan.

The 1st World Championship will take place in France this year.

Rhodes and Crete are considered adequate for the site of such championship.

(xi) World Exhibition of Sea Food and Marine Goods

This is also an event relevant to sea. Sea food and marine goods of many foreign countries are on display in this exhibition.

Some convention center in the vicinity of Athens will be appropriate to this exhibition.

Sea food and marine goods of Greece should be much more promoted in such a way like this from now on.

(2) Events Sponsored by Japanese Companies

There are many local offices of Japanese companies in Greece. In addition to those companies, Japanese companies would focus their attention on Greece if Athens is determined as the city of 1996 Olympic Games.

When these companies can find some benefits and advantages corresponding to their expenditures, some big events can be realized like Rhodes Marathon and CITIZEN Golden Marathon that were held in the past.

It is recommendable for GNTO to cooperate with such companies from the viewpoint of promoting Japanese tourists.

The content of event depends on the will or policy of the concerned sponsor.

REFERENCE MATERIALS

Details of Greek Food Festival

As mentioned previously in "Basic Idea", Greek Food Festival is considered to be comparatively realizable among the 11 events of "Glory of Greece" for the following reasons.

- i) This festival doesn't require so large amount of budget.
- ii) Food can be one of the major attractions for foreign visitors.
- iii) It is possible to expect income to some extent.
- iv) It is considered to be relatively realizable to gain the cooperation of private sector for this festival.

The details of this "Greek Food Festival" is as follows.

(1) Purpose

- i) To create new menus of Greek food that appeal also to foreign visitors.
- ii) To upgrade the quality of the existing Greek foods and services at restaurants.
- iii) To strengthen the attractiveness of Athens.
- iv) To increase the number of foreign tourists to Greece during shoulder-season.
- v) To enforce the cooperative relationship between public sector and private sector.

Anyway, this "Greek Food Festival" should be positioned as the first step to another event of large scale such as "Glory of Greece".

(2) Term

From last third of April to second third of June, annually (Apr. 21st - Jun. 17th in the case of 1990)

(3) Site

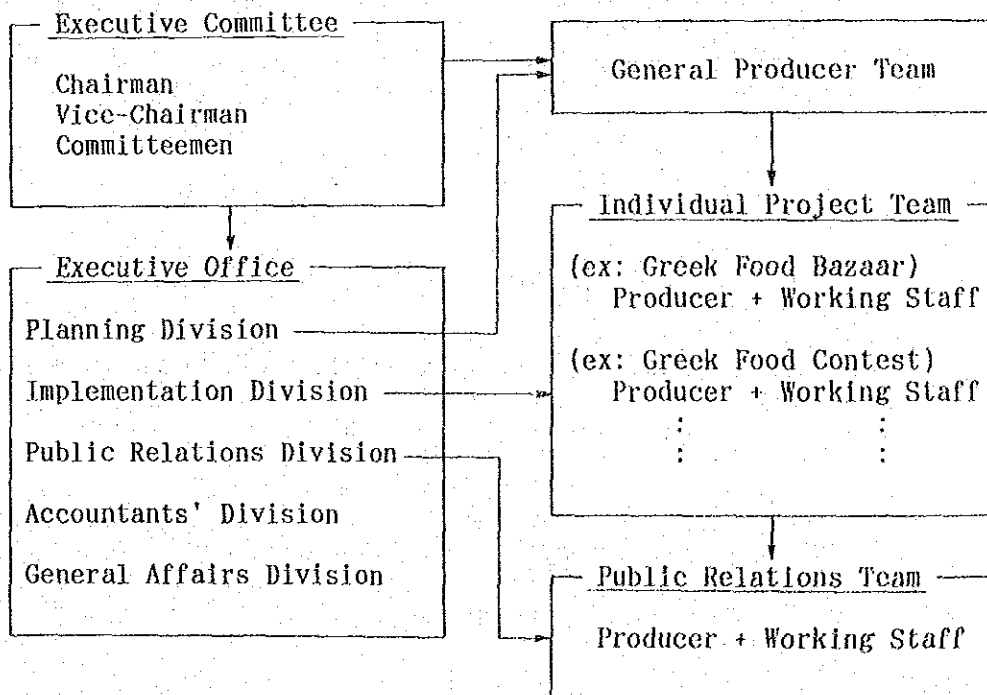
Athens and its suburbs

(4) Organization

Executive Committee of Greek Food Festival have to be established about 10 - 12 months in advance. Public sectors, private companies, various organizations, etc. such as mentioned below are expected to take part in this committee.

- Greek National Tourist Organization
- Olympic Airways
- Greek Hoteliers Federation
- Union of Athenian Hotel Owners
- Union of Restaurants in Athens
- Union of Cooks and Persons Who Work in Kitchen in Attica
- Association of Souvenir Factories
- Association of Souvenir Shops
- Hellenic Association of Travel & Tourism Agents
- Greek Passengers Shipowners Association
- Athens City Council

The organization of the above mentioned committee is roughly designed as follows:



Of the above organizations, chairman of executive committee should be secretary general of GNTTO, while the representatives of various associations etc. take part in it as committeemen. The important issues on the planning and implementation of Greek Food Festival are discussed and determined in this executive committee.

Executive Office is mainly consisted of the officials of GNTTO. But it is desirable that some appropriate persons should participate in this office from various associations and private companies, if possible.

General Producer Team is composed of several experts in "event", and in charge of the planning and implementation of Greek Food Festival as a whole.

Individual Project Team is founded for each event, and composed of 1 producer and several staffs. Its major role is the planning of each event in detail and its implementation.

Public Relations Team is consisted of one producer and several working staff members and does its job in co-operation with Public Relations division of Executive Office, General Producer Team and each Individual Project Team.

(5) Outline of Events

This "Greek Food Festival" is composed of nine events, which are to be held in succession between April and June. Their orders have to be further discussed and arranged effectively from the viewpoint of attracting foreign visitors.

It is a matter of course that it is necessary to look for a chance for other events while examining the above nine events more in detail. The term of each event written hereunder is in the case of 1990.

a) Greek Food Bazaar

(i) Term

Apr. 21st (Sat) - May 20th (Sun)

(ii) Period of time

11 AM - 6 PM

(iii) Site

Ancient Agora at the foot of Acropolis.

It is said that Agora was a place like today's market. Although it is one of the most valuable historical sites in Athens, it will be a fantastic event if this bazaar take place here. In other words, Agora revives once again in today's Athens.

(iv) Program

- o 50 stalls of Greek food and others.

Restaurants and hotels in Athens open the stalls of Greek food, French food, Italian food, etc. The sampling fee is included in admittance fee, and visitors can try one of those food in exchange for admission ticket.

Participating restaurants and hotels are required to dispatch several persons including cooks and share the material cost, while executive committee builds the framework of stalls and other facilities.

- o Demonstrative presentation by top-ranking cooks

Cooks in Athens give a public demonstration of their cooking on the stage a few times a day.

- o New menus corner

Winning menus of Greek Food Contest mentioned later are displayed at a special stall. Visitors can try these dishes too.

- o Entertainment

Some entertainment like pantomime and magic show, etc. is held at the same place on Saturday and Sunday (twice a day) during the term of this bazaar.

b) Greek Food Contest

(i) Date

Feb. 1st

(ii) Site

Convention hall or hotel in Athens

(iii) Program

This contest takes place prior to the opening of Greek Food Bazaar, Greek Food Special and so on. The purpose of this contest is to create new menus of Greek foods. The cuisines prepared by 30 cooks are examined by judges. One grand-prix and several other prizes are determined.

It is desirable that the contest of cocktail takes place at the same time.

Name sounding like Greece are to be given to the cuisine and cocktail that win the grand-prix of this contest -- i.e.: Dionysus, Aphrodite, Helen, Agamemnon etc. It is likely that the naming like "Aphrodite" heightens the taste, value and reputation of a cocktail.

c) Greek Food Special

(i) Term

Apr. 21st (Sat) - Jun. 17th (Sun)

(ii) Site

Restaurants and hotels concerned (about 10)

(iii) Programs

This is a program of relishing the winning cuisines of Greek Food Contest.

Each participant is given a meal coupon with the name "Greek Food Special" printed on it and a leaflet introducing the winning cuisines and the concerned restaurants.

Participants can choose and taste any cuisine from among them.

d) Aegean Sea Lunch/Dinner Cruise

(i) Term

Apr. 21st (Sat) - Jun. 17th (Sun)

(ii) Program

This is special tour organized by some cruise company during the term of Greek Food Festival. This cruise is held once or twice a day. Passengers are served lunch or dinner during 3-hour cruise.

It is indispensable to gain the cooperation of some cruise company and travel agencies, without which this program can't be realized.

e) Sparkling in Athens

(i) Term

Apr. 21st (Sat) - Jun. 17th (Sun)

(ii) Program

This is special tour organized by travel agencies during the term of Greek Food Festival, by which participants can enjoy attractive and exciting night in Athens, for example, nightclub, casino, discotheque, bar, etc. This is planned as one of local package tour courses.

(iii) Points to be noted.

The major purpose of this program is to appeal the attractions in Athens at night to foreign visitors. Compared with some other cities in Europe, for example, London, Paris, Madrid, etc., Athens is not sufficient in the entertainments at night in quality and quantity. It

is desirable for Executive Committee to examine and create some new attractions peculiar to Greece for this program, if possible.

f) Poseidon Night

(i) Date

Jun. 17th (Sun) - the last day of Greek Food Festival.

(ii) Site

Sea-shore at Pireus

(iii) Program

This means a fireworks exhibition of the largest scale in Europe and marks the last night of Greek Food Festival. About 20,000 fireworks are set off during 2 hours or so. It is favourable for Greece that there is not so large fireworks exhibitions in Europe. Therefore, this program should be promoted as one of the major events in Athens in the future.

g) Feast of Zeus

(i) Term

Apr. 21st (Sat) - Jun. 17th (Sun)

(ii) Site

Restaurants and hotels in Athens

(iii) Program

The cooks at the hotels and restaurants of first-class in Athens serve special menus for Greek Food Festival. The title of this program is changed every year like "Feast of Dionysus" "Feast of Apollo" and "Feast of Aphrodite" etc.

h) Europe Food Fair '91

(i) Term

Jun. 20th (Thu) - Jun. 23rd (Sun) in 1991.

*The last week of Greek Food Festival in 1991.

(ii) Site

Convention hall in Athens or its vicinity

(iii) Program

This is an exhibition of foods and drinks in Europe. It is expected that 10 countries at least take part in this exhibition.

Major purpose of this exhibition is to raise the position of Greece in the field of European food.

i) Street Festival

(i) Term

Every Sunday during the opening term of Greek Food Festival. (9 days in total)

(ii) Site

Open space close to the site of "Greek Food Bazaar", or some square in the center of Athens.

(iii) Program

Street performances such as music, song, dancing, magic, pantomime, etc. take place at the above site.

It is desirable that nine programs above mentioned are included in the itineraries of package tour courses as much as possible. For example, there is a way of offering some incentives to the package tours planned in foreign countries that include two or three programs of the above in their itineraries.

Anyway, it is very important that GNTTO Offices Abroad approach to the wholesaler of major package tours in each country.

9.3.3 Promotion of Cultural and Social Exchange

Cultural and social exchange between Greece and Japan is of particular importance to increase the interest of Greece to Japanese people. It is effective that tourism promotion activity is conducted through those cultural and social exchange as much as possible.

1) Possible Activities for Cultural and Social Exchange

The followings are some possible activities for cultural and social exchange between two countries, for instance:

- a) Sister City Affiliation
- b) The Ship for World Youth
- c) Dispatch of Skilled Greeks to Japan
- d) Participation of Japan Students in the Excavation Work in Greece or cooperation in translation of explanations in museums

2) Existing organizations contributing to cultural and social exchange are as follows:

a) GNTTO

GNTTO is promoting tourism not only through mass media but also several measures including organizing cultural exhibitions.

As the economical and cultural linkage between Japan and Greece strengthens, GNTO may be required to act as a medium for various exchange activities.

b) Other Japanese Organizations

i) Greece-Japan Association

This organization has about 200 members who are familiar with Greece and is primarily organizing cultural activities such as symposiums and exhibitions.

ii) Greece-Japan Friendship Association of Local Authorities

This organization comprises member local authorities which are twin-cities with Greek cities. They meet once a year to discuss promotional activities for cultural exchange. Two more local authorities will join the organization soon.

iii) Association of Parliamentary Members for Greece-Japan Friendship

This organization was established in October 1987 and is composed of about 30 parliamentary members to discuss various matters on the relationship of Greece and Japan.

3) Consideration for establishing a responsible organization for the promotion of cultural and social exchange between Greece and Japan

It is important to establish a responsible organization to introduce Greek culture to Japan and promote cultural and social exchange through various channels such as governments, local authorities, private companies, individuals, etc. The following three are preliminary ideas:

a) Contracting advertising agents for cultural and social exchange activities: This alternative is an effective way to promote cultural and social exchange at the same time as other public relations activities. Disadvantages are that it costs to a considerable extent, and that it is difficult exchange information with the public sector.

b) Establishing a cultural association: Establishing a non-profitable association comprising academic associations, private companies and other organizations related to Greece could effectively promote cultural and social activities through various channels. There is a disadvantage that this kind of membership association tends to be a "salon" without organizing any practical activities.

c) Establishing public relations forum: Funds may be raised from concerned private companies. A committee should be established to promote various exchange activities. This alternative may be the best one if there are enough companies who provide funds. On the overall, support by GNTO may be essential to establish the forum.

9.4 Promotion Plans by Target Area

This section presents improvement plans for the following major target areas:

- 1) Area within the city of Athens
- 2) Area surrounding Athens
- 3) One-day excursions from Athens
- 4) Three-day Aegean Cruise - ship and main ports of call -

9.4.1 Areas within the City of Athens

The city proper of Athens holds a lot of interesting places for the tourists as shown in Figures 9.4.1 and 9.4.2. (Refer to Chapter 7.3.3) Upgrading of some facilities and services would undoubtedly increase the attractiveness of those areas.

Figure 9.4.1
Tourist Points of Interest in Athens

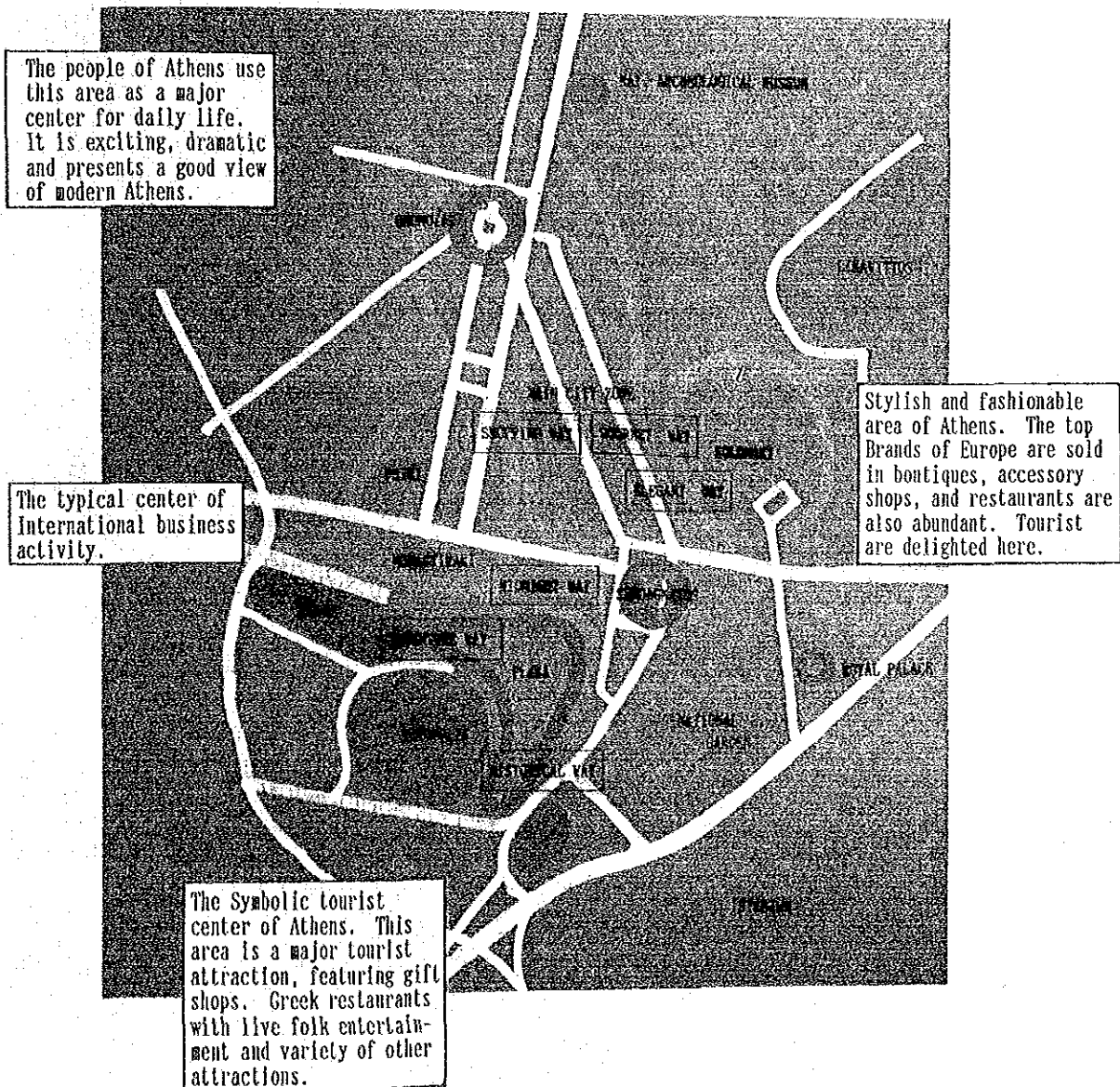
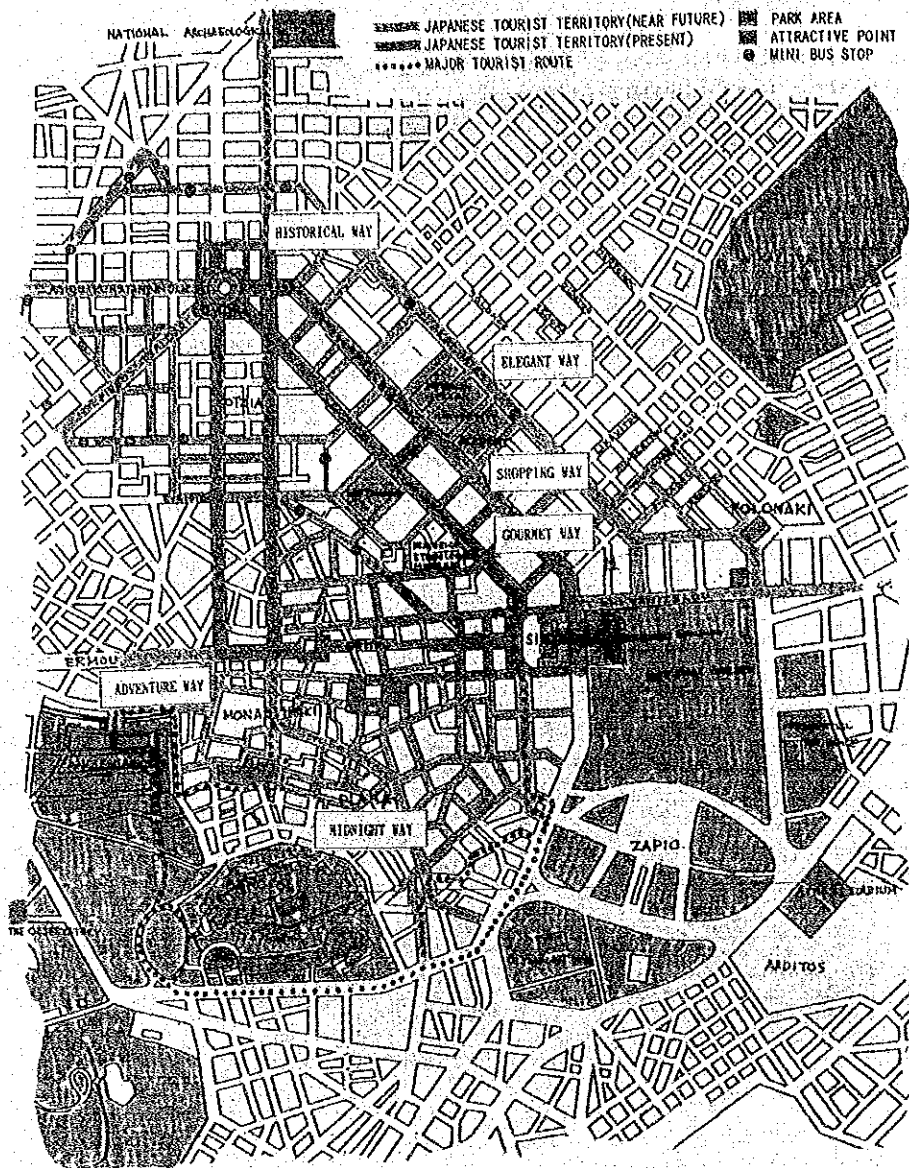


Figure 9.4.2
Tourist Areas within the City of Athens



1) Setting up guide signposts

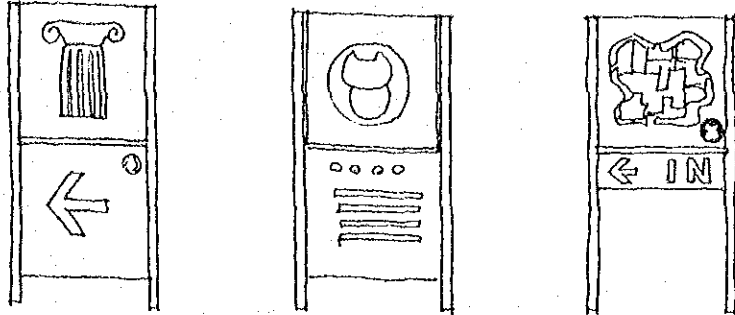
Some kinds of guide signposts are most urgently required near the important tourist attractions; the Acropolis and Plaka area. These signs should be made understandable to all nationalities by using image markings rather than lettering. These signposts may symbolize some original Greek designs that make them readily discernible. They could also symbolically represent Athens.

Figure 9.4.3 illustrates some ideas on how such signposts may be created.

Figure 9.4.3
Sample of Tourist Signpost

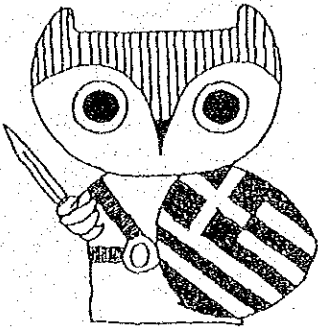


Example showing an idea of a signpost and an identity mark of "Friendship of Athens"



Type-1 : Structural frame will be made from stainless steel colored coated with high temperature
Average cost: Drs. 200,000 each including labour cost.

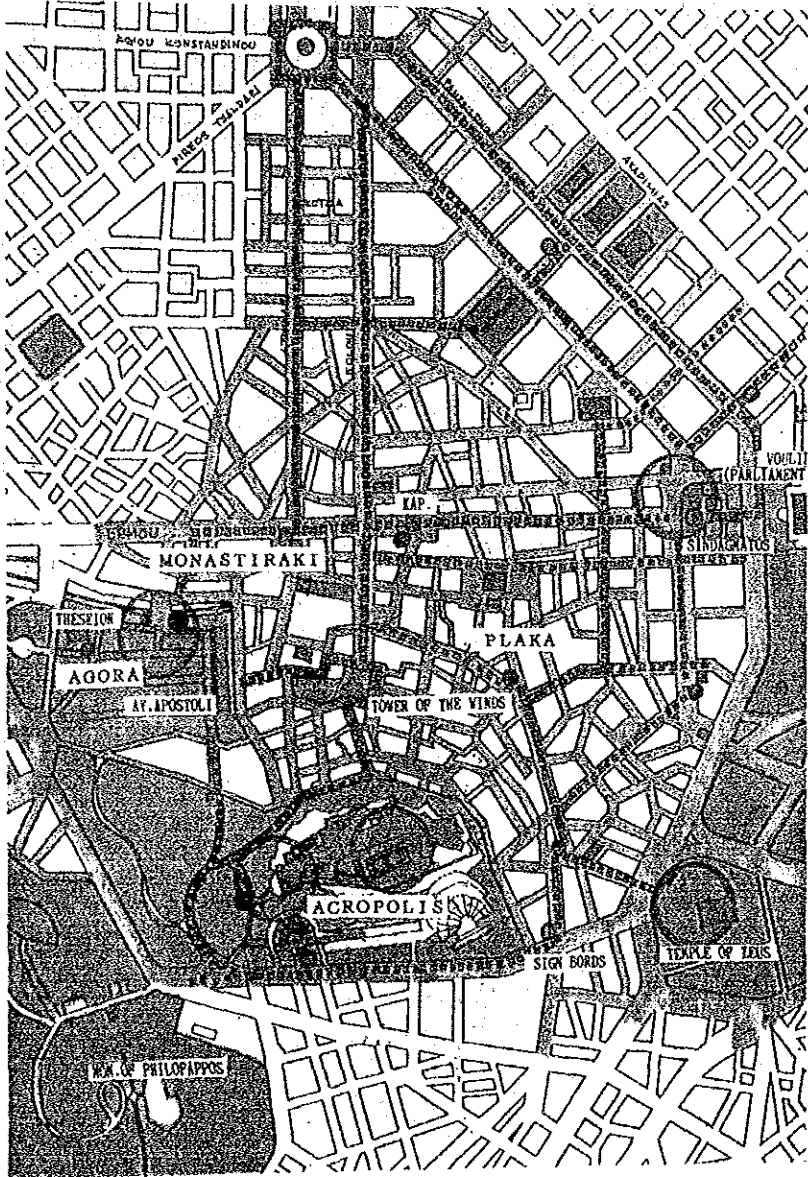
Type-2 : This Kiosk-type signpost had three side on steel frame.
Height and width are the same as Type-1.
Cost: Drs. 300,000.



This mark can be used on all tourist-related items, such as maps, bags and signs, etc.

The mark could be selected by a competition open to professional, amateur artists and designers.

Location of Two Types of Signpost for Tourists



2) Improvements for the Acropolis - Agora - Plaka route

The Agora area on the north side of the Acropolis is not nearly as well maintained as the south side. In fact, most package tourists must content themselves with a mere look at the Agora from the heights of the Acropolis. The Acropolis, Agora and Plaka may be combined into an integrated tourist zone with improvements as described below.

a) Longer open hours

The open hours for the Agora are considerably shorter than for that for the Acropolis which puts a limit on combined Agora and Acropolis tours. Furthermore, most tourists are not at all aware of the discrepancy in open hours between the two.

There are two potential solutions to this problem. The ideal solution would be to extend the open hours at Agora as long as possible. In any case, the open hours should be clearly indicated in the pamphlets to make tourists aware of the fact that the open hours for the Agora are very limited.

b) Improvement of the parking system

At present, most sightseeing buses park on the Odeon side of the Acropolis. Consideration should be given in the following points:

- i) to provide alighting/boarding places at both sides of the Odeon and the Agora.
- ii) to maintain parking lots in better condition, and
- iii) to increase parking area in capacity: Development of new parking lots somewhere near the Agora.

c) Improvement of the footpath between the Agora and the Acropolis

The road from the Acropolis is only partially paved and the road from the Plaka is not paved at all. The temporary guardrails and fences in use deteriorate the atmosphere.

Improvements of a connecting path, guardrails, fences and signs in exit and entrance areas are required. The level of maintenance of facilities in the Agora should be raised to that in Delphi.

d) Improvement of Entrance System at the Acropolis and Agora

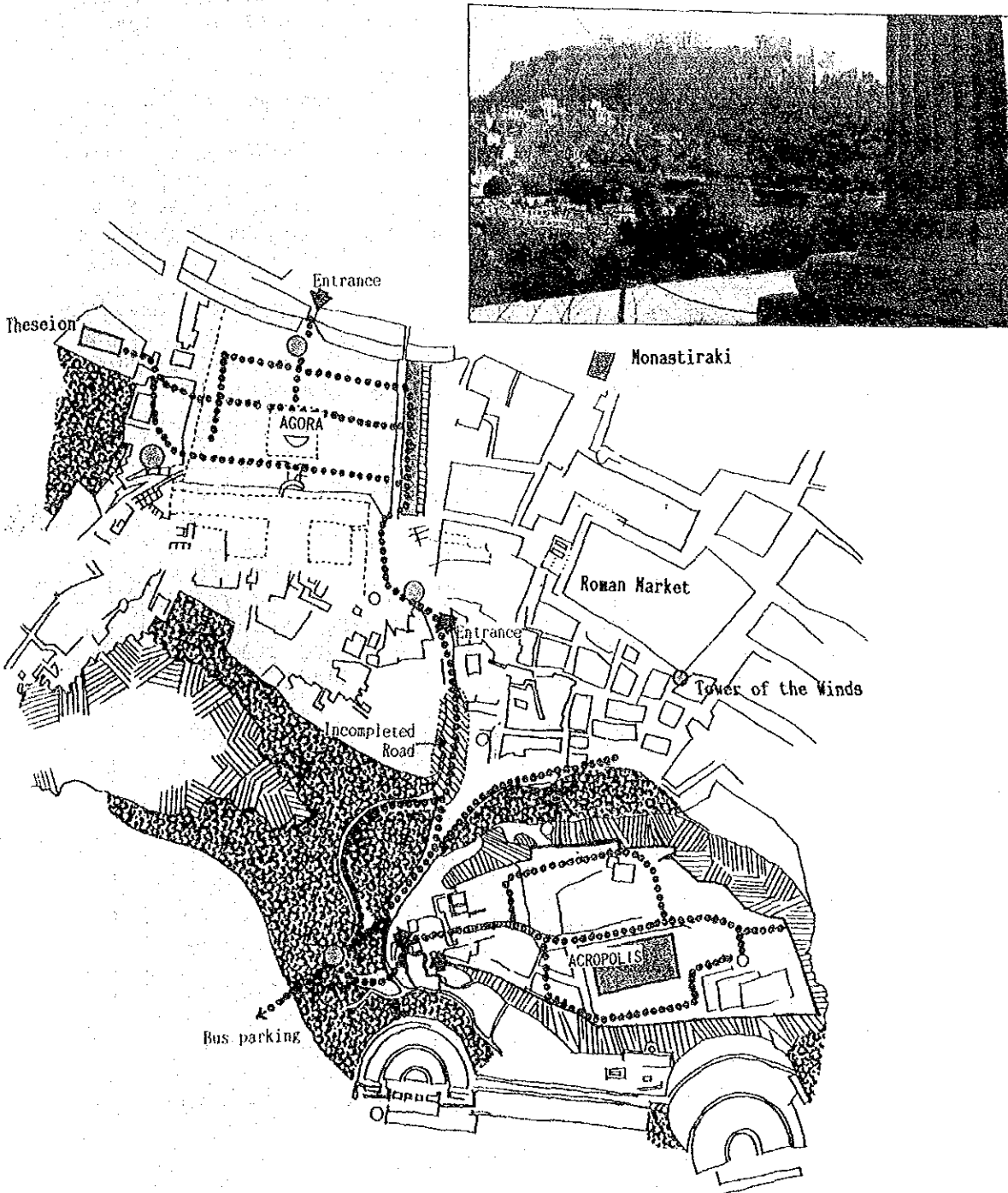
- i) Common entrance ticket: At both entrance, tourists often have to wait in a line at the gates. It is recommended to introduce a common entrance ticket for both the Acropolis and the Agora.
- ii) It is also recommended to offer a group ticket.
- iii) Ticket counters should be separated from the sales

counter of reference materials.

- iv) Special entrance for group tourist should also be provided.

Consideration should also be given to install kiosks that could provide reference materials unique to the site, which are unavailable elsewhere.

Figure 9.4.4
Improvement of Pedestrian Path in Acropolis and Agora Area



3) Improvements in the National Archaeological Museum

a) Improvement of general interior and display to achieve a more pleasant look.

- Interior decoration
- Light control
- Concealment of equipment

b) Improvement of location system

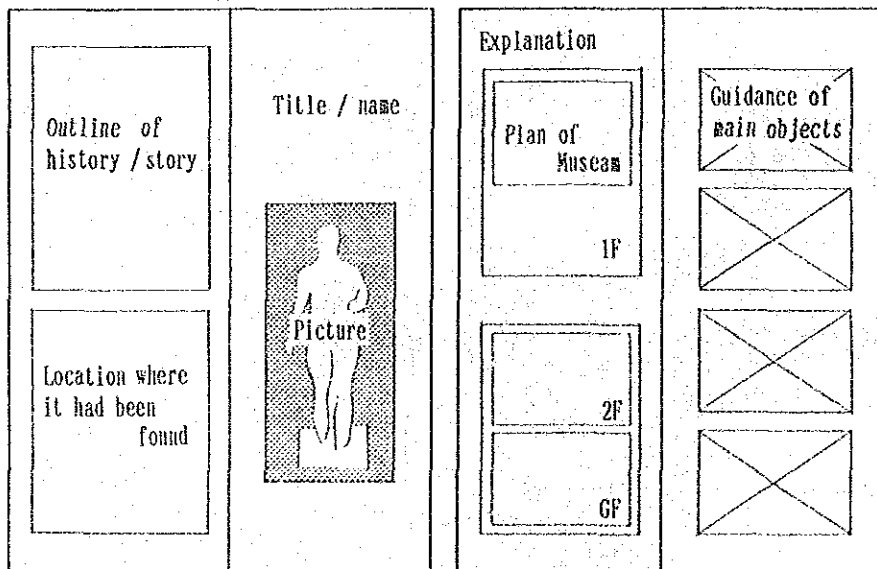
Especially noteworthy artifacts should be picked up (for instance, as they are in the Michelin Guide) and their names and exact positions in the exhibit halls should be clearly noted.

Guide maps, code numbers assigned to the various pieces and brief and simple explanations should be provided to visitors so that important artifacts are not overlooked. Such information should be made available to tourists at a nominal charge when they purchase their entrance tickets (or even at hotel front desks). It would be desirable, if such materials are available in Japanese.

c) Rental Headphones

Rental headphone services is desirable to receive guide broadcasts at selected major museum exhibits in major languages.

Figure 9.4.5
Rough Image of Pamphlet (B5 size)



d) Setting up a rest area

Creation of a rest area on the lower level facing the sunken garden is recommendable. This area could serve as a gathering and parting place for visitors, and could include souvenir shops and restroom facilities.

The Museum could also serve as a repository of souvenir shops offering distinctive and reliable high quality goods (for instance, replicas of ancient designs and accessories), such as those at the Benaki Museum.

e) Audio visual presentation

- A multi-purpose Audio Visual facility should be provided for the historical, educational seminars and events.
- A special holography display should also be considered for the benefit of visitors.

9.4.2 Areas surrounding Athens

1) Apollo Coast and Cape Sounion

The Apollo Coast, the city's closest seaside resort area, is located within thirty minutes trip by car from Athens. Cape Sounion, which is famous for the Temple of Poseidon, is at the end of Apollo Coast and 70 kms south from Athens.

a) Apollo Coast

This coastal area boasts a number of AA-class hotels and additional new hotel facilities are under construction, as well. Honeymooners and middle-aged and elderly couples may like to stay in a resort on the Apollo Coast. Many tourists also opt to visit the area as a half-day excursion from Athens either with tour buses or taxis.

Besides many beach resorts, hotels, restaurants and spas, a visit to the area could be combined with golf play at Glifada for a full day's excursion.

Since Apollo Coast is not well known among Japanese, it should be featured, as one of the many faces of Athens, in published promotional materials. Better, reliable and safe transportation between Athens and the Apollo Coast such as hotel buses or charter taxis need to be organized.

b) Cape Sounion

The temple gate and the rest house sitting on a rise near the Temple of Poseidon are eyesores that detract from the beauty and serenity of the ruin site. Plans should be made for:

- improvement of the visual harmony, appearance, and landscape of the site.

- a rest house should be constructed partially underground on the site so as not to spoil the landscape profile and view of the sea.

Besides general improvements of the site including tasteful lighting for night viewing, it is recommendable that Byron's scribblings on the site be highlighted in some way. Many Japanese tourists are very familiar with the name of Byron, and look forward to seeing his scribblings.

Viewing of sunset at Cape Sounion is another attractive feature for Japanese.

2) Mt. Parnes

For Japanese who have little opportunity to experience casino-type entertainment in Japan, such night entertainment should be expanded.

The facilities at Mt. Parnes are rather old and hotel rooms are in short supply. The followings are recommended:

a) Casino

Emphasis should be placed on raising the ceiling, beautifying the interior and improving the service counter.

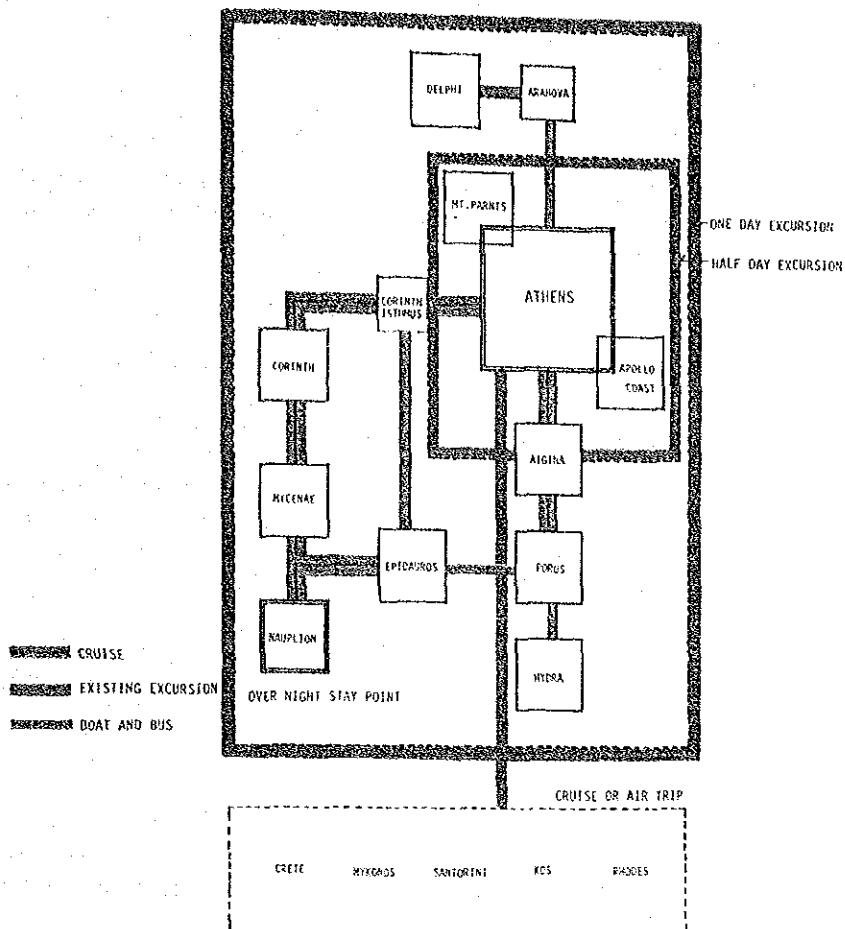
b) Hotels, Restaurants and Other Facilities

Efficiency and atmosphere should be considerably upgraded.

9.4.3 One-day Excursions from Athens

Some representative one-day excursions, including a cruise of the Saronic Gulf, a trip to Delphi and a trip to Corinth and Argolis, are convenient and not overtaxing for all foreign tourists.

Figure 9.4.6
Tour Routes and Destinations



1) One-day cruise of the Saronic GULF

The following improvements could be made:

a) Provision of information services

A guide pamphlet should be provided free or sold to tourists in order to introduce the services available on board and to explain what to see and do at various ports-of-call. Video presentations on the next port-of-call should be introduced on board.

Some commemorative souvenir of the cruise, for instance a captain's cap or neckerchief should be given "free" to each. It can be a good souvenir/memory.

b) On-board events

The return to Athens could be spiced up with on board events, for instance a dance, bingo games or fashion shows sponsored by Athens boutiques.

It is also desirable to have some kind of service on board which would inform passengers about shopping opportunities at the various ports-of-call.

c) On-board food services

One of the biggest complaints about one-day cruise is the quality of food. Such are also related to on board conditions and "tray services". More attention should be paid for service system and arrangement of foods.

d) Three ideas for improvement of cruise

i) Luxury cruise by speed boat

A luxury cruise by high speed boat can be proposed: Journey time would be short and new ports-of-call would be selected. Passengers would be provided with a gourmet luncheon at one of the ports-of-call. There would be enough time for swimming and other forms of recreation/leisure activities.

A half-day cruise also be made available. It should be noted that most Japanese tourists are fond of high-speed cruising.

ii) Land and sea course

The second idea is a new land and sea course encompassing the islands of Aigina and Poros along with Epidauros. A land and sea cruise course encompassing the islands of Aigina and Poros along with Nauplion, Mycenae and Corinth also could be considered.

iii) Longer free time

The third one is a day cruise featuring only Aigina and Hydra islands. This would give passengers more time at the ports-of-call and reduce journey time.

2) Corinth and Argolis

a) Development of tour courses

A representative example of the major one-day excursions at present is Mycenae, Epidauros, Corinth and Nauplion. The time spent at each stop is limited during regular excursions. Furthermore, some tourists have complains that visiting up to three ruin sites can become monotonous.

The followings are suggested as alternative courses:

Course A: One-day

Piraeus → Nauplion → Mycenae → Epidauros →
Corinth → Athens

Course B: Two-day

Athens → Aigina → Poros → Epidaurous → Nauplion
(overnight stay) → Mycenae → Corinth → Athens

This would include a dinner on the island of Bourgi, a walk in the old town and a tour of the Palamedes Fort followed by the overnight stay in Nauplion. The following day would commence with a trip to Mycenae and Corinth. The tour would return to Athens by early afternoon. This would be a day and a half tour which would leave time on the second day for a leisurely dinner and shopping in Athens.

b) Improvement of the ruins at Mycenae

The two main ruins at Mycenae are Treasury of Atrus and Acropolis. Since no footpath connects these two ruins, a footpath similar to the one at Delphi should be provided.

Providing site markers and others is recommended for tourist benefit. The route should be clearly shown, and guideposts should be placed at Acropolis so that tourists can easily know the route in order.

Safety rails should be placed on a steep slope, especially for elder tourists.

At major historical buildings along the route, there should be sign boards explaining how these buildings were built.

c) Improvements at the ruins at Epidaurous

At Epidaurous, there are three ruins, the Theatre, the Museum and the Sanctuary of Asklepios. Many of the tourists who do not have enough time, only visit the Theatre and the Museum.

At the Sanctuary of Asklepios, however, there remain various historical sites reminding us of its days as a resort area and a sanatorium, seeing the reminiscent of the lifestyle of the old time.

- Improvement of walk ways to easily get around the Sanctuary of Asklepios is recommended.
- Setting up a short walking route to get the whole idea of this area within a limited time is recommended. Typical panoramic viewpoints should be instructed.
- In addition, there is a need for placing sign boards with information such as the map of the locations of the sites.

d) Improvements at Nauplion

- Enlargement of the Parking area
In front of the Paramidi Castle, there exists only a small parking space. Because of heavy traffic during tourist season, there is a need to provide a larger parking space and turning area.

- Improvement of the route between the Acronaphria and the old district.

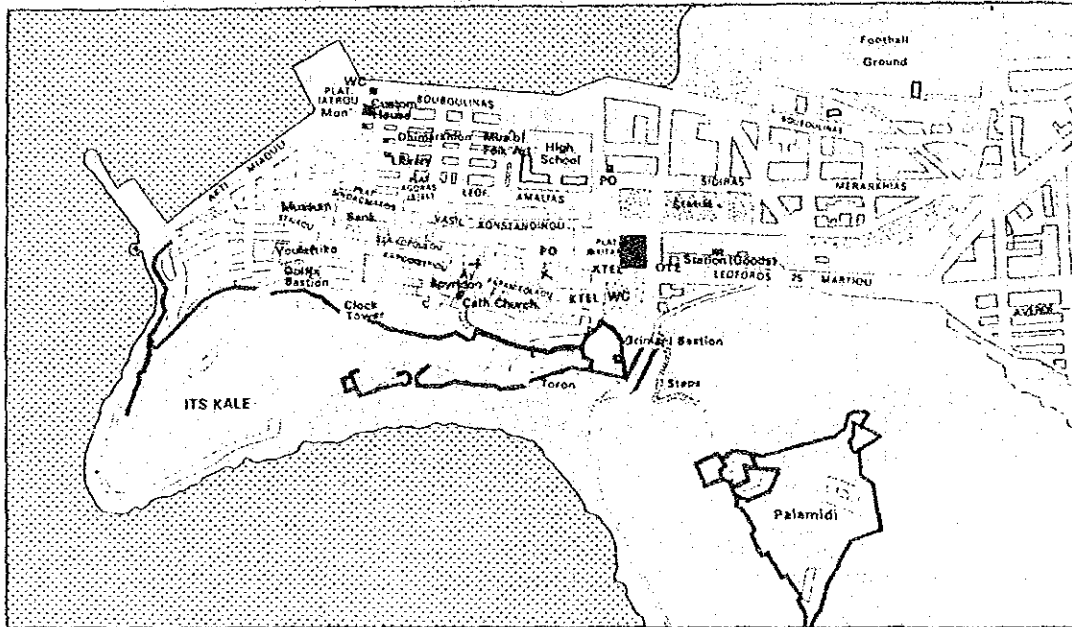
An attractive visiting course would be the one going from the Palamidi Castle to the Acronaphria. A tourist can take the bus from the castle to the old district. Then, he or she can take the elevator going to and from Acronaphria.

The elevator connecting Hotel Xenia Palace and the old district is very interesting. The provision of signboards will make it more attractive.

- Bourgi Islands

Restaurants and other tourist facilities are being planned on the island. It seems important to provide diverse forms of facilities for tourists to such as restaurants, casinos, discos, etc.

Figure 9.4.7
Major Sightseeing Spots of Nauplion



e) Improvement of the ruins at Corinth

A representative visiting course should be set within the ruins. As historical buildings are useful as landmarks, guide panels clearly indicating the names of these buildings should be installed for tourists.

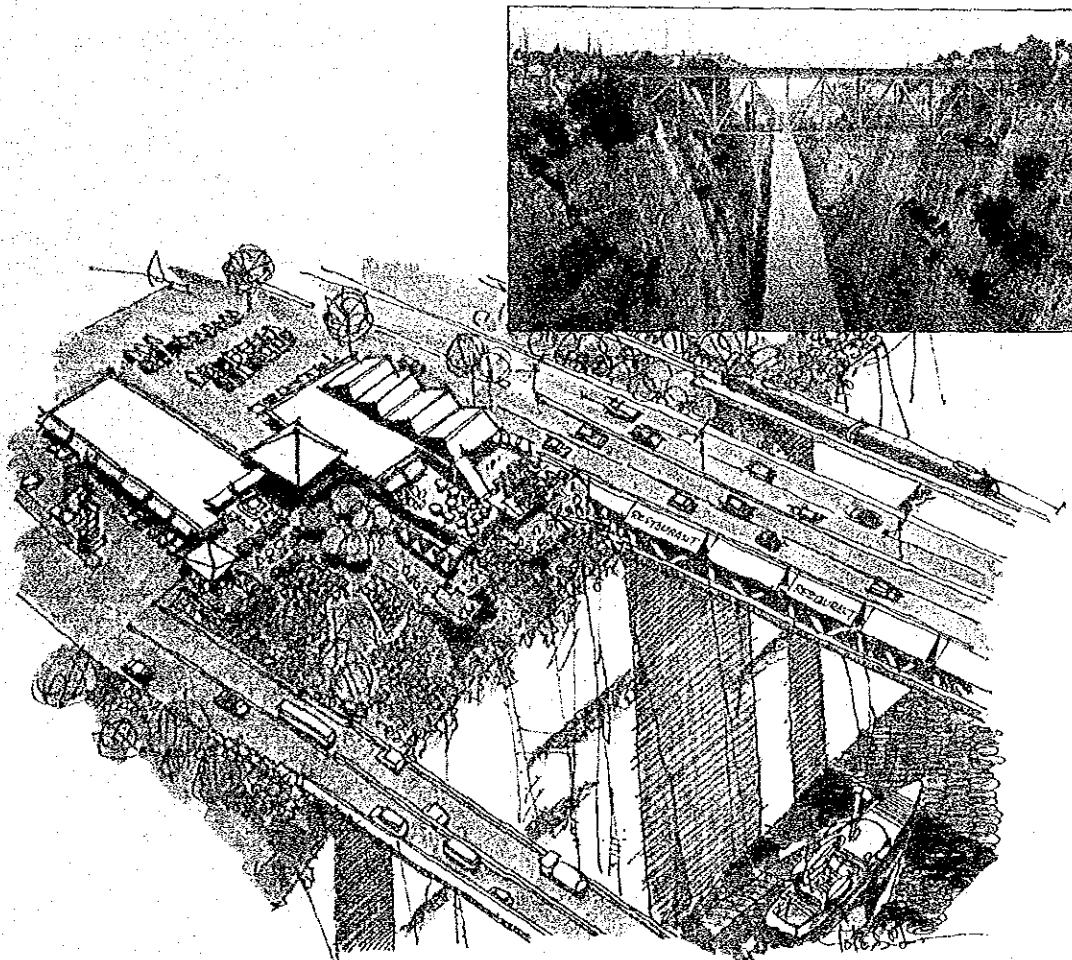
For a typical tourist, it is hard to decide a good sightseeing course with a map in a guidebook. Maps and pamphlets including photos of major historical buildings are required.

f) Improvement of Corinth Isthmus

As for measures possible for immediate implementation, there are two things that can be done. First is to plant trees on the roadside and improve the scenery of the areas. Second is to provide safe footpath to see the Isthmus. Small trees may be planted as the partitions along the path.

As for long-term measures, new bridge should be constructed to solve traffic jams, in such a way to provide a panoramic view of the Isthmus. A restaurant could be constructed under the roadbed of the bridge to provide an attractive view of the Isthmus.

Figure 9.4.8
Image Sketch for Corinth Isthmus



3) Tourist spots on the way to Delphi

The problems related to touring Delphi do not lie in sightseeing facilities there, but lie, instead, in the time and distance between Athens and Delphi as well as the scarcity of touring places between those two points.

There is a beautiful village, nine kilometers east of Delphi, called Arahova. As a place to take lunch and rest, this village is believed to be desirable for Japanese tourists.

In addition, because factories producing beverages such as "Ouzo" are located along the route, it is necessary to consider the incorporation of these places into the course. Tourists may also enjoy to purchase local products at their factories.



9.4.4 Three-day Aegean Cruise - Ships and Main Ports of Call -

Efforts to include this in package tour are necessary. Basically, there is nothing special to be improved, but some views from the Japanese standpoints may be pointed out as follows:

1) On-board services of cruise ship

The following points should be considered:

- Provision of brochures including an orientation on the rules of on board stay in Japanese.
- Sale and display of an assortment of goods.
- Game facilities for relaxation, and refreshment with guidance services.
- Arrangement for the collection of stamps at the place of landing and the sale of souvenirs for memory of boarding (ceramics, leather products, captain's caps, T-shirts, bandanna, etc.)

2) Rhodes

The island could be considered as a main port of call on a three-day cruise and also as the destination of a day's trip or a short stay for Japanese tourists who come from Athens by air.

It will be necessary to take the following measures in the future for the purpose of attracting more Japanese tourists.

a) Publicity of local products

Locally produced ceramics can be good souvenir, but they give concern about the weight and breakage during the trip. Accordingly development of small and durable souvenirs (such as accessories, pendants, little box etc., like sold at the Wedgwood shop in London International air port.) would be desirable.

It is recommendable to create well atmosphere for luxurious shopping by decorating the shops on the second floor of the Rhodes airport terminal building and to provide a rich assortment of goods such as ceramic products, precious metals and stones (jewelry), original picture postcards, etc.

Exhibition of the artists' and designers' actual work, should be held at such corners as the Knight Palace.

b) Rehabilitation of scenery

Rehabilitation of scenery by vegetation is required, particularly along the trunk road from the airport to Rhodes Town, where dilapidated houses and waster land are observed here and there.

Development of island sight-seeing routes are also important. There are fascinating and diverse tourist spots such as Rhodes town and Lindos town in the island. It will be necessary to study a circular tour of these places and develop half-day, one-

day, two-day tour courses for introduction of these spots.

3) Mykonos

This is one of the islands which are indispensable for the publicity of the Aegean image in Japan, which directly presents a spectacle with an image concept of "Labyrinth in white". A large group of whitewashed houses standing at the beach and a blue sky accentuated by the skyline are quite impressive together with windmills.

One of the characteristics of Mykonos town may be that it is a tourist spot which succeeded in personalizing such disadvantages as "hard to make out" and "hard to walk" by making a reverse use, and the role of "wisdom of living" and the "sense of living" of local people is emphasized to attract tourists.

The following improvements may be useful:

- Museum-style shops be established for display and sale of knitted wool goods, embroidery goods, and special products of the area,
- Preparation of yacht sailing for pleasure trips.
- Development of Mykonos style cuisines making the best use of rich resources of fresh food materials
- Supply of hotel rooms through the development of a systematized hotel reservation system.
- Utilization of the tourism resources in the island by ensuring a day's trip from Athens by air.

9.5 Facilities and Service

9.5.1 Accommodation

1) Capacity

Japanese tourists do not concentrate in the peak season, and hence the lack of hotel rooms in the peak season, particularly of resort hotels, is not a visible problem for Japanese tourists.

City hotels which do not specifically cater to charter groups, as the resort hotels do, usually operate on a year round basis and are better equipped to accommodate Japanese tourists.

However, the increase of hotel rooms should be considered because the lack of hotel rooms may become serious in the peak season.

2) Improvement of Services

For travelers, hotels are their home away from home for the duration of the stay as well as an important landmark. They are gathering and departing places, resting places that provide restrooms and communications center for travelers. A tourist naturally feels that hotel facilities and information are trustworthy.

A recent interview survey to hotel guests shows that hotel services are being improved. In some hotels, for example, hot water pressure are increased when the groups of young Japanese women arrive, because they enjoy bathing in bathtubs filled with hot water. Some hotels are now providing instruction on how to use the telephone and other room facilities as well as complimentary breakfast and drink tickets. In general, hotel personnel are requested to do all they can to make Japanese guests feel at ease and safe.

It is still advisable to consider the following points for Japanese travellers to feel comfortable and thus to enhance the reputation of Greek hotels among Japanese:

a) Prompt and reliable services

Japanese tourists usually stay for very short time in any one hotel. Prompt reception and information services are, therefore, very important, which are often inadequate in Greece.

The following points should be considered in this connection:

- i) At least one reception staff should learn a few necessary Japanese for quick response at check-in and out;
- ii) Package tour groups should be checked-in in a separate area,
- iii) Baggages of groups should be delivered during the check-in,
- iv) Laundry should be returned on the same day,
- v) The payment for check-out should be pre-arranged, and;

vi) Money exchanging service should be provided 24 hours, without extra charge preferably.

b) Information service in Japanese

The following points should be further elaborated:

i) An all day Japanese telephone service at extra charge, would be very convenient. Considering the growing number of Japanese tourists and Athens' position as a tour starting point, such a Japanese telephone service could be established as a private business, servicing a whole chain of hotels, and;

ii) Hotels should also provide instructions in Japanese, including telephone, room facilities and fire exit instructions. It may be also advisable for telephone operators to provide the list of names of package tours for quick identification when they ask for overseas phone calls.

Example of Hotel Instructions

<p>案内</p> <p>フロント インフォメーション ダイヤル 1</p> <p>ルーム サービス レストラン ダイヤル 2</p> <p>ポーター ダイヤル 3</p> <p>清掃 フリーニング ダイヤル 5</p>	<p>TITANIA HOTEL</p> <p>当ホテルテイタニアを御利用頂きまして誠にありがとうございます。皆様の便宜上、このホテルカードを常に御所持頂き、お部屋のカギを受け取る際にフロントに、お見せ下さい。</p> <p>氏名 _____ 部屋番号 _____ 滞在日数 _____ 出発日 _____</p> <p>お部屋のチェックアウトは12:00時です。お出発の際は、必ずフロントへ戻される様お願い致します。</p>	<p>HOTEL TITANIA</p> <p>52, PANEPISTIMIOU (EL. VERIZELOU) AVENUE TEL: 3605611/15 - TELEX: HEL 4673 GR</p> <p>上記のホテル住所をタクシー利用、外出より戻る際に御使用下さい。当ホテルは閑静の宿舎、お食事、百貨等に大変便利の良い位置に在り、またホテル内には屋上バー、カフェテリア、F.V.ルーム、ホテルレストラン等の設備がございます。浴室、バスルーム、エアコン付になっております。セーフティボックス(有料)や両替所もございます。フロントにてお申し込み下さい。</p>
<p>フロントマネージャー ダイヤル 6</p> <p>部屋 8 + ルームナンバー (10階のルームナンバー)</p> <p>市外及び 国際電話 ダイヤル 9</p> <p>電話交換手 モーニングコール ダイヤル 0</p>	<p>TITANIA HOTEL</p> <p>IMPORTANT</p> <p>PLEASE CARRY THIS CARD ALWAYS WITH YOU.</p> <p>SURNAME/NAME: _____</p> <p>ROOM NUMBER: _____</p> <p>TERMS: _____</p> <p>DEPARTURE: CHECKING OUT TIME IS 12 NOON KINDLY HAND THIS BACK TO THE CASHIER ON DEPARTURE</p> <p>This Card is issued in your interest and is part of the Safety Rules applied in this Hotel.</p> <p>KINDLY PRODUCE IT WHEN APPLYING FOR YOUR ROOM KEY OR WHEN SIGNING BILLS IN VARIOUS DEPARTMENTS</p>	<p>HOTEL TITANIA</p> <p>52, PANEPISTIMIOU (EL. VERIZELOU) AVENUE TEL: 3605611/15 - TELEX: HEL 4673 GR</p> <p>YOUR HOME IN ATHENS FULLY AIRCONDITIONED</p> <p>TV SETS AND PRIVATE SAFES ON REQUEST.</p> <p>GARAGE - PARKING</p> <p>ATTENTION: Do not leave valuables in your rooms.</p> <p>The Hotel accepts no responsibility for your negligence.</p> <p>DINE AT THE TITANIA - DRINK AT THE TITANIA - SHOP AT THE TITANIA - ORGANIZE YOUR STAY THROUGH TITANIA</p>

c) Hospitality mind of services

The following suggestions are useful for understanding Japanese service mind:

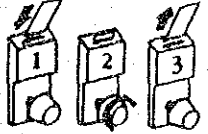
- i) Tour groups should be welcomed by senior staff members,
- ii) The reception staff should understand Japanese customs and attitudes which may be different from the westerners,
- iii) Inexpensive postal rates should be provided to travellers, when they check-in, since Japanese are fond of sending pictorial postcard to their family/friends,
- iv) The tea or coffee and room-bar arrangements are necessary,
- v) High hot water pressure is necessary since most of Japanese group tourists use baths right after check-in.

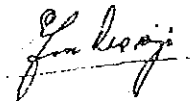
<電話のご利用法>
 他のお部屋への電話：日中も通話料を掛りません。ダイヤルして下さい。
 ツイタル設備の電話機：ホウダイドロボを開き電話機をお持ち下さい。通話料は通話時間毎にUICカードで引かれ、通話料の明細はツイタルして下さい。

<バスサービス>
 バスサービスは毎日朝6時より午後10時迄受け付けております。主、日曜休日は午前6時より午後4時迄となっております。内線へお電話下さい。

<Shuttle Bus> シャトル バスサービス
 空港、ホテル間、及びホテル、シンタクノ広域間のシャトルバスを運行しております。時刻等の詳細につきましては、フロントデスクまでお問い合わせ下さい。

<Security and Fire Procedures> 警備口
 本ホテルの全館警備は、防火訓練を受けています。各客室のドアに掲示してある火警の標識及び避難口の場所をご確認ください。火 出火の際は、エレベーターは絶対にお使いにならず、階段をご利用下さい。




 総務課長
 1988.11.17

INTERNATIONAL BREAKFAST

CONTINENTAL BREAKFAST

COFFEE SERVICE

WINE SERVICE

BAR



ようこそ
アテネ
ヒルトンへ

アクロポリスとアテネ市内の景観が良
 機の Galaxy Bar で夕陽を眺めながら
 くつろがれるのはいかがでしょうか？
 お客様のご滞在、夕方 6 時 30 分より
 夜 9 時 45 分まで屋上階の Galaxy Bar
 で、このカードをご持参の方にはウエ
 ルカム・ドリンクとしてギリシャのコ
 ニャック「メタクサ」を使った「メタ
 クサ・ソー」か「メタクサ・ウゾー」
 を無料でお召し上がりいただけます。
 その際には、このカードをご提示下さい。



お名前.....
 お部屋番号..... 日付.....

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.

9.5.3 Shopping

1) Development of new souvenir goods with regional identity

Although there are mounds of souvenir shops at all the major tourist attractions in Greece, there are very few souvenirs with particular regional identity.

It is recommended to develop souvenir goods with regional identity, utilizing the distinctive weaving styles of different islands for example.

2) Sales promotion effort

There are many good shops selling the products of excellent craftsmanship, as well as imported European products. However, most shops are lacking in effort to promote sales of such fine products.

It is essential to provide the reliable and concrete information both on Greek original products and imported European products.

Improvements could be made in expanding merchandise line-up, display, product explanation. Efforts also should be made to create a more up-beat image in each shop.

Although not yet well recognized internationally, Greek fashion products have good potential to appeal.

It is recommended to hold a large-scale fashion show to promote the sale of Greek fashion products. Greek scenery and ancient monuments along with the maritime ambience provide an excellent backdrop for fashion display.

3) Duty free shops

It is recommended to consider the following points to improve duty free shops:

- a) Upgrade of shopping circumstances by means of careful merchandise selection and well-considered display, etc,
- b) Provision of new duty free shops in Athen city and in the islands in the Aegean Sea such as Rhodes and Mykonos.
- c) Inclusion of high quality Greek brands like Lalaounis and Zorotas in the in-flight duty free shop of Olympic Airways with an enlarged offering of high quality goods in the "Antenna shop".
- d) Provision of on-board duty free shop on the cruise ship plying the open sea, and;
- e) Provision of the pamphlet to explain a value added tax refunding system.

9.5.4 Tourist Services

1) Tourist Information Center

a) Improvement of an existing Tourist Information Center

There is a Information Center of GNTO located on the ground floor of National Bank, which is rented temporary. The banking hours are, however, too short to satisfy the needs of tourists. Hence, it is recommended to install a exclusive entrance for the Information Center.

b) Development of new Tourist Information Center

It is also proposed to develop new Tourist Information Centers with raised standard of services, such as the introduction of new systems on working conditions and information services as well as the installation of new facilities.

The diagram sketch shows one of the plans.

2) Tourist Maps

The town maps in the publications of GNTO need to be updated and improved. The maps in hotel guide books are also not sufficient. Thus the improvement of tourist maps is urgently required. The following maps may be required:

a) Town map; which indicates major facilities and landmarks, and tourist places.

b) Public Transport Route Map; which indicates various public transport routes, as well as traffic regulations and parkings preferably.

c) Tourist map; which indicates major hotels, famous building and landmarks, tourist places, taxi stands, tourist police station, etc.

d) Tourism Ad. maps; which include the advertisement of hotels, restaurants, taxis, etc. Maps may be prepared by item such as a restaurant map, a shopping map, a boutique map, an entertainment map. It is desirable if they are easily obtained in hotels and tourists information centres.

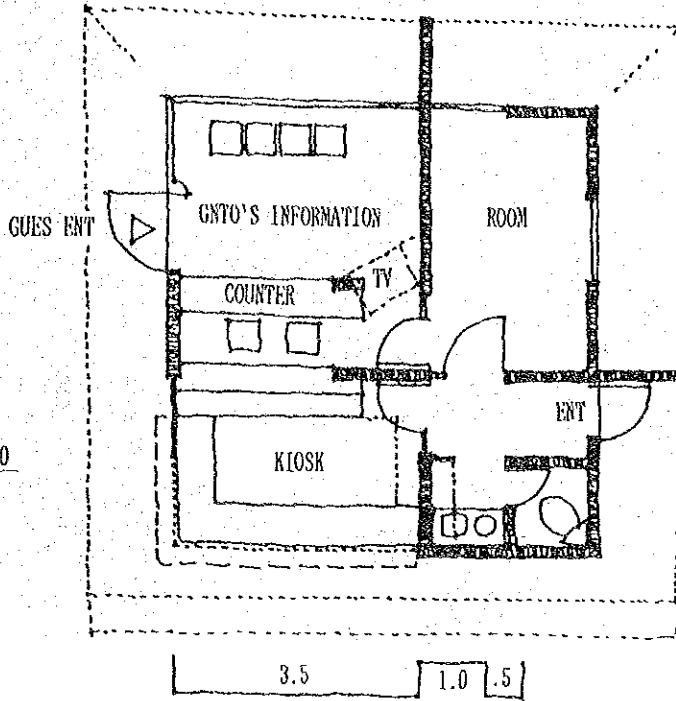
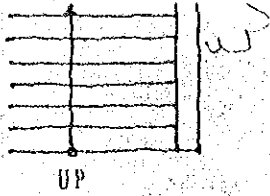
It is advisable that these maps are of handy-type and easy to carry and use.

3) Japanese Speaking Tour Guide

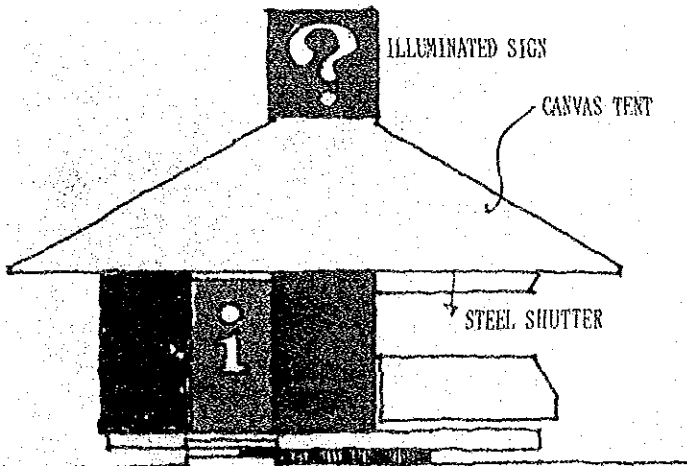
At present there are 14 Japanese speaking tour guides registered in the Guide Association. The number is said to increase to 20 in two years. Most of them have 10 to 14 year experience in guide business. All of them live in Athens and the Athen city tour accounted for 90% of their work.

Sketch of a Proposed Information Center

Handwritten scribbles



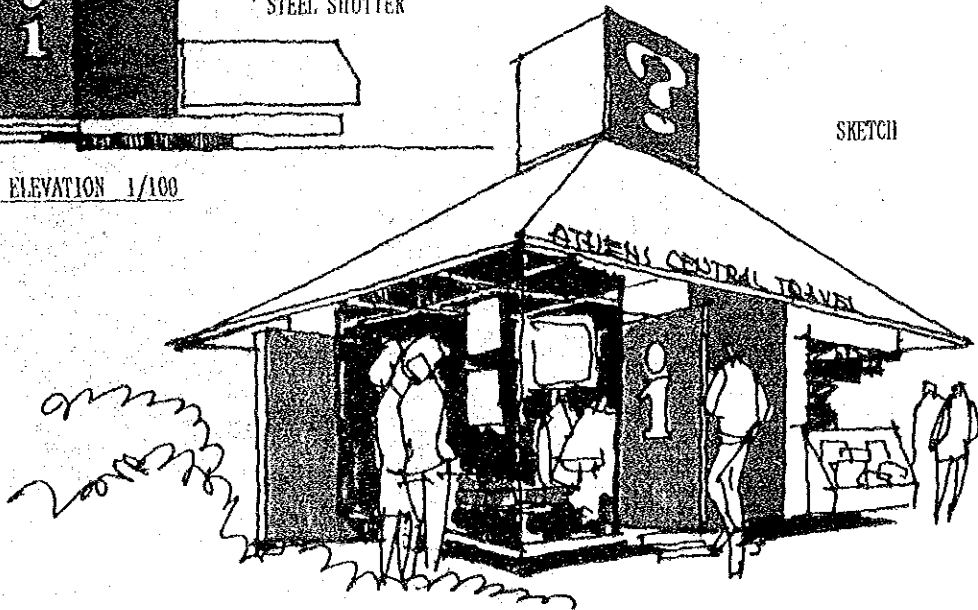
PLAN 1/100



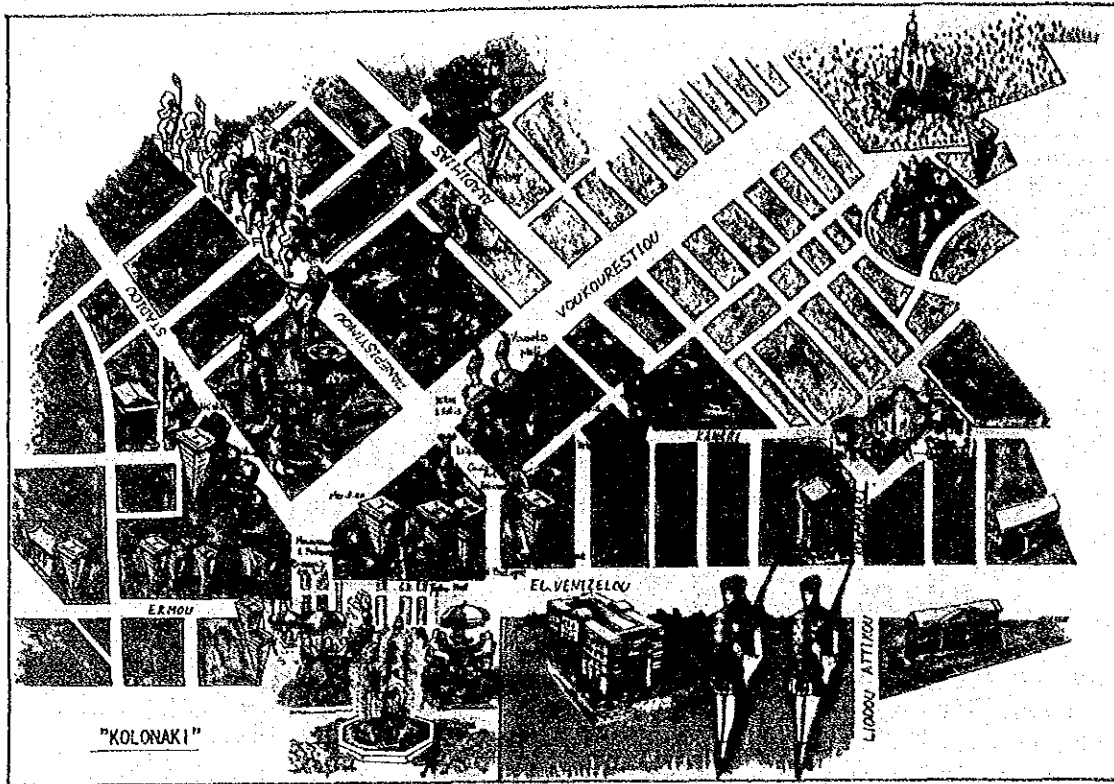
- 36.00 M²
- STEEL STRUCTURE
- GLASS DOOR
- COATED STEEL PANNEL.

ELEVATION 1/100

SKETCH



Example of Tourist Maps



The following points should be considered for further improvement:

a) Scenarios of the city guide

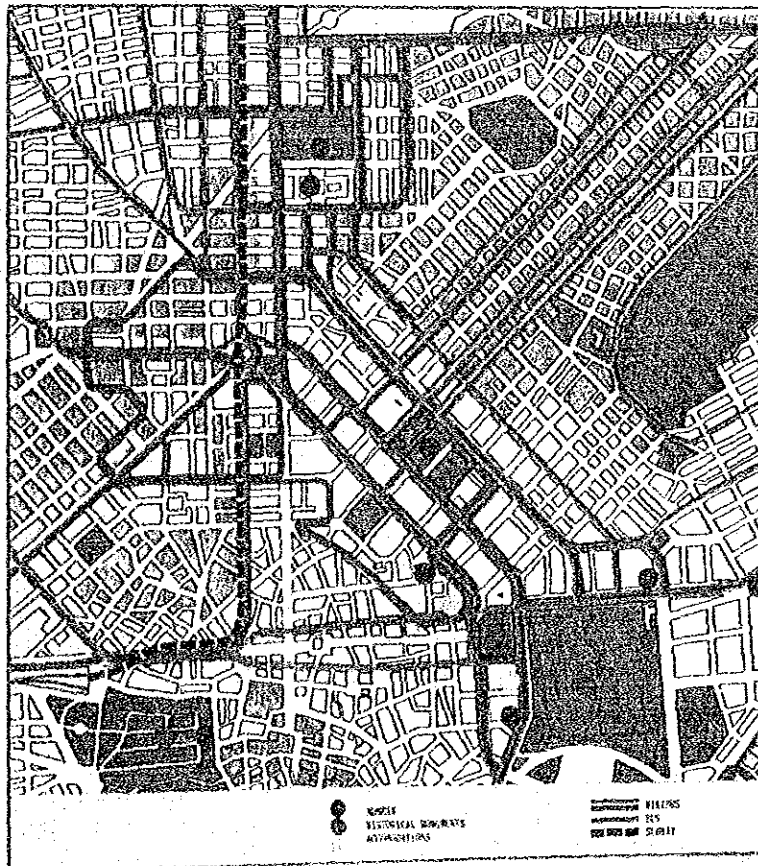
The present scenarios of the city guide are translated from those developed for European people, which are not always suitable for Japanese tourists. Hence, it is advisable to include topics interesting to Japanese tourists, such as various topics in Athens, advice for shopping and restaurants, etc.

b) Training of Japanese speaking guides

In view of the prospected increase of Japanese tourists in the future, there may be the shortage of guides in peak season. It may be necessary to increase the number of Japanese speaking guides. Maintaining the quality of guides is also of particular importance.

c) Understanding the interest of Japanese tourists by market segment

It is also recommended to encourage Japanese speaking guides to study on the interest of Japanese tourists which varies according to market segment such as young ladies, students, honeymooners, middle/older-aged people, etc. In this respect it may be further recommended to encourage them to visit Japan to learn Japanese interest.



9.6 Transport Services

This section discusses the improvement measure on Transport Services, for which GNTO could possibly cooperate with responsible agencies/organizations.

9.6.1 International Air Transport

- o Basic Goal: To establish firm, superior position of Greece as a preferred tourist destination in Europe by improving her accessibility from Japan.

1) Olympic Airways

- o As far as Olympic Airways is concerned, the most important goal is to materialize its operation into Japan at an earliest possible date. Its operation into Japan would not only increase the direct transport capacity between Japan and Greece but also contribute to further tourism promotion of Greece in Japan, as various promotional activities would inevitably be necessitated as a part of Olympic's marketing efforts to sell their seats.
- o With regard to this matter, the newly appointed Minister for Tourism, Mr. N. Skoulas, explicitly expressed - during his recent visit to Japan - Greece's firm intention to realize OA operation into Japan in 1990; and his statement has been welcomed by the concerned interests of Japan.
- o Olympic Airways is reported to have recently placed a firm order for 3 Boeing 767 jet aircrafts. Delivery of these B-767s will begin in early 1990, and it seems realistic enough to employ these new B-767s to serve between Greece and Japan, at least in the initial state when the volume of demand may be unstable.
- o The flight range of a B-767 (ER version) extends to a little short of 10,000 km, which is sufficient to cover the distance between Greece and Japan (some 11,000 km) with one stopover and refueling en route.
- o In the event of Olympic's operation into Japan, cooperation in various forms from the Japanese side would no doubt be required. In this context, in order to expedite OA operation, possibility for a joint operation with a Japanese airline might be explored whereby Olympic Airways can split the seats with its partner and thus reduce the marketing efforts as well as the management risks. Incidentally, currently Qantas Airways, Varig Brazilian Airlines and Thai International airways have joint operation flights to/from Japan with Japan Air Lines. In 1989, there will be more of such flights to be operated by Canadian Airlines, SAS and Austrian Airlines jointly with Japanese airlines.

2) Northern Routes

- o With regard to access via the northern (polar, non-stop and Moscow) route, formulation of an efficient access system capable of meeting the diversified needs of tourists may be considered as most important.

- o Those tourists visiting other cities (countries) before Greece will stay where they get off the flight from Japan or go elsewhere before they set off for Greece. Upon departure for Greece, they will usually prefer to have a relaxed (not a rush) breakfast before checking out of the hotel at ease; and catch a convenient (not too early) flight which will get them in Greece when hotel rooms are ready and available. For these tourists, existing connection flights departing in the morning and arriving shortly past noon are suitable.
- o On the other hand, those passengers heading directly for Greece will naturally prefer to have as short a connecting (waiting) time as possible.

If tourists are arriving on a polar flight from Japan which lands at a European gateway city early in the morning, usually they will find connecting flights for Greece departing around 9 or 10 o'clock; but if they arrive on a non-stop or a Moscow flight, normally landing late in the afternoon or early in the evening, direct connection services are practically non-existent and tourists must, of necessity, spend a night at the intermediate point to catch a suitable flight the following morning.

Improvements to be made

- o Above discussions suggest that evening flights leaving gateway cities at some suitable hours in the evening for Greece be provided for the passengers arriving on non-stop and Moscow flights who intend to transfer immediately for Greece. Such evening flights could also be utilized by those tourists staying in other countries before visiting Greece. That is to say, by shifting their transfer to the evening, tourists are able to spend a whole day at wherever they are staying before preparing for a full new day in Greece; which would incidentally open up a new sphere to the existing tour patterns and could even contribute to extending tourist nights in Greece by one extra night.

3) Southern Routes

- o So long as Japan Air Lines can maintain the present level of operation between Japan and Greece, the most important matter awaiting improvement as regards the southern route seems to be the expansion of the existing facilities: - i.e. increase in volume of direct air access between Japan and Greece, study of less time-consuming and higher-yielding air route and, above all, inauguration of Olympic Airways' flights into/out of Japan.
- o As the same time, the traffic right restriction currently imposed on Japan Air lines over the Bangkok-Athens sector should be lifted off by all means and the full fifth-freedom traffic right should be granted to JAL as before. JAL presently offers the only direct air services between Japan and Greece, and efforts should be made at least to preserve but not to exhaust the already limited transport facilities.

9.6.2 Domestic Air Transport

o Basic Goal: To provide Japanese tourists with a quick, easy and convenient means of access to major domestic tourist destinations.

o The following should be considered to achieve the above basic goal:

1) In order to revitalize Olympic Airways' financial constitution, introduction of differentiated fare system according to the type of consumers and according to their purpose of travel may be studied.

Introduction of first- and business-class fares should be similarly studied for those passengers requiring higher class of service.

2) Daytime flights on major tourists' routes should be increased both in capacity and frequency for added convenience for tourists and for higher revenue for the airline.

3) At the same time, efforts should be made to reduce the operation cost as much as possible. It could be usually achieved by higher and more efficient utilization of aircrafts and personnel. Introduction of new aircrafts with improved fuel consumption, accommodating more passengers at a time, should also be studied.

4) It is desirable if some special booking facilities could be implemented for Japanese group bookings when they are made through travel agents with adequate record of performance, so as to allow priority or advance confirmation.

5) Furthermore, it is desirable to increase the number of flights from major European capitals to major island destinations in the Aegean such as Rhodes for added convenience to tourists.

9.6.3 Olympic Airways

o Basic Goal: To improve and strengthen Olympic Airways' financial conditions so that it may withstand and survive through the intense competition both within Europe and world-wide.

o Olympic Airways is not - financially - in a very healthy condition, as we have observed in the previous part of this report. In order for an airline to face today's keen competition and assume a very positive attitude in doing business, a good financial stand is absolutely necessary.

o The following should be considered in order to have a strong and healthy corporate constitution which is not susceptible to changes in business trend and which allows flexible reforms to meet the changes of time:

- 1) The most important of all is the procurement of capital fund as a firm and sound basis of corporate management. Since the Greek government decided to increase OA's capital back in 1981, a substantial part of the capital has, for a long time, remained unpaid by the government. In 1986, however, the government (Ministry of National Economy) announced a series of package payment plans, whereby the outstanding capital is being paid off.

At the same time, loan interests lie heavily on Olympic Airways. Although Olympic is favoured by the government guarantee, interest payment is growing rapidly in amount (nearly 15 billion drachmas as of 1986). As Olympic Airways, like any other airline, is facing an urgent need for modernization and expansion of its fleet as well as expansion of its network, and as such renovation requires a huge amount of investment which must largely depend upon loans of various kinds, utilization of low-interest financing and conversion from higher-interest loans to lower-interest loans must be constantly and seriously studied and considered.

- 2) Then comes further enhancement of OA's competitive power on international routes by means of improve services and hardwares (aircraft equipments) in order to win the favour and preference of the travelling public. In today's airline business, added comfort and personal attention are becoming more and more significant so that an airline may be recognized above others.
- 3) In addition the following observations may be given on OA's services and equipments:

(a) Service - Inflight

OA's cabin attendants are certainly performing their duties in due accordance with the airline's operation manual, but seem to somewhat fail in giving the impression of professional hospitality. This largely shows in general lack of smile and of light, witty conversation. These may seem like trivial gestures but are, in fact, very effective tools to please passengers by making them feel as if they were treated as VIPs. Such gestures also help to make the cabin attendants appear very professional and trustworthy.

(b) Equipment - Seat Configuration

On every aircraft economy-class seats seem to be so tightly packed, allowing very little freedom of movement for the passengers. Although actual seat pitch was not measure, the number of seats indicates that the configuration is more of a domestic version. Little space is bearable on a short domestic sector flight for an hour or so, but on a long-haul international flight, when the flight is about 80% full and when each passenger is carrying a fairly large overnight case and a bag full of duty-free liquors and gift items, the clearance seems insufficient, giving an enormous psychological pressure to the passengers. This matter should be reviewed for possible improvement.

9.6.4 Airport Facilities/Services

o Basic Goal: To present Ellenikon Airport as a best and impressive representation of Greece (both modern and ancient) to the visiting tourists.

o For tourists, the airport is more than just a terminal. It is the doorway to the country, and it is literally the beginning of their tourism experience. Should they experience something unpleasant at the airport, it could affect - and sometimes ruin - the rest of their journey. Tourists' first impression of the airport could greatly influence their likes and dislikes of the country. The airport, therefore, should be considered as a very important place in planning various measures of tourism promotion. Ideally, it should be something which reflects the nation's characteristics, especially when it is a country with a long and distinctive history and cultural heritages.

Tourists, especially from Japan, very often visit Greece with preformed images and fantasy; they expect to find something exotic and something reminiscent of the cradle of the western civilization the moment they step into Greece.

o Many Japanese tourists have the following impression:

(a) Those concerning the airport interiors and facilities:

- General appearance is not worthy of Greece's main gateway.
- Greek characteristics are not reflected in the interior design.
- Baggage trolleys (both in arrival and departure areas) are not sufficient in number.
- Check-in area is heavily congested and passengers do not seem to be processed efficiently.

(b) Those concerning service facilities.

- Shops and restaurants are not attractively decorated.
- Shops are not very well stocked.
- Duty-free and gift items are not displayed in such a manner as to arouse customers' interest.

(c) Those concerning services:

- Officials sometimes do not understand much English.
- Officials often are not friendly or kind.

If such matters can be improved, Ellenikon Airport can be more attractive and more pleasant, which, in turn, could greatly improve tourists' images of Greece.

9.6.5 Urban Transport

o Basic Goal: To provide tourists with safe, inexpensive and convenient means of local access so that tourists may further explore the city whenever they have free time.

- o In Athens, there are basically 3 different modes of transportation - i.e. taxis, buses (including trolley buses) and metro. Among these, metro currently has only one line, 27 km long, extending from Piraeus in the south and Kifissia in the north, which can be little utilized by Japanese tourists. Usually, taxis are considered to be the most important means of local transport, and buses may be considered as a supplementary means, as far as Japanese tourists are concerned.
- o Problems often raised in association with these local urban transport are described as follows:
 - 1) From time to time, taxi and bus drivers go on strike (often simultaneously), on which occasions tourists are totally deprived of any freedom to move on their own.
 - 2) Tourists are sometimes cheated and overcharged by taxis.
 - 3) No English writings are available with bus destination plates and bus-stop signs.
- o As regards the strike problem, we should emphasize the importance of providing -for tourists' convenience alternative means of local transport, whether it be hotel's private cars or specially chartered micro-buses.
- o To prevent taxi drivers from overcharging, it may be of some use to prepare simple (multi-language) pamphlets indicating the guideline of taxi fares between various points and distribute such pamphlets at ports, stations, hotels, etc. It is also important to set up an appropriate reporting system, so that wicked drivers may be prosecuted and punished by the Tourist Police or whoever responsible.
- o As for the bus service signs, it has been recently reported that English writings have been incorporated in the trolley-bus service. If this is true, it is desired that the improvement be further extended to other sectors of the service.

9.7 Others

1) Establishment of Inter-agency Committee for Improving Tourist Receiving Conditions

a) Organization

The Committee may comprise the Ministries concerned and other governmental organizations, major transport service operators, hoteliers and travel agents. GNTO may act as the secretariat of the Committee.

b) Duty

The duties of the Committee will be:

- i) To analyze the needs of foreign tourists through the means such as interview surveys,
- ii) To disseminate successful cases of tourism promotion in some areas and encourage them to be introduced elsewhere,
- iii) To formulate and review tourism promotion plans by region every year, and;
- iv) To coordinate and implement necessary tourism promotion activities on a national level.

2) Provision of tourism statistics

We observe that tourism statistics in Greece, particularly by area, are not sufficient. It is recommended to develop a system to prepare necessary tourism statistics. Only such statistics allow reliable tourism promotion plans to be formulated.

3) Enhancement of Business Relations between Greek and Japanese Travel Agents

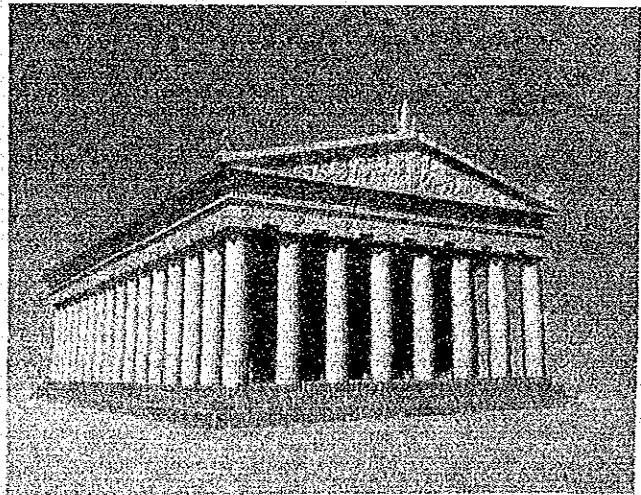
Greek travel agents should understand that their Japanese counterparts are working under different business environment. Particularly the following points should be taken note of:

- a) Japanese travel agents are strictly regulated by law,
- b) Security of their customers is the most important factor in Japanese tourism industry, and;
- c) Japanese travel agents seek the foreign counterparts who are reliable, and who can take flexible measures when problems arise.

4) Improvement of security measures

Japanese tourists are particularly keen with security measures. Hence, the improvement of security is always essential.

APPENDIX



APPENDICES for CHAPTER 2

- 2 A: Socio-economic Parameter by Region
- 2 B: Regional Distribution of Population and Tourists
- 2 C: Number of Tourists and Tourist Nights by Region

APPENDIX 2 A: Socio-economic Parameter by Region

Region/ Area	Population /1981 (000)	Employment Composition (%)			Per Capita GFR as percentage of Per Capita GNP
		Primary	Secondary	Tertiary	
Central Greece					
Aetolia & Akarnania	220	62.8	16.1	21	79
Attica	3,369	1.8	39.5	58.7	120.6
Boeotia	117	34.8	41.2	24	86.6
Euboea	188	28.7	41.6	29.7	109.3
Evritania	26	51.3	18.8	29.9	59.8
Phthiotis	162	48	22.5	29.4	95.6
Phocis	44	42.4	25.5	32.1	87.3
Cyclades	89	32.2	31.3	36.5	85.9
Peloponnese					
Argolis	93	51.1	20	28.8	94.3
Arkadia	108	53.8	19.4	26.9	92.3
Akhaia	275	28.4	33.8	37.8	98
Ilia	160	57.4	15.1	27.5	77
Korinthia	123	46.8	23.8	29.4	114.5
Lakonia	93	63.8	12.4	23.7	76.3
Messenia	160	59.1	16.2	24.7	84.7
Ionian Islands					
Zante	30	57.5	18.5	24	79.9
Corfu	100	43.1	18.1	38.8	84.4
Cephalonia	31	40.8	15.8	43.4	67.9
Lovkas	22	62.2	9.6	28.2	67.5
Epirus					
Arta	80	55.6	19.6	24.8	59.3
Thesprotia	41	46.1	22.3	31.6	66.3
Yanina	147	33.6	29.9	36.5	75.9
Preveza	56	50.9	18.7	30.3	76.1
Thessaly					
Karditsa	125	69.3	12.8	17.9	81.5
Larissa	254	44	25.9	30.1	89.5
Magnisia	182	27.3	36	36.7	97
Trikala	134	56.3	18.6	25.1	72.2
Macedonia					
Grevena	36	48.2	26	25.8	65.5
Drama	95	42.9	28.4	28.7	71.6
Imathia	134	43.4	29.1	27.5	114.6
Thessaloniki	872	10.4	41.9	47.7	97.7
Kavala	135	35.9	31.5	32.6	95.4
Kastoria	53	27.1	53	19.9	76.7
Kilkis	82	51.6	25.8	22.6	84.4
Kozani	147	31.7	41.7	26.6	110.3
Pella	132	59.6	19.9	20.5	101.9
Pieria	107	52.3	22.4	25.4	81.3
Serres	196	60.5	17.6	21.9	85.4
Florina	52	54.8	20.3	24.9	81.5
Khalkidiki	81	38.4	32.8	28.9	99.6
Thrace					
Evros	149	52.5	18.8	28.7	73
Xanthi	89	55.3	23.8	20.9	68.4
Rodopi	108	68	12.6	19.4	61
Aegean Islands					
Dodecanese	145	13.9	27.3	58.8	92.1
Cyclades	89	32.2	31.3	36.5	85.9
Lesbos	105	50.2	18.6	31.3	67
Samos	41	43.4	20	36.6	66.1
Chios	50	33.4	21.9	44.7	60.1
Crete					
Herakleion	244	48.8	19.8	31.4	81.6
Lasithi	70	56.6	12.6	30.8	86.5
Rethymnon	63	64.5	12.8	22.7	76.7
Chania	126	42.8	19.1	38	79

Source: The Five-Year Economic and Social Development Plan(1983-1987)

APPENDIX 2 B: Regional Distribution of Population and Tourists

Region/ Area	Number of Tourists per 1000 inhabitants a Year		Number of Tourists Nights per 1000 inhabitants a Day			
	Greek	Foreigner	Average of One Year		Average of 6 Months	
			Greek	Foreigner	Greek	Foreigner
Attica	290	708	1.8	5.7	3.6	11.4
Central Greece						
Aetolia & Akarnania	391	82	2.0	0.4	4.1	0.8
Attica	194	389	1.8	8.1	3.5	16.3
Boeotia	276	130	1.7	0.7	3.3	1.4
Euboea	536	214	6.0	5.4	11.9	10.7
Evritania	716	5	7.5	0.0	15.0	0.0
Phthiotis	547	241	6.5	3.2	13.1	6.4
Phocis	1,304	5,422	8.0	19.3	12.1	38.6
Sub-total	410	442	3.5	4.9	7.1	9.7
Peloponnese						
Argolis	1,212	3,522	7.9	28.5	15.7	57.0
Arkadia	563	113	3.4	0.5	6.7	1.0
Akhaia	608	442	3.4	4.0	6.8	8.1
Ilia	636	1,541	4.3	7.1	8.7	14.2
Korinthia	541	842	4.6	12.0	9.1	24.0
Lakonia	742	738	3.6	2.8	7.2	5.5
Messenia	418	303	2.6	1.7	5.3	3.4
Sub-total	637	918	4.0	6.9	8.0	13.8
Ionian Islands						
Zante	1,066	616	10.7	17.0	21.5	33.9
Corfu	961	3,730	9.0	90.5	17.9	180.9
Cephalonia	660	534	6.9	11.6	13.7	23.2
Levkas	1,037	345	6.6	3.2	13.2	6.4
Sub-total	936	2,266	8.6	54.4	17.2	108.6
Epirus						
Arta	292	78	1.4	0.3	2.8	0.6
Thesprotia	566	662	2.6	5.1	5.3	10.1
Yanina	1,176	207	5.7	0.9	11.4	1.8
Preveza	692	428	5.2	4.9	10.4	9.9
Sub-total	797	271	4.2	2.0	8.3	3.9
Thessaly						
Karditsa	225	11	2.1	0.1	4.2	0.1
Larissa	373	119	2.6	0.5	5.3	1.0
Magnisia	888	340	5.1	4.8	10.1	9.6
Trikala	358	934	1.7	2.7	3.4	5.4
Sub-total	478	315	3.0	2.0	6.0	3.9
Macedonia						
Grevena	154	12	0.6	0.0	1.1	0.1
Drama	299	21	1.6	0.1	3.2	0.3
Imathia	195	23	1.2	0.2	2.4	0.4
Thessaloniki	540	330	3.0	2.0	6.0	4.1
Kavala	927	540	6.0	5.0	12.1	10.0
Kastoria	867	136	4.4	0.7	8.8	1.4
Kilkis	97	65	0.5	0.2	1.0	0.4
Kozani	439	23	2.1	0.2	4.3	0.4
Pella	204	26	1.4	0.2	2.9	0.4
Pieria	453	556	4.7	7.5	9.5	15.0
Serres	193	12	1.0	0.2	1.9	0.3
Florina	878	69	3.9	0.3	7.7	0.5
Khalkidiki	968	1,176	11.0	29.9	22.0	59.7
Sub-total	477	257	3.0	2.8	6.0	5.5
Thrace						
Evros	785	186	4.3	0.9	8.5	1.9
Xanthi	392	38	2.4	0.2	4.8	0.4
Rodopi	378	64	2.8	0.5	5.5	0.9
Sub-total	557	110	3.3	0.6	6.6	1.2
Aegean Islands						
Dodecanese	877	5,300	10.5	142.2	21.1	284.4
Cyclades	851	1,731	7.1	21.0	14.2	42.0
Lesbos	239	128	1.8	2.3	3.6	4.5
Samos	353	954	4.0	20.6	7.9	41.2
Chios	322	125	3.0	1.6	6.0	3.3
Sub-total	602	2,287	6.2	55.2	12.4	110.3
Creta						
Ierakleion	407	2,144	3.5	43.3	6.9	86.7
Lasithi	464	3,141	3.2	64.7	6.4	129.5
Rethymnon	323	2,019	2.2	39.9	4.3	79.6
Chania	461	768	3.2	9.1	6.4	18.1
Sub-total	418	1,923	3.2	37.3	6.4	74.6
Total/(average)	452	699	3.1	9.2	6.2	18.5

Source: Tourist Statistics years 1984 and 1985

APPENDIX 2 C: Number of Tourists and Tourist Nights by Region

Region/ Area	Number of Tourists, 1984						Number of Nights per Tourist		Number of Nights, 1984					
	Greek		Foreigner		Total		Greek	Foreigner	Greek		Foreigner		Total	
	Nb (,000)	%	Nb (,000)	%	Nb (,000)	%			Nb (,000)	%	Nb (,000)	%	Nb (,000)	%
Areater Athens	876	19.9	2,144	31.5	3,021	26.9	2.3	2.9	2,006	18.2	6,292	19.2	8,298	18.9
Central Greece														
Aetolia & Akarnania	86	1.9	18	0.3	104	0.9	1.9	1.8	164	1.5	33	0.1	197	0.4
Attica	66	1.5	133	2.0	199	1.8	3.3	7.6	220	2.0	1,017	3.1	1,237	2.8
Boeotia	32	0.7	15	0.2	48	0.4	2.2	1.9	71	0.6	30	0.1	100	0.2
Euboea	101	2.3	40	0.6	141	1.3	4.1	9.1	410	3.7	369	1.1	778	1.8
Evritania	19	0.4	0	0.0	19	0.2	3.8	1.4	72	0.7	0	0.0	72	0.2
Phthiotis	89	2.0	39	0.6	128	1.1	4.4	4.9	307	3.5	189	0.6	576	1.3
Phocis	58	1.3	240	3.5	297	2.7	1.7	1.3	97	0.9	311	0.9	409	0.9
Sub-total	450	10.2	486	7.1	936	8.3	3.2	4.0	1,420	12.9	1,948	5.9	3,369	7.7
Peloponnese														
Argolis	113	2.6	328	4.8	440	3.9	2.4	3.0	267	2.4	968	2.9	1,235	2.8
Arkadia	61	1.4	12	0.2	73	0.6	2.2	1.6	132	1.2	19	0.1	152	0.3
Akhaia	167	3.8	122	1.8	289	2.6	2.0	3.3	341	3.1	406	1.2	747	1.7
Ilia	102	2.3	247	3.6	349	3.1	2.5	1.7	254	2.3	416	1.3	669	1.5
Korinthia	67	1.5	104	1.5	170	1.5	3.1	5.2	205	1.9	539	1.6	744	1.7
Lakonia	69	1.6	69	1.0	138	1.2	1.8	1.4	123	1.1	94	0.3	216	0.5
Messenia	67	1.5	48	0.7	115	1.0	2.3	2.1	155	1.4	100	0.3	254	0.6
Sub-total	645	14.6	929	13.7	1,575	14.0	2.3	2.7	1,476	13.4	2,541	7.7	4,018	9.2
Ionian Islands														
Zante	32	0.7	18	0.3	50	0.5	3.7	10.0	118	1.1	186	0.6	303	0.7
Corfu	96	2.2	371	5.4	467	4.2	3.4	8.9	326	3.0	3,284	10.0	3,610	8.2
Cephalonia	21	0.5	17	0.2	37	0.3	3.8	7.9	78	0.7	133	0.4	211	0.5
Levkas	23	0.5	8	0.1	30	0.3	2.3	3.4	53	0.5	25	0.1	78	0.2
Sub-total	171	3.9	414	6.1	585	5.2	3.4	8.8	575	5.2	3,628	11.1	4,203	9.6
Epirus														
Arta	23	0.5	6	0.1	30	0.3	1.7	1.4	41	0.4	9	0.0	49	0.1
Thesprotia	23	0.5	27	0.4	51	0.5	1.7	2.8	40	0.4	76	0.2	116	0.3
Yanina	173	3.9	31	0.4	204	1.8	1.8	1.6	307	2.8	48	0.1	355	0.8
Preveza	39	0.9	24	0.4	63	0.6	2.7	4.2	106	1.0	101	0.3	207	0.5
Sub-total	259	5.9	88	1.3	347	3.1	1.9	2.6	494	4.5	233	0.7	727	1.7
Thessaly														
Karditsa	28	0.6	1	0.0	29	0.3	3.4	1.8	95	0.9	3	0.0	98	0.2
Larissa	95	2.2	30	0.4	125	1.1	2.6	1.5	246	2.2	46	0.1	291	0.7
Magnisia	162	3.7	62	0.9	224	2.0	2.1	5.2	336	3.1	319	1.0	655	1.5
Trikala	48	1.1	125	1.8	173	1.5	1.7	1.1	83	0.8	133	0.4	216	0.5
Sub-total	333	7.5	219	3.2	552	4.9	2.3	2.3	761	6.9	500	1.5	1,260	2.9
Macedonia														
Grevena	6	0.1	0	0.0	6	0.1	1.4	1.4	8	0.1	1	0.0	8	0.0
Drama	28	0.6	2	0.0	30	0.3	2.0	2.6	56	0.5	5	0.0	61	0.1
Imathia	26	0.6	3	0.0	29	0.3	2.3	2.9	59	0.5	9	0.0	68	0.2
Thessaloniki	471	10.7	288	4.2	759	6.8	2.0	2.2	959	8.7	647	2.0	1,606	3.7
Kavala	125	2.8	73	1.1	198	1.8	2.4	3.4	298	2.7	248	0.8	546	1.2
Kastoria	46	1.0	7	0.1	53	0.5	1.8	1.8	85	0.8	13	0.0	98	0.2
Kilkis	8	0.2	5	0.1	13	0.1	1.9	1.2	15	0.1	6	0.0	21	0.0
Kozani	65	1.5	3	0.0	68	0.6	1.8	3.3	114	1.0	11	0.0	125	0.3
Pella	27	0.6	3	0.0	30	0.3	2.6	2.9	69	0.6	10	0.0	79	0.2
Pieria	48	1.1	59	0.9	108	1.0	3.8	4.9	185	1.7	293	0.9	477	1.1
Serres	38	0.9	2	0.0	40	0.4	1.8	5.1	69	0.6	12	0.0	80	0.2
Florina	46	1.0	4	0.1	50	0.4	1.6	1.4	74	0.7	5	0.0	79	0.2
Khalkidiki	78	1.8	95	1.4	173	1.5	4.1	9.3	323	2.9	878	2.7	1,200	2.7
Sub-total	1,012	23.0	545	8.0	1,558	13.9	2.3	3.9	2,314	21.0	2,137	6.5	4,451	10.2
Thrace														
Evros	117	2.6	28	0.4	144	1.3	2.0	1.8	231	2.1	51	0.2	282	0.6
Xanthi	35	0.8	3	0.0	38	0.3	2.2	2.1	77	0.7	7	0.0	84	0.2
Rodopi	41	0.9	7	0.1	48	0.4	2.7	2.7	109	1.0	18	0.1	127	0.3
Sub-total	192	4.4	38	0.6	230	2.1	2.2	2.0	417	3.8	76	0.2	493	1.1
Aegean Islands														
Dodecanese	127	2.9	769	11.3	896	8.0	4.4	9.8	558	5.1	7,530	22.9	8,088	18.4
Cyclades	75	1.7	153	2.2	228	2.0	3.1	4.4	230	2.1	678	2.1	908	2.1
Lesbos	25	0.6	13	0.2	38	0.3	2.7	6.4	89	0.8	67	0.3	155	0.4
Samos	14	0.3	39	0.6	53	0.5	4.1	7.9	58	0.5	305	0.9	363	0.8
Chios	16	0.4	6	0.1	22	0.2	3.4	4.8	54	0.5	30	0.1	84	0.2
Sub-total	258	5.9	980	14.4	1,238	11.0	3.8	8.8	989	8.8	8,629	26.3	9,598	21.9
Crete														
Herakleion	99	2.3	522	7.7	622	5.5	3.1	7.4	307	2.8	3,853	11.7	4,160	9.5
Lasithi	32	0.7	220	3.2	253	2.3	2.5	7.5	82	0.7	1,656	5.0	1,738	4.0
Rethymnon	20	0.5	126	1.9	147	1.3	2.4	7.2	49	0.4	912	2.8	961	2.2
Chania	58	1.3	97	1.4	155	1.4	2.5	4.3	147	1.3	418	1.3	563	1.3
Sub-total	210	4.8	966	14.2	1,175	10.5	2.8	7.1	585	5.3	6,838	20.8	7,422	16.9
Total/(average)	4,406	100.0	6,809	100.0	11,216	100.0	2.5	4.8	11,017	100.0	32,822	100.0	43,839	100.0

Source: Tourist Statistics years 1984 and 1985

APPENDICES for CHAPTER 3

- 3A: Composition of Tourism Receipts
- 3B: Ordinary Budget Revenue
- 3C: Outline of Value Added Tax
- 3D: Tourist Expenditure by Item
- 3E: Expense Category and Input Source

APPENDIX 3A: Composition of Tourism Receipts

Item of Invisible Receipt	Tourism Receipts			
	1987		1988	
	US\$ million	%	US\$ million	%
1) Travel	2,268	(65.2)	2,404	(62.6)
2) Transportation <u>1/</u>	220		264	
3) Interest, dividends, profit <u>2/</u>	572		642	
4) Withdrawals from convertible account <u>3/</u>	200		225	
5) Others	220		307	
Total	3,480	(100.0)	3,842	(100.0)

Source: GNTD

1/ including freight, passenger fare, cruise ship and yachting

2/ including prepurchase of drachmas by Tour Operator

3/ including credit card purchase

APPENDIX 3B: Ordinary Budget Revenue

	1986 drs billion	%	1987 ^{1/} drs billion	%
1. Direct Taxes	387	28.5	444	27.6
1) Income tax	291	21.4	370	23.0
Personal	225	16.6	262	16.3
Corporate	60	4.4	103	6.4
Special categories	5	0.4	5	0.3
2) Other indirect taxes	96	7.1	74	4.6
2. Indirect Taxes	972	71.5	1,163	72.4
1) Customs duties	20	1.5	22	1.4
2) Consumption taxes	678	49.9	955	59.4
Turnover tax	171	12.6	35	2.2
VAT	-	-	497	30.9
Fuels	223	16.4	184	11.4
Car	72	5.3	59	3.7
Other consumption taxes	212	15.6	180	11.2
3) Transaction taxes	255	18.8	167	10.4
Capital transfers	25	1.8	28	1.7
Stamp duties	230	17.0	105	6.6
Banking business	-	-	34	2.1
4) Other indirect taxes	19	1.3	19	1.2
Total Tax Revenue	1,359	100.0	1,607	100.0

^{1/} Estimates on the basis of data available up to 15 April, 1988

Source: Bank of Greece

APPENDIX 3C: Outline of Value Added Tax

1. Basic Rate

VAT has been imposed since January 1, 1987. The basic rate is shown in Table A.

Table A: Basic VAT Rates

Type	Rate (%)	Items
Low Rate	6	Basic good & Services
High Rate	36	Luxury items & services
Standard Rate	16	Supply of books, periodicals, newspapers & theatrical performances

Source: Ministry of Finance

2. Special Rates for Dodekanese

Special reduced rates are applied in the area of Dodekanese. The low and the standard rate are reduced by 30%, where as the high rate is reduced by 15%. These rates cover the supply of goods only.

3. Tax Exemption for International Transport

The air, rail and sea transport of persons to and from the country and the ancillary services closely connected thereto are tax exempted. This exemption is extended to the one-day cruises. Road transport of persons is always subject to VAT (6%).

4. Tax Rate of Tourism related Goods and Services

Item	Tax Rate	
Hotel - Accommodation	6%	
1. Restaurant	6%	
	16%	*Restaurant belonging to the luxury category
	36%	
2. Transportation		
1) Air ticket		
2) Cruising	6%	There is a exemption for international transport of persons
3) Bus Tour		
3. Liquor		
1) Brandy	16%	
2) Whiskey	36%	
3) Wines	6%	
4. Tobacco products	36%	
5. Watches	16%	
6. Bags	16%	
7. Textile, Clothes	16%	
8. Perfume, cosmetics	36%	
9. Gold, Silver	16%	
10. fur	36% or 16%	

Source: Ministry of Finance

5. Tax Exemption for Foreign Residents

In order to qualify for a Refund due to Exemption of the Value Added Tax (VAT), the Purchaser must meet ALL of the following criteria:

- 1) The Purchaser must be a resident of a foreign country (Certified by the presentation of a passport or identification card).
- 2) The goods purchased must be for personal use and carried out of the country.
- 3) Goods must be purchased at a single time at one store and have a value greater than 39,000 Drachmas (tax included.)

Exemptions to the VAT DO NOT apply to the following goods:

- 1) Foodstuffs, liquor, or cigarettes.
- 2) Goods purchased for commercial purposes.
- 3) Vehicles, vehicle parts, or vehicle accessories. (Including boats and aircraft)

Course of Action to be Taken for Tax Refund or Exemption

Necessary action will be taken for a Tax Refund at the shop at the time of purchase, and will usually involve the following steps:

- 1) Seller will ensure that Purchaser is a resident of a foreign country.
- 2) Seller will issue an Official Receipt designated by the Tax Office containing the following information:
 - a. Name of Purchaser.
 - b. Tax rate and amount of purchase in numbers.
 - c. Description of goods purchased.
- 3) Seller will fill out a Tax Refund Claim form in triplicate which is to be signed by both Seller and Purchaser.
- 4) The original and one copy of the Tax Refund Claim Form and the Official Receipt is to be kept by the Purchaser, while one duplicate of the Tax Exemption Claim Form is to be kept by the Seller.
- 5) The Purchaser will then to submit his copies of the Tax Refund Claim Form to a Customs House to receive a stamp on them. He or she is then to mail the Original back to the Seller within three months of the date of purchase.
- 6) The Seller is then to refund the amount of the exemption by sending a check in Drachmas to the Purchaser's account. (Purchaser is to leave bank account information or address at the shop or attach a memo when mailing back the Tax Refund Claim Form.)

Exceptions to the above procedures may be applied in order to Exempt the Purchaser from the payment of taxes, and may be applied at the discretion of the Seller; in this case, the following procedures will apply:

- 1) Seller issues a Tax Exemption Claim Form as specified by the Customs House showing the tax-free price imprinted with the words "WITHOUT VAT."
- 2) The Seller will transport the purchased goods to the port of departure when the Purchaser leaves the country, and transfer them to the Purchaser after completing the necessary procedures.

Description of Tax Exemption Claim Form

- | | |
|---------|---|
| Line 1: | Name and address of Seller's place of business. |
| Line 2: | Traveller's name, address, and passport number with issue date. |
| Line 3: | Date of purchase and number of goods purchased. |

- Line 4: Date for delivery of purchased goods.
- Line 5: Destination of goods (Port of Disembarkation).
- Line 6: List of purchased goods (quantity, price, etc.)
- Line 7, 8, & 10: Proof of Purchaser's intent to carry goods outside country.
- Line 9: For EC nations only.

APPENDIX 3D: Tourist Expenditure by Item

Air fare

Air fare in package tour differs by its season etc. The average air fare of a package tour to Europe is estimated to be Yen 300,000 for honeymooners, female office workers, and others, and Yen 200,000 for students. For businessmen air fare to Europe is estimated to be Yen 600,000.

According to the information supplied by Olympic Airways, about US\$14.5 million was paid to Olympic Airways by Japanese tourists in 1988. This was about 5% of the estimated total air fare (US\$289.7 million) for 105,000 Greece bound Japanese tourists.

Applying this 5% to each segment, we have calculated that Yen 15,000, 15,000, 10,000, 30,000 and 15,000 were the air fares of honeymooners, female office workers, students, businessmen, and others respectively.

Domestic transportation

The fee of a one-day cruise and a half-day sightseeing tour in Athens, and the transportation costs between the airport and Athens are included in domestic transportation for honeymooners, female office workers, students, and others. In the case of businessmen, calculations are based on the assumption that the cost per day per person is Yen 3,500.

Accommodation

Expenditures on accommodation in Greece is calculated based on the tariff of the hotels used by most Japanese. Market segments, categories of hotels, and room rates are calculated to be as follows by market survey.

Market Segment	Hotel Category	Rate per Night
Honeymooners	AA	Yen 4,700
Female office workers	A	Yen 3,300
Students	B	Yen 3,000
Business men	AA or A	Yen 11,700
Others	A	Yen 3,300

Foods and beverages

Yen 2,500, 2,500, 1,000, 5,000 and 2,500 are estimated as the per day cost of foods and beverages for honeymooners, female office workers, students, businessmen, and others respectively.

Purchase of goods

For honeymooners, female office workers, students and others, the amounts are based on the results of Questionnaire Survey of Japanese Tourists to Greece (See Figure 6.2.18), while for businessmen Yen 60,000 per stay is assumed.

APPENDIX 3E: Expense Category and Input Source

1. Air Fare (Olympic Airways)

Expense Category ^{1/}	Input Source ^{2/}	
	Domestic	Foreign
Personnel expenses	35%	35
Aircraft oil & fuel	16	-
Hire of Aircraft	4	-
Maintenance	4	-
Surface Transport	6	3
Passenger Service	4	3
Other expenses ^{3/}	11	5
Financial expenses (depreciation)	20 (6)	14
Total	100	60

^{1/} Source: Profit and Loss Account of Olympic Airways 1985 and 1986

^{2/} Estimated by the Study Team based on available information

^{3/} Including commission on sale, insurance, sales promotion, etc.

2. Other Items of Tourist Expenditure

	Domestic	Foreign
Purchase of goods (souvenirs)	90%	90%
Food & Beverages	90	10
Domestic Transportation	70	30

Source: Estimated by the Study Team based on available information

APPENDICES for CHAPTER 6

6 A: Exhibit of Questionnaire Forms

1. National Omnibus Survey
2. Questionnaire Survey to Japanese Tourists who have been to Greece
3. Questionnaire Survey to Japanese Tourists to Other European Countries
4. Questionnaire Survey to Japanese Tourists on a Cruise of the Saronic Gulf
5. Questionnaire Survey to Japanese Tourists through Tour Operators in Athens

1. National Omnibus Survey

QUESTIONNAIRE TO OVERSEAS TRAVEL

[Question to all respondents]

Q1 Have you been abroad? (If you say "Yes")
How many times have you been abroad?

1 Yes	() times	→ Go to Q2, Q3
2 No		→ Go to Q4

[Question to respondents who answered "1. Yes" in Q1]

Q2 Have you been to Europe for sightseeing? (Encircle either)

1 Yes	2 No
-------	------

[Question to respondents who answered "1. Yes" in Q1]

Q3 Have you been to Greece for sightseeing? (Encircle either)

1 Yes	2 No
-------	------

[Question to all respondents]

Q4 Do you want to go to Greece? (Encircle just one)

1 Planning to go within 1-2 years	→ Go to Q2
2 Very eager to go	→ Go to Q6, Q7
3 Would go if there is a chance to visit other favourite countries	
4 Not willing to go	→ Go to Q8
5 Cannot decide	→ Go to Q8

[Question to respondents who answered "1, 2, and 3," in Q4]
Q5 What do you expect in Greece? Encircle any number that fit your case

1 Nothing particular
2 Visiting ruins of ancient times
3 Blue Aegean Sea and beautiful islands
4 White houses and churches in blue Aegean Sea
5 Many cultural assets of ancient times in museums
6 Pleasure of Greek food and liquor
7 Marine sports, e.g. yachting, surfing
8 Grand sports, eg. golf, tennis
9 Aegean cruise
10 Pleasure of shopping
11 Relaxation of beach resorts
12 Contact with local people on the street
13 Watching festivals, events, folk performances
14 Watching Greek tragedy
15 Pub crawl, discotheque
16 Others ()

[Question to respondents who answered "1, 2, and 3," in Q4]

Q6 Which Greek places do you know? (Encircle any)
Which places do you want to visit? (Encircle top 3)

Name of places	1. I know	2. I would like to go
1 Athens	1	1
2 Piraeus	2	2
3 Mykonos	3	3
4 Santorini	4	4
5 Crete	5	5
6 Rhodes	6	6
7 Mycenae	7	7
8 Corinth	8	8
9 Sparta	9	9
10 Marathon	10	10
11 Olympia	11	11
12 Meteora	12	12
13 Thessaloniki	13	13
14 Athos	14	14

[Question to respondents who answered "4" in Q4]

Q7 Please tell us the reasons why you are not willing to go to Greece (Encircle any)

<p>1 Do not know about Greece well</p> <p>2 Greece is left unnoticed</p> <p>Supposed to have following points of issue in Greece. Encircle any</p> <p>3 Supposed to be deficient of places to see</p> <p>4 Supposed to be deficient of attractive food</p> <p>5 Supposed to be deficient of sporting facilities</p> <p>6 Supposed not to offer the pleasure of shopping</p> <p>7 Supposed not to offer the chance of contacting local people</p> <p>8 Supposed to be deficient of festivals, events, folk performances</p> <p>9 Supposed not to offer the pleasure of pub crawl, discotheque</p> <p>10 Cannot seem to have attractive beaches</p> <p>11 Cannot seem to have good hotel accommodations</p> <p>12 Language barrier (Japanese)</p> <p>13 Language barrier (English)</p> <p>14 Supposed to be not safe</p> <p>15 Supposed to take a long time to go to Greece</p> <p>16 Supposed to be not popular destination among Japanese</p> <p>17 Others ()</p>
--

[Question to respondents who are not married yet]

Q8 Where do you want to visit when you honeymoon? (Encircle any)

Asia/Oceania	1. Guam 5. Taiwan 9. Malaysia 13. Other Asian countries () 16. South Pacific Ocean	2. Saipan 6. China 10. Singapore 17. Other countries ()	3. Korea 7. Philippines 11. Indonesia 14. New Zealand	4. Hong Kong 8. Thailand 12. India 15. Australia
North America Latin America	18. Hawaii 20. Central & Southern part of United States 23. Brazil	19. West coast of United States 21. Canada 24. Other Latin American countries ()		22. Mexico
Europe	25. France 29. Netherlands/Belgium/Luxembourg 32. Norway/Finland/Sweden 35. Portugal 38. Other European countries ()	26. Switzerland 30. United Kingdom 33. Greece 36. Spain 37. USSR/East European countries ()	27. Austria 31. Denmark 34. Italy	28. West Germany 35. Denmark 36. Italy
Others	39. Egypt 42. Other Middle East countries	40. Other African countries 43. Other countries ()		41. Turkey

[Question to all respondents]

Q9 Which country has recently been caught sight of most on TV programmes, advertisements, pamphlets, cinemas etc? (List top 3 in the answer box by the number of Q8)

Answer		
1st	2nd	3rd

2. Questionnaire Survey to Japanese Tourists Who Have Been to Greece

**MANY THANKS FOR YOUR KIND COOPERATION
IN OUR QUESTIONNAIRE SURVEY**

We appreciate your patronage of Japan Travel Bureau tours.
Thank you.

This questionnaire survey is to collect data, in order to enrich our services for your further comfort and enjoyment, when you travel with "Look" and "Palette" tours next time.

You can rest assured that any part of your information given to us will never be used for purposes other than above.

You will receive an original telephone card of limited version as testimonial to your cooperation.

Japan Travel Bureau, Foundation

• About yourself

Address:	() * Write in full in block style so that testimonial will be sent to you. TEL () () () () () ()	
Name:	Sex:	1. Male 2. Female
Age:	1. up to 20 2. 20 to 24 3. 25 - 29 4. 30 - 34 5. 35 - 39 6. 40s 7. 50s 8. 60s up	
Marital status:	1. Unmarried 2. Married, w/o children 3. Married, w/children 4. Others	
Occupation:	1. Middle management (manager or general manager of a business employing more than 10 workers, public office, hospital, etc.; not including director and executive officer) 2. Business operator, director (executive officer or director of a company employing more than 10 workers, head of hospital, etc; not including director general of public office, etc.) 3. Professional (practitioner, attorney, accountant, artist, etc.) 4. Self-employed in industrial, commercial or service industry (store keeper or company operator employing up to 10 workers) 5. Skilled worker (engineer/skilled worker working for a company or public office; cabdriver, teamster, etc.) 6. Sales/security/service business worker (traveling salesperson, storeclerk, beautician, etc.) 7. Clerical worker (office clerk, teacher, etc.) 8. Student 9. Dedicated housewife, housewife working as a partimer (housewife who is fully employed is asked to encircle 1. - 7.) 10. No occupation; others ()	

For any inquiry about this survey, dial 03-284-7118 to call Mr. Imai, Miss Hando, Miss Hagimoto or Mr. Kurobe, Japan Travel Bureau, Foundation

1. General questions about travel abroad

Q-1 What is the type of destination of overseas travel you are interested in?
(Encircle just one)

1. Places blessed with beautiful sceneries with lakes/mountains (e.g. Switzerland, Canadian Rocky, Scandinavia)
2. Places with grand-scale natural beauty of savannas/deserts (e.g. Sahara, Middle East, Grand Canyon)
3. Places with undeveloped civilization (e.g. Amazon, New Guinea)
4. Places blessed with blue sea in addition to bright sunshine and pretty sunset (e.g. Saipan, Cebu, the Aegean Sea)
5. Cities with European cultural heritages with artistic atmosphere (e.g. Paris, Rome)
6. Historic cities with cozy and traditional atmosphere (e.g. Vienna, Venice)
7. Cities with exotic atmosphere (e.g. Casablanca, Istanbul)
8. Big cities leading modern civilization (e.g. New York)
9. Cities with abundant European cultural heritages (e.g. Athens, Rome)
10. Cities with abundant oriental cultural heritages (e.g. Beijing, Bangkok)
11. Cities thronged with many people (e.g. Hong Kong, New Delhi)
12. Garden cities blessed with botanical features (e.g. Singapore, Kuala Lumpur)
13. Seaside resorts reached conveniently and economically (e.g. Guam, Saipan)
14. Seaside resorts with urban facilities and functions (e.g. Hawaii, Acapulco)
15. Seaside resorts offering unspoiled beaches (e.g. Maldiva, Tahiti)
16. Seaside resorts with marinas offering cruising opportunities (e.g. Miami, San Diego)
17. Places within economical and convenient reach (e.g. Guam, Taiwan)
18. Places with pastoral atmosphere (e.g. French countryside, New Zealand)

Q-2 To which do you attach importance in enjoying overseas travel?
(Encircle any fitting your case)

1. Visiting noted/historic places
2. Listening to music/watching art objects
3. Viewing mother nature's blessing
4. Playing ground sports, e.g. tennis, golf, ski
5. Playing marine sports, e.g. swimming, windsurfing
6. Enjoying the flavour of local dishes
7. Enjoying the pleasure of shopping
8. Enjoying pub crawl/discotheque
9. Enjoying relaxation
10. Enjoying the contact worth local people on the street
11. Enjoying fashion
12. Others

Q-3 Which type of overseas travel do you prefer, a or b? (Encircle just one)

1. Itinerary → a. More the better
b. 1 of 2 places
2. Number of days for travel, and frequency of travel → a. Frequency rather than number of days
b. Number of days rather than frequency
3. Plan → a. Own plan
b. Other's plan
4. Arrangements → a. Making all arrangements my own, including flight and hotel reservation
b. Package tour arranged by travel agents
5. Place to visit → a. Haunting familiar places
b. Places not yet visited
6. Package tour → a. All-inclusive package (incl. course, meals and hotels)
b. Personalized package (as free as possible with the exception of flight and hotels)
7. Quality of accommodation and meals → a. Quality rather than cost
b. Economy before quality
8. Party size → a. Larger the better
b. Smaller the better
9. Types of place to visit → a. Places few tourists will likely to visit ~~to visit~~
~~celebrated places~~
b. Much celebrated places

