

Rural and Regional Regeneration of Ancient Olympia: A
sustainable tourism approach.

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A thesis submitted in fulfilment of the requirements of
Manchester Metropolitan University for the Degree of Master
of Arts (by research)

Manchester School of Art
Manchester Metropolitan University

2019

Acknowledgements

I would like to thank my supervisor, for the patient guidance, encouragement and advice he has provided throughout my Mphil.

Abstract

This research outlines the main theories that surround and support the concept of rural and regional regeneration and advancement of tourism destinations. Ancient Olympia was chosen as a case study due of its archaeological importance as well as the values that represents to the global community. More specifically, the purpose of the research is to decipher ways and means that can help and contribute to the regional and rural development of Ancient Olympia. In order to do so, a sustainable tourism approach is being selected and analyzed. In addition, the maintenance of heritage is also being taken under consideration. All the cultural goods mentioned in one place constitute their cultural heritage in the sense that it contains the elements that make up the historical memory of the people or the society of the people who inhabit it, that is, everything created in the past and is related to the historical of the route. At first, the research focuses on the main reasons for choosing the sustainable development approach and the reasons that it can offer such benefits in the selected area. In order to achieve environmental sustainability, the natural environment should retain its full functionality and usability for a long time. It is preferable for measures to be taken to encourage the balance of our natural environment while at the same time promoting positive growth rates. Any actions that disturb the balance of the environment should be avoided, but if they occur, they should be reduced to a lesser extent. Afterwards, tourism, marketing and sustainable development of the town and region are all combined to produce the desired result, which is a proposal for ancient Olympia. Finally through the use of a questionnaire this research produced a basis for a further research with a wider sample in order to produce a statistical tool against which to judge future proposals for the regeneration in Ancient Olympia.

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1. Introduction

Sustainable tourism has been defined as tourism that boosts employment and income generation in local communities, while reducing negative impacts on the environment, culture, aesthetics and local social structures (Binter, Ferjan & Vasco Neves, 2016). But is this form of tourism possible? The World Tourism Organization (WTO) suggests that sustainable or otherwise responsible tourism can exist, and that there are already successful regions in this direction. To be successful, the model that they propose requires all the social partners, spanning the public and the private sector, to work together with the local authorities and take the lead role in defining the development model. The development of tourism in each country and region is unique. The local community has the first word, but the recent differentiating part is that most of them, have at last realized how essential it is to preserve the natural and build environment, the aesthetics of the area, the culture and the history. It is imperative to adopt adequate systems for the management and conservation of natural resources, to make the right infrastructure that can withstand the pressure from the large number of visitors (eg waste and waste management, water and energy savings etc) and to protect the historical / cultural heritage and the social structures of each place. But tourists / visitors must be aware of the impact of their behavior on tourist destinations; they must be able to adapt their consumer habits to the need to protect the natural resources of the area they visit. An example of the importance of the above concepts, is the fact that on a worldwide scale, the tourism industry is estimated to contribute 35 million tones of urban waste. In the European Union, 7% of the waste is generated by hotels, while about 7-10% of that total is plastic waste. Thus, every year about 2.5-3.5 million tones of plastic waste comes from hotels (Graaf, Musters & Keurs, 2011).

The 'natural environment' system is created by the continuous interaction of soil, water and air with every form of life that is found and developed within them. On the other hand, man, who survives within the natural environment,

shapes and develops the anthropogenic environment at the expense of many times the purely natural environment, causing it to shrink. It is a fact that over the last few decades due to the enormous growth of industry and the economy they have merged and major environmental problems have developed, the impacts of which may have a negative impact on the sustainability of the environment as a whole. Obviously, this fact is not recent, but similar environmental degradation has existed previously, such as desertification in the wider Babylonian region, which arose from the powerful agricultural exploitation of Mesopotamia in early antiquity. In addition, in ancient Greece, the deforestation of Atticivotia, the creation of the Athenian fleet and the excavation of the mountains for the extraction of the famous marbles (Laskaridis et al, 2014).

Tourism through its activities, greatly affects the natural environment to the point where, when the natural and archaeological environment is degraded, it affects the tourist product. This is due to the form of mass - industrialized tourism that has taken place in recent decades. The negative impacts of tourism on the natural and archaeological environment occurs when tourism exceeds the carrying capacity of the natural environment, ie tourism development exceeds the limits of the site's resistance (Anukrati, 2015).

The case study of this research is Ancient Olympia. Ancient Olympia has a rich cultural and environmental background. Its worldwide significance is undisputed not only because of the archaeological site and the important artifacts found from the excavation but also because of the Olympic Games and the values that represent to the global community.

Ancient Olympia has a strong brand name and a global attention every four years (lighting of the Olympic Flame and the Olympic Games) however local authorities have failed to use its competitive advantage in order to create an updated tourist product. Disappointingly Olympia has had low development rates and appears isolated from the rest of Greece. Further to that low economic figures and the depopulation of the area creates the necessity for a new sustainable development plan for the area. At this stage this research

aims to identify the relationship between an ancient tourist attraction and sustainable tourism development for Ancient Olympia.

Finally after the following literature review the physical and archaeological context of Ancient Olympia will be developed.

2. Literature Review

2.1. Theoretical Context

Nowadays, in the light of the globalization of economies, it is widely accepted that human values tend to be flattened by giving way to the repeated effort of man to claim and profit financially, indifferent to preserving his identity in time. In this context, it must be understood that the indispensable prerequisite for the integrated development and promotion of each country and for the preservation of its values is the promotion of its particular cultural identity (Nickum & Oya, 2001).

The culture sector is part of the development process at many different levels. In particular, beyond its overwhelming historical significance, it can be considered a factor of local dynamism, a necessary element for vision-oriented policymaking and social change planning, and an ideal instrument for economic development at the local level.

To this end, the role of the Local Government Organization (LGO), for example, can be decisive, which, by exercising an appropriate cultural policy, can protect, preserve and highlight the cultural stock of every local community, making it an important tool for economic development. Although the role of the Central Administration cannot be denied as regards the design of the country's cultural policy, the potential of local communities for its effective exercise is highlighted, suggesting appropriate solutions or guidelines. Local authorities are de facto close to the local community and therefore can better understand the needs and weaknesses of it. Moreover, local cultural development is a very important dimension of national and even transnational cultural development (Hirano, 2014).

In Greece local government is institutionally pledged to take initiatives and actions to protect, highlight and promote local cultural heritage, create infrastructures for the production of cultural products, encourage modern forms of local cultural expression, exploiting the financial support of the central

administration and of the European Union. From the previous Code of Municipalities and Communities (Presidential Decree 410/95), but also with the passing of the new Municipal and Community Code (L.3463 / 2006), the responsibilities that may be assumed by the Municipalities and Communities, in terms of culture, are diverse. Within the framework of exercising these competences, Grade 1 ATAs have the potential not only to obtain significant economic benefits, but also to contribute to the restraint of the local population, to the removal of the isolation of mountainous, disadvantaged and island regions, to the reduction of unemployment and the development of alternative forms of tourism, such as culture (Hirano, 2014).

The concept of sustainability, in recent years, especially in tourism, has begun to be widely discussed and studied by many researchers. "Sustainability" is defined as the rational use of natural resources for the benefit of man, but without their deterioration or destruction in order to preserve the ability of future generations to meet their own needs. Within the concept of sustainability, special reference is made to special and alternative forms of tourism where the traditional form of tourism, which both thrived in recent decades, seems to gradually be abandoned in favor of some other forms that meet more closely the needs or just wishes of modern man, beyond the simple tendency to flee, change of performances or recreation. The decline of mass tourism leads to the creation of programs of special forms of tourism, depending on the interests of each audience. Therefore, forms of this type of tourism are as many as the corresponding tourist needs or appears satisfying. These specific forms of tourism are more efficient, more environmentally compatible, and their aim is to improve the tourist package offered with a particular sensitivity to the tastes and interests of visitors and tourists (Bertalanffy, n.d.).

The underlying assumption of this study is that stakeholder ownership of a "market knowledge" tourist destination is a necessary factor for sustainable development, successful operation and the long-term viability of the destination. Moreover, studies in the field of Marketing emphasize the importance of good knowledge of the market by introducing the concept of "customer orientation" and its "marketing orientation". In this context, the

guiding principle of this study is that the competitiveness of a destination can be improved on the exact assignment of ratings among the involved parties of a destination, such as tourists, representing the tourism demand, and the bodies of tourist services, representing the tourist offer. This finding stems from the assumption that "the interaction between these two components (supply and demand) is what ultimately determines the attractiveness of a region or a destination" (Fayos Solá, 2014).

If the professionals know who the destination's visitors are, what their perceptions about the services provided by the destination and their satisfaction with the destination services will develop their respective strategies and policies of approach and service with the probability that this experience will develop into satisfaction and re-visits. Consequently, professionals and the community will receive social and economic benefits from the enhanced competitiveness of the destination while tourists and visitors will also benefit from their experience at the destination. Although the customer's perspective has been widely acknowledged, and in particular, business success has been linked to client orientation, there is a good deal to do with need to assess the operator / supplier of customer's perspective. However, few research efforts have responded to empirical investigation broadly in the Marketing Services area and in tourism in particular (Graaf et al., 2011).

The absence of a distinct tourist theory has been noted by many scholars in tourism. Getz (1986), in a review of over 150 tourist models, emphasizes the absence of comprehensive and predictive models in tourism literature. He believes they are dominated by mathematical models of forecasting and diagrammatic programming patterns or some aspect of tourism. Jovicic (1988) supported the need for a distinct tourism discipline that would allow the development of an integrated, comprehensive tourism theory. In fact, they note that tourism surveys *"tend to be non-cumulative, so they fail to benefit from previous studies"* while *"many studies simply say what tourism is, and not what contributes to tourism"* (Fayos Solá, 2014).

Jafari (1983, p. 78) suggests that this is inevitable as "tourism is a recent science". He argues that only after a large systematic study of the available tourism surveys the researchers could hope to identify similarities and differences and to develop theoretical generalizations about the tourism phenomenon (Graaf et al., 2011).

2.2. Development theory until Today

Regional science borrowed concepts and methods of analysis from economic theory with the essentials of international trade theories (economic activities and relations between two or more spatial units) and balanced development. These theories do not seek an interpretation of regional inequalities but the terms and conditions for the development of the regions, concluding that what is required is the creation and existence of institutions and organizations that can spread development in all regions. These theories are based on strategic assumptions, which are associated with the existence of a fully competitive economic environment with absolute and uninterrupted mobility of productive factors (labor and capital) and maximization of profit on the part of producers, that is, state, trade unions and monopolies must be excluded, forces that hamper the functioning of the market. These assumptions initially imply a comparative advantage in the region and a long-term balancing of incomes and rate of development of the regions (Fayos Solá, 2014).

The mechanism can be described as follows: If a productive factor exists in abundance in the region relative to the quantity of other factors of production, e.g. more work with a given amount of capital in one region than one inverse relation to another, then this factor determines the comparative advantage of the region in the production of specific products. The region has an interest in producing and exporting these products. For example, if a region has a relatively abundant job, then this region may specialize in the production of labor-intensive products, such as textiles. The existence of a relative abundance of a factor produces differences in the remuneration of this coefficient between regions (Torre & Wallet, 2016). Then the specialization of

the region comes. However, the relative abundance of the coefficient is not a permanent feature of the regions. Existing salary differentials will cause the productivity factor to move to the region with the highest pay. The increase in the bid that follows will cause a reduction in wages in the region of arrival, and this process will be continued by constantly moving the rates until equalizing wages (Graaf et al., 2011).

Neoclassical theory concludes that the specialization itself is important, not the kind of specialization, emphasizing the importance of market forces in the harmonious development of the regions. Modern economic reality, however, greatly deplores the above-mentioned assumptions of the perfect functioning of the market mechanism which, by its very nature, exhibits imperfections and weaknesses and is unable to integrate the external consequences of economic activities. Today there is mobility of capital and labor at international level, a reduction in national mass production and an increase in multinational and flexible production, in the sense of organizing flexible production patterns, innovative products for new uses and shortening production periods. The observed increased inter-regional and transnational mobility of people and capital now creates the potential for productive initiatives, resulting in multidisciplinary development, as opposed to, until a few decades ago, obsession with a specific industrial development goal as the goal which would cause growth. Indeed, the view that the establishment of large industrial complexes could create a self-sustaining productive process in the region prevailed for decades based on theories that dictated policies not always very successfully (Fayos Solá, 2014). Policy-makers therefore sought to promote objectives that appeared to be incompatible in the first place: the industrial development policy and the political division of economic and, above all, industrial activity. It should be noted that traditionally the concentration of industrial activity, even where the industry should be concentrated at the points of existence of the raw materials, was near the large urban centers where the infrastructure (telecommunications, transport networks) are located (Bertalanffy, n.d.).

2.3. Sustainable Development Theory

The goal of Sustainable Development is to "meet the needs of present generations without compromising the ability of future generations to meet their own needs." In order to perceive Sustainability, it must take into account the three main areas of influence, the so-called "Three Pillars of Sustainability" and the corresponding aspects of social, economic and environmental aspects. These three aspects are interrelated and if combined and implemented in practice, they can create a solid foundation for a sustainable world from which everyone can benefit: "Natural resources are preserved, the environment is protected, the economy is not affected, and the quality of life of citizens is improved or maintained. (Elling, 2009)

In order to achieve environmental sustainability, the natural environment should retain its full functionality and usability for a long time. It is preferable for measures to be taken to encourage the balance of our natural environment while at the same time promoting positive growth rates. Any actions that disturb the balance of the environment should be avoided, but if they occur, they should be reduced to a lesser extent. The environmental impact of any action or decision should be considered. There are a variety of issues related to environmental sustainability, from pollution to the management of natural resources. The main purpose of environmental sustainability is to minimize the impact of human activities on the environment and, moreover, to encourage the restoration and preservation of our natural habitats (Harris, 2001).

Economic viability is the ability of an economy to support a certain level of economic output indefinitely. Financial value can be created by any project or decision. Financial sustainability refers to decisions taken in the most prudent way regarding other aspects of sustainability. Actual sustainability is not promoted when only economic growth is considered. On a larger scale, the usual approach was so-called "business as usual" which meant that profit was the only concern and goal of business. However, when good business practices are integrated into the social and environmental aspects of

sustainability, the result is much more beneficial. Economic viability consists of many things. From "smart growth" to subsidies and / or tax breaks for green growth. It is important, however, that any strategy to be strengthened and promoted through educational programs, research and public information. Also, great emphasis should be placed on other areas such as reducing unnecessary costs (Martinet, 2014).

Social sustainability refers to decisions and projects that promote general improvement in society. Generally, the social dimension of sustainability supports the idea of intergenerational justice, which means that future generations have the right to the same or even better quality of life with today's generations. This concept also includes many other societal issues such as environmental legislation, human and labor rights, equality in health, community development through social participation, social capital, support for justice and social responsibility, cultural proficiency, social elasticity and human adaptation. The social dimension of sustainability is just as important as the other two pillars. If not taken seriously, this can lead to the collapse of the whole path towards sustainability as well as of society itself (Elling, 2009).

Nobel laureate Amartya Sen gives the following dimensions to social sustainability: Justice - the community provides equal opportunities and results for all its members, especially the poorest and most vulnerable (Schumpeter, n.d.). Diversity - the community promotes and encourages diversity. Interdependent / Social Coherence - The community provides processes, systems and structures that promote coherence within and outside the community at the formal, informal and institutional level (Schumpeter, n.d.). Quality of life - the community ensures that basic needs are met and promotes a good quality of life for all members at the individual, team and community level (e.g. Health, housing, education, employment and security). Democracy and governance - the community provides democratic processes and open and more responsible governance structures. Maturity - the person accepts the responsibility of continuous development and improvement through wider social attributes eg forms of communication, behavioral patterns, indirect education and philosophical quests (Nickum & Oya, 2001).

Sustainable development is a combination of these three pillars and cannot be achieved effectively if one of them is not "working" properly. If a pillar is weak, then the system as a whole is not viable (Harris, 2001).

The concept of the cultural environment is protected by Article 24 of the Constitution of Greece. It includes, in accordance with the case law of the Territorial Council, "the monuments and other elements deriving from human activity and they constitute the historical, artistic, technological and general cultural heritage of the Country". The concept of the environment has been widely used in recent decades on a global scale, several times without a clear delimitation of the dimensions it can cover. It is a concept commonly used by humans to describe all those factors that influence and control the origin, development, evolution and outcome of organisms (animal and plant). It describes the place where life is hosted and includes all the elements and parameters that affect quality and more and more frequently its duration over the last few years (Martinet, 2014).

One of the most comprehensive definitions of the concept of the environment is that adopted by Greek law. According to paragraph 1 of Article 2 of Law 1650/1986, the environment is defined as: "the set of natural and anthropogenic factors and elements that interact and affect the ecological balance, the quality of life, the health of the inhabitants, historical and cultural tradition and aesthetic values " (Graaf et al., 2011).

Accordingly to Article 24 of the Constitution, following the 2001 revision, it is stated that: "The protection of the natural and cultural environment is an obligation of the State and the right of everyone. To safeguard the State, it has an obligation to take particularly precautionary or repressive measures within the framework of the principle of sustainability. " Thus, the legislator states that the state, that is, the central and regional government of the state, is obliged to take all necessary measures and, in particular, to prevent the protection of both the natural and the cultural or man-made environment (Graaf et al., 2011).

A physical environment is defined as what was created by natural processes without any human intervention eg. mountains, natural forests, coasts,

atmosphere, etc. while anthropogenic or cultural environment is defined as the environment created and created solely by human interventions eg. a settlement or a city.

The natural environment is characterized by a deep inner harmony, based on complex, numerous and as yet undefined, balances of its various components. Man with his various interventions or activities has managed to disturb several of the vital and natural balances. Several of these balances to achieve, took several thousand years, and their sudden diversion from humans, especially after the Industrial Revolution, is likely to have significant effects on the planet in the future. The potential climate change, the destruction of the stratospheric shield on the horizon, the more frequent occurrence of extreme weather events, the reduction of biodiversity, the continuing degradation of the atmosphere, soil and water resources has led to the need to protect the natural environment from the most important historical enemy, man (Martinet, 2014).

2.4. The importance of heritage

Culture as a concept came from anthropology and sociology. The anthropologist E. B. Tylor laid the foundations of a definition in the late 19th century and defined culture as a "complex set that includes knowledge, faith, art, law, morals, customs and other skills acquired by man as a member of a social group." In a general sense, therefore, it is a commonly accepted form of behavior that is adopted by a given society and includes distinct and complex systems of technology, social organization, thought, cosmology, and ideology. Culture connects human society with its environment and ensures the safety and durability of human groups and individuals. Culture has been linked to the concept of Western progress so that it can be used as a distinctive mark of historical achievements (industrial culture, technological culture, etc.), but also of historical times when we speak of western or eastern civilization, medieval civilization, modern civilization (Graaf et al., 2011).

All the cultural goods mentioned in one place constitute their cultural heritage in the sense that it contains the elements that make up the historical memory of the people or the society of the people who inhabit it, that is, everything created in the past and is related to the historical of the route. Cultural heritage is distinguished as material and immaterial or tangible and intangible (Martinet, 2014).

Globalization has brought about changes in the life and characteristics of the identity of citizens throughout the Western world, changes that are spreading rapidly in the Eastern world as well. On the one hand, a quasi-simulation and homogenization of civilizations is observed in the citizens' conscience, and on the other hand an attempt is made to preserve the autonomy of each civilization. Thus efforts are being made to identify and enhance the characteristics of cultural identities by educating citizens on issues related to their cultural heritage, both material and immaterial, in the hope that this will help to tackle alienation. The use of material remains, archaeological sites, monuments, buildings, memorial sites and museums contribute to the historical education of citizens, which in turn strengthens cultural identity.

First, let us define the concept of Cultural Heritage. The definition of cultural and natural heritage was provided by the Convention for the Protection of the World Cultural and Natural Heritage:

"Monuments: architectural works, monuments of sculpture and painting, elements or structures of groups or buildings, ie groups of independent or related buildings which, because of their architecture, their homogeneity or their location in the landscape, are of outstanding universal value from the point of view of history, art or science in areas such as works of people or works that are products of a combination of man and nature, and areas such as archaeological sites of outstanding historical, aesthetic, ethnological or anthropological significance; inscriptions, fossils, cave-dwellings and a combination of attributes of unique value for history, art (Graaf et al., 2011).

The monuments and areas included in this definition are recognized as part of the heritage that needs protection. To this end, new measures, in particular in the form of treaties, are being continuously taken in order to develop an

effective system of collective protection of cultural and natural heritage of global value, which will be organized on a permanent basis and in accordance with modern scientific methods. In 2001, UNESCO published the UNESCO World Declaration on Cultural Diversity, which states that "protecting the linguistic heritage of people and providing support for the expression, creation and dissemination of this heritage in as many languages as possible is included in the guidelines of the Action Plan for the Implementation of the UNESCO World Declaration on Cultural Diversity " (Martinet, 2014).

According to the above, it can be seen that Cultural Heritage can be material (immovable cultural heritage such as archaeological sites, monuments, movable cultural heritage such as architectural works, monumental works of sculpture and painting, coins, musical instruments, weapons, manuscripts, inscriptions, underwater cultural heritage such as shipwrecks, ruins below the sea) or immaterial and oral (language and oral traditions, performing arts such as music, dance, folk theater, social practices, rituals and festive events, knowledge and practices on nature and the universe, know-how of traditional crafts).

According to the Treaty of 2007, signed by 78 states, intangible cultural heritage is the main source of cultural diversity and its preservation and continuity is a guarantee for people's continuous creativity. Many monuments have been designated as World Cultural Heritage. A monument to be recognized as a global cultural heritage must:

- Be a masterpiece of human intelligence
- Present a significant interaction of human values
- Be a unique or at least exceptional testimony of a cultural tradition or of a lived or lost civilization

The concept of national heritage was associated with monuments and relics of historical value and was used mainly in the 19th century nation-states to justify their creation. A typical example is the collection and recording of folk fairy tales by the Grimm brothers, which formed the basis for creating a national consciousness for the German nations. Today, Cultural Heritage, as

defined above, is considered to be an important factor in building historical consciousness and developing critical social thinking and democratic social consciousness so that citizens can better understand the past, evaluate the complexity of the present, and participate actively in the personal and social future (Graaf et al., 2011).

2.5. Heritage Contribution to Economy and Development

Until recent years, the role of heritage had been comprehended and confined as the passive guardian of the past, and had regularly been viewed as a burden hindering development. In spite of the fact that this view has still discovered a few appearances in customary protection approaches, recent developments and changes in economic and social fields and their spatial ramifications demonstrate that the role of heritage has changed too in this procedure. What are these changes? To start with, learning and inventiveness have been progressively perceived as a key strategic resource and powerful engines driving economic development and cities have turned into the strategic destinations as they speak to the perfect scale for the serious, eye to eye associations that generate the new thoughts that control information based innovation. Second, a move from an increasingly conventional idea of culture and cultural industries as connected to the classical fine arts towards an understanding of innovative industries that focuses on the beneficial and innovative capacity of learning and data has been observed. Third, the role of cultural creation in the new economy has profoundly changed the examples of cultural consumption, and cities have changed from functioning as 'landscape of generation' to 'landscape of consumption'. The new examples of cultural consumptions offer huge opportunities for local and regional development (Martinet, 2014).

Cultural heritage constitutes a basic engine for economic development. The likelihood to generate income from cultural resources makes business, decreases poverty, invigorates venture development, cultivates private speculation and generates assets for natural and cultural preservation. The major quantifiable economic effects of heritage include: heritage tourism; cultural industries; occupations and family income; private venture hatching; focus city rejuvenation and property estimations. Be that as it may, because of the absence of information the economic effect of the heritage division has been belittled (Martinet, 2014).

The connection among culture and tourism is the most obvious part of the commitment of culture to economic development: 37% of worldwide tourism has a cultural inspiration. Consequently, they have a fundamentally more noteworthy per trip economic effect. In certain spots cultural heritage tourism is one of the main economic contributors. In Europe incomes generated by tourism are most huge: 79% of the turnover in Europe's Cultural Heritage area is gotten from tourism while 16% got from interests in maintenance by private proprietors, philanthropies, and establishments and the remaining 5% is gotten from open and legislative bodies. Because of the misuse of heritage, numerous new occupations were generated in tourism division. As indicated by recent appraisals, in excess of 8 million occupations are straightforwardly supported by the cultural heritage sector in Europe (Binter et al., 2016).

Culture has recently moved to the centre of everyone's attention as an imperative part of development – in spite of the fact that it must be said that culture had just entered the phase in strategy making in the 1960-70s, the "period of decolonization." At a meeting in Venice around that time, René Maheu, Director-General of UNESCO addressed the gathering of people with the words: The possibility of development has, actually, become more extensive, more profound, and increasingly fluctuated so going past the absolutely economic parts of improving man's parcel, it presently additionally grasps the purported social viewpoints. Man is the methods and the finish of development; he isn't the one-dimensional deliberation of homo economicus, yet a living reality, a human individual, in the interminable assortment of his needs, his possibilities and his goals. In the idea of development, the focal

point of gravity has hence moved from the economic to the social, and we have achieved a point where this move starts to approach the cultural (Clout, 2018).

The present discussion about the role of culture in development has been heightened on all dimensions. Culture has achieved its crest on the plans of UNESCO as well as of numerous worldwide associations working in the development field. Culture Counts, The Power of Culture, Recognizing Culture, Culture in Sustainable Development, Culture and Local Development are just a portion of the titles in their key reports. Positively, the accentuation on a conceivable advantageous interaction among culture and development has extensive ramifications and presents one of the best difficulties to reevaluating the development worldview (Binter et al., 2016).

Development today is always distinguished as explicit to culture and setting. As opposed to "development as getting up to speed and impersonation," there is a move to "considering and conceptualizing development as a comprehensive, freeing process, in which diverse perspectives are suited and comprise a dialogical procedure". The image of culture and development and their different cooperation turns out to be especially hard to handle and manage in the time of globalization. Globalization and culture interface in different ways, in the better case, delivering numerous decision circumstances. Certainly, globalization takes steps to homogenize culture, and yet it offers opportunities to express and stress cultural assorted variety. For example an activity of the Economic Institute of Development of the World Bank and a few non-government associations (NGOs) prompted the production of a virtual bazaar in 1997. Despite the fact that began as a trial to exhibit the potential outcomes displayed by the Internet for a poor secluded town and its kin, the undertaking has transformed into a changeless virtual space empowering makers from Morocco, Tunisia and Lebanon to show their nations' specialties and access worldwide markets. Members not just get support to additionally build up their conventional industries yet in addition accomplish obviously better economic prizes for doing as such. Clearly, their

prosperity on the worldwide market can be ascribed to offering one of a kind items of their particular local cultures (Martinet, 2014).

The role of culture in the economy of cities, nations and areas isn't just significantly extending in nations lingering behind in their economic development. In actuality, the inclination demonstrates unmistakably increasingly run of the mill of industrialized nations. For instance, in 2000, the Government of Denmark discharged a report entitled Denmark's Creative Potential, proposing that a closer collaboration and even combination among culture and industry should happen on account of its capability to "trigger another social dynamic, which will, at one and a similar time, fortify culture and the arts, offering new opportunities for development, and add force to modern development set apart by innovation, innovativeness and cleverness". A comparable methodology is taken locally by numerous cities and towns of all shapes and sizes, everywhere throughout the world. Kim considers it the "cultural turn of free enterprise" and sees that in the global local setting, culture can be both a safe and a flexible power. All the more extensively, culture is at present seen as facilitator of the economy, yet in addition of individual prosperity and the aggregate prosperity of society in general; it is recognized both as a basic social capital and as a manufacturer of such. The prior propensities in the culture-development talk have essentially added to a move in the idea of cultural heritage. They fill in as a foundation for the accompanying exchange, which stretches out the heritage idea to the system of economic and social development (Martinet, 2014).

Cultural heritage incorporates the material parts of culture – destinations, structures, landscapes, landmarks, and items – just as the non-material angles, which are encapsulated in social practices, network life, qualities, convictions and expressive structures, for example, language, arts, painstaking work, music and move. Graham et al. define cultural heritage as "the contemporary reasons for the past" or "that piece of the past which we select in the present for contemporary objects, be they economic, cultural, political or social." The idea of heritage is advancing because of and as

indicated by the evolving dispositions, needs and requests individuals pass on towards it. There is an unmistakable advance toward a people-focused, utilitarian methodology concerning heritage, all the while moving its concentration from landmarks to individuals, from articles to capacities and therefore from protection to maintainable use and development. Heritage has stopped being just about articles – with its main obligation as physical conservation – and has progressed toward becoming related with "whatever satisfies the capacity of cultural heritage" (Clout, 2018).

In particular, heritage has quit being separated from its societal setting and is progressively seen as a human development, made by individuals and defined by them. A development toward more extensive definitions, roles and employments of cultural heritage in the public arena is in this way watched. From discrete items – design, paleohistory and movables – heritage has extended to landscapes, urban and provincial zones, the entire notable condition and spot. The roles of heritage, seen before in the tight importance of images of national solidarity and pride, have extended to incorporate a lot more extensive wonders, adding to political beliefs, economic flourishing, social union and cultural decent variety. Undoubtedly, heritage resources are progressively being utilized in their capacity as assets for a wide assortment of current purposes (Binter et al., 2016).

There are pundits who believe use to be among the greatest dangers to heritage, possibly prompting commercialization, abuse, depreciation and annihilation. There are others, as Netzer, who fight that "the best achievements in heritage conservation can happen when the heritage component is in genuine use, and along these lines fit for producing income to pay for its protection" or Koboldt who contend that "numerous if not the majority of the advantages [derived from cultural heritage] are acknowledged just over the span of [its] real use." Among the advocates of heritage use we find financial specialists and sociologists as well as the individuals who have customarily contradicted the thought, for example, culturalists, anthropologists, lawful researchers and even preservationists. To the need of saving, together with items, the numerous human ways of life through the "proceeded with re-underwriting of an incentive by use" inside networks. The

acts of protection that are regularly utilized frequently lead to de-contextualization and harm of heritage (Martinet, 2014).

All the more explicitly, in another developmental setting, heritage is perceived as both engine and impetus of financial development. Graham et al. have recommended a hypothetical structure, in light of three main economic components of heritage to clarify its developmental role. In the first place, they recognize heritage as "an economic area in itself" – regularly alluded to as "the heritage business" – "utilizing assets, creating items, and producing returns in benefits, [incomes] and employments." Second, it is additionally viewed as "one component in economic development close by others, much of the time practicing a synergist or coordinating role in development ventures" because of its capacity to pull in economic exercises and oblige economic capacities. At last, it is viewed as "an instrument in the administration of economies at different spatial scales from the global to the local, as in the creation and advancement of spot pictures for predominant economic purposes. Most recently, the economic basis of heritage was completely discussed in Mason's Brookings Institution Report Economics and Historic Preservation, A Guide and Review of the Literature with a broad and commented on list of sources of both scholarly and proficient writing that audits the present discoveries on the estimation of memorable protection and the techniques used to survey that esteem. A case is made for improving ability in the field of conservation economics that would consider all the more dispassionately and thoroughly measuring the impacts of memorable protection (Clout, 2018).

Cultural industries advance innovative qualities and, because of their unobtrusive capital and framework prerequisites, develop rapidly, which adds to basic and geographic equalization. Likewise, in view of their reliance on local materials is high, cultural industries are especially fit to rustic development. Quickly, cultural merchandise and enterprises pass on and develop cultural qualities, produce and repeat cultural character and add to social union. Cultural industries that depend on unmistakable cultural heritage can be ordered into three main classifications: (i) downstream cultural industries including specialties, structure and distributing; (ii) upstream cultural

industries that offer help to historical centers and locales including gallery plan and development, show configuration, lighting, gathering pledges and voyaging presentations association; (iii) business exchanging instruments utilized by exhibition halls and archeological destinations that expansion incomes and spread data including permitting of pictures, diversifying and rental of spaces (Martinet, 2014).

2.6. Heritage of Greece

Greece has a rich palpable and impalpable social foundation which must be secured and promoted. The nation has along these lines presented reasonable and legitimate instruments and adopted and conformed to different global guidelines and conventions. Presently, the administration of the built social legacy encompasses spatial planning, battles illegal exchange of ancient artifacts, brings together sites, connects with local social orders and guarantees the conditions required for its judicious use and advancement.

In Greece, there is a wide spatial appropriation of landmarks (ancient, classical, Byzantine, recent) from record-breaking periods in the whole Greek region. Countless number of the assigned landmarks of all periods are likewise incorporated into the World Cultural Heritage list of UNESCO. The Acropolis of Athens, the archaeological sites of Olympia, Delphi, and Vergina, as well as a selection of medieval and present-day demonstrations of culture, top the list. Be that as it may, since social legacy does not stop at landmarks and accumulations of artifacts, but incorporates traditions or living articulations passing on from one generation then onto the next, values, for example, the Mediterranean diet has additionally gotten a UNESCO social legacy status.

The Greek legacy and culture has been a wellspring of the motivation of Western civilisation as many renowned individuals of arts and intellect have commended the value of Greek civilisation.

The Greeks made significant commitments to philosophy, mathematics, space science, and medicine as well as in government issues, literature, theatre,

sports, sculpture, and architecture. The Greek culture impacted the Roman Empire and many other civilisations, and it keeps on affecting present-day cultures today.

All the more logically in philosophy and science, the ancient Greeks built up a complex philosophical and scientific culture. One of the key purposes of the Ancient Greek philosophy was the role of reason and inquiry. It underlined logic and supported the possibility of fair, rational perception of the normal world. Significant commitments to math and science incorporate fundamental ideas regarding geometry and the concept of numerical proofs to ancient Greek mathematicians, for example, Pythagoras, Euclid, and Archimedes. A portion of the astronomical models was created by Ancient Greeks attempting to portray planetary movement, the Earth's axis, and the heliocentric framework (a model that places the Sun at the focal point of the planetary system). Hippocrates, another antiquated Greek, is the most popular physician in ancient history. He built up a medical school, composed numerous medical treatises, and is credited with being the author of present-day medicine. The Hippocratic oath, a medical standard for specialists, is named after him.

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In legislative issues, Athenians presented Democracy as a political framework in 508 BCE. Every Athenian native had the right to attend and cast a ballot in a full popular assembly called "Ekklesia".

Literature and theatre were significant in antiquated Greek society. The Greek theatre started in the 6th century BCE in Athens with the presentation of tragedy plays at religious celebrations. These, thus, motivated the genre of Greek comedy plays.

These two kinds of Greek dramatisation turned out to be immensely prominent, and exhibitions spread around the Mediterranean and impacted the Hellenistic and Roman theatre. The works of playwrights like Sophocles and Aristophanes formed the foundation whereupon all cutting edge theatre is based. Indeed, while it might appear as though the dialogue was dependably a part of literature, it was uncommon before a playwright named Aeschylus

who presented the idea of characters interacting with dialogue. Other theatrical devices like irony, were exemplified in works like Sophocles' *Oedipus the King*.

Notwithstanding the written forms of theater and literature, oral traditions were significant, particularly in early Greek history. It wasn't until around 670 BCE that Homer's epic lyrics, *The Iliad* and *Odyssey*, were compiled into text form. In present-day literature, numerous Greek poets such as George Seferis, Giannis Ritsos, and Odysseas Elytis were awarded with the Nobel Prize of Literature.

The Olympic Games, dating to 776 BCE, were religious and athletic celebrations held at regular intervals of four years in Olympia in honour of the god Zeus. The Ancient Olympic Games roused the creation of the Modern Olympic Games that advance the ancient Greek idea of a "sound mind in a sound body" just as kinship among countries simply like Ancient Greeks did (Olympic Games will be talked later on in this research in more subtleties).

Greek art, especially sculpture and architecture, was likewise unbelievably powerful on different societies. Greek sculpture from 800 to 300 BCE took motivation from the Egyptian and Near Eastern monumental art and, over hundreds of years, developed in a remarkably Greek vision of the artistic expression.

Greek artists achieved a pinnacle of brilliance which caught the human form in a manner at no time seen and much replicated. Greek sculptors were especially worried about the extent, balance, and the admired flawlessness of the human body; their figures in stone and bronze have turned into the absolute most conspicuous bits of craftsmanship at any point created by any civilisation.

Greek architects gave the absolute best and most unmistakable structures in the whole Ancient World and a portion of their structures just as sanctuaries, theatres, and stadia, would wind up staple features of towns and urban areas from ancient times onwards.

Also, the Greek worry with effortlessness, proportion, point of view, and concordance in their buildings would go on to extraordinarily impact architects in the Roman world and give the foundation for the classical architectural orders which would command the western world from the Renaissance to the present day.

The civilisation of antiquated Greece was colossally persuasive in numerous spheres: language, government issues, instructive frameworks, philosophy, science, and the arts. It had major effects on the Roman Empire which at last, managed it. As Horace put it, "Captive Greece took captive her fierce conqueror and instilled her arts in rustic Latium."

By means of the Roman Empire, Greek culture came to be fundamental to Western culture by and large. The Byzantine Empire acquired Classical Greek culture straightforwardly, without Latin intermediation, and the conservation of classical Greek learning in medieval Byzantine tradition applied solid impact on the Slavs and later on the Islamic Golden Age and the Western European Renaissance. A cutting edge recovery of Classical Greek learning occurred in the Neoclassicism movement in the eighteenth- and nineteenth-century Europe and the Americas.

(Khan Academy)

2.7. Heritage Management

The nature of the heritage the executive's basic leadership will affect last effects. Much effect considers either disregard this or treats it as a black box. The important parts of the administration basic leadership component include: tasks, money related, showcasing, human asset the executives and authoritative culture, and innovation methodology (Clout, 2018).

Tasks: Operations the executives think about how assets, for example, capital, individuals, data and materials are changed over into yields, for

example, administrations, and data (items). Cultural heritage site tasks the board is made progressively complex by the absence of assets.

Money related: The cultural heritage division is perpetually shy of assets. Expanding rivalry for focal assets, expanding operational expenses, and an expanding number of heritage locales makes this circumstance improbable to change. The administration of monetary assets inside heritage locales is urgent.

HR: The successful administration, preparing and inspiration of work force inside heritage locales are different components that can impact sway. This influences all dimensions inside a site from the board to willful staff. The drive and assurance of heritage site directors is significant to the long haul achievement of locales. With subsidizing being such an issue in the segment, monetary motivators for top of the line directors are poor and impressive dependence is put on the commitment, and dedication of administrators in the division. Correspondingly, heritage locales frequently have very qualified staff with postgraduate capabilities who are paid correspondingly not exactly in different areas. This circumstance requires cautious administration. Moreover, numerous heritage destinations progressively utilize intentional work to bolster numerous capacities in the everyday running of locales. This additionally requires cautious administration. Human asset the board issues additionally exist past the dimension of the site. For instance, the decrease in gifted specialties people fit for maintaining and safeguarding heritage locales could have long haul suggestions for the maintainability of some sites (Jóhannesson, Ren & Duim, 2016).

Showcasing: The advertising methodology will impact the number and kind of guests which decides key last economic effects. With frequently constrained showcasing spending plans, a key showcasing system will be the degree that destinations can use publicizing and advancement by consolidating in order to joint promoting efforts. The expanding number of undergrad and post-graduate courses, and scholastic books gave to heritage showcasing recommends that there is a developing consciousness of the basic idea of

advertising in the cultural heritage division. Moreover, the developing number of heritage specific vested parties in the promoting area further strengthens this pattern. This raises the requirement for ordinary effect reports dependent on productive amassing of important information to criticism into strategic basic leadership and impacting future speculation choices. For instance, few destinations have a definite breakdown of their guest profile. In addition to the fact that this is helpful effect information it can empower more focus on advertising methodologies to happen – further upgrading wanted effect. This presents financial effect as a dynamic as opposed to static idea.

Amid the eighteenth and the absolute starting point of the nineteenth centuries, the endeavors towards the conservation of archeological heritage started to be made in different parts of Europe while the endeavors in Italy and Scandinavia proceeded. In 1721, the King of Portugal, John V, planned a pronouncement which included safety measures for the security of authentic landmarks left from the Roman, Goth and Arab occupations. In preunification Italy, the Kingdom of Naples endeavored, without precedent for the nation, vast scale unearthings at Herculaneum beginning in 1738 and Pompeii beginning in 1748. In Scandinavia, the Medieval arrangements of treasure trove had been reached out with the prime worry of guaranteeing the finds of old fortune were given over to the regal accumulations and specifically to the ruler's craft gathering. In such manner, a declaration containing unique guidelines identifying with the installment of remunerations to the discoverers was passed in 1752. In 1755, the Bourbon King Charles III, selected as his own master guide the well-known savant A.S. Mazzocchi to take measures for the insurance of archeological landmarks in Italy. In Czechoslovakia, in 1774, the Private Society for Science was established in Prague, for the investigation of common sciences and the archeological history of Bohemia. Once more, in Pre-Unification Italy, in the Papal States, Pius VII controlled the protection of landmarks and centerpieces in the nation through a pronouncement named Editti Doria Pamphili in 1802. At last, in Denmark, the deliberate insurance of old landmarks and archeological finds started in 1807 with the suggestion of the crown ruler around then attributable to the

expanding decimation of landmarks following the agrarian changes of the late eighteenth century. In this regard, with C.J. Thomsen being the chief, there were extraordinary endeavors by a commission to gather archeological items for logical examination and open showcase (Jóhannesson et al., 2016).

In Greece, the antiquities of preservation begin with the founding of the new Greek State and the formation of the “State Agency for the Protection of Antiquities” back in 1834. It was a “Central Committee” which was established under the Law 10/22.5.1834 of the Regency. This "Central Committee" and the Archaeological Service—which is also established shortly after the establishment of Modern Greek State – place the protection, organisation and management of antiquities, and their integration into the Modern Greek realm as a priority. The first meeting of the organisations took place on 13 May, 1837. The oldest Greek archaeological journal is the "Archaeological Journal", which has since been the seal of the Greek archaeological research, is a creation of the Commission (Image 1).

Presently, Greek legislation in the field of cultural heritage has a highly protective nature. The article 24 of the 1975/86 Constitution makes a detailed reference to the protection of the natural and cultural environment. Moreover, the Greek Constitution and the UNESCO Convention on the global heritage and environment are closely related. Other laws that protect the cultural heritage and the cultural environment are the following: Law 3028/02, Law 1469/1950, Law 1946/1991, Law 1103/1980, Law 1126/1981, Law 1127/1981, and Law 2039/1992

In general, Greek history is divided into periods when cultural centres were created.

These periods are the Minoan period (3000BC-1420BC), Aegean civilization (1600BC), Mycenaean civilization (1600BC-1100BC), Geometric era (1100BC-800BC), Archaic period(800BC-500BC), Classical era (500BC-323BC), Hellenistic period (323BC-146BC), Roman period (146BC-330AD), Byzantine period (330AD-1453AD), Ottoman period (1454AD-1821AD), and the modern Greece (1821AD-present).

These periods are marked by wars, various religions, raids, periods of peace, art, literature, and evolution. All these activities have left behind the great remnants and historical elements that have highlighted and characterised each period. All these tangible and intangible elements are today characterised as cultural assets and they are highly protected due to the “cultural messages” they bring from the society that created them, and are known as cultural heritage.

UNESCO defines cultural heritage as the legacy of physical artefacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present, and bestowed for the benefit of future generations.

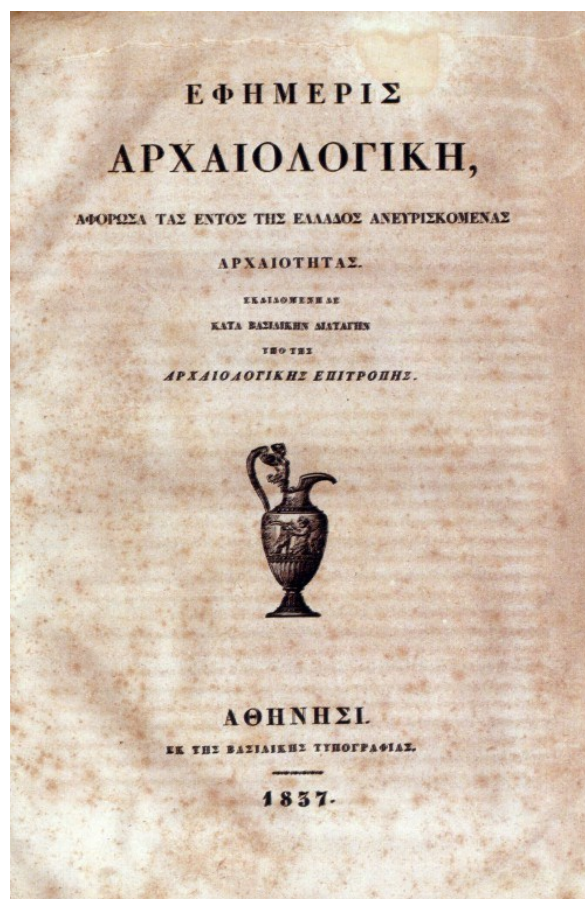


Image 1: The Archaeological journal 1857

Nowadays Greek legislation in the field of cultural heritage has a highly protective nature. The article 24 of the 1975/86 Constitution makes a detailed reference to the protection of the natural and cultural environment. Moreover there is a close the Greek Constitution and the UNESCO Convention on the global heritage and environment are closely related. Other laws that protect the cultural heritage and the cultural environment are the following: Law 3028/02, Law 1469/1950, Law1946/1991, Law 1103/1980, Law 1126/1981, Law 1127/1981, Law 2039/1992

2.8. Cultural tourism

Enthusiasm for the past and heritage is a main thrust behind cultural tourism - 'a type of tourism whose object is, among different points, the disclosure of landmarks and sites'. Visiting vital notable landmarks, renowned remnants and archeological destinations is anything but another thought yet rather a wonder related with a custom of the Grand Tour. Over the most recent couple of decades, the expanding abundance of the European culture, moderate transport and the fall of the Iron Curtain encouraged and advanced making a trip and led to a huge development in the tourist division, making tourists 'the explorers of the present'. In outcome, what used to be a high society interest is currently an action opened to the overall population, a general excitement, an operator of a socio-cultural change - and an essential part of European industry. For instance, as per World Tourism Organization, Europe's tourism entry Figures have multiplied since 1980. An examination led by the European Commission uncovered that 20% of these visits were made for cultural purposes, with culture being a main part of movement for 60 percent of guests (Clout, 2018).

There are clearly various advantages of cultural tourism: it is a noteworthy wellspring of income and a critical driver of the worldwide economy, a factor adding to the advancement of learning and cultural trade. It likewise is a motivation to improve assurance of cultural heritage - for this situation, the key

asset (a commodified past) along these lines giving method of reasoning to the safeguarding and the supervising of archeological remains. Unexpectedly, the development of enthusiasm for cultural spots is in the meantime a noteworthy danger to their survival (Jóhannesson et al., 2016).

Various precedents from everywhere throughout the world exhibit that unnecessary or poorly managed tourism and tourism-related development can undermine the physical nature, uprightness and huge qualities of archeological locales and landmarks. One of significant dangers is an always expanding number of guests entering archeological destinations. A huge number of individuals going by consistently add to a steady decay, with delicate asphalts, floors and dividers typically presented to contact with various guests being worn out on a disturbing scale. Accordingly, many surely understand landmarks, for example, Stonehenge, the Acropolis, the Colosseum or Luxor experience the ill effects of extreme disintegration. Other harmful impacts incorporate gigantic heaps of litter and instances of negligent pulverization, with tourists moving over notable structures, chipping off bits of old stones, and so forth. For example, worries about the combined effects of tourism incited English Heritage to restrain the community at Stonehenge. Another kind of hazard is related with development of tourist offices and framework (streets, stopping places, bars, shops, guest focuses), which may meddle with the notable landscape (if not legitimately bother archeological stores).

Two locales, Pompeii and Petra, included on the UNESCO's World Heritage List are genuine models appearing mass tourism can be viewed as a main hazard factor for some memorable destinations. The remains of antiquated Pompeii draw in around two million visitors consistently. The extensive size of the site (and a steady lack of cash) implies that there are insufficient watchmen watching out for the archeological remains. Delicate mosaics, wall paintings and models are along these lines frequently presented to unplanned and deliberate harm or even robbery. The site is additionally open to

characteristic specialists, for example changing climate conditions, since up to this point the accentuation was laid on broadening the uncovered zone as opposed to on the best possible safeguarding of as of now uncovered structures. Consistent debasement of Pompeii's landmarks has prompted a decrease in the zone opened for guests. "In Petra, lack of an implemented management plan coupled with no clear property boundaries and an absence of buffer zones as recommended by the World Heritage Committee, and weak visitor management strategies, result in major gaps in the management of the property and increasing risks to the site the main risk". Paolini et al. (2012) Just in 10 years, more than fifty inns and eateries have been worked in Wadi Moussa, near the archeological landmarks. Economic and tourism weight has led to numerous disputable speculations, including a venture went for counteracting floods in the territory that destabilized the valley's water balance and harmed the site's trustworthiness. As per Ahmed Salamin, the associate executive general of the Petra Regional Planning Council, 'Petra has changed more over the most recent 15 years than it did in the past 14 centuries' (Clout, 2018).

Shutting cultural locales to general society (or notwithstanding restricting access) is once in a while a reasonable choice. In spite of the fact that tourism is regularly viewed as a noteworthy hazard to delicate archeological heritage, it likewise has a vital instructive and social capacity and much of the time acquires cash that assistance money and improve heritage assurance plans". Yet, it ought not bargain the security of landmarks and sites. Therefore, as I would like to think, feasible administration of heritage spots will be one of greatest difficulties looked by archeological heritage in Europe in the forthcoming years. This will require improvement of preservation procedures and site the arrangements, a superior incorporation of heritage issues in the arranging procedure, encouraging connections with local networks and instruction of general society.

Global Cultural Tourism Charter of Managing Tourism at Places with Heritage Significance conceived by ICOMOS in 1999 laid out six standards concerning cultural tourism (Jóhannesson et al., 2016):

1. Protection ought to give mindful and very much overseen opportunities for individuals from the host network and guests to encounter and understand that network's heritage and culture.

2. The connection between heritage places and tourism is dynamic and may include clashing qualities. It ought to be overseen in an economical manner for present and who and what is to come.

3. Protection and tourism heritage places ought to guarantee that the guests' experience will be beneficial, fulfilling and charming.

4. Host people group and indigenous people groups ought to be associated with making arrangements for preservation and tourism.

5. Tourism and preservation exercises should profit the host network.

6. Tourism advancement projects ought to secure and improve common and cultural heritage attributes.

Obviously main thoughts supporting the Charter are manageable development and the compromise of necessities and interests of heritage, local networks and tourists. For instance, as indicated by the second Principle, a long haul security and protection of heritage ought to be a basic part of

social, economic, political, administrative just as cultural and tourism development strategies.

As per the World Tourism Organization, in 2008, worldwide tourist landings achieved 992 million, with a consumption of €642 billion. WTO appraises that by 2020, the quantity of voyagers will develop to 1.6 billion, an expansion of over 250% inside 15 years. This makes cultural tourism one of the world's quickest developing and driving parts of industry, creating significant incomes. One of the proposals of the UNESCO Charter recommends that a huge extent of this income ought to be spent on insurance, protection of heritage destinations.

The Charter likewise underlines the significance of holding the authenticity of heritage places prompting that legitimate administration plans ought to go before the opening of a site to the general population. In spite of the fact that there is a requirement for sufficient offices for the security and prosperity of tourists, these must not influence or negatively affect the huge highlights of the site or landmark.

Be that as it may, the executives of archeological destinations are frequently a long way from perfect. For instance, development of tourist offices and occasion towns close or on archeological destinations is a problem that needs to be addressed, where broad structure and re-utilization of old landmarks (for example theaters) applies a ton of weight on notable structures. Local experts demand revamping harmed or lost parts of old theaters, so as to make it conceivable to utilize them for shows and plays (for example in Ephesus and Side).

2.9. Greek rural and regional development so far

The main objectives that a regional development policy seeks to achieve are to properly and efficiently exploit the development potential of the cities and regions of a country while reducing any regional disparities that may be identified. "Regional Economic Policy," or simply as it is now called, "Regional Policy", is perhaps the most important and main development policy that modern states apply. In particular, after the end of the great economic crisis in 1929 -1933, and more specifically after the two world wars, the spatial reporting of economic problems was a key subject of interest in both the theoretical approaches and the economic policies pursued by the majority of countries at a global level. As a result, a new field of economics developed, the Economic Space, which is accompanied by its applied branch, which is the Regional Economic Policy.

The economic "doctrine", developed and evolved at that time, accepting the influence of several theoretical views, laid the foundations for strengthening and expanding interventionist state policies. Both governments in Western Europe, America and the then Soviet Union begin to implement various forms of government interventions to help regions that are backward in development and to organize cities that were unable to recover from the painful effects they faced because of the crisis. Nevertheless, it is worth mentioning that even before the 1930s, some piecemeal, mainly ad hoc, actions had begun to be implemented in order to address spatial development problems, with a focus on problematic and developmentally backward areas. However, these actions cannot be said to be subject to an integrated framework of regional policy. (Clout, 2018).

On the one hand, post-war repatriation and immigration to the industrial work centers of Great Britain, West Germany, France, Belgium and Northern Italy have created increased needs for the organization of residential areas, the strengthening of technical and social infrastructure, the regulation of land uses, etc. On the other hand, the widening of the industrial cities and the problems within them, coupled with rural depopulation, created strong regional

disparities that had to be addressed in a planned way. Europe and the US at the same time, have adopted spatial adjustment programs. In particular, regional policy was originally based on programs for the organization and strengthening of major cities, and later the regional imbalance increased the interest of planning in the social and territorial reorganization of cities as well as in assisting the less developed regions.

It follows from the above that the main purpose of Regional Policy is to address the problems caused by growth in space. This policy is a system of goals, means and entities combined in some programs to achieve a balanced change in the interregional structure of the economy. Particularly for Greece, where the spatial discontinuity and the intense geomorphological characteristics, combined with the historical payments of the Greek state and the long-term socio-economic development of the various territorial units, have attributed a special character to the regional problem. This policy is considered to be of fundamental importance for balanced development and growth.

2.10. Theories of rural and regional development

As has been reported, regional science borrowed concepts and methods of analysis from economic theory, with the essentials of international trade theories (economic activities and relations between two or more territorial units) and balanced development. These theories do not seek an interpretation of regional inequalities but the terms and conditions for the development of the regions, concluding that what is required is the creation and existence of institutions and organizations that can spread development in all regions. These theories are based on strategic assumptions, which are associated with the existence of a fully competitive economic environment with absolute and uninterrupted mobility of productive factors (labor and capital) and maximization of profit on the part of producers. That is, state, trade unions and monopolies must be excluded, forces that hamper the functioning of the market. These assumptions initially imply a comparative

advantage in the region and a long-term balancing of incomes and rate of development of the regions (Torre & Wallet, 2016).

The mechanism can be described as follows: If a productive factor exists in relative abundance in the region relative to the quantity of other factors of production, e.g. more work with a given amount of capital in one region than one in inverse relation to another, then this factor determines the comparative advantage of the region in the production of specific products. The region has an interest in producing and exporting these products. For example, if a region has relatively abundant jobs, then this region may specialize in the production of labor-intensive products, such as textiles. The existence of a relative abundance of a factor produces differences in the remuneration of this coefficient between regions (Moseley, 2003).

Therefore, low pay where the rate is abundant will cause an incentive to produce products produced by that factor. Then comes the specialization of the region. However, the relative abundance of the coefficient is not a permanent feature of the regions. Existing salary differentials will cause the productivity factor to move to the region with the highest pay. The increase in the bid that follows will cause a reduction in wages in the region of arrival, and this process will be continued by constantly moving the rates until equalizing wages. Neoclassical theory concludes that specialization as such, rather than type of specialization, is important, stressing the importance of market forces in the harmonious development of the regions (Clout, 2018).

Modern economic reality, however, greatly diverges from the above-mentioned assumptions of the perfect functioning of the market mechanism which, by its very nature, exhibits imperfections and weaknesses and is unable to integrate the external consequences of economic activities. Today there is mobility of capital and labor at international level, a reduction in national mass production and an increase in multinational and flexible production, in the sense of organizing flexible production patterns with innovative products for new uses and shortening production periods (Nickum & Oya, 2001).

2.11. Regional Development in Greece

Greece is characterized by uneven regional development due to geo-economic differences (eg human resources, tourist resources, etc.) in the regions and the state policy towards them. Moreover, for many decades the state has supported traditional tourist destinations (eg islands) through investment and promotion.

One of the economic activities that is attempted to develop at regional level in both developed and developing countries is tourism. Some regions in Greece attract an important volume of international tourists who visit Greece. Some factors that contribute to that can be the elementary tourist infrastructure, a very good tourist superstructure, high amount of private investments, climate conditions etc. An example is Crete. Crete attracts a high amount of international visitors with a tourist season which lasts approximately 7-8 months a year (Anukrati, S. 2015).

The development of less favored areas in Greece is often linked to the development of alternative forms of tourism due to infrastructure, morphology and the existence of tourist attractions. In particular, the development of mountain tourism is directly linked to the operation of ski resorts and the attraction of skiers. A large number of socio-economic factors are expected to affect the development of winter tourism over the next decade. High competition between winter destinations, increased demand for alternative forms of tourism, improved services and political will for rural development by the EU. (eg Leader programs) are some aspects that allow for the growing importance of winter destinations, both for the development of less favored areas and for the Greek tourism industry as a whole (Berry & Ladkin, 1997).

In addition, they constitute an important opportunity for the development of the Greek regions, contributing to the creation of new jobs and income for rural residents, since in these areas (mountainous), alternative sources of income through tourism are a prerequisite for maintaining an environment of prosperity. For example, the development of mountain tourism through the operation of ski resorts is directly linked to the development of less developed

areas, as the majority of ski resorts are in low-income areas. The attractiveness of the destination is determined by a comparison of five factors: a) attractiveness of the natural environment, b) social activities offered, c) historical interest, d) infrastructure and e) shopping and entertainment. While critical factors for the attractiveness of a destination are the attractiveness of the natural environment, the quality of hospitality and the culture of the people who are visiting the destination (Binter et al., 2016).

Coastal tourism is one of the oldest forms of tourism. Some of the holiday resorts have been in operation since the 19th century. While initially addressed only to an elite, over time the situation has changed, resulting in a very seasonal concentration of tourists visiting the same destination during the main summer period. Coastal tourism has to face increasing competition, needs investment and modernization of infrastructure, and the need to maintain its wealth: sea, beaches, wetlands, etc. Coastal areas must be given particular attention as quality tourism can contribute to the sustainable development of coastal zones by improving the competitiveness of enterprises, meeting social objectives and preserving the cultural and natural environment (Anukrati, 2015).

In order to attain the stated objectives at the same time as a tourist destination, a global strategy that focuses on the satisfaction of tourists and is based on the principles of sustainable regional development for "integrated quality management" at the regional level is required. Tourism in coastal areas has been directly linked to the development process.

The increasing diversity of tourists needs and expectations makes it necessary to maintain the competitiveness of tourism in order to adapt tourist supply to demand, which is developing and becoming particularly demanding as it is linked to quality. The quality of the tourist product in coastal areas is a key element for the competitiveness of the tourism industry. It is also important for its sustainable development and for job creation.

The problems of concentration and seasonality of tourism in certain areas and at specific times of the year require appropriate solutions in terms of Integrated Quality Management. The answers are given on the one hand to

the organization of tourism supply, through the management of the flow of visitors, the promotion of new tourist products and alternative forms of tourism and, on the other, the level of demand expansion, which is directly linked to the systems of holidays in the educational and professional sphere.

The development of tourism in the region is not as easy as it may seem at first glance, and it is a prerequisite for this to be achieved, namely the creation of tourism infrastructure projects with state funding, the creation of superstructure tourism projects with the development of investment activity, on the part of private initiative, as well as the training of tourism executives and the appropriate training of human resources in tourism professions to provide the quantity requested and the tourism level (Briassoulis & van der Straaten, 1992).

In the 1950s and 1960s, when the process of development began in Greece, we see that, while large urban centers grew larger and flourished, the countryside was deserted and middle and small towns were marginalized. The wealth of the country was produced in urban centers and concentrated in the hands of a few. The harsh routine and the lack of development opportunities in the "Greek province" led the population flow to the factories of Western Europe as well as to Australia and America. In urban centers, the non-privileged either became industrial workers or claimed a position in the trade and service sector. At the same time, the Public Sector expanded (Briassoulis & van der Straaten, 1992).

The negative effects of the creation of regional disparities have been realized with a considerable delay, and, especially since the 1970s, initiatives have been taken at national and Community level to redistribute wealth to less-favored areas. This has shown a profound change in trends for economic growth. Contrary to what happened in the post-war years when industrialization was the absolute priority, slowly the interest shifted to another kind of development which takes into account the protection of the natural environment, the preservation of the ecological balance, the quality of life and the creation of better economic and social conditions. At national level, the construction of basic infrastructure projects (roads, ports, airports,

infrastructure for water supply, energy projects, telecommunications) was intensified. At the same time, incentive schemes have been adopted to encourage investment in the country with higher funding in less developed regions.

In 1975, the European Regional Development Fund was set up to help eliminate regional disparities at Community level. The strong presence at that time of the socialist parties in Europe, as well as the prospect of the enlargement of the EEC with the accession of the countries of the European South, have highlighted the problem of regional disparities at Community level. Furthermore, the political option for the creation of the Single Market could not be applied in a geographical area with uneven economic disparities and intense regional imbalances.

It is a fact that prior to Greece's entry into the Community in 1981, all Community initiatives to support the southern European regions did not have the desired results because they were fragmented and limited resources. In these areas, the agricultural sector played an important role, industrial growth remained relatively limited, while unemployment and underemployment rates were high. The submission of the Greek Memorandum in 1982 in conjunction with preparation for the forthcoming enlargement with Spain and Portugal sparked a new series of reflections aimed at providing financial support to all the less economically developed areas of the European South for helping real convergence.

A milestone for the European Community's development policy was the radical reform of the operation of the Structural Funds in 1988. This reform not only raised the principles of the operation of the Structural Funds but also secured high funding to support the development of the less developed regions. In the same redeployment logic, further reforms were upheld until 2000. Greece has, to date, secured substantial Community funding through the CSFs that have supported regional development. On the crucial question whether Community funding helped to reduce regional disparities in Greece, the answer would be how Community funding has actually helped to build key infrastructure in the country, as well as the efforts of Greek regions to reach

average Community GDP. Of course, the bulk of funding was directed to projects of national scale that served mainly the large urban centers and less the regions themselves (Briassoulis & van der Straaten, 1992).

2.12. Rural development in Greece

Linking the tourism and agriculture in order to promote sustainable development has been a major focus for many researches. Market Linkage Model developed by Bowen and his colleagues in 1991 is a useful model for examining the linkage between tourism and agriculture. As such this model will be useful in interpreting the results of the study (Figure 1)

Gastronomy evolves into a key parameter of tourism and shaping the brand of each country. It also strengthens revenue, as 25% of travel expenses correspond to beverage and food, while conscious travelers have economic convenience and look for the specifics of tradition and local cuisines. (Poutetsi, 2014)

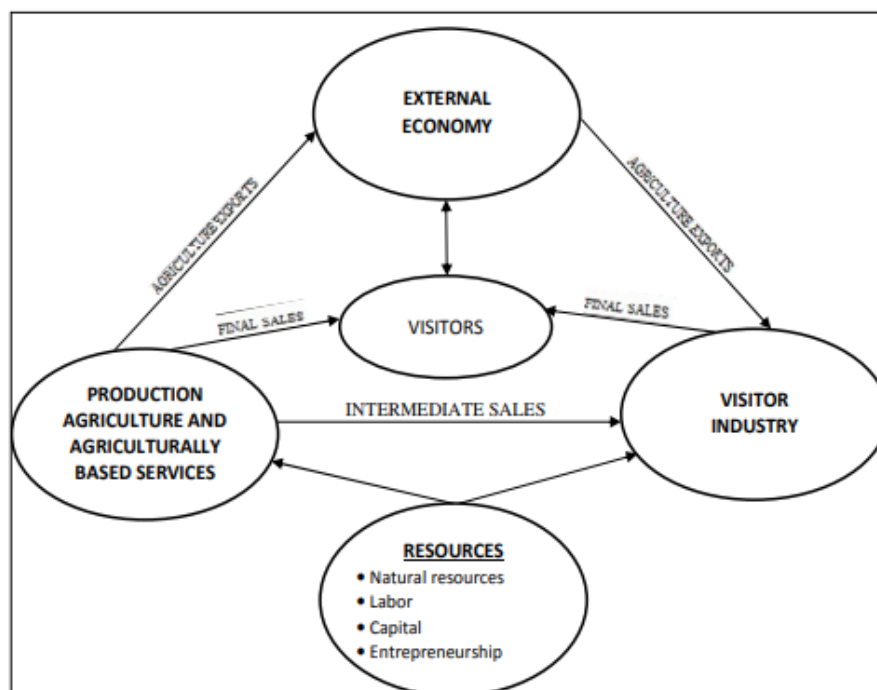


Figure 1: Agriculture – Tourism Market Linkage Model (source: Bowen et al 1991)

The model above presents the interaction of markets, resources and production between agriculture and tourism. At the top is the “external economy” from which tourists come and to which they return. The arrows represent the flow of resources, goods, services and tourists. In this model, tourists are seen to generate direct and indirect demand for agricultural goods and services. Much of the agricultural goods and services consumed by tourists are provided indirectly through the tourist industry. This includes hotels, restaurants etc. Farmers usually supply food products to the tourist industry through wholesalers and distributors. The external economy also provides export markets for agricultural products. In addition, if tourists are exposed to agriculture products that are special or strongly associated with the area, this can stimulate interest in them and increased sales.

Moreover the agricultural sector is seen to be able to make a significant contribution to the country's economic growth, as highlighted in a specific reference to the Greek-European Commission text. According to the figures, the contribution of the agricultural sector to exports, the value of exported agricultural products is constantly rising (in current prices) reaching € 3.6 billion in 2012. At the same time, the agricultural sector is the main food processor, currently one of the most important branches of the Greek manufacturing industry and one of the five sectors with the highest multiplier in the Greek economy. Also, agricultural output is closely linked to the transport, wholesale and retail sectors. In terms of inputs, agriculture supports the domestic chemical industry of fertilizers and plant protection products, seed production and machine tools. Although the participation of the agricultural sector in total employment has halved, it is an important source of work in the region (the second largest employer after retail and wholesale) and an important source of part-time work (due to many small farms).

The competitiveness of the primary sector also depends to a large extent on the structural characteristics of farms, such as the physical and economic size of farms (average natural size in Greece of 4.8 hectares per farm compared to 14.3 hectares in the EU-27 and average economic size per farm of €9,266.8, EU-27 €25,450.2), which makes it necessary to restructure farms and promote their forms of cooperation (Clout, 2018).

Farmers need to turn to entrepreneurship by increasing investment in technological and commercial modernization, adoption of ICT use, including the treatment of waste and by-products, increasing the standardization and packaging of products, shift to the production of quality certified agricultural products (PDO, PGI, organic, etc.). Moreover, the beverage and tobacco industry is already the most important branch of the secondary sector (20.4% of the total AMM) and has considerable room for further growth if it turns to new markets and further exploits Greek certified products.

For this reason, it is imperative to move towards a new model for the development of the agri-food system, based mainly on the rewarding of the factors of production from the market. The fisheries sector is considered to be important for the European and national economy, mainly because it contributes to maintaining the social and economic cohesion of large coastal and island regions, but also because it contributes substantially to the provision of animal proteins of high biological value, uses local resources and occupies a significant number of coastal people.

For the whole agri-food sector, there are significant growth opportunities for:

1. The improvement of its export activity and the reduction of the trade deficit,
2. Increasing its productivity both in terms of more rational use of inputs and the introduction of innovation and applied research results, as well as by improving human resources,
3. The creation and maintenance of jobs in rural and fishing / coastal areas, with an emphasis on self-employment for young people in the agri-food sector and on the other hand by boosting the rural areas, especially if combined with targeted synergy actions with the tourism sector,
4. The diversification, verticalisation, the development of horizontal co-operations, other actions to increase market access and consumers and strengthen their negotiating position and professionalism,

5. The production of better-quality products with comparative advantage, while protecting the environment, mitigating and adapting climate change impacts.

What distinguishes the Greek people for decades is the agricultural sector. This is, of course, due to the rich and fertile soil that exists in Greece but also because it did not have a way to develop a heavy industry. In this way, constant efforts were made to live through the agriculture and crops that the Greeks produced each year. However in the past years people were leaving rural areas and moved to urban centers. According to the 2011 census the total population of Greece was 10.816.286 out of them 3.827.624 were at the region of Attica.

There is a static and a dynamic concept. The former argues that even in a stagnant economy where the farming sector does not grow, the agricultural sector has surplus labor, food and capital that just need specific policies to transfer to the industrial sector. The second one argues that the existence of a surplus is dynamic and can only exist in a growing economy, ie in an economy the agricultural sector grows with a combination of investment policies and technology, resulting in part of the extra product and income you earn available for transport outside the agricultural sector.

It is natural that the two concepts are different from each other and have very different effects on the choices made in development policy. Many countries, some developing and some former socialist countries, in their attempt to achieve faster industrial growth, saw the agricultural sector simply as a reservoir of resources and implemented policies of strong transfer of resources from the rural to non-agricultural sectors with unpleasant results for their economic development. In contrast to the countries of East Asia, a combination of policies and investments in the agricultural sector has allowed the labor force to be liberalized to the growing industrial sector without problems (Clout, 2018).

2.13. Marketing

Technology has radically changed service and even more in the tourism industry. As far as the supply side of the tourist product is concerned, it has provided new working tools to both tourist producers and tourists in general. As far as the demand side is concerned, it has enabled customers to view all the tourist products "live" and to see them through any channel of distribution that the tourist product uses to promote it.

The current state of affairs for the penetration of Information and Communication Technologies (ICT) in the tourism sector is of interest because, although Greece has a good place in the tourism market, it lacks the issue of adopting technologies for the promotion and promotion of its tourist product. Tourism is part of the general business environment and, consequently, the major technological changes that have taken place over the last decade and marked the general entrepreneurship, have influenced tourism businesses accordingly (Cowan & Foote, 2007).

This means that there have been some technological developments that have had a decisive impact on tourism, allowing for the improvement of the substance and effectiveness of traditional services and the development of new ones. A key promotional factor is the development of network capabilities. A second dimension in the field of networks is related to wireless communications, one of the fastest growing technologies. Wireless technologies (wireless and mobile) allow businesses to reach customers or business associates at any geographical point at any time and through different devices. Services start with very basic communication capabilities, such as an SMS, and can be extremely complex and interesting as wireless network technologies with increased functionality (4G, Wi-Fi, WiMax) are used.

Security and privacy technologies also play a key role in e-business. The progress made in this area has greatly assured the security of transactions,

but this has not been realized by a large portion of customers (Cowan & Foote, 2007).

A second major technological factor affecting the development of tourism entrepreneurship is related to interoperability and integration of systems, which are also met in environments where there are no established standards. New programming trends that improve the reliability and performance of software contribute to this direction; improve the value / performance ratio and its ability to deliver highly complex applications.

The third and most obvious technological factor in the tourism market is that of applications. A wide range of applications, both general and specialized, are available in the market that address the issue of internal and external business communication with business partners and customers, as well as data management and distribution issues, and e-commerce. This module includes ERP systems, applications that support business relationships with e-procurement, e-marketplaces and customers (e-CRM), as well as applications related to the transfer of information to the business intranet, its publishing on the web, and applications supporting electronic transactions.

By looking at the internet and its degree of penetration in Europe and the Greek market, we come up with interesting conclusions. In Northern Europe penetration ranges between 50-70%, while in Greece this figure is close to 20%. We have what is called the "digital divide", where there is a difference between the North-South and the East-West. This also reflects the tourist industry. That is, in this market North and West are ahead, while East and South are behind. And of course, Greece's position is proportionate.

An important fact to be highlighted is that Greek tourism businesses may be based in Greece, but their clientele is mostly in advanced markets. That is why Greek businesses should meet the demands of the North and the West, not the South and the East. Because their customers come from technologically advanced countries and regions and they expect, to a certain extent, to find similar services (Cowan & Foote, 2007).

At the same time, there is a significant variation in penetration levels depending on the tourism industry. According to FairFX's chief executive Ian

Strafford-Taylor budget airlines paved the way for the online revolution in the travel industry and it is clear now that consumers are going online to research all aspects of their holiday. Moreover in 2018 81% of travelers booked their holidays online (vs 83% in 2017) (ABTA Holiday Habits Report 2018). This suggests the shift towards booking online has stabilized.

The definition of Tourism Marketing as formulated by the World Tourism Organization reads as follows: Tourist Marketing is an administrative philosophy that - and in relation to tourism demand - an organization through research, forecasting and selection can market its tourism products, while maximizing the benefits it has set (Kotler, Bowen & Makens, 2006).

It has been noted that the adoption of Marketing in Tourism is the rational and systematic response of a business to the conditions of the tourism market. In a standardization of the definitions of tourism marketing, Koutoulas (2000) concludes:

Tourist Marketing not only applies to business. Many writers report that they are run by super-business entities or tourism organizations at local, regional, national and international level. These include the collective bodies of tourism businesses, government agencies and local government bodies. In the case of business, tourism marketing is a method of administration, and in the case of tourist organizations a method of practicing tourism policy on the market. It should be clarified here that the tourist company, with the help of Marketing, promotes its products, while the super-business entity has the destination (at local, regional, national and international level) with the tourist product. Viewing the destination is necessary for all businesses. Tourism Marketing is a special form of Marketing, which is related to tourism and the tourist market. Its object is the needs of tourists. Tourism Marketing, therefore, deals only with those aspects of consumer behavior, which have to do with travel trips. A basic pursuit of Tourism Marketing is both the satisfaction of tourism needs and the achievement of the goals of tourism businesses entities. Tourist products are located at both business and destination level. Individual business tourism products as well as the total tourist products of a destination

(which are complex as the individual products of the enterprises) are also available on the market (Kotler, Haider & Rein, 1993).

Several researchers have argued that Marketing's contribution to tourism has been underestimated or falsified and has been used in a bad way. Indeed, an overview of the existing tourism literature shows that only a small part of the research has considered Strategic Marketing in Travel and Tourism. Also, Tourist Marketing as an administrative function has often been misused or underused, serving the needs of tourism policy makers and tourism professionals. This concept, supported by several researchers, is responsible for the fact that the majority of practitioners are unable to apply the theoretical standards and are skeptical about using the conclusions of academic research. Finally, regarding the academic debate on the diversification of Tourism Marketing from the other forms of Marketing Services, Middleton (2001) puts forward three reasons for all the forms Marketing takes when applied to the tourism industry (Clout, 2018).

Tourism services are designed, produced and promoted in the tourist market to meet specific tourist needs or wishes. This is the common point of Tourism Marketing with all forms of Consumer Marketing and the basis of all marketing theory. Tourism services have, inter alia, the peculiar characteristics of the perishable and indivisible ones that imply a different application of the mixes of the Marketing mix. Tourism Marketing is shaped and determined by the nature of demand and the functional characteristics of the industries that make the offer. The forms of promotion and distribution used for tourism services also have their own characteristics that distinguish their use from other industries (Kotler et al., 2006).

The combined effect of his three suggestions is the one that makes tourism marketing different from all other marketing styles applied. Simone Froembling (1993) defines Tourism Destination Marketing as follows: *"The importance of Marketing for the tourist planning of a destination is great. Thanks to Marketing, design can be tailored to the supply, demand and competition mechanisms. In this respect tourism marketing includes the planning,*

execution, and control of all tourism activities in the field of active and potential tourism markets" (Kotler et al., 1993).

It is clear that, the above definition does not refer to individual enterprises but to the local super-business entities of a destination (i.e., local tourism development organizations). Moreover, Marketing is not defined as a general philosophy but as a series of actions. Also, the goals to be met (i.e. the satisfaction of tourism needs or the achievement of destination objectives), nor the means to achieve them (i.e. tourism products and services), are not mentioned. Finally, another definition approaching Tourist Marketing on the tourist destination side was formulated by the World Tourism Organization (1975) and it is as follows: "Tourism Marketing is a direct, targeted activity that balances the goals of the tourist destination or the organization / supplier within it with the needs of tourists" (Binter et al., 2016).

The definition of the American Marketing Academy for Marketing Research is as follows: "Marketing Research is the function that connects the consumer, the customer and the environment with the company through information-information needed to identify marketing opportunities and problems, so that design, review, and evaluation of Marketing programs can be made to test the effectiveness of Marketing strategies and to better understand the Marketing as a decision-making process " (Kotler et al., 2006).

For the sake of brevity, the definition below is based on the definition of the American Academy of Marketing (AMA), was used as the basis for this thesis: "Marketing research is the systematic and objective search and analysis of information on identifying and solving any problem in the Marketing Sector" (Binter et al., 2016).

An additional issue concerns the use of the terms "Market Research" and "Marketing Research", which in many manuals are often used interchangeably, sometimes in the same document. Gerhold (1993) considers that there is no difference between the two terms and that both can be defined as "any scientific effort to understand and measure markets or improve marketing performance". However, Kinnear et al. (1996) distinguish these two terms by indicating that "Market Research implies that the focus of research is

market analysis" while "Marketing Research expands the role and nature of research ... with emphasis on contact between researchers and the marketing process". This study adopts the term "Marketing Research" exclusively.

The rapid expansion of tourism as an industry and its recognition by many governments as contributing significantly to local and national economies have fueled the development of tourism as an important field of study. The tourism sector was "discovered" by social scientists in the 1970s and has since become a reasonable area for systematic research. In fact, Tourism Research has developed rapidly over the last two decades. Recently it was observed that there are more than 80 international tourism magazines, each of which produces at least 100 pages of text per year. Despite this development, much of the tourist literature often fails in the scientific approach of the theoretical and methodological issues adopted by the Tourism Survey (Kotler et al., 1993).

In the main article of the Tourist Studies journal, Tourism Research was described as "tired, repetitive, and inanimate". The problem with tourism - according to the same writers - seems to lie in the fact that Research has "simply attempted to follow and record this upcoming development of the phenomenon, producing a huge record of cases, case studies and variations" (Kotler et al., 2006).

Numerous reviews of Tourism Research concern research on the breadth and variety of research, the use of advanced methods and statistical analyzes, as well as the maturity of tourism research. The study of Tourism is a relatively new academic sector and still suffers from confusions resulting from a fundamental scientific dilemma. Despite the number of methodological discussions, there is still no agreement on tourism, primarily because scholars of different disciplinary backgrounds impose different considerations and approaches to exploring the tourist phenomenon. In essence, the prevailing Tourism Research is based on philosophical and methodological preferences of some well-known scholars who use their original academic domain as a reference point for tourism analysis. Consequently, "most of the newly produced knowledge is either descriptive or based on theories borrowed from

the scientific fields of economic, geography or sociology, which have been extended to give them a dimension of tourism" (Binter et al., 2016).

Scientifically, tourist research could be matched with the Kuhn Scientific Revolutionary Theory. This demonstrates the symptoms of different and disorganized research, random collection of facts and a general lack of fundamental laws and theoretical assumptions that Tourism Research presents.

In order to overcome this, it is proposed, according to Kuhn (1970), that the science should develop a distinct discipline matrix "... consisting of a common framework of beliefs, values, models, techniques and examples" (Kuhn, 1970). However, tourism scholars cover a wide range of social and economic phenomena that can be accessed from various disciplinary venues. Due to the unsolved exemplary differences between some of these disciplines, the development of a 'tourismology' paradigm is unlikely. Even if such a scientific revolution occurs, the result would probably be a conformist discipline, which will adopt the theories and methodology of one or two predominant foundations (Kotler et al., 2006).

The tourist literature often addresses discussions about the limited range of focus of tourist studies. The history of Tourism Research has been attributed in a narrow sense, identifying that early tourism studies based on the sciences of anthropology and sociology were often aided by the focus of research. Academic tourism literature also illustrates this limited focus. More specifically, tourism research is dominated by the social sciences (Binter et al., 2016). Dann et al. (1988) in an overview of the published articles in the most important and specialized journals of tourism research, *Annals of Tourism Research* and *Journal of Leisure Research*, between 1974 and 1986, found that 56% of the papers came from the scientific fields of research (they had a focus on tourism resources but were largely based on the sciences of sociology, economics, etc.), Geography, Economics and Anthropology. Adding to the sciences of Sociology and Psychology this percentage increased to 69%. Nunez (1977) determined that early research in tourism was based on the sciences of Anthropology and Sociology, often serving as

the focus of research. In Anthropology and Sociology, the first studies of Tourism usually came about as a byproduct of another research. An indication of this is the fact that 99% of the published academic tourism studies in 1996 and 1997 had at least one author from a tertiary institution. Sheldon (1990) confirmed this finding, recognizing the sovereignty in the tourism literature of social science: Economics, Management, Marketing, Psychology, Anthropology and Geography. Of all the documents reviewed, the social sciences (46%) followed by the General Administration of Tourism Services (37%), Business Administration (25%), Economic Science (21%), Psychology (6%) and Biology (2%) (Kotler et al., 1993).

Jafari and Brent-Richie (1981) recognized as the main fields of science that compose the tourist research: Agriculture, Anthropology, Business Administration, Ecology, Economics, Education, Geography, Hotel and Catering Management, Law, Political Science, Psychology, Sociology, Transport and Urban and Regional Planning. These fields also dominate the doctoral theses. Such findings show that tourism research has a limited focus and is dominated by the social sciences, with the majority of studies being limited within a geographical context. The narrow view of some scholars is due to the lack of focus on other - not the tourists - major structural components of tourism (host community, service providers, tourist resources and dynamic interactions with the tourist system). However, although there are variations in the methodological approaches and analysis used, all these studies are consistent with each other in their concerns about the direction of tourism research. Matthews and Richter (1991) require greater integration of tourism research with other sciences (Binter et al., 2016).

Finally, there is an implicit and obvious concern about the superiority of administrative authorities in tourism, the inherent difficulties of communication between scientific fields, as well as the schism between tourism research and tourism practice. Tribe (1997) argues that tourism research is crystallized around the managerial interdisciplinary approach, using as a source the field of interaction between the theory and practice of administrative science research. Further, he argues that the reason why other scientific areas are not integrated into tourism research concerns a crucial issue for the tourist

academic study. This is also defined as the main reason for lack of progress in tourism research and by other researchers in the field (Kotler et al., 1993).

2.14. Historical Background of the Greek Context

The causes of traditional regional underdevelopment in Greece after the end of the Second World War must be sought in the following factors (Cowan & Foote, 2007):

There was low productivity of the primary sector, which was the backbone of economic activity in all regions of the country except Attica. This was attributed to the small size and fragmentation of agricultural property, the unfavorable production structure, the low technological level and the territorial morphology. The consequence was to prevent income growth and that might improve the living standards of the rural population (Wheeler, 2007).

Over-concentration of high productivity activities. This trend was manifested at the time of post-war reconstruction in order to capitalize on the small amount of capital equipment that had been saved. This created forces (size of labor and goods market, concentration of administration and banking services, quality and comfort of social life for executives, existence of external economies, etc.) that influenced the companies in choosing the place of installation. The existing infrastructure at these points has triggered a self-reinforced process of capital accumulation at these points, resulting in over-concentration, hence the rapid growth of negative external economies (Elling, 2009).

Therefore, the regional problem in Greece was expressed very generally in terms of inequalities in the distribution of economic and social activity and, consequently, the per capita income and the level of living between Athens and the province on the one hand and between the various regions of the country. The differences between the various urban centers and rural areas were not particularly important because the main and more intense

urbanization trends are concentrated towards the urban centers of Athens and Thessaloniki. Also, the regional problem could also be expressed in terms of a constant population flow from the other regions to the urban centers, which is mainly found in the 1950s, 60s, and almost all of the 1970s, although with decreasing trends. This large internal migration to the urban centers (Athens, Thessaloniki) coupled with the very significant external migration of that period (mainly to America, Australia and Germany) resulted in the desertion of many rural areas. It should be noted, however, that the rate of change in the product of manufacturing, ie the pace of industrialization of the Greek economy, was considerably higher than the urbanization rate of the population, and this at least prevented the creation of unemployment in the urban centers by at least the end of the 1980s accumulation of the population (Hearing to review U.S. Department of Agriculture Rural Development programs and the rural development proposal for the 2007 farm bill, 2009).

In 1962, Rachel Carson published the book "Silent Spring" condemning the use of pesticides and other toxic substances in crops, and in 1968 Paul Elrich, with his book "The Population Bomb", brought another issue to the fore, the overpopulation of the planet. With this growing concern of some scientists and some leaders, lead to the Stockholm Conference (1972), with India's Prime Minister Indira Gandhi's radical speech, which linked high levels of poverty to the world with its deterioration of nature, accusing developed countries of exploiting the natural resources of developing countries to serve their own interests (Elling, 2009).

In the same year, an innovative organization, called the Club of Rome, published the book "Limits to Growth", which for the first-time links ecology with the economy and demographic development, thus giving an early definition to the concept of Sustainable Development. The first Official Sustainability Conference was held by the World Commission on Environment and Development, also known as the Brundtland Commission in 1987, which resulted in the study "Our Common Future" This study set the definition of Sustainable Development as we know it today: "[development] that meets present needs, without jeopardizing the ability of future generations to meet their own needs." At the same time, the concepts of endogenous (within the

same generation) and intergenerational (from generation to generation) justice have developed. Meanwhile, since the 1970s, the first green parties have been established in New Zealand and Great Britain, and the German Green Party (Die Grunen) was founded in 1980 and managed to enter the Federal Parliament in 1983. In 1993 the European Federation of Green Parties was established and the European Green Party (or European Greens) was established in 2004 (Cowan & Foote, 2007). At this point it worths mentioning that the Green party in Greece has a limited representation in the Greek Parliament. At the Greek national elections of 2015 the Green party (Ecologists Greens) decided to collaborate with SYRIZA and its leader Alexis Tsipras and one "Ecologists Green" MP was elected on the SYRIZA ticket.

The Vienna Convention on the Protection of the Ozone is a non-binding international agreement to address the problem of stratospheric ozone. The contract was negotiated between 1981 and 1985 and has been ratified by 193 countries. The Protocol resulting from the Vienna Convention, the Montreal Protocol, was adopted in September 1987 and sets out a framework for reducing the production and consumption of ODS and binding obligations for the countries that validate it. The Montreal Protocol entered into force in January 1989 and, since August 2008, has been ratified by 193 countries. The Parties to the Protocol continue to meet on an annual basis. Also, participants in the Vienna Convention meet every two years to assess progress in fulfilling their obligations and to address specific issues that need to be addressed. It is worthwhile to mention the United Nations Convention on Climate Change (UNFCCC), which is an intergovernmental treaty developed to address the problem of climate change. The Convention, which sets out an agreed framework to address the issue, was negotiated from February 1991 to May 1992 and opened for signature in June 1992 at the United Nations Conference on Environment and Development (UNCED) also known as the "Earth Summit in Rio". The UNFCCC entered into force on 21 March 1994, and ninety days after it had been ratified by 50 countries. Until December 2007, it had been ratified by 192 countries (Clout, 2018).

The Protocol obliges industrialized and former Soviet bloc countries (collectively known as "Annex I Parties") to reduce their greenhouse gas

emissions by an average of 5% for the period 2008-2012 compared to their levels in 1990. However, under the terms agreed in Kyoto, the Protocol enters into force only after its ratification by 55 UNFCCC countries / parts, and if in these 55 countries there is a sufficient number of Annex I countries to represent at least the 55% of total emissions carbon dioxide with a reference year in 1990. Although the country with the largest total greenhouse gas emissions, the United States, rejected the Kyoto Treaty in 2001, after the election of President George W. Bush, the majority of others signed in November 2004, the Russian Federation also ratified the protocol, thus reaching the 55% threshold, including Canada, Japan and the countries of the European Union. The Protocol entered into force as a legally binding document on 16 February 2005. By December 2007, the Protocol had been ratified by 177 countries, including Annex I countries, representing 63.7% of the Annex greenhouse gas emissions in the year 1990 (Clout, 2018).

In 2000, the United Nations Millennium Development Goals (UN Millennium Development Goals) were signed, with a deadline to reach 2015, coupled with the commitment of States to take concrete measures to reduce extreme poverty, hunger and inequality, eradication of diseases and reducing mortality, particularly among children and women, to ensure primary education for all and to achieve gender equality in education, to integrate the principles of sustainable development into all Member States' Protection of natural resources and universal access to drinking water and to achieve global partnership for development.

2.15. Culture as a lever of economic growth and social cohesion

The major developments seen in the worldwide economy in recent years brought about by globalization, urbanization and environmental change have conveyed to open discussion the difficulties of practical development and smart development, and of supporting economic exercises that have been viewed in the past as less vital for national and local economies. The relentless increase in tourism worldwide has prompted cultural tourism

development as a wellspring of economic movement, work, income and open income for national and local economies in numerous nations (Jóhannesson, Ren & Duim, 2016).

Further, the effect of culture on the economic development of districts and cities has been a vital research subject in Europe and has pulled in impressive research endeavors. Cultural heritage is a mutual asset but like other such products it tends to be helpless against overexploitation and under-subsidizing, which can result in disregard and at times, obscurity. Taking care of our heritage is, in this way, our regular obligation. While heritage insurance is essentially an issue for national, regional and local specialists, the European Union has a role to play in accordance with the EU Treaties and in regard of the rule of subsidiarity (Harris, 2001).

Cultural heritage is progressively perceived as an engine of economic development and social incorporation, while cultural and imaginative industries are progressively utilized for urban regeneration, economic essentialness and as an instrument for social consideration, innovation and discourse. Key difficulties in the nexus of cultural heritage and economic development that ought to be dissected are the effects, spending plan and financing, the executives and administration, supportability and transferability of cultural heritage related exercises. Further, globalization, urbanization and environmental change may speak to a genuine danger to cultural heritage, convoluting further the role of cultural heritage in the worldwide development motivation (Jóhannesson et al., 2016).

With regards to present day mentalities to economic development, cultural heritage is acknowledged as an impetus of economic and social development. The applicable hypothetical system comprises of three economic segments: (a) the acknowledgment of heritage as an economic segment independently, which utilizes assets, generates items and makes employments and benefits,

(b) concept of heritage as a development factor that catalyzes the development procedure by drawing in monetary tasks and empowering development exercises and (c) the methodology of heritage as a development instrument through marking of a spot, city or locale. It is asserted that, maybe, the vast majority of the advantages from the cultural heritage are made during the time spent utilizing it. Advocates of the utilization of cultural heritage always incorporate financial specialists and sociologists, while the individuals who generally contradict use, for example, archeologists, antiquarians, attorneys and anthropologists. It is progressively perceived that culture-based urban rejuvenation, practical cultural tourism, cultural and inventive industries and cultural organizations speak to powerful economic sub-parts that generate work and incomes, animate local development, and sustain business.

Likewise, culture-driven economic development considers the assurance of cultural resources that are frequently delicate and comprise a one of a kind and non-sustainable capital. The predominant methodology in the past thought about utilization of cultural heritage as a risk, in the end prompting commercialization, deterioration and demolition. Yet, the cutting edge approach thinks about the best profit by the preservation of cultural heritage is its fruitful joining in the social and economic life and in this manner its commitment to business and income that can subsidize its maintenance. Therefore, the safeguarding of cultural heritage and its role in practical development ought not be viewed as a procedure that stops economic development and change, by keeping flawless the material components of heritage, however as an activity of progress and as an undertaking of maintaining a harmony between conservation of heritage and reasonable development. By coordinating heritage resources in the more extensive economic and social condition of a place, the important conditions and assets for compelling maintenance and conservation of these benefits are made.

The vision of "sustainability" was defined during the 1980s with three measurements, economic supportability, social manageability and ecological manageability, joining economic development, social development and natural protection. The methodology was additionally solidified by the Rio de Janeiro Earth Summit as a worldview of development. Thus, feasible development was at first defined as involving economic development, social incorporation and ecological equalization. All around right on time, nonetheless, it was felt that these three measurements don't speak to the multifaceted nature of current worldwide societal development challenges proposing the incorporation of culture and heritage as the fourth-column in the development worldview, on the grounds that culture and heritage decides how individuals act on the planet, shape societal decisions and connect the past with what's to come. Subsequently, cultural and heritage are connected with reasonable development through two headings. To start with, moving toward culture and heritage as an economic division itself, for instance, heritage resources, inventive industries, cultural exercises with an economic effect makes tourism, and so on speak adds to the economic prosperity of social orders at local and national dimension. Second, including culture and heritage as a part of an open strategy, local and national economy, social attachment and natural conservation accomplishing a superior development result at local and national dimension. In this way, it is currently generally acknowledged that worldwide difficulties are not just economic, social, and natural. Our basic worldwide future depends, additionally, on saving heritage resources, shielding indigenous learning and cultural assorted variety, and pass on to the future ages the qualities whereupon society assembled everything else as the base for exchange, harmony and advancement. So as to make operational this meaning of development that incorporates culture and heritage, one needs to begin with a reasonable meaning of culture and heritage, break down its role inside the economic arranging standards and propose pragmatic measures for the combination of culture and heritage in open arrangement. This perspective on the "economic estimation of cultural heritage" stands out from the conventional perspective on essentially aesthetic, cultural and recorded esteem and contends that this applied duality of culture and heritage has made noteworthy issues and perplexities. The implicit acknowledgment of just

creative and archeological estimation of culture and heritage has underestimated the idea and has precluded social orders from claiming a development plan. Along these lines, it is exhibited that the idea of "cultural heritage" is a priceless apparatus that has been generally disregarded in arrangement which can be utilized to reconfigure the manners in which that administrations evaluate the past and plan what's to come. Cultural heritage is a fundamental measurement to a maintainable society, of comparative significance with social union, ecological safeguarding and economic development. Accomplishing an increasingly powerful open approach, it is fundamental that arranging techniques ought to incorporate a coordinated structure with cultural heritage incorporated into the assessment along comparative lines to those being produced for economic, social and ecological effect appraisal.

Expanding urbanization is changing cities around the globe. Today, a bigger number of individuals live in cities than in provincial territories and the number is climbing. Most of the world's significant cities have been confronting the weight of regeneration because of fast financial development making issues for their heritage. Urban organizers, engineers and strategy creators need to think about a harmony among development and heritage protection in the coming occasions. Further, changes in financial conditions change, additionally, individuals' goals and desires. In spite of the rise of urban regeneration and maintainable development as parallel strands of urban strategy, there has been little co-appointment among them and an irregularity in real life, with more prominent accentuation given to accomplishing urban regeneration, particularly economic regeneration, than to supportability. Henceforth, these measurements set up an extreme nexus between heritage preservation and urban regeneration.

There are two main issues that should be tended to. Initially, the hypothetical parts of heritage protection and manageable urban regeneration ought to be tended to and specifically what role heritage preservation and practical urban regeneration can play for supportable development. It ought to clarify the hypothetical setting of heritage preservation and economical urban regeneration and furthermore clarify the role of heritage protection and

reasonable urban regeneration for supportable development. The second issue is to address the functional part of heritage protection and supportable urban regeneration. It ought to clarify how heritage protection and urban regeneration have been utilized to accomplish feasible development around the globe and what results and encounters have been achieved up to now. It is essential to analyze best practices and increase lessons from progress yet additionally from disappointments. It is, likewise, critical to look at how to include, persuade, instruct and urge the local network to give thoughts, work and musings of utilizing local heritage for urban regeneration and supportable development. Additionally, how local governments can incorporate heritage preservation, urban regeneration and tourism in the more extensive open approach of urban arranging (Harris, 2001).

In order to change the urban texture of any city is a mind-boggling undertaking attending to these issues is critical to draw on encounters from around the globe. A portion of these issues have been tended to by UNESCO showing strategic investigations and suggestions on the role of culture for feasible urban development, in view of research led in all districts of the world, and strategic features on explicit issues accumulated from key on-screen characters in the field of cultural heritage and the cultural and inventive industries. High-level occasions, for example, the International Conference on "Culture for Sustainable Cities", give worldwide stages to share best practices and contextual analyses in order to protect and redevelop urban zones. UNESCO, additionally, gives specialized contribution to the New Urban Agenda so as to advance a culture-based way to deal with urban arranging, regeneration and development. UNESCO promotes the strategic role of culture, through cultural heritage and the cultural and innovative industries, for feasible urban development. Its actions add to the joint endeavors of the United Nations to expound a New Urban Agenda, embraced at the Third United Nations Conference on Housing and Sustainable Urban Development, held in Quito, Ecuador, from 17 to 20 October 2016. At last, the advancement and valorization of cultural heritage was able to be instrumental for the regeneration of zones confronting difficulties, for example, deindustrialization, absence of appeal and the move to the new economy. The heritage highlights

of a place offer potential to advance lesser referred to goals just as to create feasible cultural tourism. "Cultural districts" offer a solid potential for urban and regional regeneration and development, and interest in culture and innovativeness in cultural and heritage areas has demonstrated a magnificent instrument for renewing urban and regional economies. Today, numerous cities and locales utilize cultural heritage and cultural occasions and foundations to improve their image, invigorate urban and regional development, and draw in visitors and tourists.

Undoubtedly, the notion of "culture" is considered to be multidimensional and complex. Although its use in everyday language is wide, this concept has no clear content. Scientific disciplines such as history, anthropology, archeology, sociology, economics, etc. analyze culture from different perspectives and with a different approach. The result of this situation is to express contradictory views on the conceptual content of the term, which result in a field of misinterpretation (Fayos Solá, 2014).

The general perception is that culture is a particular experience with many components that covers collective human behaviors and functions as part of the collective memory of social groups. Thus, "culture" is understood to be the set of material and spiritual values that have been created over time by human action (Elling, 2009).

In the context of this work, the concept of culture includes the management of cultural heritage, cultural activities, as well as mass recreational events that include original artistic creation at the local level. An element of historical continuity and contemporary expression of national consciousness, culture is a major point of reference for the nation and the state. At the same time, it also constitutes a link with the future perspective and identity of each organized society. State action, in the context of protecting cultural goods and enhancing artistic and intellectual creation and consumption, is reflected in cultural policy and the options it proposes (Harris, 2001).

Cultural policy is becoming dominant as a means of direct interventions in expanding economic sectors such as tourism, sports, entertainment, the arts and the media, especially when it is linked to and coordinated with policies on

education, vocational training, environment, architecture, research and development. What needs to be emphasized is that due to the specificities and different characteristics of each country or region, a corresponding cultural policy must be developed. There is no fixed model of exercise, but it is always recommended to adapt to existing conditions (Elling, 2009).

Cultural policy is a means of harnessing cultural resources at national, regional or local level. As cultural resources, we mean cultural infrastructure (libraries, museums, cultural and cultural centers, theaters, etc.), cultural heritage and natural environment, human potential as a vector of creativity, but also as a recipient and participant in the process of cultural production and consumption, as well as the means of communication. These include all the tools developed on the basis of new technologies (internet, digital applications, etc.), which contribute to the wider dissemination of cultural goods, the promotion of creativity and the enhancement of cultural identity. Above all, the audiovisual sector is a highly developed cultural sector (Fayos Solá, 2014).

Cultural resources can be used as a tool to enhance local identity and conscience as a means of promoting local cohesion but also as a point of reference for the emergence of local quality products, particularly in consumer circles that have links to their place or which are attracted by his social cultural life. Additionally, through these, it is possible to exploit and use cultural goods by commercializing them as usable resources.

Whatever the purpose of their important role, what needs to be clarified is the change in the established perception of their exploitation and use, through a wider and coordinated effort to promote them (Harris, 2001).

Involvement of local society with cultural resources, through active participatory processes, the design of actions with local proliferation effects, is a way out if it wants to integrate and exploit the activities of local culture in its overall attempt for local development. Only in this way can the specific activities constitute a resource of an area, for the development of both the cultural environment as well as for the creation of jobs (Graaf et al, 2011).

Today, in the era of globalization of the economies and the Information Society, economic growth in itself brings about a number of problems, such as the destruction of the natural environment, the deterioration of cultural heritage monuments and the deterioration in the quality of human life. Therefore, the development of an appropriate cultural policy, as discussed in the previous section, is an important tool for regional convergence and development. Economic development increasingly involves the exploitation of the cultural resources of a region as well as the adoption of cultural initiatives. In this way economic, social and cultural upgrading of a local society can be achieved, increasing the real head of income and improve the citizens' lifestyle, towards sustainable development (Fayos Solá, 2014).

From the point of view of economic science, culture consists of a set of activities that produce marketable goods and services, using "rarity" factors of production, which characterize economic science and economic policy (Graaf et al., 2011). At the same time, the cultural product is multifaceted, on the one hand, as a tool for economic cohesion and a reduction in social exclusion, and on the other hand as a creator of added value and employment, especially in the local communities that need it most. The existence of cultural resources and initiatives in one region can make it not only a tourist destination but also an attractive place of installation.

Of particular interest is the development aspect of the cultural sector, as it can more easily resist the pressures of internationalization than other sectors and in this sense become viable. This is because it is governed by particular characteristics that are not easily substitutable, so that they are not altered and maintained in time, such as the particular cultural heritage of a place, unique cultural events, customs of the past, etc.

With regard to the expenditure of each state on culture, it is a kind of investment, with the cultural field being a job creation area, helping to shape the identity of cities and their regions and being an important factor in encouraging businesses seeking area, but also a key factor in tourism development (Fayos Solá, 2014).

The culture industry can have multiplier effects in a local economy, whether funded by the local market itself or by external factors. Particularly investing in sectors such as theater, events exploiting the archaeological heritage, developing alternative forms of tourism creates ideal conditions of viability with timeless perspectives. In the context of an open and integrated market, culture can contribute positively to the balance of payments when it is exportable (Graaf et al., 2011).

It is also worth noting that the political economy argues that culture produces value for the public and private interests and produces long-term financial results. The view of culture as an economic sector contributes to the development of the economic potential of a local society and to increasing the income of the people employed in the local cultural system, combining the economic prospects of cultural development with its social content (Fayos Solá, 2014).

Culture is a producer of mainly public goods. In the Greek legal context as Cultural Property (Law 3028/2002 "For the Protection of Antiquities and Cultural Heritage in general"), is meant the testimonies of the existence and the individual and collective activity of man. Other definitions, such as Article 1 of the Hague Convention (Law 114/1981) on the Protection of Cultural Property in the Event of Armed Conflict (1954), have been given in the context of international treaties as 'cultural goods' movable or immovable goods, which are of great interest to the cultural heritage of the peoples, as well as scientific collections, important collections of books, records, etc. In these forms, culture enhances the level of quality of life and contributes to local development and the development of the creativity of a society. It is also a social capital that does not devalue over time in the sense that it contributes to the integration of social groups - such as minorities, the long-term unemployed, people with special skills - into creative recreational and economic activities, within a local society.

Balanced cultural development and equal opportunities for access to cultural goods is a way of ensuring economic and social cohesion at local level. It is also a precondition for an ideal coexistence of citizens in a region, ensuring

equal opportunities between the sexes and combating social exclusion, criteria essential for ensuring democracy and economic prosperity. Cultural activities can offer young people new perspectives of sociality and, at the same time, cultural heritage can be a link with the links and the history of their region.

Finally, through the culture sector, de-industrialized or declining rural areas can be transformed into poles of local economic and social development. This can be done by exploiting the architectural heritage (eg transformation of unused industrial facilities into alternative cultural sites such as the Technopolis of the City of Athens), the promotion and promotion of local products with a designation of origin (eg exploitation and commercial promotion of local products of Pelion), etc.

In conclusion, we would say that it is time to adopt the view that the economic crisis is a crisis of culture and that art and culture must be central to the development of modern societies. In this way, creation can be the driving force of economic revival, and balanced development can be achieved by integrating cultural actors into development strategies (Martinet, 2014).

The right to culture is recognized as a human right as Article 27 of the Universal Declaration of Human Rights (adopted by the UN General Assembly in Paris on 10.12.1948), in the following terms: "Everyone has the right to participate freely in cultural life in the community, enjoy the arts and participate in scientific progress and its benefits. Culture is a complex set of social phenomena, which is offered for broadcasting. It has a religious, moral, aesthetic, technical or scientific character and is common to all sections of a broad society or more societies linked to each other. "Another scholar gives the following definition of the notion of civilization: Culture is a complex set that includes knowledge, beliefs, art, ethics, laws, customs, rules and all other skills and qualities it acquires man as a member of society (Fayos Solá, 2014).

Banks defines culture as a "way and attitude of life, shaped by concrete historical, social, economic and political conditions and consists of behavioral patterns, symbols, conditions, values, norms, perspectives and other factors

which differentiate a member of society from other social groups". As can be seen from the above, the concept of civilization is broad as it includes manifold expressions. The conceptual richness of the term is referred to, among other things, as a multipurpose and complex set of systems and involves knowledge, beliefs, arts and customs that are passed through teaching and learning (Martinet, 2014).

In the following chapter the context of Ancient Olympia will be discussed.

3.0 Ancient Olympia

3.1 History of Ancient Olympia

Ancient Olympia is known worldwide due to its history as well as its ideological significance in the modern world. It was the most celebrated sanctuary of ancient Greece. Dedicated to Zeus, the father of the Olympian gods, the sanctuary hosted one of the Seven Wonders of the World--the renowned gold and ivory statue of Zeus. Ancient Olympia hosted the first Olympic Games in 776 BCE and even today is the starting point of each modern Olympic Games as it is the place where the Olympic flame is lit.

Archaeological excavations on the site have uncovered signs of human habitation during the late Neolithic Age (4300-3100 BCE). The first sanctuary was the Gaius, which was dedicated to the worship of the Earth. Later, Cronus and Rhea were worshipped. Finally, when Dorian tribes settled in the nearby city-state Elia the sanctuary was dedicated to Zeus.

The ancient Greeks thought that the first Games in Olympia were organized by heroes and gods. According to Pindar however (in his first Olympian Ode, 476 BCE) Pelops, the son of Tantalus, came from Asia Minor to participate in a chariot race organized by Oinomaos, the King of Pisa in the Peloponnese. Oinomaos was told of an oracle according to which the marriage of his daughter Hippodameia would cause his death. Thus, he ordered his people to kill all the suitors who came to participate in the game. However, Pelops cunningly killed Oinomaos during the race and ended up marrying Hippodameia. As King of the area, he was the first to organize the games to purify himself or, according to another version, to thank the gods for his victory. In the same way, Hippodameia instituted the Heraean games for the same reason. These were running races, conducted every four years and restricted exclusively to maidens.

The Idaeian Heracles is another heroic figure associated with the first Games. Heracles came with his brother Kouretes from Crete, defined the length of the

stadium at Olympia, organized a foot race with his brothers and crowned the victor with a wreath of wild olive leaves. Pindar also records that it was Theban Heracles, the son of Zeus, who brought the wild olive from the Hyperborean countries, founded the foot race, introduced the cult of Zeus and determined the boundaries of the sacred Altis olive tree grove.

The historian Strabo reports that the descendants of Heracles (the Herakleidai) first organized the games after the spread of the Aitolian and Dorian groups to Pisa. According to this interpretation, the Aetolian groups who conquered Pisa settled there under their leader Oxylus in the Late Mycenaean period, ca. 1200-1100 BC. This occupation led to conflicts with the indigenous people, as indicated by the later antagonism between Eleians who migrated from Aetolia, and Pisatans. According to an Eleian myth, Zeus took control of the sanctuary and founded the games.

Overtime the games were forgotten. In the early 8th century BCE Iphitos, the King of Elis, re-organised them, following an oracle of Delphi. It is believed that at this time the kings of Elis (Iphitos), Pisa (Kleosthenes) and Sparta (Lycurgus) signed a peace treaty, the so-called Sacred Truce. The immediate objective was to stop the hostilities among the people of the Peloponnese, but essentially it was a treaty respected by all Greeks.

With this treaty the area of Ancient Olympia and Elis was declared a safe haven and a cease-fire was agreed to stop wars and hostilities during the Olympic Games. Since then, the sanctuary acquired great prestige whilst the games slowly lost their local character and became Panhellenic.

In 393 CE the games were held for the last time. In the following year Emperor Theodosius I abolished the games. In 426 CE, the emperor Theodosius II ordered the temple of Zeus to be burnt. In 522 and 551 CE powerful earthquakes completed the destruction of the sanctuary.

Over the years the sanctuary was covered by several meters of earth due to silt deposited by the Kladeos River and soil erosion of the nearby Cronus Hill.

In 1766, the English antiquarian Richard Chandler discovered the sanctuary. However, the first excavation of the sanctuary at Olympia was not carried out until 1829, by the French "Expedition Scientifique de Moree". The systematic investigation of the sanctuary began in 1875 by the German Archaeological Institute, which continues to excavate until today.

The revival of the Olympic Games is attributed to the French Baron Pierre de Coubertin. The first Modern Olympic Games were held in 1896 in Kifissia. Since then the Olympic Games are held every four years in different cities of the world.

(The Foundation of the Hellenic World, 2015)

The history of excavations	
YEAR	
1723	French Benedict monk Bernard de Montfaucon wrote a congratulatory letter to the antiquarian Cardinal Quirini for his appointment as Bishop of Corfu and his voyage to Greece, and urges him to excavate Olympia.
1766	The English theologian and classicist R. Chandler visited Olympia. He identified the confluence of the Alpheus and Kladeos Rivers, the Kronio hill, the traces of the Byzantine church and the ruins of the great Doric temple
1787	The great Doric temple, identified as the temple of Zeus in the context of the first renderings of the region by the French L.F.S Fauvel.
1788	Based on Pausanias' description, J.J. Bathelemy published the topographic plan of Altis in the Atlas of Barbie du Bocage, <i>Relative au voyage du jeune Anacharsis</i> .
1806	Ed. Dodwell and W. Gell had carried out some small excavation digs at the Temple of Zeus

1813	Lord J. Spencer Stanhope explored and identified the area of the famous sanctuary.
1821	The German Sickler raises money for the excavation of Olympia proved unsuccessful due to the beginning of the Greek war of independence against the Ottoman Empire.
1824	Lord J. Spencer Stanhope collaborated with the Architect Thomas Allason to publish his conclusions in <i>Olympia or topography Illustrative of the actual state of the plain of Olympia and of the ruins of city of Elis</i> London, 1824.
1829	Excavation of the monument carried out by a group of scientists and artists of the French "Expedition Scientifique de Moree".
1831	The results of the French "Expedition Scientifique de Moree" published in Guillaume-Abel Blouet, <i>Expedition Scientifique de Moree ordonnee par le gouvernement Franais</i> , Vol. I, Paris 1831.
1840	The Professor of The University of Berlin and tutor of the crown Prince and later Emperor Frederick III, Ernst Curtius, conceived the idea to begin excavating Olympia.
1852	Curtius gives a lecture at the Music Academy of Berlin. Curtius' lecture was received positively and the heir to the Prussian throne urged Prussia to undertake the excavations in Olympia.
1873	Heinrich Schliemann proposed to undertake the excavations at his own expense, with all findings to remain in Greece and be displayed in a museum he would build in Olympia.
1874	A treaty between Greece and Germany was signed in Athens in order to attempt joint archaeological excavations.
1875	The text of the treaty passed by the Greek Parliament
1875	The first systematic excavation of Olympia began and lasted until the 8th March 1881. During this period almost all the important monuments of Altis were uncovered. Those

	include the: Temple of Zeus, Heraion, Metroon, Prytaneion, Bouleuterion, Palaestra, Gymnasium, Philippeion, Pelopion, Nymphaion, stoas, treasures and stadium
1906-1909, 1921-1923 and 1927-1929	Excavations were carried by architect and archaeologist Dorpfeld- focused on issues of the Bronze Age
1936	Started the new excavation period at Olympia
1942	The excavations stopped due to the Second World War
1952	Excavations resumed at a normal pace
1952-1954	the Leonidaion was fully unearthed
1954-1958	archaeologists thoroughly investigated the Byzantine church and the architectural remains of the workshop of Phidias
1962	The difficult task of clearing away the earth from the stadium was completed
1972- 1984	Under the direction of Mallwitz emphasis was given to research of the SE area of the sanctuary
1984-2004	The excavations were directed by the president of the German Archaeological Institute Helmut Kyrieleis and the architect Klaus Herrmann. The purpose of the excavation work was to investigate the early years of operation of the sanctuary and the origins of worship, the presence of Olympia in the Roman-imperial era and late antiquity, as well as the exploration of the Cladeus River embankment.
2004	the restoration of the NW column of the peristalsis of the Temple of Zeus was complete
2005	Efforts completed to partially restore the Philippeion
2006- current	German Archaeological Institute excavation project continues

Table 1: The history of the excavations (Source Hatzi, G. 2008)

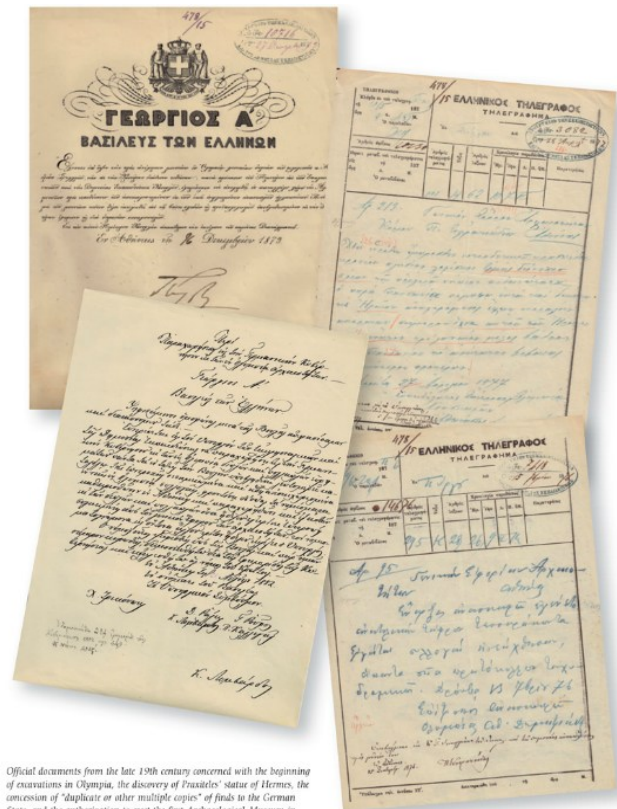


Image 2: Official Documents - late 19th Century- Concerned with the beginning of excavations, the discovery of Hermes of Praxiteles, authorization to erect the first museum in Olympia (source: Hatzi, G. 2008)



Image 3: Panoramic view of the Kronion hill during 1876/77 (source: Hatzi, G. 2008)



Image 4: Group of workers during the excavation of the temple of Zeus 1875/76 (source: Hatzi, G. 2008)



Image 5: The Heraion during the first excavations 1877/78 (source: Hatzi, G. 2008)



Image 6: Excavations 1958, 1888, 1891, 1960, 1972 (source: Hatzi, G. 2008)

3.2 Geographical position

Ancient Olympia is the seat of the Municipality of Ancient Olympia, which is part of Western Greece Region. The municipality of Ancient Olympia was formed during the 2011 local government reform “Kallikratis plan” by the merger of the following four former municipalities that became municipal units: Ancient Olympia, Lampeia, Foloï, and Lasiona. The new municipality covers an area of 545,121 km² and the population density, according to the 2011 census, is 13,409 inhabitants.

The Municipality of Olympia is bordered to the East by the Municipality of Gortinias in Tripolis Regional Unit (Prefecture), to the South by the Municipality of Andritsaina- Krestena, to the West by the Municipalities of Pyrgos and Elida and to the North by the Municipalities of Erymanthos and Kalavrita of the Regional Unit of Achaia.



Image 7: Western Greece Region (source: *Municipality of Ancient Olympia*)



Image8: Regional Unit of Elis (source: *Municipality of Ancient Olympia*)

MUNICIPAL UNITS	AREA Km ²
Municipal Unit of Ancient Olympia	178,944
Municipal Unit of Lampeia	72,447
Municipal Unit of Lasiona	119,528
Municipal Unit of Foloji	174,202
TOTAL	545,121

Table 2: Municipal Units of the Municipality of Ancient Olympia (source: *Municipality of Ancient Olympia*)



Image 9: Municipality of Ancient Olympia (source: *Municipality of Ancient Olympia*)

3.2.1 Municipal Unit of Ancient Olympia

The Municipal Unit of Ancient Olympia is located in the East-Central part of Regional unit of Elias.



Image 10: Municipal Unit of Ancient Olympia (source: *Municipality of Ancient Olympia*)

The town of Ancient Olympia is the seat of the Municipal Unit of Ancient Olympia as well as the seat of the municipality. The municipal unit consists of 23 local communities, which are presented in the following table:

COMMUNITIES	AREA Km ²	ALTITUDE
Ancient Olympia	4,020	72
Pisa	6,900	92
AspraSpitia	12,225	170
Vasilaki	14,689	262

Heraclia	5,325	60
Kameni	8,625	105
Kafkonía	6,550	240
Kladeos	5,950	160
Koskinas	3,956	67
Krioneri	9,950	480
Linaria	3,625	40
Louvros	7,625	91
Magiras	3,200	100
Mouria	5,750	80
Ksirokaμpos	11,700	353
Pelopio	7,400	70
Peukes	9,425	260
Platanos	9,225	80
Pournari	5,650	70
Smila	5,304	56
Strefi	8,100	62
Flokas	7,149	60
Xelidoni	16,601	360
TOTAL	178,944	

Table 3: Local Communities of Ancient Olympia (source: *Municipality of Ancient Olympia*)

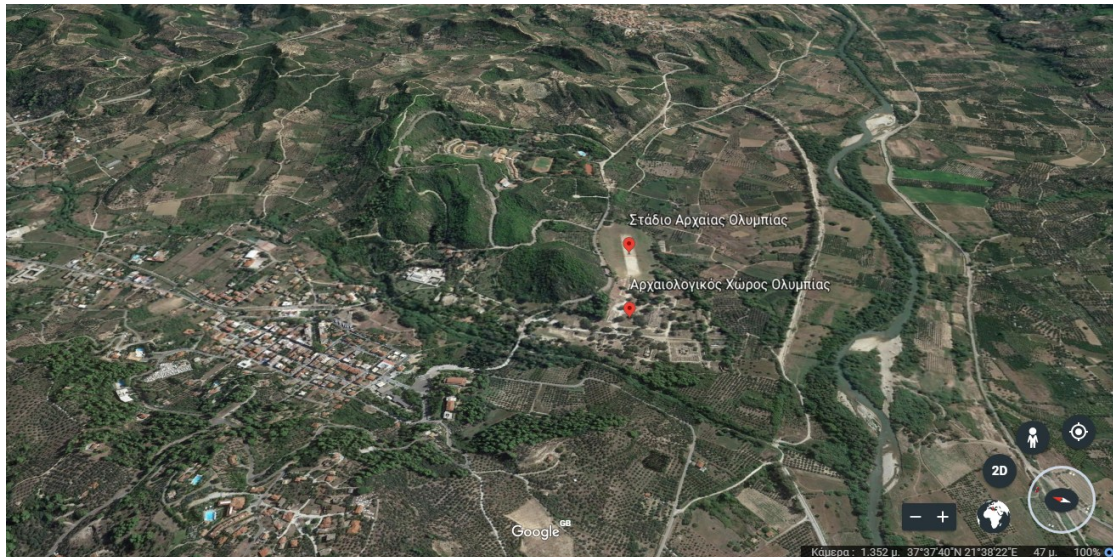


Image 11: Satellite imagery of Ancient Olympia (source: Google Earth)



Image 12: Photos of the Town of Ancient Olympia (source: Municipality of Ancient Olympia)

3.3 Demographics

According to “National Statistical Service of Greece” the real population density of the Municipality of Ancient Olympia is 13,409 inhabitants (2011 Census). The following table shows the population changes from 1971 to 2011.

	Population 1971	Population 1981	Population 1991	Population 2001	Population 2011
Municipality Of Ancient Olympia	19,653	17,935	18425	19,875	13,409
Municipal Unit of Ancient Olympia	11,237	10,081	11,229	11,069	8,128
Local Community of Ancient Olympia	779	1125	1812	1475	972
Local Community of Pisa	416	408	391	393	389
Local Community of Aspra Spitia	539	385	313	316	195
Local Community of Vasilaki	744	600	552	596	456
Local Community of Heraclia	448	352	343	388	272
Local Community of Kameni	279	207	226	255	105
Local Community of Kafkonias	256	217	242	194	160
Local Community of Kladeos	239	205	201	183	154
Local Community of Koskinas	235	198	218	234	248
Local Community of Krioneri	296	210	225	264	139
Local Community of Linaria	182	177	190	144	156
Local Community of Louvros	385	279	294	234	240
Local Community of Mageiras	126	80	127	125	100
Local Community of Mouria	240	218	173	187	140
Local	419	327	341	354	263

Community of Ksirokampos					
Local Community of Pelopio	1113	924	1023	1057	976
Local Community of Pefkes	405	279	340	325	215
Local Community of Platanos	1062	1185	1260	1590	780
Local Community of Pournari	324	306	308	326	156
Local Community of Smila	539	484	528	522	390
Local Community of Strefi	886	760	875	711	555
Local Community of Floka	523	502	585	520	406
Local Community of Xelidoni	802	653	662	676	550
Municipal Unit of Lampeia	1,533	1,445	1,243	1,374	1,000
Local Community of Lampeia	318	381	328	764	529
Local Community of Astras	905	757	663	407	265
Local Community of Orini / Mostenitsa	310	307	252	203	206
Municipal Unit of Lasiona	2,330	2,327	2,127	2,562	1,312
Local Community of Antroni	911	832	735	802	573
Local Community of Agia Kiriaki	194	193	128	121	78
Local Community of Agia Triada	311	244	299	356	217
Local Community of	331	283	237	386	180

Kakotari					
Local Community of Kriovrisi	250	410	501	622	187
Local Community of Tsipiana	333	365	227	275	77
Municipal Unit of Foloji	4.553	4,082	3,826	4,870	2,969
Local Community of Lalas	772	788	795	1166	636
Local Community of Axladini	431	447	414	520	266
Local Community of Douka	241	311	277	191	112
Local Community of Koumanis	902	749	707	779	506
Local Community of Millies	438	269	234	248	111
Local Community of Nemouta	658	573	566	731	562
Local Community of Neraida	349	276	245	375	280
Local Community of Persena	412	361	335	527	288
Local Community of Foloji	350	308	253	333	208

Table 4: Population Change of the Municipality of Ancient Olympia (source: ELSTAT)

According to the table 4 the population in the municipality of Ancient Olympia had an increasing trend from 1971 to 2001. In the decade between 1971 and 1981 there was a decrease of the population due to the socio-economic circumstances in Greece during this period. In later decades from 1981 to 2001, the region recovered population-apart from the municipal Unit of Ancient Olympia which had a decline in population by 1.42%. However, during the decade 2001 to 2011 there is a dramatic fall in population in the Municipality by 32.5%. The Municipal Unit with the most significant fall is the

Municipal Unit of Lasiona by 48.8% followed by the Municipal Unit of Foloi by 39%, Municipal Unit of Lampeia by 27,2% and Municipal Unit of Ancient Olympia by 26,5%.

The mountainous villages are even more unable to keep up the population, given the natural disasters suffered by the region in 2007 and the economic downturn.

The Mayor of Ancient Olympia, Mr. T. Gotzias, stated regarding the population decline that people, keep moving to urban centers and the only population left behind in mountainous areas, are mainly aged. Finally, he mentioned that previous censuses are fictitious as people who lived in cities travelled to the villages from which they originated in order to census there (Papadatou, 2013).

Furthermore, according to a study by the Administrative Division of Western Greece Region, an important factor for the sharp depopulation is the economic downturn as well as the catastrophic fires that took place in 2007 which affected the economy and everyday life of people-especially in the mountainous villages.

The total female population of the municipality is 6588 (49%) and male population is 6821 (51%).

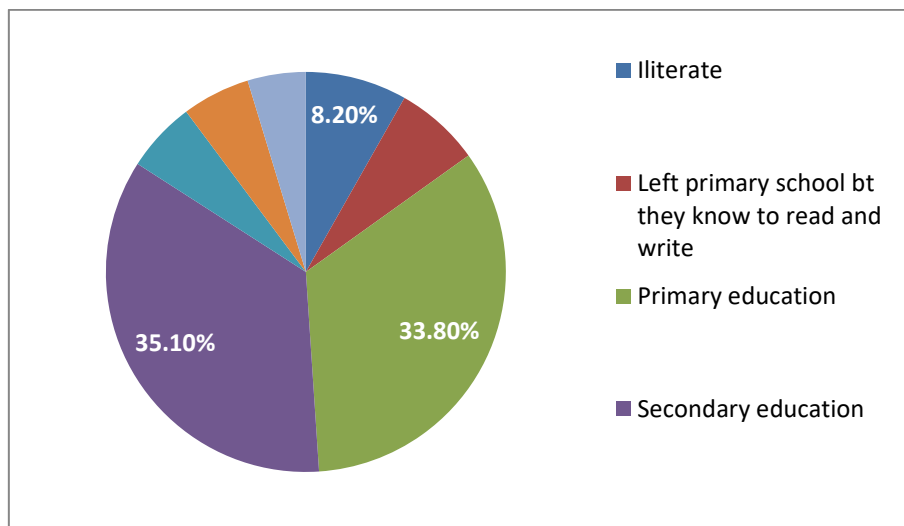
Municipal Units	Age Groups						
	0-14	15-24	25-39	40-54	55-64	65-79	80+
Ancient Olympia	956	757	1325	1674	1065	1554	797
Lampeia	114	97	164	198	108	204	115
Lasiona	141	129	211	243	172	263	153
Foloi	441	257	528	500	319	643	281
Total	1652	1240	2228	2615	1664	2664	1346
							13409

Table 5: Age groups of the Muncipal Units (source: ELSTAT)

According to the table above 12,3% of the population of the municipality is aged between 0-14 years old, 9,25% aged between 15-24 years old, 16,6% aged between 25-39 years old, 19,5% aged between 40-54, 12,4% aged between 55-64 years old, 19,8% aged between 65-79 and 10% aged from 80 years old and over.

When it comes to labor the most important age group is the age between 25-39 and 40-54. According to OECD this age groups is the prime working age and it consists the 36% of the total population of the municipality.

Examination of the data received by ELSTAT (2011 census) regarding the educational lever of the citizens of the municipality shows the following.



Graph 1: Education level of the citizens of Ancient Olympia (source: ELSTAT)

MALES															
Municipal Units	Doctorate Degree	Master degree holders	Higher Educational Institutes (Universities, AEI)- Tertiary Education	Higher Technological Education (Universities ATEI, ASPETE etc) Tertiary Education	Graduates of higher vocational schools - Tertiary Education	Graduates of post-secondary education (IEK Colleges etc.)	High school graduates (General, Ecclesiastical etc.). (upper - Secondary Education)	Vocational High School Graduates (upper - Secondary Education)	Graduates of Vocational Schools	Gymnasium Graduates (Lower-secondary education)	Primary School Graduates	They left Primary School but they know to read and write	Pre-school education	They do not know to read or write	Children under 6 Years Old
Ancient Olympia	x	12	154	75	18	69	778	96	87	643	1413	195	215	136	193
Lampeia	-	-	10	7	x	4	85	5	20	121	187	17	29	25	23
Lasiona	-	x	7	7	x	9	87	19	5	99	299	53	29	40	30
Foloi	-	x	27	19	x	13	220	22	27	264	585	103	88	54	88
TOTAL		12	198	108	18	95	1170	142	139	1127	2484	368	361	255	334
															6811

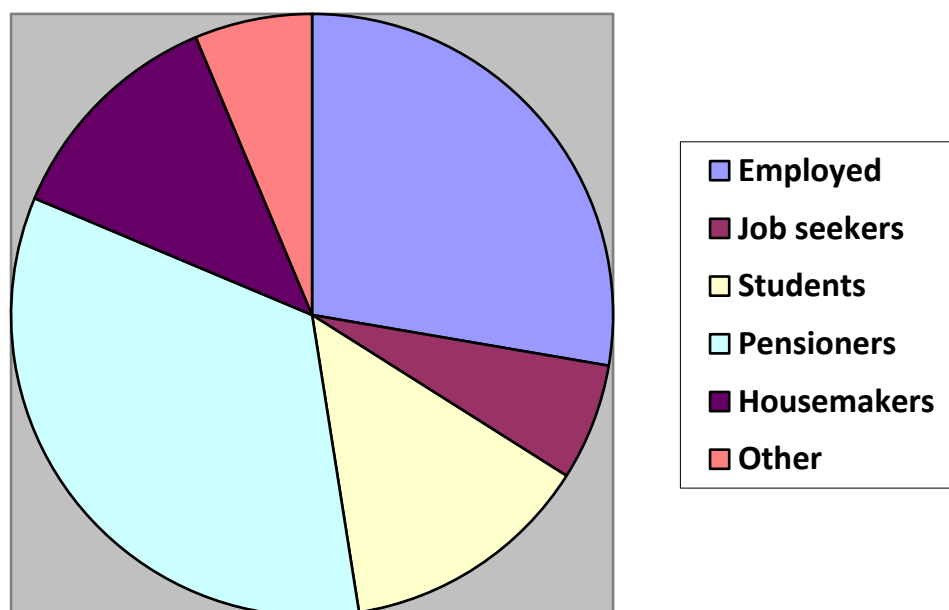
Table 6: Education level of Males (source: ELSTAT)

FEMALES															
Municipal Units	Doctorate Degree	Master degree holders	Higher Educational Institutes (Universities, AEI)- Tertiary Education	Higher Technological Education (Universities ATEI, ASPETE etc) Tertiary Education	Graduates of higher vocational schools - Tertiary Education	Graduates of post-secondary education (IEK Colleges etc.)	High school graduates (General, Ecclesiastical etc.). (upper - Secondary Education)	Vocational High School Graduates (upper - Secondary Education)	Graduates of Vocational Schools	Gymnasium Graduates (Lower-secondary education)	Primary School Graduates	They left Primary School but they know to read and write	Pre-school education	They do not know to read or write	Children under 6 Years Old
Ancient Olympia	x	18	188	103	X	77	751	57	20	466	1196	332	215	425	184
Lampeia	-	X	11	5	3	8	64	-	6	69	159	28	30	61	19
Lasiona	-	-	8	11	X	9	62	6	3	39	236	46	35	151	18
Foloi	-	x	32	22	3	21	203	9	11	156	455	151	102	207	81
TOTAL		18	239	141	6	115	1080	72	40	730	2046	557	382	844	302
															6572

Table 7: Educational level of females (source: ELSTAT)

3.4 Economy

The economically active population of the Municipality of Ancient Olympia represents 27.7% of the municipality's population, leaving the rest 72.3% as economically inactive population.

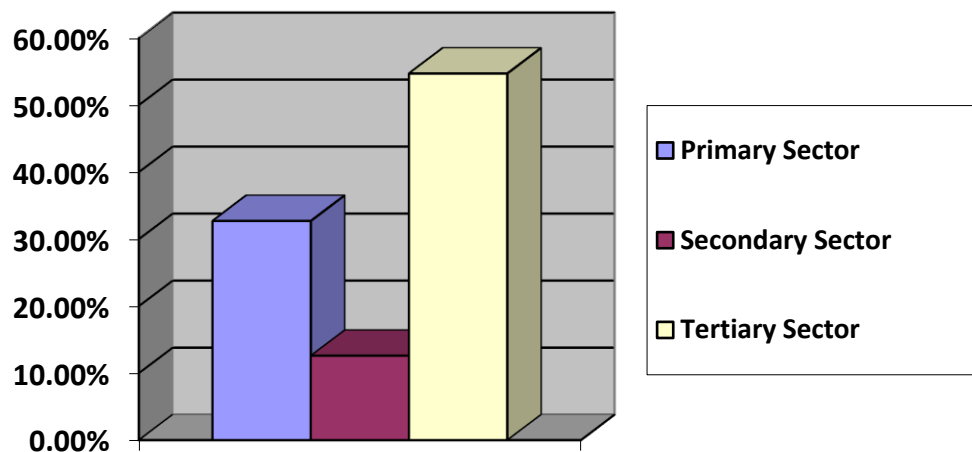


Graph 2: Occupation (source: ELSTAT)

According to the pie chart 27.7 percent of the total population is employed, 6,27% were looking for job, 13.5% were students, 33.8% were pensioners and 12,35% were fulfilling domestic tasks.

In terms of employment, the distribution in economic sectors is as follows:

Primary Sector	32.7%
Secondary Sector	12.6%
Tertiary Sector	54.7%



Graph 3: Economic sectors (source: ELSTAT)

Tertiary sector is the main economic activity in the municipality followed by the primary sector which emphasize mainly in tourism. This is because at the municipality's largest local district (Ancient Olympia) most of the population is engaged with the tertiary sector (trade, services etc) while at the rest of districts populations is mainly occupied in agricultural and animal husbandry. However, it worth mentioning that the greatest developments of touristic activities are in the local community of Ancient Olympia and its nearby area and there is little spillover effects in the other communities of the municipal unit or the municipality.

3.5 Climatological Data

According to the Regulation of Energy Performance of Buildings (KENAK), the Greek territory is divided into four climatic zones. HDD (Heating Degree Days) identifies the counties which are classified into four climatic zones, from the warmer zone A to the coldest zone D. As it is stated in the technical guidance of the Technical Chamber of Greece, the areas located at an altitude of over 500 meters in each county, should be incorporated in the next colder climate zone to which they belong. For Zone D, all regions regardless of altitude should remain in zone D.

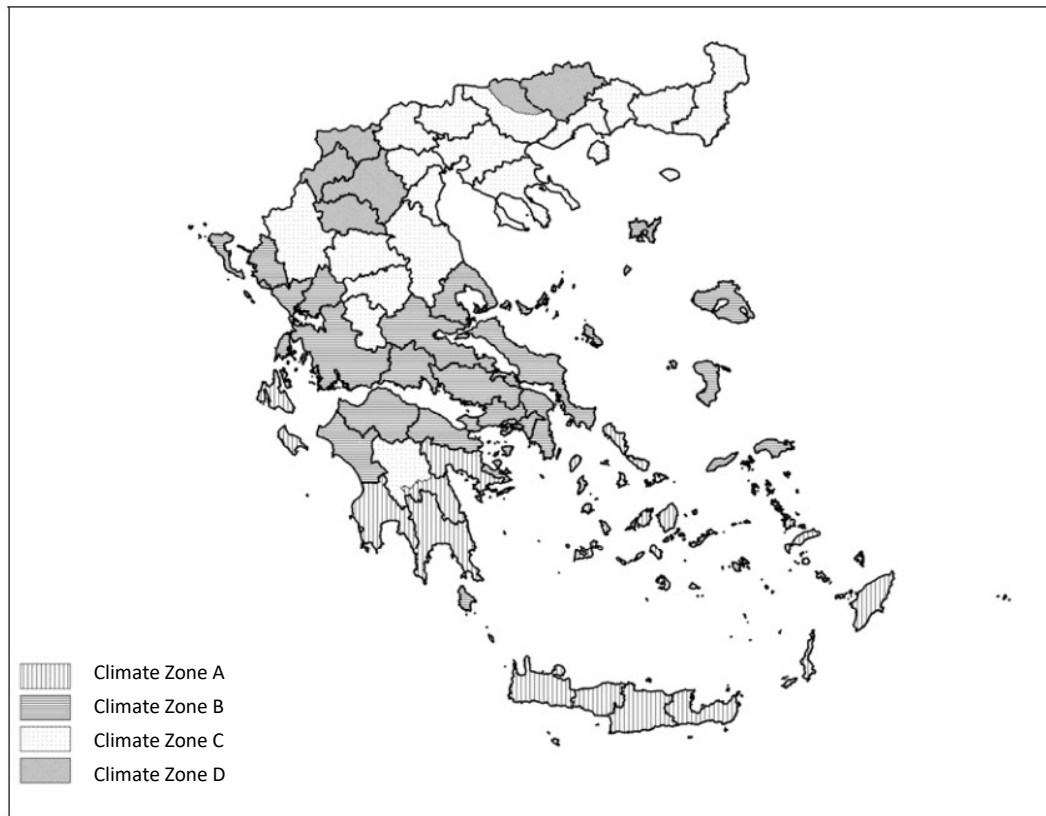


Image 13: Climate Zones of Greece (source: KENAK)

As can be seen from the image above the Regional Unit of Elis -therefore the Municipality of Ancient Olympia - belongs to climate zone B. However, the municipal units of Lampeias, Lasionas and Foloï have an average altitude which extends to 500 meters, so essentially, they belong to climate zone C.

The difference in climate zones within the municipality reflects reality, as the southern parts of the municipality have mild winters and drier summers with more moisture, while to the north, cool summers prevail and heavier winters with much greater probability of snowfall.

Data from the “Hellenic National Meteorological Service” shows that:

1. The Temperature during the year has normal changes with average minimum in January 10.5 °C and average maximum in August 27.1 °C. The temperature rises in May (average 19.9°C) and remains constant up to October, which means that the summer season is longer than the calendar.

2. The maximum rainfall occurs in December (155.7mm) and the minimum in July (2.3mm). The annual rainfall reaches 818.6mm.
3. The average relative humidity during the year reaches 75%.
4. Northwest wind direction is more predominant in the area with a speed of approximately 1.8 beaufort.

3.6 Environmental Issues

The most important sources of pollution in the municipality are the following:

- The waste water of settlements evacuated in wells which may cause pollution problems in groundwater. Moreover there is a risk for surface water pollution from the drainage systems which are illegally connected to the storm water drainage system and leads to the streams and the rivers of the region. Also surface waters are the main recipients of pollution resulting from the activities of the wider region and the artificial lake is the ultimate repository of all waste.
- Along the river Alpheus and its tributaries many activities have been developed such as; Agro-industrial units, slaughterhouses, settlements, crops, dam for power generation etc. All these activities directly or indirectly use the water of the river creating problems with regards to water quality and the overall equilibrium of the ecosystem.
- Agriculture is intensive only in the western lowland of the municipality. In some areas agriculture is a problem for the environment as it is accompanied by clearing forests for conversion to arable land.
- Significant pollution to surface water is the waste from the oil press units of the area, which are evacuated-usually after incomplete processing- illegally in the streams and rivers of the region.

The main impacts on the environment are; stench, pollution in surface and ground waters, damage to vegetation etc. Waste are usually evacuated through streams and end up to the rivers Kladeos and Alpheus.

- Finally the most important of all threats regarding the environment is the destruction or degradation of the forests. The major human impacts on the flora of the area are the following:

a) Fires: The destruction of flora in combination with insufficient reforestation and prevention of natural regeneration of forests (encroachment, overgrazing) contribute to soil erosion and increased flooding issues. In August 2007 Greece experienced the worst year on record for forest fires. At the regional Unit of Elis the fire killed 36 citizens and burned thousands acres of forest, agricultural lands as well as settlements and kill 36 citizens. The fire hit all the municipal units of the Municipality of Olympia. At the village of Ancient Olympia the fire burned the historic Cronius hill and threatened the archaeological site as well as the museum of Olympia.

b) Grazing: overgrazing in forest areas is an important issue in burned areas or during the vegetation regeneration. According to Olaotswe Ernest Kgosikoma et al. (2013) overgrazing led to removal of desirable plant species, decrease water infiltration into soil, increase soil erosion, reduce soil nutrients and alter the plant community composition to a less desirable state.

c) Land clearing: (Agricultural expansion or plots for speculative purposes) the factors for encroachment of forests is the lack of a national cadastre and mapping as well as the poor guarding of the forests.

d) Logging: when this is carried illegally and unplanned it destroys vast forest areas.

3.7 Existing infrastructure

The municipality has several different geographical characteristics, as the southern areas of the municipality are lowland and the northern parts of the municipality are mainly mountainous areas. The modern town of Olympia is within walking distance from the ancient site. Townships have been developed within the vicinity of the archaeological site and more have been proposed. However, the focus must be on development of new sites that will merge with the old.

The most characteristic buildings of modern Olympia are the stone building of the train station (recently renovated), the old neoclassical museum of Olympia and the old “Xenia” (1966) designed by the Greek architect Aris Konstantinidis (1913-1993). Another characteristic of ancient Olympia is the Kronion Hill and the Kladeous river that separates the modern town of Olympia and the archaeological site (Gates, 2003). The architecture of the archaeological site of Olympia was the architecture of a sanctuary and not a town. However, recent developments have transformed the region into a historical town. The infrastructure has developed as well. Two open-air theatres are now found in two villages, one in Drouva and the other in Floka (Gates, 2003). The Archaeological Museum of Olympia and the Museum of the History of the Ancient Olympic Games are landmarks in the region. The Foloi Oak Forest Environmental Museum and Information Centre is an important addition to the cultural history of the region.

Ancient Olympia has the following road connections:

- Highways
 - ✓ Pyrgos Anc. Olympia – Tripoli (Image 14)
 - ✓ Patras – Lampeias Tripoli (Image 15)

New impetus to the development of the region is expected by the creation of Olympia odos (image 16). According to the Governor of Western Greece

Region, Olympia Odos is one of the biggest development road projects which is expected to greatly redress the isolation of the Western Greece Region. Currently the construction works of the new sections of the Korinthos-Patra motorway are in progress, with the construction activity concentrating mainly on big structures-like tunnels, bridges, overpasses and underpasses and anti-flood structures-as well as widening works of the existing road as the new motorway mainly follows the existing alignment.

The project is expected to have the following benefits:

- **Increased Road Safety:** The construction of the new sections of the Korinthos-Patra and Patra-Pyrgos-Tsakona motorway is expected to greatly upgrade the geometric and operational characteristics of the road network with an obvious impact on road safety.
- **Time Savings:** Olympia Odos will greatly contribute to the development of the region as it will reduce travel time between the capital of Greece, Athens, and Patra-which is the third largest city in Greece. Also Olympia Odos is the main gate to and from the West, as well as other big urban centers and the other regions through which it runs, both in the northern and the western Peloponnese.
- **Regional Development & new Employment Opportunities:** The project will boost the economic and touristic development of the region of Western Greece, as it will facilitate the transportation of people and goods in these areas. It is also noteworthy that, for the construction of the new motorway, more than 2,000 people are employed. According to Olympia Odos S.A. the project will continue to offer employment opportunities during the 30-year operation period.
- **Environmental Sustainability - Benefits for the environment:** Water resources are protected effectively and their quality enhance.

Measures are taken in order to address environmental issues such as noise and air pollution. Wildlife is protected through the construction of animal crossings.

(Olympia Odos)

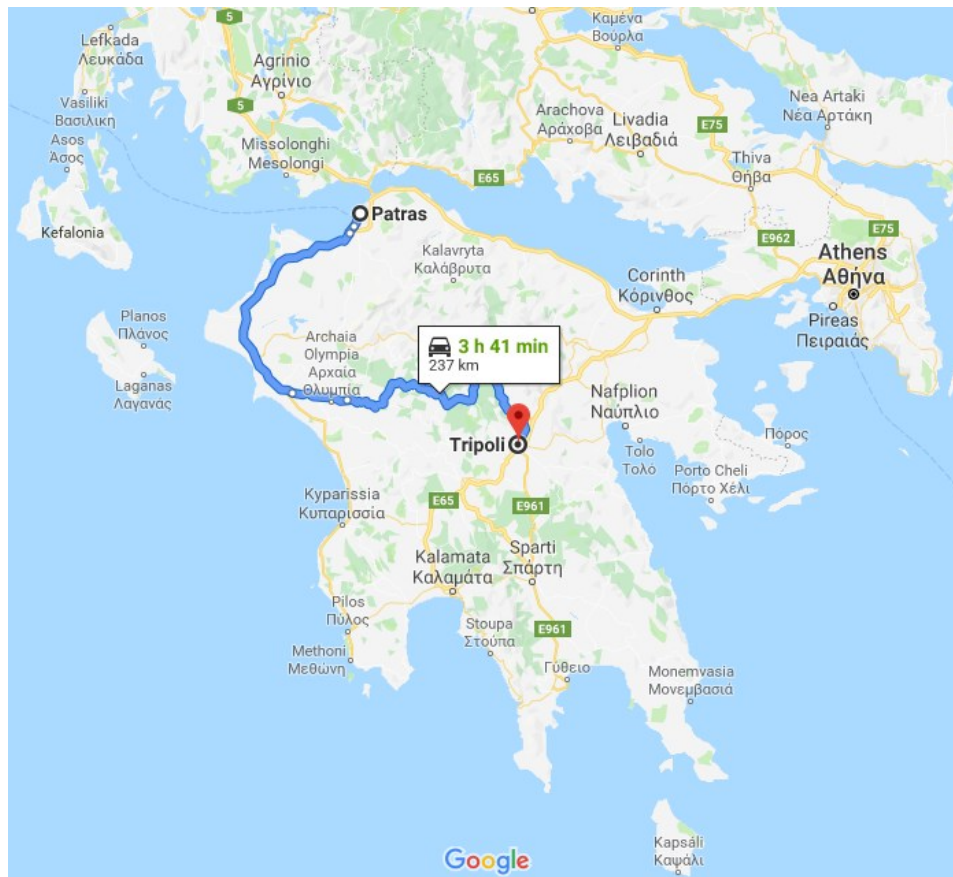


Image 14: Road network Patras- Ancient Olympia -Tripoli (source: Google maps)

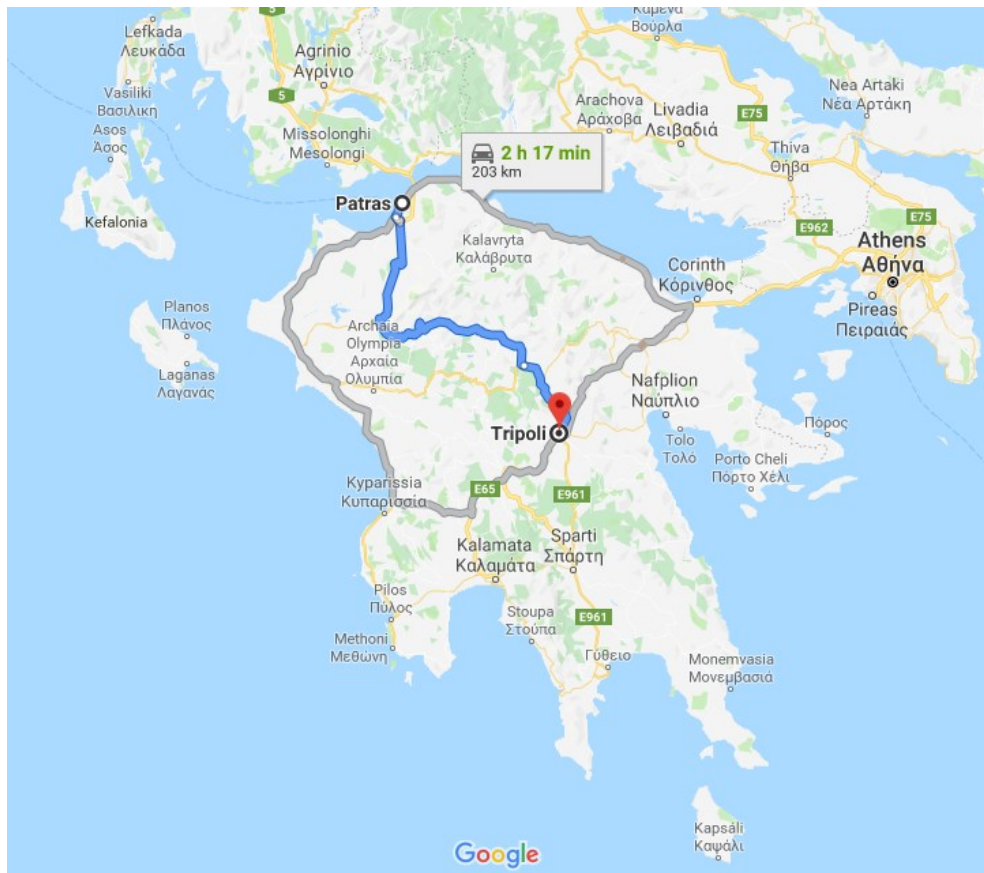


Image 15: Road network Patras- Lampeia -Tripoli (source: Google maps)



Image 16: Olympia Odos (source: Olympia Odos)

- Local roads
 - ✓ Krestena – Andritsena
 - ✓ Anc. Olympia- Lala
 - ✓ Anc Olympia – Alphios dam
 - ✓ Anc. Olympia – Louvro – Ksirokampos – Nemouta
 - ✓ Vasilaki – Aspra spitia – Alphios Bridge
 - ✓ Pelopio – Kafkania – Xelidoni – Krioneri
 - ✓ Panopoulo – Karia – Piniakos Ladon

The road network which connects the villages is satisfactory, with asphalted roads. However, mountainous areas have some issues due to the geological conditions and to landslides. Landslides became more intense after the catastrophic fires in 2007. An important problem of the municipality is the extensive network of rural roads and the constant need for maintenance.

- Rail-ways
 - ✓ Pirgos – Katakolo – Anc. Olympia: It is worth mentioning that, due to economic reasons, the rest of the rail network in the regional unit of Elis along with others in the Peloponnese, have been suspended since 2011. Currently there is not any rail connection from the capital of Greece, Athens.
- Healthcare

The village of Ancient Olympia has one health center which provides primary health services. Generally the hospitals which serve the citizens of the municipality are the General Hospital of Pyrgos “Andreas Papandreou” (approx 30min), the General Hospital of Patras “St. Andrew (approx 1hr and 30min) and the University Hospital of Patras – Rio (approx 1hr and 30min).

3.8 Tourism product of Olympia

The ancient town of Olympia is a historically significant region of Greece. However, despite being a World Heritage site, its regeneration, has been limited. Rural regeneration efforts are only possible by restoring some of the old structures in the surrounding locality.

The transformation of the area from rural to tourist was something that was anticipated as it has an archaeological area of world-wide significance and special symbolism, which is a powerful attraction for visitors. The tourist development of the area is based solely on the existence of the Archaeological Site. As a result, tourism in the region is not - due to its location - part of the usual "sun and sea" model developed in Greece and attributable to the vast majority of its visitors. Ancient Olympia belongs to the particular category of areas that attract visitors based mainly on their historical and cultural characteristics. Consequently, the region is ideally suited for the development of so-called cultural tourism, which, with proper promotion, can contribute to the economic development of the prefecture (McGregor, 1996).

The Archaeological Museum of Olympia (image 17), one of the most important of Greece, presents the long historical evolution of the sacred site dedicated to Zeus. It includes the permanent exhibition of findings from excavations in the sacred site of Altea, dating from prehistoric to early Christian times. Of all the invaluable exhibits, the sculpture exhibition, which is most famous for the museum, as well as the collection of bronze objects, which is the richest in the world, is most important (Pike, 2004).

The Archaeological Museum of Olympia, supervised by the E Ephorate of Prehistoric and Classical Antiquities, is a living organization, which, especially after its reformation, in 2004, on the occasion of the Athens Olympic Games, aspires to present the visitor to the history of the sanctuary, according to new museological concepts (Reid, 2005).

Also known as the New Museum, to be separated from the old one, it was built in the years 1966-1975 in the designs of the architect Patroklos Karantinos. Thirty years later, and due to the Athens 2004 Olympic Games, it was necessary to exhibit the finds of the sanctuary, mainly the bronze objects and the collection of Roman sculptures, in a new way. In September 2003, the exhibition's exposition was boxed in an exemplary manner in order to carry out the re-exhibition work, which included a major program of repairs and extensions to the building, exhibition, auxiliary and storage areas. The museum remained closed for one and a half years and on March 24, 2004, the new exhibition was opened (Reid, 2005).



Image 17: Archaeological Museum of Ancient Olympia (source: Municipality of Ancient Olympia)

It is worth mentioning that, as far as the legal status of archaeological museums in our country is concerned, some form of connection with local bodies and organizations is not foreseen so that they become a pole of attraction not only for Greek and foreign visitors, for the locals. In addition, there is no systematic collaboration between these museums and local authorities.

Other less visited museums in the village of Ancient Olympia are:

- The Museum of the History of the Ancient Olympic Games (image 18): The neoclassical building of the German architects F. Adler and M. Dorpfeld was the old archaeological museum of Olympia. Since 2004 it has housed items presenting the history of the Olympic Games, which began in 776 BC with panhellenic participation, but were abolished in 393 AD by the Byzantine Roman emperor Theodosius I.
- The Museum of the modern Olympic Games (image 19) houses numerous memorabilia and mementoes of the Modern Olympic Games, including the shrine, lined with silk, in which the heart of Pierre de Coubertin was transported in 1939, to be buried in the land of Olympia. This museum is currently closed due to the lack of funding.



Image 18: The Museum of the History of the Ancient Olympic Games
(source: Municipality of Ancient Olympia)



Image 19: The museum of the modern Olympic Games (source: Municipality of Ancient Olympia)

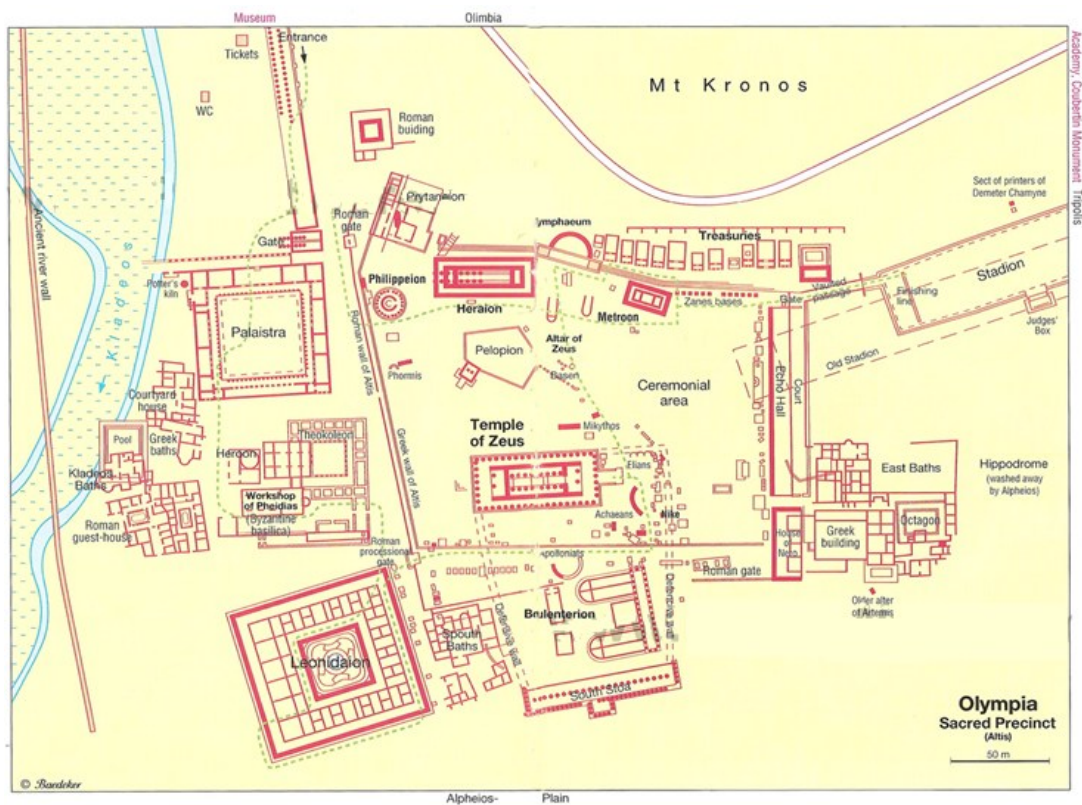


Image 20: Map of the archaeological site (source: Municipality of Ancient Olympia)



Image 21: Model of the archaeological site of Olympia (source: Municipality of Ancient Olympia)

The archaeological site of Olympia (see image 20 & 21) is one of the largest and most important sites worldwide. It consists of one of the most comprehensive sets of sporting facilities and religious buildings of the ancient world. Some of them include:

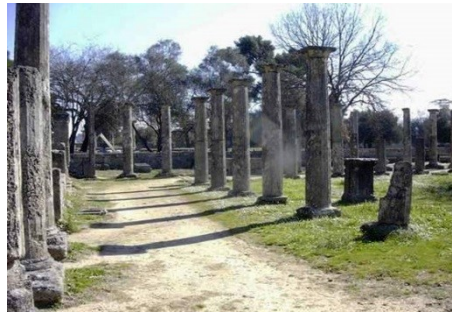
The Gymnasium



The gymnasium of Olympia lies north-west of the Altis enclosure on a flat stretch of land by the Kladeos river bank. It is adjacent to the

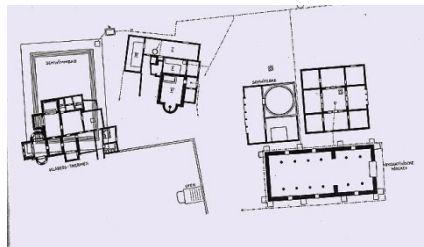
palaestra, which extends the gymnasium complex towards the south. Here athletes practiced track and field and the pentathlon. The surviving structure dates to the 2nd century BC. The gymnasium is only partly preserved.

The Palaestra



The palaestra is situated west of the Altis enclosure, near the Kladeos river and it was built in the third century BC as part of the gymnasium complex. It was used to practice boxing, wrestling and jumping. Only the lower, stone-built parts are preserved, and thirty-two of the seventy-two columns of the internal peristyle have been restored.

The Greek Baths



The earliest baths of the sanctuary are situated near the bank of the Kladeos river. They were named Greek baths so as to be distinguished from the baths of the Roman period. The original structure, which dates to the fifth century BC, was gradually remodeled and enlarged. The Greek baths were probably abandoned in the Roman period when several other bath complexes were built inside the sanctuary. Much of it was washed away by the river so very little remains today.

The workshop of Phidias/Early Christian Basilica



West of the sacred enclosure, directly opposite the temple of Zeus, was the workshop of Pheidias where the great sculptor crafted the gigantic chryselephantine statue of Zeus, listed as one of the Seven Wonders of the ancient world. The building was erected in the second half of the fifth century. Excavation finds and pottery date it precisely to 430-420 BC. Later the workshop became a

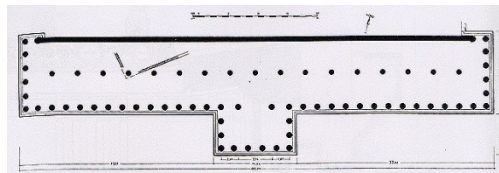
place of worship containing an altar for sacrifices to various gods, which Pausanias (V, 15, 1) saw in the second century AD. In the fifth century AD, a Christian basilica was erected over its ruins.

The Leonidaion



The Leonidaion, situated at the south-west corner of the sanctuary, outside the sacred precinct of the Altis, was a large and luxurious hostel for distinguished visitors to the Olympic Games. It was built in approximately 330 BC and was remodeled twice in Roman times.

The South Stoa



The south hall was both the southern limit of the sanctuary of Olympia and its main entrance from the south. Situated outside the Altis enclosure, south of the bouleuterion, it was built at the same time as the Echo hall c. 360-350 BC, and remained in use for many centuries. The hall was only partially investigated and its west side remains unexcavated. Recent cleaning, however, has revealed the hall's ground plan in its entirety.

The Bouleuterion



The bouleuterion, or Council House, one of the most ancient and important buildings of the sanctuary of Olympia, was the seat both of the Elean Senate, whose members were responsible for the organisation of the games, and possibly of the hellanodikai, or umpires. This is where the athletes registered

and drew lots, and where their names and the program of events were announced. It was also where any offences and pleas were tried, and where penalties were decided. The building was begun in the sixth century BC and completed in the fourth century BC. Only the building's foundations have survived. There has been limited restoration.

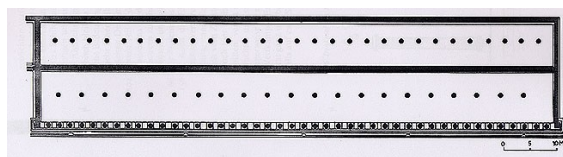
The Temple of Zeus



The massive temple of Zeus, the most important building in the Altis, standing in its very centre, is the largest temple in the Peloponnese. It was built by the

Eleans from the spoils of the Triphylian war and dedicated to Zeus. Construction began c. 470 and was completed before 456 BC. Parts of the sculptural decoration have been restored and are now on display in the Olympia Archaeological Museum, while the metopes removed by the French expedition of 1829 are in the Louvre. Conservation and cleaning of the monument are currently in progress.

The Echo Stoa



The Echo Colonnade was officially called the Stoa Poikile, or

Painted Colonnade, from the paintings that used to be on its walls. It received its popular name because a word uttered there was echoed seven times or more. The colonnade was built soon after the middle of the 4th century BCE. Deep beneath its floor, excavators found the starting line of the early classical stadium.

The Crypt



It is the monumental entry of the Stadium. It was built in the 3rd century B.C in order to connect the Stadium with the Sanctuary. It is a narrow vaulted corridor that in its western department ended in a gate with Corinthian column.

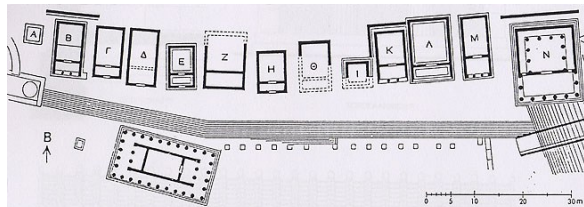
The Stadium



The stadium of Olympia, situated east of the sacred Altis enclosure, was where the ancient Olympic Games and the Heraia, the women's games in honour of Hera, were held. The

recent German excavations of 1952-1966 uncovered the entire monument.

The Treasuries



The treasuries of the sanctuary of Olympia are located at the foot of the Kronios hill

in an area used for worship since Prehistoric times. It dates from the seventh to the mid-fifth centuries BC. The monuments have been conserved.

The Zanes

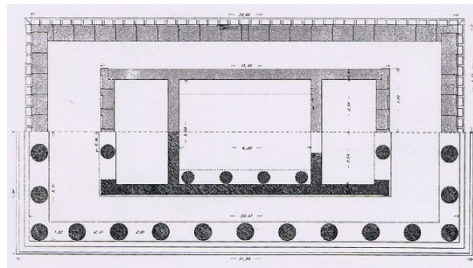


Immediately outside the Krypte, the entrance to the stadium and along the treasury terrace is a row of sixteen pedestals, which supported the Zanes. These

were bronze statues of Zeus, none of which has survived,

created from the fines imposed on athletes for cheating at the Olympic Games. Their prominent position was intended to dissuade other athletes from cheating. According to Pausanias (V, 21, 2-18), the first of the Zanes were erected after the ninety-eighth Olympiad in 388 BC. The Zanes were uncovered during the early excavations by the German School.

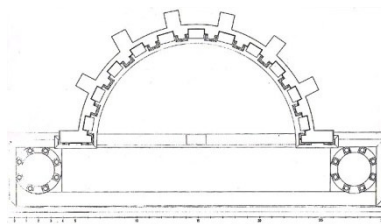
The Metroon



The Metroon, was built in the early fourth century BC and it was dedicated to the mother of the gods, Rhea, later re-named Cybele. It stood east

of the Heraion, below the terrace of the treasuries. This site was used for the worship of Mother Earth, to whom the sanctuary of Gaia was dedicated, and of Eileithyia, a similar deity connected to maternity, as early as the Prehistoric period. Only the temple's stylobate and parts of the entablature have survived and are currently being studied.

The Nymphaeon



The spring, also known as the Exedra of Herodes Atticus, one of the most opulent and impressive constructions inside the Altis, was

situated between the temple of Hera and the treasury terrace. It stood at the end of a much-needed supply of pure drinking water brought to Olympia in AD 160 from springs east of the sanctuary and distributed by a dense network of pipes. Prior to that, water came from wells and was in short supply, especially during the Olympic Games when thousands of visitors flooded the sanctuary. The monument is in a poor state of preservation. Almost none of the polychrome marble revetment has survived

The Temple of Hera



The temple of Hera, one of the oldest monumental temples in Greece, stands in the north-west corner of the sacred precinct of the Altis, on the south slopes of Kronios hill, protected by a powerful terrace

wall. It was dedicated to the Olympian sanctuary by the inhabitants of Skillous, an ancient city of Eleia. Only the temple's basement with its massive orthostates and lower part of the columns are visible in situ. Fragments of the terracotta entablature and the central akroterion are displayed in the museum.

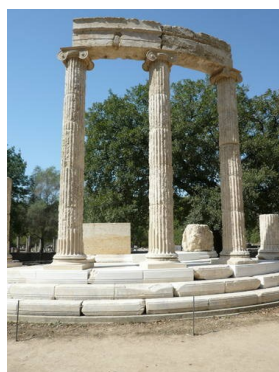
The Pelopion



South of the Heraion was the Pelopion, a funerary monument (cenotaph) dedicated to Pelops, a much venerated Elean hero. According to Pausanias (V, 13, 1)

this monument was dedicated by Hercules, a descendant of Pelops. Beneath the Pelopion lies a prehistoric tumulus (Early Helladic, approximately 2500 BC) and its enclosure.

The Philippeion



The Philippeion, the only circular building inside the Altis, is one of the finest examples of ancient Greek architecture. Located west of the temple of Hera, it was dedicated to Zeus by Philip II of Macedon after his victory at Chaironeia in 338 BC, proving the important political role of the

sanctuary at that time. Only the foundations and lower part of the walls are visible in situ. However, on the occasion of the Athens Olympic Games of 2004, the Berlin Museum returned ten of the building's architectural members (fragments of the base and columns, a Corinthian capital, part of the marble gutter with a lion's head water-spout, and a marble roof-tile) for its restoration.

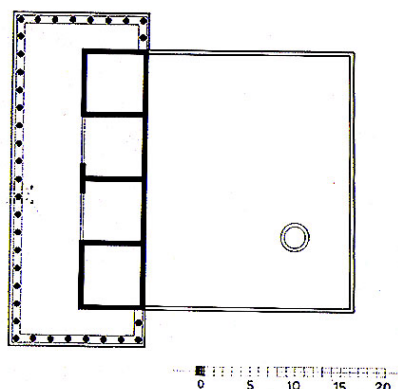
The Pritaneion



The Prytaneion, one of the oldest and most important buildings at Olympia, was the administrative centre of the sanctuary's political life and of the Olympic Games. It was the seat of the magistrates,

the high officials who oversaw the sacrifices performed monthly to honour the gods. It dates in some form to the late sixth or early fifth century BC.

The south east building



The so-called south-east building, probably a shrine of the goddess Hestia, formed the south-east limit of the Altis enclosure together with the Echo-hall, which was built to its north in the fifth century BC. The building is not visible today because of the superimposed

Roman structures.

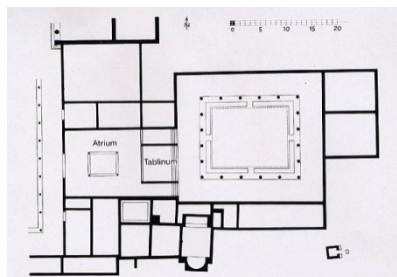
The Pre-Historic building



Excavations revealed a primitive sanctuary and possibly a settlement of the Early Helladic III period (2300-2000 BC); the site was continuously occupied until the Late Helladic III period (1600-1100 BC).

Several prehistoric buildings in the area of the Heraion have been investigated and back-filled. Building III, the only building still visible, is situated south-east of the Heraion.

The Nero house



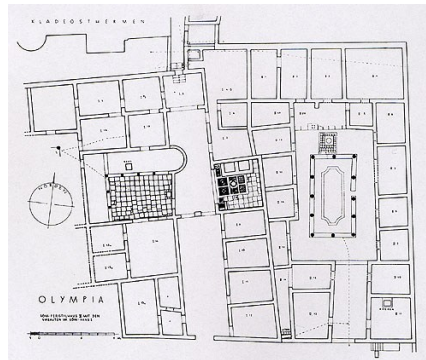
This large structure, situated at the south-west corner of the Altis, was built over the Classical sanctuary of Hestia and other buildings demolished for this purpose. A

lead water-pipe inscribed NER. AVG. and other indications, support the identification of the building as the House of Nero, built in AD 65-67 for the emperor's visit to the Olympic Games of AD 67, in which he participated. The monument - in particular the surviving wall-plaster, was recently restored and has been open to the public since 2002.

The Hippodrome

The hippodrome was situated at the south-east corner of the sanctuary of Olympia, on the large flat area south of the stadium and ran almost parallel to the latter. Its exact location is unknown, since it was washed away completely by the Alpheios river in the Middle Ages when the river's west bank dike fell into disrepair. The hippodrome housed the equestrian contests (horse racing and chariot-racing) of the Olympic Games and was therefore one of the most important monuments of the site.

The Roman hostels



The Roman hostels are located outside the sacred enclosure of the Altis, west of the workshop of Pheidias and very near the Roman baths of Kladeos, the construction of which is probably related to that of the hostels. The

complex was built in approximately 170 BC to meet the demands of the swelling numbers of visitors to Olympia during the games.

The Theokoleon



West of the sacred enclosure and north of the workshop of Pheidias lies the Theokoleon. This was the seat of the theokoloι, the priests of Olympia, but also the residence of the sanctuary staff, which included soothsayers, interpreters,

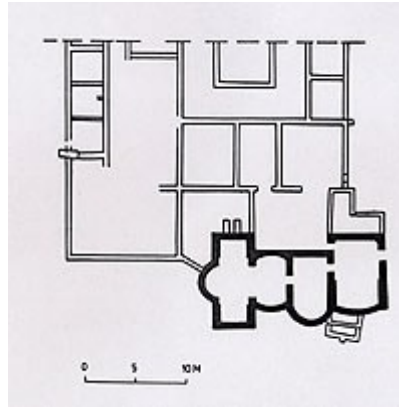
bearers of sacrificial animals, musicians and a woodmonger who provided the wood used in sacrifices.

The original structure dates to the mid-fifth century BC. The Theokoleon is closed to the public

Heroon of Olympia

West of the Altis, between the Theokoleon and the Greek baths, lies the heroon. Built in the second half of the fifth century BC as the sweat room (ephidroterion) of the baths, it became a heroon, or monument to a hero, in the Hellenistic and Roman periods.

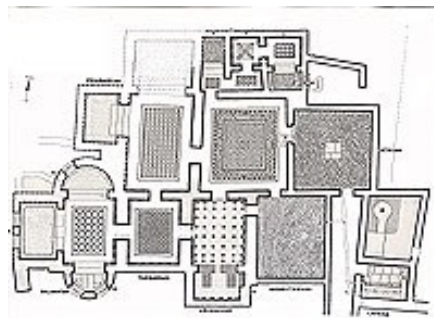
Leonidaion Baths



The so-called Leonidaion baths, situated outside the south-west corner of the Altis, owe their name to the nearby guesthouse (though the two buildings were not related). This well-preserved monument is unique in Olympia in that it preserves its original height and

roof. Built in the third century AD, it remained in use until the sixth century and was remodeled several times. The building's mosaic floors have been conserved and a shelter erected over part of the building where the roof subsided.

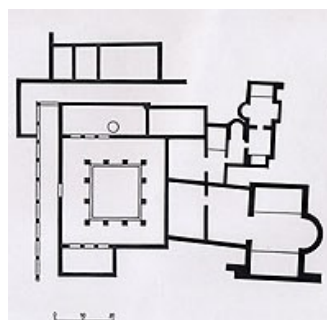
Kladeos Baths



The so-called Kladeos baths are situated near the bank of the Kladeos, at the western limit of the Olympian sanctuary, on the site of the swimming pool of the fifth century BC Greek baths.

They were built in the Roman period, approximately AD 100, in connection with the nearby Roman guesthouse to the south. The building's mosaic floors have been conserved.

Kronios Baths



The so-called Kronios, or north baths, lie to the north of the Prytaneion, near the foot of Kronios hill. The building was raised in Imperial times over a Hellenistic building and baths, was remodeled several times since and

remained in use until the fifth to sixth centuries AD. The building was revealed at the end of the first German excavation campaign

in 1880, and was almost fully investigated in the years 1987-1991. Further study of the earlier building phases was conducted in 2003, together with conservation of the mosaics. The court mosaic was restored to its original position, while another floor mosaic from the north rooms is displayed in the Olympia Archaeological Museum.

Altar of Zeus East of the Heraion and Pelopion stood the great altar of Zeus. No trace of it has survived, but the large quantities of ash and bronze votives discovered inside the Pelopion may come from this altar. According to myth, Zeus himself indicated the building spot of his altar by striking the ground with a thunderbolt. The altar was destroyed under Theodosius I, who abolished the Olympic Games, and under his grandson, Theodosius II.

Altar of Hera East of the Heraion, directly in front of the temple, are the foundations of the altar of Hera. The Olympic flame of the modern Olympic games is lit on this altar.

Pedestal of Nike of Paionios Hundreds of statue bases, many of which are inscribed, are scattered throughout the Altis. Situated approximately thirty metres east of the temple of Zeus is a most important example of these, the massive pedestal of the Nike of Paionios, the remarkable Classical statue. The pedestal remains in situ, while the statue is displayed in the Olympia Archaeological Museum.”

(Ministry of Culture and Sports)

Except the existence of the previous listed museums and the archaeological site the tourist product of Ancient Olympia has not been enriched with other cultural activities or other recreational ways to keep the visitor, resulting in the

average length of stay in the city, and therefore the expected tourist consumption is very small (Pike, 2004).

Also even if there are other attractions that tourists can visit such as other important archaeological sites, traditional villages, monasteries and activities to take part in such as hiking, visitors are unaware due to lack of promotion. Festivals such as the International Olympia Festival - which intensifies public attendance in the area - increase the number of visitors (mainly Greek visitors) but concerns only the short summer season.

At the meantime a large percentage of visitors that visit Ancient Olympia are cruise passengers who disembark at the port of Katakolon, visit the Archaeological Site and leave the city. The absence of a large number of restaurants in the Municipal District of Ancient Olympia is typical, suggesting that visitors do not have much time in the area outside the Archaeological Area, while there are several shops oriented to short-stay visitors offering snacks. Typically, it is mentioned that among the main goals of the Municipality is the increase of the average visitor stay to at least three days. Of course, this can be done over time, through urban interventions, providing more quality services to the visitor and improving the aesthetic "profile" of the city.

Regarding the commercial activity of the area, it should be noted that it is not very developed, as the quality of the services offered is low (a small number of A-class hotels, a small number of restaurants, etc.). The small / medium size of tourist units is an obstacle to the development of economies of scale and the upgrading of existing facilities and services. While these units provide relative flexibility to cover their costs and are adapted to the particular cultural and physical character of the area, their disadvantage is the poor quality of the services they offer (Pike, 2004).

The tourist development of the area of Ancient Olympia could also be associated with the existence of archaeological sites and monuments in the wider region of Ilia Prefecture. Some of these sites have been explored systematically in archaeological research (eg Temple of Epicurean Apollo,

Ancient Ilida, Kyllini Castle, Chlemoutsi), while others have not yet been investigated. (such as Skilloutia, Alifeira, Figaleia, Trypiti, Leporeo, Paliopirgos Vartholomiou, Strosi Sea area, Samia Castle, Katakolo's Castle, Chlemutsi castle etc). It is noted that their proper utilization can bring financial revenue to the county (traffic, revenue from tickets, etc.)

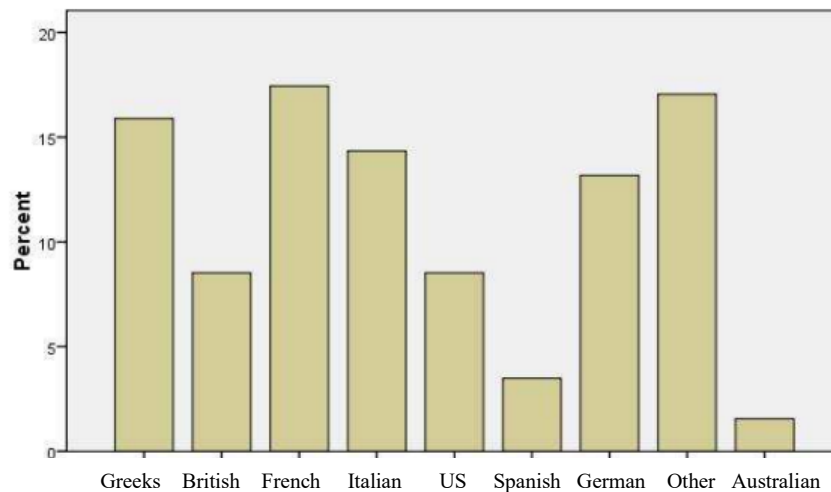
The prospects for economic growth in Ancient Olympia - through the cultural sector - are positive, given the comparative advantage of the region, which is the uniqueness of its cultural wealth. It should be clarified that there are possibilities (but also requirements) for immediate exploitation, provided, of course, appropriate operational planning and strategy, on the basis of socio-economic and aesthetic parameters.

3.9 Tourist Profile of Ancient Olympia

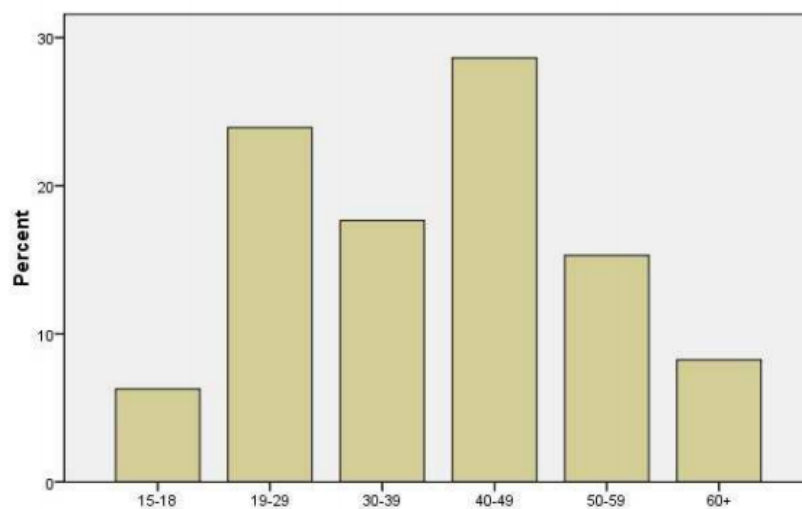
It is important to analyze and understand the tourist profile that visit Ancient Olympia. This will not only give us a better idea of the “tourist product”, but it will help understanding the needs of the visitors and create a focused strategy for the future.

In 2010, “Detour Unlimited” presented a master plan to the hotel owners in Ancient Olympia based on key findings from research conducted by Georgia Zouni. Zouni (2011) was investigating the difference between the evaluated experience of tourists, and providers’ estimation of this evaluation. She analyzed a sample of 256 visitors’ perceptions through a questionnaire.

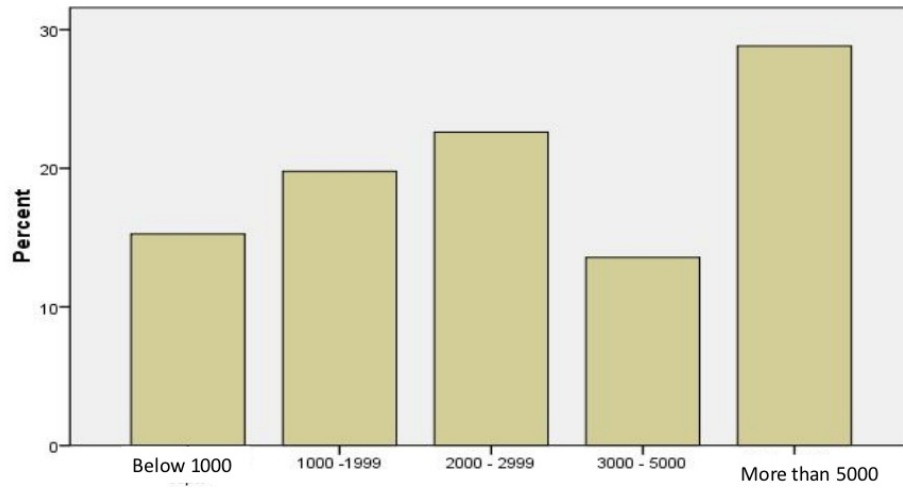
According to her study, most tourists who visit Ancient Olympia (at the current time of the research- graph 4) are French (17.4%), followed by the Greeks (15.9%), the Italians (14.3%) and the Germans (13.2%). Also the visitors are mainly between the ages of 19 to 49 years old (Graph 5), of both sexes, they are highly educated (Graph 6), they have high income (Graph 7) and they are mainly couples or travelling with their families (Graph 8).



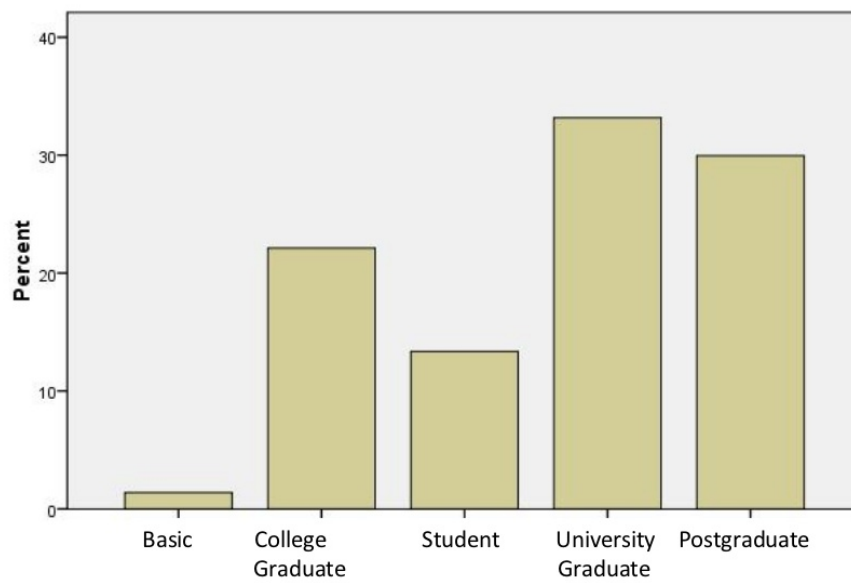
Graph 4: Visitor's nationality (source: Detour unlimited 2010)



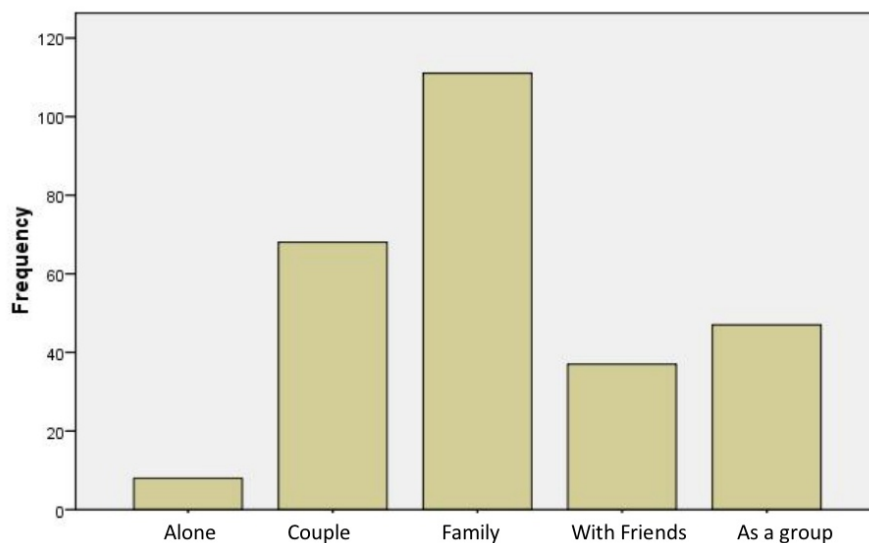
Graph 5: Visitor's age group (source: Detour unlimited 2010)



Graph 6: Visitor's Monthly income –in euros (source: Detour unlimited 2010)

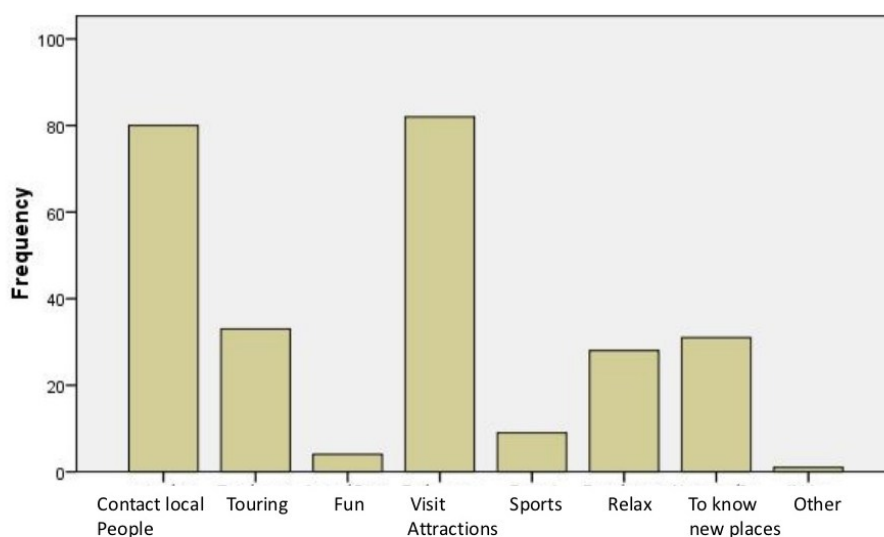


Graph 7: Visitor's Education (source: Detour unlimited 2010)

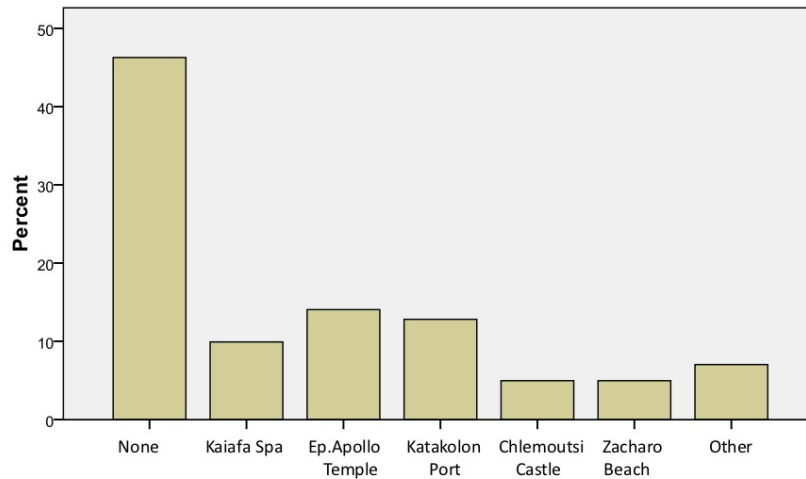


Graph 8: Travel party composition (source: Detour unlimited 2010)

The main activities undertaken (Graph 9) are to visit attractions (57%) and to engage with local people (38%) However it worth mentioning that a high percentage of visitors did not visit any other nearby destinations such as, Kaiafa Spa, Epicurean Apollo etc (Graph 10).



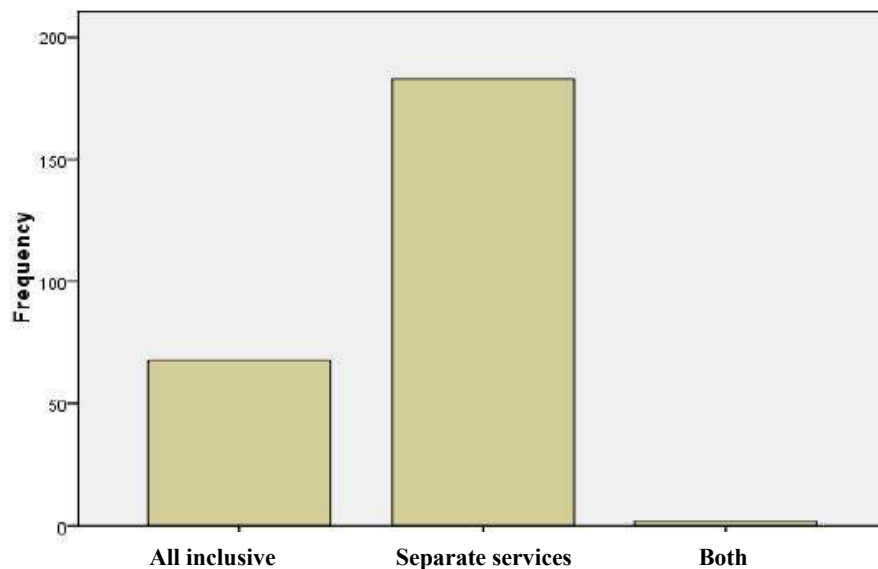
Graph 9: Activities undertaken when travel (source: Detour unlimited 2010)



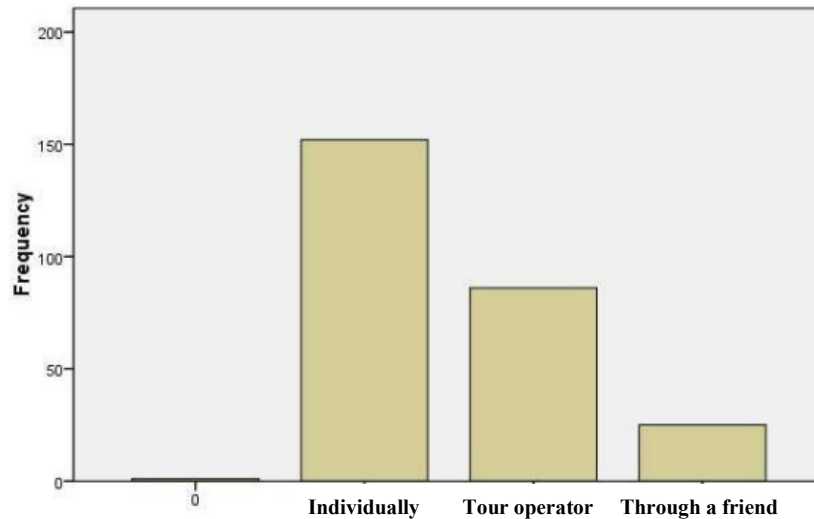
Graph 10: Other visited attractions close to Ancient Olympia (source: Detour unlimited 2010)

Most visitors (72.3%) prefer to buy tourist services separately instead of all inclusive packages (26.9%) (Graph 11).

Regarding the way tourists booked their trip, 57% of visitors made their own arrangements, 32.6% booked their travel via travel agencies and 9.5% booked their holidays through the help of friends (Graph 12).

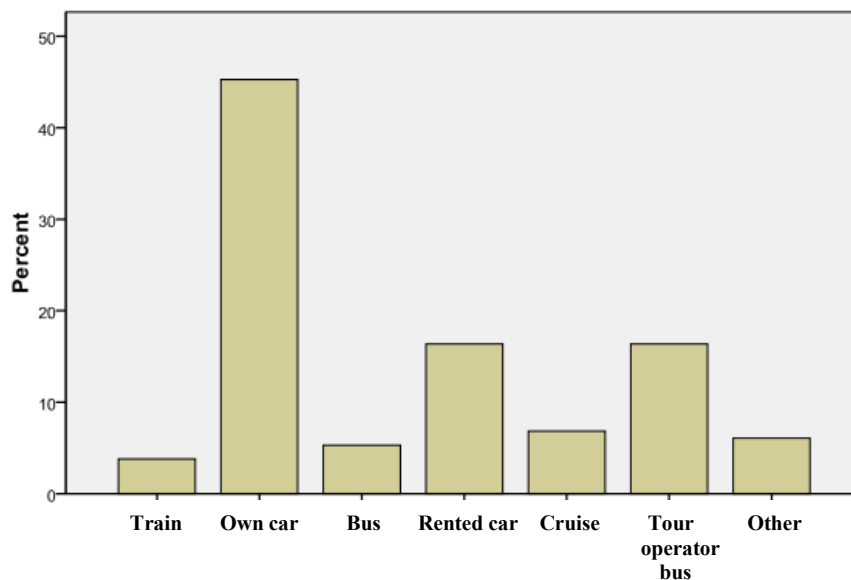


Graph 11: Types of tourism packages they prefer (source: Detour unlimited 2010)



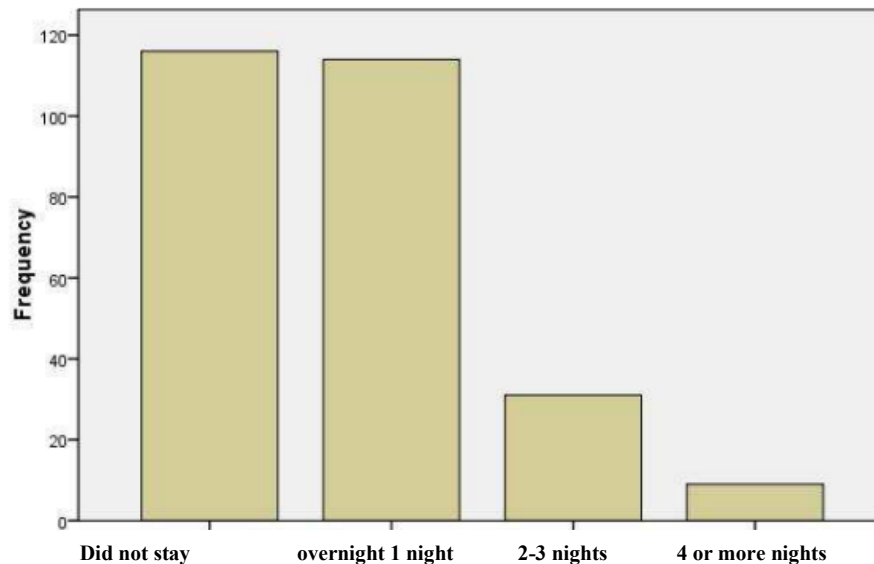
Graph 12: How they booked their holidays (source: Detour unlimited 2010)

Regarding the form of transport they used to come to Olympia, 45.2% of tourists used their own vehicle and 16.3% used a rented vehicle or a tour operator bus (Graph 13). It is worth mentioning that only 10% of the visitors used public transportation to reach the destination. This could be due to the non-direct and complicated routes.



Graph 13: Transportation they used to reach the area (source: Detour unlimited 2010)

Finally, only 57% of the visitors stayed overnight in Olympia. Out of those that stayed overnight, 70% of the visitors stayed for one night, 23.3% stayed for 2-3 days and only 11 visitors stayed for 4 or more nights (Graph 14).



Graph 14: Length of stay in Olympia (source: Detour unlimited 2010)

3.10 Development through Olympic Games 2004

The 2004 Olympic Games in Greece was an opportunity for the economic and cultural development of the area. The great visibility of the region on a global scale, was expected to bring more positive results in the coming years, mainly to tourism and, by extension, to the local economy (Sharpley & Telfer, 2002).

The Olympic Games was a challenge for the tourist development of the country and the wider area of Ancient Olympia, expanding the visibility of the place internationally. The impact of the Games, according to a study by the Municipality of Ancient Olympia, which took place before the Olympic Games (1998), is spatial, material and immaterial. The spatial impacts are related to the spatial, aesthetic and urban planning interventions that took place in the area. Emphasis was placed on the creation of important projects implemented through the Sectoral Operational Program "Culture", the Regional Operational Program for Western Greece and the "Greece 2004" Program (Sharpley & Telfer, 2002).

Within the framework of the above programs, remarkable infrastructures were implemented such as the establishment of the Cultural Olympiad Center at the "Xenia" Hotel, aims at promoting information on cultural events and meeting the needs of artistic creation- this project never started. Characteristic was the two restorations that took place in 2005 in the context of the promotion of the archaeological site by the German archaeological school, under the oversight of the Greek archaeological service and the financing of the Leventis Foundation. The first concerns the restoration of the northwest pillar of the temple of Zeus and the second one in the restoration of the Philippion, one of the most important buildings of Olympia, after the return of parts of the monument from Germany (Sharpley & Telfer, 2002).

Also worth mentioning is the creation of the Museum of the Olympic Games (2004) at the site of the old archaeological museum, which aims to promote through the exhibition material the historical course and philosophy of the Olympic Movement and the virtual representation of the Olympic Games through digital technology. However, as it was stated before due to the lack of funding the museum of the Modern Olympic Games is currently closed.

The physical effects of the Olympic Games are linked to the quantification of indicators, such as the change in the visitor traffic or the increase in income from commercial activities. At this point, it is worth noting that after the 2004 Olympic Games there was an increase in traffic to the museum and the archaeological site, but not equal to the expectations of local actors. In fact, the differences are not very large compared to before the Olympic Games. This can be explained by the fact that the infrastructure in the region and in the county has not been completed (Martinet, 2014).

In particular, there is a lack of rapid access to the area via the airport since Andravida airport does not yet operate as a civilian, but only as a military one. There are also problems with the port and the marina of Katakolos, as well as inadequate road access to the prefecture, as the Olympia Road has not been implemented, as well as the connecting road between Ancient Olympia and Vytina, which can make the area easier to visit.

Finally, the immaterial effects of the Olympic Games are on non-measurable institutions and on social structures. It is a fact that due to the Games, cultural actions and institutions, such as the Olympic Truce, were launched, with the creation of the International Olympic Truce Center in Ancient Olympia, which has a symbolic value but also a dominant importance. It is worth mentioning that, at the initiative of the IOC President, a Global Conference on Peace was held every two years, not at the level of teachers and athletes to date, but at the level of political decision makers for peace. Finally, the International Olympic Academy (IOA), the multi-cultural and interdisciplinary center, which is a source of attraction for visitors and events from all over the world, is also a great opportunity to enhance the direct relationship of the region with Olympism and its values. In this way, visitors of a higher educational level are attracted and congress tourism is being promoted (Sharpley & Telfer, 2002).

The above effects of the 2004 Olympic Games in Ancient Olympia and in the wider region are not independent, as they interact, complement each other and have a short, medium and long-term impact. The degree of their impact on the region depends on the visitor-consumer of the tourist product, but also on the citizen, sponsor, manager and producer of the tourist product, that is, it relates to the demand and the production of the cultural product (capabilities) (Singh, Timothy & Dowling, 2003).

It is a fact that Olympia as the International Center of Olympism can be a pole of attraction of capital from the world market, with the aim of making more investments for the exploitation of projects and activities. In this way the cultural product of the region and thus economic growth can be promoted and highlight. Despite in any problems, the trends of tourist traffic in the Municipality of Ancient Olympia are generally more favorable than those in the wider region of the prefecture of Ilia. The increase in the number of overnight stays in Olympia in the last decade has been reported to be significantly lower than in the whole of Greece, but contrary to the negative trends in the prefecture (Singh et al., 2003).

3.11 Ancient Olympia SWOT Analysis

Strengths	Weaknesses
Rich historical and cultural heritage	Absence of intelligent utilization of the natural, cultural and historical heritage
Rich natural environment	Lack of alternative tourism activities
Rich architectural and cultural elements of various historical periods	Infrastructure promotion and recognition of the area.
Simultaneous implementation of co-financed rural tourism development programs in the area	Low quality general and tourism infrastructure
“Pure” local products of high quality and links with tourism	Lack of promotion of the local products
Negligible violence and crime	Low interconnection level among local economy sectors, insufficient environmental protection, (natural and anthropogenic) and low level of local society awareness. Reduction in the population of the Intervention Area
Global attention	Low educational level
Brand name	Lack of infrastructure (road network)
	Lack of national cadastre maps
	Distance from the sea

Opportunities	Threats
International tendency for alternative tourism, based on local historical and cultural identity, nature and local quality products Increase in the competitiveness of Greece as a tourism destination, due to the Greek Debt Crisis International trends for high quality tourism Increased domestic and international demand for quality and organic products The possibilities that the use of new technology provides can contribute decisively in the modernization of the area's productive structure and increase the probability of its success. The new road network (Olympia Odos) ESPA funding partnership agreement 2014-2020	Lack of financing means The delay of the interventions' completion relevant to the infrastructure can lead to further slowdown in the total developmental process that is attempted. Potential destruction of the natural environment trespasses of forestal areas etc. especially after the August 2007 wildfires High unemployment rate. Large percentage of elderly people. Depopulation Unstable political and economical environment Continuation of ESPA funding partnership agreement

Table 7: Ancient Olympia –SWOT analysis

3.12 Protection of the region

Ancient Olympia has been declared as a World Heritage site by the UNESCO. It has also been declared as an area of particular natural beauty, and an archaeological area of historical importance (Simmonds, 1997). Ancient Olympia meets five out of ten UNESCO's criteria for selection which are the following:

“Criterion (i): The sanctuary of the Altis contained one of the highest concentrations of masterpieces of the ancient Mediterranean world. Many have been lost, such as the Olympia Zeus, a gold-and-ivory cult statue which was probably destroyed by Pheidias between 438 and 430 BC and one of the seven wonders of the ancient world. Other masterpieces have survived: large votive archaic bronzes, pedimental sculptures and metopes from the temple of Zeus, and the famous complex of Hermes by Praxiteles. These are all major works of sculpture and key references in the history of art.

Criterion (ii): The influence of the monuments of Olympia has been considerable: the temple of Zeus, built in 470-457 BC, is a model of the great Doric temples constructed in the Peloponnese, as well as in southern Italy and in Sicily during the 5th century BC; the Nike by Paionios, sculptured circa 420 BC, so lastingly influenced iconographic allegories of victory that neoclassic art of the 19th century is still much indebted to it; the Olympian Palaestra with reference to the Roman period, a square and an open space for athletes' training as well as a place for their mental and physical preparation before the Games, is undoubtedly the typological reference made by Vitruvius in “De Architectura”. Its value as a standard in architecture is in any case indisputable.

Criterion (iii): Olympia bears exceptional testimony to the ancient civilizations of Peloponnese, both in terms of duration and quality. The first human settlements date back to prehistoric times when the valley was occupied from 4000 to 1100 BC. Settlements and necropolises from the Bronze Age have been unearthed along the banks of the Alpheios river. The Middle Helladic

and Mycenaean periods are represented at the site. Consecrated to Zeus, the Altis is a major sanctuary from the 10th century BC to the 4th century AD, corresponding to the zenith of Olympia, marked more specifically by celebration of the Olympic Games from 776 BC to 393 AD. A Christian settlement survived for a time at the site of the ruins of the great Pan-Hellenic sanctuary: discovery of the workshop of Pheidias under the remains of a Byzantine church is an outstanding indication of continuous human settlement, which was interrupted only in the 7th century AD, as a result of natural disasters.

Criterion (iv): Olympia is an outstanding example of a great Pan-Hellenic sanctuary of antiquity, with its multiple functions: religious, political and social. Ancient sanctuaries, such as the Pelopion and a row of Treasuries to the north at the foot of Kronion Hill, are present within the peribolus of the Altis, consecrated to the gods, alongside the principal temples of Zeus and Hera. All around the divine precinct are the structures used by the priests (Theokoleon) and the administration (Bouleuterion), as well as common buildings (Prytaneion), accommodation (Leonidaion and Roman hostel), residences for distinguished guests (Nero's House), and all the sports structures used for the preparation and celebration of the Olympic Games: the stadium and the hippodrome to the east, and the thermal baths, the Palaestra and the Gymnasium to the south and west.

Criterion (vi): Olympia is directly and tangibly associated with an event of universal significance. The Olympic Games were celebrated regularly beginning in 776 BC. The Olympiad –the four-year period between two successive celebrations falling every fifth year- became a chronological measurement and system of dating used in the Greek world. However, the significance of the Olympic Games, where athletes benefitting from a three-month Sacred Truce came together from all the Greek cities of the Mediterranean world to compete, demonstrates above all the lofty ideals of Hellenic humanism: peaceful and loyal competition between free and equal men, who are prepared to surpass their physical strength in a supreme effort, with their only ambition being the symbolic reward of an olive wreath. The

revival of the Olympic Games in 1896 through the efforts of Pierre de Coubertin illustrates the lasting nature of the ideal of peace, justice and progress, which is no doubt the most precious but also the most fragile feature of the world's heritage.”

(UNESCO)

In Ancient Olympia there are archaeological zones within the area that are of historical importance and cannot be changed or developed in any way. This is the region of ultimate protection (Zone A), and zones on which it is possible to build (Zones B1 & B2). Zone A is protected under provisions of law which is based on the legal statutes of the Protection of Antiquities and Cultural Heritage in general. The sanctuary of Olympia and surrounding areas are an archaeological site and are protected by government security. The local fire service checks and preserves the effectiveness of fire protection infrastructure within the site.

In Ancient Olympia, the riparian zone of Alpheus from the region Linares to the mouth of the river, is designated as a zone of protection of the environment B5.

(Article 3, Paragraph 2 , 6)

- Housing Control Zones (in Greek Z.O.E)

In the broader area of study there is an approved Z.O.E since 1993. According to Z.O.E, areas are specified through different categories (A, B, C, D and E) which set out the use of land, building regulations etc.

In Ancient Olympia, the riparian zone of Alpheus from the region Linares to the mouth of the river, is designated as a zone of protection of the environment B5 (Article 3, Paragraph 2 , 6)

Also 300m of each side of the road axis (Pyrgos – Ancient Olympia, Epitalio – Krestena- Anc. Olympia) are categorized as E zone, and no industrial or

mining activities are allowed, as well as camping, workshop and livestock facilities etc (Article 3, paragraph V,B).

- Ancient Olympia:

Ancient Olympia has also been declared as an area of “particular natural beauty” (ΦΟ7/23610/958/7-6-80, ΦΕΚ633/Τ.Β/8-7-80), (Α1/ΦΟ7/55685/2138/22-9-80, ΦΕΚ1008/Τ.Β/2-10-80) according to the following law Ν.1469/50. Finally Anc. Olympia is declared as an archaeological area (ΥΠΠΕ/ΑΡΧ/Α1/Φ7/36535/ 1287/17-7-85, ΦΕΚ 473/Τ.Β/25-7-85). There are archaeological zones of ultimate protection (Zone A) and zones which are capable to build (Zones B1 and B2). (ΥΠΠΟ/ΑΡΧ/Α1/Φ7/10834/566Π.ε/6-2-92, ΦΕΚ 128/Τ.Β/27-2-92 and ΦΕΚ 216/Τ.Β/31-3-92)

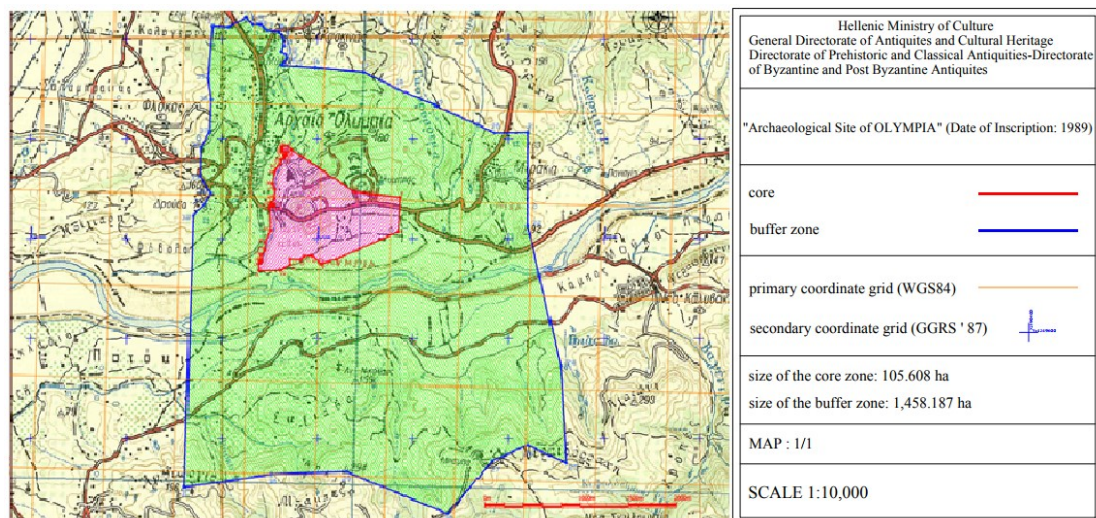


Image 22: Archaeological Site- Buffer zones (source UNESCO)

Urban regeneration efforts cannot occur within the protected zones. The focus would be to develop the township surrounding the site and develop the area that would create a sustainable local region for tourists and neighbourhood communities (Nijkamp & Perrels, 2014). Urban regeneration of the surrounding areas have to be initiated in cooperation with the local government as there are possibilities of developing the community with new

structures,, and there are possibilities of restoring other historical structures or recreating old monuments and structures that were in the region in the past and already destroyed by earthquakes, floods and other natural causes.

Moreover In the broader region of the municipality there are the following protected areas:

- Areas protected by Natura 2000
 - ✓ Foloi Oak Forest
 - ✓ Mount Erymanthos
 - ✓ Olympia

The main characteristics of the previous areas are shown in the following table:

AREA	EXTEND (ha)	HABITAT TYPES
Foloi Oak Forest	9723	• Brushwood Sarcopoterium spinosum (5420) • Sclerophyllous forests used for grazing • Mediterranean pine forests with endemic pine species
Mount Erymanthos	19332.14	• Mountainous and Mediterranean heaths with gorses • High Brushes with Juniperus oxycedrus • Brushwood Sarcopoterium spinosum • Sclerophyllous forests used for grazing (dehasas) with Quercus ilex • limestone steep cliffs • mountainous steep cliffs of southern Greece,

		Platanos forests of the East (<i>Platanion orientalis</i>) • Mediterranean pine forests with endemic species of Mediterranean pines • forested plant communities with <i>Juniperus foetidissima</i>.
Olympia	315	• Brushwood <i>Sarcopoterium spinosum</i> (5420) • Sclerophyllous forests used for grazing • Mediterranean pine forests

Table 8: Main characteristics of the border regions' protected areas by Natura 2000 (source Municipality of Ancient Olympia)

3.13 Projects for Ancient Olympia regeneration

Some of the projects that have been initiated for the development of the surrounding region are connected to the construction of an International Olympic Academy. There has been a study that focuses on investigating whether the Olympic Games can be held in Ancient Olympia. The games would be based on recreating the Olympic stadium in a way that would be possible to organize the games within the area. There are proposals to develop Conference Centers as well as an International University of Ancient Olympia that will allow students to study courses that are relevant to ancient history, philosophy and the ancient Greek arts and sciences.

Other proposals include:

- The development of the "Olympic route" Ancient Ilida - Ancient Olympia which would connect Ancient Olympia and Ancient Elis through a

network of paths and streets among the cultural and environmental ecosystems of the area.

- The development of facilities for the exhibition of “Olympic Land” products.
- The development of “Ancient and modern sports center”.
- The creation of thematic parks
- The touristic Upgrade & Utilization of Alfeios River
- The development of an International Educational Center
- The creation of an information Center with Digital Museum for the visitors of Ancient Olympia
- The enhancement of the Accessibility of Ancient Olympia

Skoumpouris *et al*, (2011).

4.0 Methodology

4.1 Aims, objectives, questions

The aim of this study is to identify the relationship between an ancient tourist attraction and sustainable tourism development for Ancient Olympia. The objective of this study aims further understanding of the theoretical and practical mechanisms that are active and affect the subject of rural tourism in the selected area and the prospects of advancement that exist today. This is why the literature review that is presented above will be supported by a further primary research conducted by the researcher.

The objectives of this thesis are considered specific and essential and they are presented in the points below:

- To decipher the most essential parts that constitute the sustainable development today.
- To explore the main components of the process that constitutes a destination as a touristic success, able to exist as one in the financially and economically interconnected world of today.
- To explore of the sustainable methods of the second objective. This process includes the maintenance of the local character of a destination and the perseverance of its historical uniqueness.
- To explore the marketing and economics aspects that are expected to contribute to answering the above questions.
- To analyze the case of the Ancient Olympia destination and to analyze the results that will be produced.
- To collect the opinions of citizens regarding the impact of the tourist development in rural and regional regeneration of Ancient Olympia

4.2 Scope of the work and methodological approach

The purpose of Quantitative Analysis is to discover the causes of change in social phenomena through objective measurement and numerical analysis. This type of research usually employs deductive reasoning, that is, the researcher starts with an existing theory - he expects one answer. Quantitative analysis aims to verify a case through numerical data. Social life has regularity and therefore, the aim is generalization (general principles). That is, it leads to generalizations and empirically founded theories, through research. Theory in empirical research means applying the criterion of scientific logic, ie what we see and not what we have to see. It is based on numerical data or features of cases or subjects that show the connection between social reality and theory (Fowler, 2014).

The purpose of quantitative research is to discover the causes of change in social phenomena through objective measurement and numerical analysis. It is used in natural and social sciences, such as physics, biology, psychology, sociology and geology (McBurney & White, 2013).

One of the main problems for which objections are raised to the value of knowledge produced by qualitative research methods is the problem of objectivity, which we are examining below. At first, objectivity is approximated, as is understood in the physical, human and social sciences. Here follows the approach of inter-subjectivity, which the present study suggests in terms of objectivity.

Despite its diversity and sometimes contradictory assumptions about its intrinsic properties, several writers have attempted to capture the essence of qualitative research by offering various definitions based on its characteristics. The most representative definition is that of Denzin and Lincoln (2000), according to which "Quality research is an activity that places the observer in the world. This world consists of a set of interpretations and material practices that make it visible. These practices turn the world into performances, including notes, interviews, photos, recordings and memos. At this level, quality research undertakes to make an interpretative, naturalistic approach to

this world. This means that quality researchers study things in their natural world and try to interpret them from the perspective of the people themselves" (McBurney & White, 2013).

As analyzed by Immanuel Kant (1724-1804) in the Critique of Pure Reason, natural sciences and natural phenomena obey stable laws and rules, and their evolution follows a steady course of decadent developments independent of space and time. In contrast to natural sciences, social and human sciences, are not governed by stable rules of general validity. However, as the German philosopher Wilhelm Dilthey (1833-1911) pointed out, the fact that social phenomena and human behaviors do not evolve on the basis of stable generalized rules of power does not mean that these phenomena arise and work at random. There is a set of conditions and phenomena that interact and depend on each other and through the way they interact contribute to shaping social phenomena and human behavior. It is what Dilthey calls the "Historical Speech», which is contradicted by Kant's "pure speech". Consequently, the approach of social phenomena in a way analogous to natural sciences is by nature impossible (McBurney & White, 2013).

The absence of stable rules of general application raises a number of issues for supporters of the quantitative paradigm, which is why they question the scientific value of qualitative research. This critique has been reinforced since the early years of qualitative research by the fact that many quality researchers, in their zeal for quality research, did not provide enough documentation and justification of their methods, findings. For these reasons, qualitative research is strongly criticized. They are considered to be using "soft" (soft, confused) research procedures, that their findings are "fantasies of science, not science", and that the researchers conducting them "have no way of confirming whether what they say is true or not "(Fowler, 2014).

Recently, this criticism has also surfaced from the field of qualitative studies and relates not to the traditional favourable criteria of validity and reliability but to problems such as the study course as an act, the style and the manner of writing and presenting the study method, the importance and value of the research topic, and the growing impact of positivism on qualitative

methodology. The inductive and flexible nature of quality methods for data collection offers distinctive benefits over quantitative studies. Maybe the greatest asset is the capacity to investigate the responses or observations and obtain more comprehensive descriptions and explanations from experiences, behaviours, and beliefs. For instance, if we would like to assess a book based on readers' opinions, we might have provided them an open-ended questionnaire. Initially, readers might be questioned: "What is your general impression of the book you hold?" Some readers might respond with one or two phrases, like "it's interesting" or "it's boring." Therefore, in qualitative research, we have the option of extending or deepening the question. For example, "why do you think that it's so?" or "What didn't you like, particularly?" And other questions like that. We would claim we are interrogating the reader in this manner. The reality is that the aim of the qualitative method is to help the researcher contribute to the creation of a narrative which is rich profound and informed about the general objective of the study (McBurney & White, 2013).

Sampling strategy differs in quantitative and qualitative methods. Most sampling discussions are conducted by scientists using the quantitative method. The main goal of scientists is to consider a representative population to proceed with generalisations and findings. They tend to use mathematical probability theory-based sampling or distinct random sampling. Two criteria are examined by qualitative researchers to use probable or random sampling. The first criterion wastime and cost savings. For example, they get a representative sample of two thousand people instead of collecting data from twenty million people. Accuracy was the second criterion of random sampling. The data should be accurately gathered, i.e. a well-designed study. Rather, the focus of quality researchers is less on a representative sample or the random sampling method. The aim of the researchers was to enlighten the prevalent characteristics of social life from the sample they have gathered and how they can look at it in depth to comprehend it. This was why qualitative researchers tend to refer to the second type of sampling; non-random sampling (Fowler, 2014).

4.3 Analytical approach

After the literature review was completed, the analytical part of the current dissertation will take place through the quantitative analysis. This section will shed light about the potential growth of tourist development in terms of rural and regional regeneration in the region of Ancient Olympia. A sample of 115 individuals (58 males and 57 females), aged 18 to 56 years filled in the survey. The only inclusion criterion was their residence in the region of Ancient Olympia. Convenience sampling was chosen by the researcher as the easiest and less time consuming method. Participants were selected based on availability and willingness to take part.

The questionnaire (see appendix), designed by the researcher for the purpose of this study, is a self-report measure. It consists of 36 items on two subscales which reflect the impact of the tourist development in rural and regional regeneration of Ancient Olympia. The items are rated on a 5- or 7-point ordinal scale from “strongly disagree” to “strongly agree” with a statement. The questions in part B refer to the general opinion about the tourism development in the region and the questions in part C illustrate the ethics for sustainable tourism development in Ancient Olympia. Demographic information was collected from eight closed-ended questions. Respondents were asked about gender, age, education level, profession, marital status and monthly income. Furthermore, there was a question about the years of residence in Ancient Olympia.

The recruitment of participants occurred from March to May 2019. Data collection was conducted in gathering places for local people, the community center and coffee houses of Ancient Olympia, where they were approached by the researcher himself. The translation and cultural adaption of questionnaire to the Greek language was performed in accordance to international guidelines. The current study was granted ethical approval from the Ethical Committee of Manchester Metropolitan University. Written consent was obtained from all respondents prior to beginning the research. They were informed in understandable language about the study emphasizing the

anonymity and voluntariness of participation. In particular, they were given an explanation of the overall aim, the research procedures, expected duration and the extent of confidentiality. They were also assured that they have the right to withdraw from the research at any time with no cost and their answers will be used only for the purposes of this dissertation. The researcher fully respected the participants' privacy during the process and took responsibility for protecting personal information and identification at all stages and in all circumstances.

The data emanated in a flexible manner so that their answers may be easily interpreted through tables and graphs. Precisely, the results of the current investigation presented through tables and graphs and more statistical criteria implemented to determine the association among variables. Analysis of the quantitative data in this research was implemented via the commonly used tool "Statistical Package for the Social Sciences" (SPSS, version 22). Frequency and descriptive statistics were presented for the socio-demographic characteristics of the participants. P values reported are two-tailed. Statistical significant level was set at 0.05 standards.

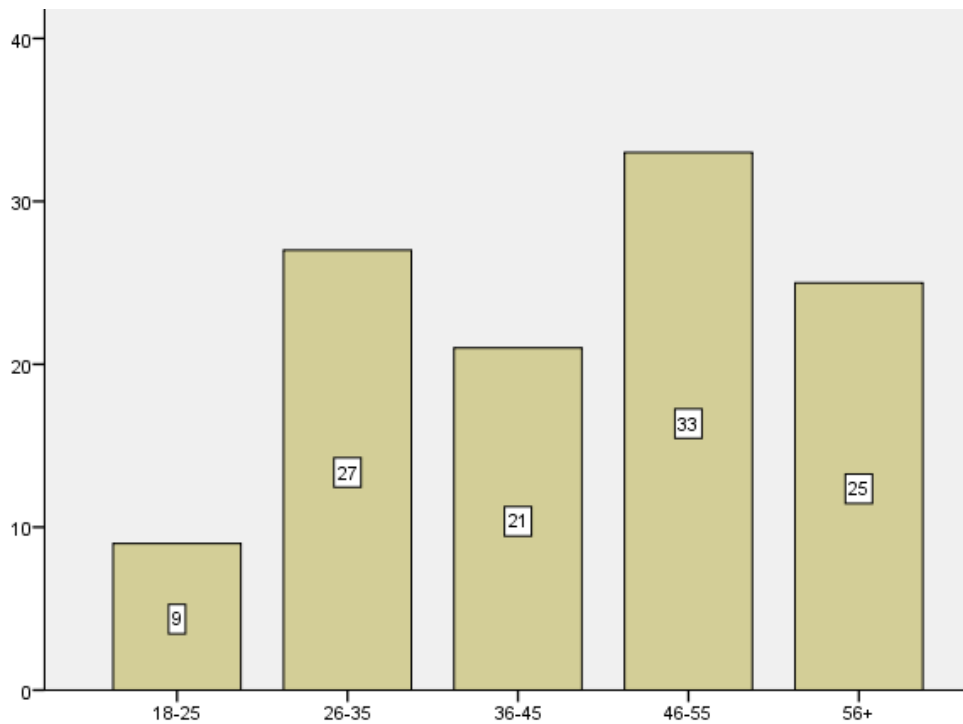
5.0 Research findings

5.1 Descriptive statistics

Before the primary part of the questionnaire analyzed, some demographic information of the total 115 –sized sample is presented. First and foremost, the distribution of gender was almost equal for both sexes, and there have been many ages, with the prevalent age-level being from 46 to 55 years old according to the following graphs (bar charts).

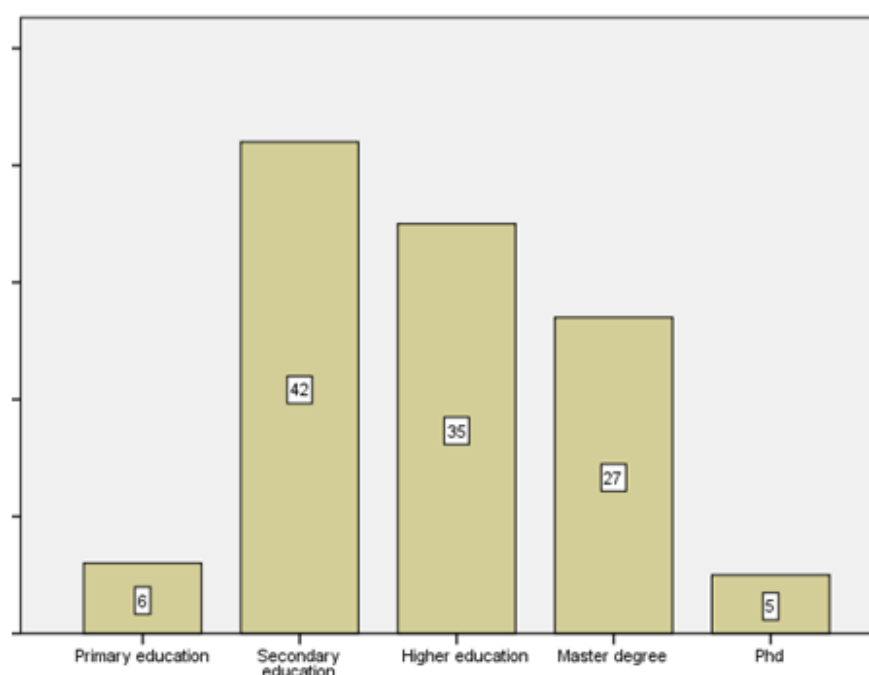


Graph 15: Distribution of the gender of the residents of Ancient Olympia

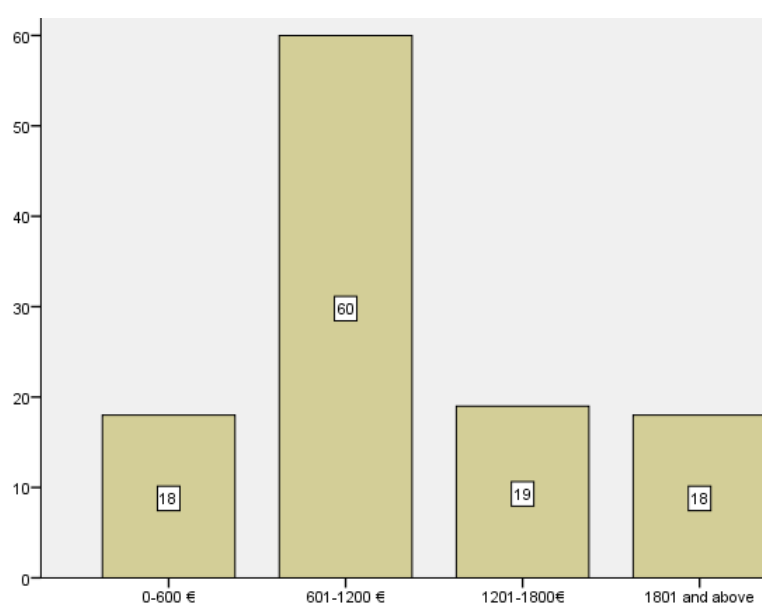


Graph 16: Age distribution of the residents of Ancient Olympia

Most of the participants had secondary or higher educational level. However, some (27 of 115) had obtained a Master's degree, and a few had PhD (5 in 115). Besides, most of them had relatively low or medium income (up to 1200 euros) in monthly basis, according to the Graphs 17 and 18.

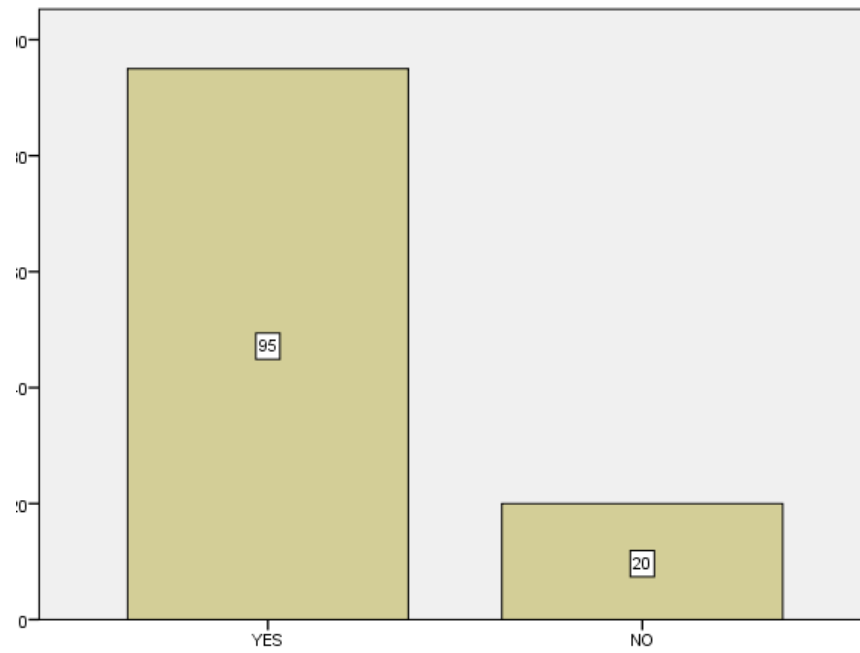


Graph 17: Educational level of the residents of Ancient Olympia

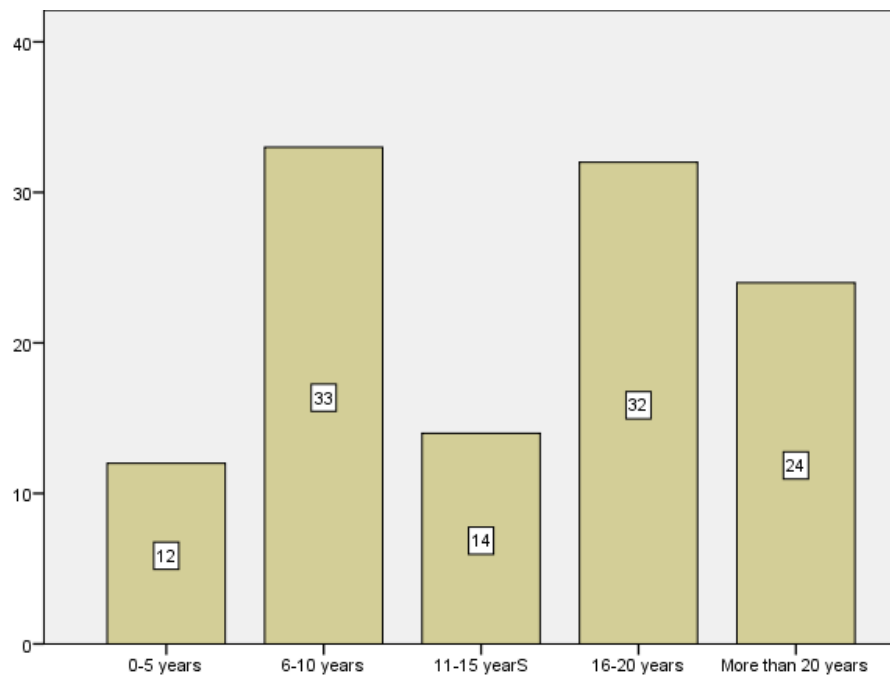


Graph 18: of the residents of Ancient Olympia in monthly basis – in Euros

The vast majority of the responders lived permanently in the region, based on the graph 19. However, there is a wide variety in the total years of residence among responders, as 33 have been living in this area for 6-10 years, 14 for 11-15 years, 24 for more than 20 years, and 32 among 16-20 years (Graph 20),



Graph 19: Are you a permanent citizen of Ancient Olympia?



Graph 20: How many years have you been living in the region?

5.2 Tourism development in the area – Central opinion

The following table presents the descriptive measures (mean, standard deviation, mode, variance, and typical error of mean, as well as other statistics according to the general impact of the tourism to the area, such as its contribution to the welfare and quality of life (QoL) of the residents (set of questions Part B, 1). Most residents consider that tourism needs further development in their community (mean=4.26 for statement B.1.7), and most agree that tourism development is highly conducive to the community, as it positively affects the natural environment (mean=4.39 for statement B.1.9). Besides, only a few consider that tourism has negatively impacted the standards of living in the community (mean=2.68 for statement B.1.8.)

General opinion about the contribution of tourism in Ancient Olympia	N	Minimum	Maximum	Mean		Std. Deviation	Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Std. Error
B1.1. I consider tourism is very conducive to my community	115	1	5	3,09	,138	1,484	-1,469	,447
B.1.2.I often feel irritation for tourism in my community	115	1	5	4,23	,074	,795	2,887	,447
B.1.3. My quality of life (QoL) has been exacerbated because of the tourism	115	1	5	3,90	,108	1,158	-,274	,447
B1.4. My quality of life is very improved because of the tourism	115	1	5	2,89	,113	1,212	-1,253	,447
B.1.5.I believe tourism is a powerful indicator for economic development	115	1	5	3,81	,090	,963	1,193	,447
B.1.6. Tourism has positively impacted the living standard of my local community	115	1	5	3,30	,140	1,504	-1,625	,447
B.1.7. Tourism needs further development in my community	115	1	5	4,26	,108	1,163	,578	,447
B1.8.Tourism has negatively impacted the living standard of my local community	115	1	5	2,68	,135	1,448	-1,341	,447
B.1.9. Tourism positively affects natural environment	115	3	5	4,39	,082	,876	-1,146	,447

B.1..10. Tourism negatively affects natural environment	115	1	5	3,14	,107	1,146	-,882	,447
Valid N (listwise)	115							

Table 9: General opinion about the tourism development

The following table presents some factors which may be conducive in terms of importance of why tourists may want to visit the region of Ancient Olympia. It seems that the most important criterion for selecting Ancient Olympia as destination is its seasonality (mean=5.87). However other factors are prominent, such as positive impact on the environment (mean=5.47) and interest in archeological locations (mean=5.21), but potential availability of tourist destination is not that important (mean=3.53).

Descriptive Statistics								
Factors affecting the selection of tourism destination	N	Minimum	Maximum	Mean		Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Std. Error
B.2.1. Interest in local culture	115	1	7	4,03	,138	1,480	-,605	,226
B.2.2. Interest in archeological locations	115	1	7	5,21	,145	1,559	-,454	,226
B.2.3. Impact on the environment	115	1	7	5,47	,137	1,465	-1,472	,226
B.2.4. Seasonality	115	2	7	5,87	,109	1,166	-1,802	,226
B.2.5. ClimateWeather	115	1	7	4,18	,148	1,587	-,185	,226
B.2.6. Potential availability of tourist destination	115	1	7	3,53	,150	1,608	,054	,226
Valid N (listwise)	115							

Table 10: Factors impacting the selection of tourism destination

The following table presents the relevant statistical measures based on the potential economic and ecological benefits that emanate from tourism development in the area. Most residents consider that tourism development is highly beneficial for ecological issues (mean=4.23) and that there is a substantial increase in the income of local villagers because of rural development (mean=4.31).

Descriptive Statistics								
	N	Minimum	Maximum	Mean		Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Std. Error
B.3.1. The income of local villagers increases because of rural development	115	1	5	4,31	,080	,862	-1,576	,226
B.3.2. The rural development decreases the migration in cities	115	2	5	4,13	,069	,744	-,476	,226
B.3.3. The rural development benefits ecological issues	115	1	5	4,23	,096	1,026	-1,558	,226
B.3.4. The rural development is beneficial both for economy and culture in my region	115	1	5	3,96	,063	,680	-1,816	,226
B.3.5. The rural development increases employment in my community	115	1	5	3,39	,120	1,289	-,243	,226
Valid N (listwise)	115							

Table 11: Economic and ecological benefits from tourism

The following table briefly presents the primary issues regarding why tourists may finally select the Ancient Olympia as a destination. The most important factor is the accessibility of the attraction (mean=5.66), which practically means that the easier is an attraction (for example, an archeological location) to access, the more attractive is to the tourist. Besides, policies and techniques to protect the archeological locations are also significant (mean=4.5).

Descriptive Statistics								
Potential issues from tourism development.	N	Minimum	Maximum	Mean		Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Std. Error
B.4.1. The control of visitor numbers	115	1	7	4,04	,152	1,635	-,243	,226
B.4.2. Waste management	115	1	7	4,12	,144	1,540	-,002	,226
B.4.3. Accessibility of the attraction	115	2	7	5,66	,122	1,310	-,918	,226
B.4.4. Number of attractions	115	1	7	3,55	,146	1,569	-,062	,226
B.4.5. Policies and techniques to protect the natural landscape	115	1	7	4,16	,139	1,490	-,403	,226
B.4.6.6. Policies and techniques to protect the archeological attractions	115	1	7	4,50	,150	1,608	-,349	,226
Valid N (listwise)	115							

Table 12: Potential issues from tourism development.

The following table presents the opinion of the responders according to the ethical issues that may arise from the sustainable tourism development in Ancient Olympia. Many residents consider that their community may benefit

from a sustainable tourism development (mean=4.35) and consider that tourists show profound respect for the archeological monuments in their region (mean=5.59).

Descriptive Statistics								
	N	Minimum	Maximum	Mean		Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Std. Error
C.1.1. I have fully understood the concept of sustainable tourism	115	1	5	3,73	,093	,994	-,306	,226
C.1.2. I believe that natural attractions' protection and tourism can be compatible	115	1	5	3,10	,118	1,266	,038	,226
C.1.3. I believe tourism and local heritage can be compatible	115	1	5	3,09	,138	1,484	-,135	,226
c.1.4. I believe that well-managed attractions in the natural state are important for tourist attraction	115	1	5	4,23	,074	,795	-1,388	,226
C.1.5. I believe my community can benefit from a sustainable tourism development	115	2	5	4,35	,074	,795	-1,350	,226
C.1.6. I believe there is strong demand for sustainable tourism in my region.	115	1	5	3,58	,087	,936	-,440	,226
C1.7. I believe tourist development has negative implications for my community, in	115	1	5	3,08	,116	1,244	,267	,226

terms of damage to the archeological attractions.								
C.1.8. I believe tourists show profound respect for the archeological monuments in my region.	115	2	7	5,59	,091	,972	-,670	,226
C.1.9.9. I believe there are strong social bonds between the citizens in my region and the tourists visiting the attractions of my community.	115	1	7	3,63	,134	1,442	,199	,226
Valid N (listwise)	115							

Table 13: Ethics for sustainable tourism development

The questions of each factor were then summed up and the scores listed in the following table were obtained.

General benefits: The average general benefits arisen from the tourism development, and is the average response to the answers B1.1-B1.10 of the questionnaire.

Selection Factors: The average response to the questions B.2.1.-B.2.6 of the questionnaire, related to the factors affecting the selection of tourism destination

Economic benefits: The average response to the questions B.3.1.-B.3.5, illustrating the economic benefits arisen from the tourism development.

Ethics: The average response to the questions C1-C9 of the questionnaire, illustrating the ethical issues that may arise from the tourism development.

The following table presents some descriptive measures (means and standard deviations) for the variables above

Descriptive Statistics			
	Mean	Std. Deviation	N
General Benefits	3,5670	,35187	115
Selection Factors	4,7160	,51187	115
Economic benefits	4,0035	,45575	115
ethics	3,8195	,38663	115

5.3 Reliability analysis

Reliability analysis was carried out to determine if our set of data could be considered reliable. For this purpose, the Cronbach's alpha was estimated (this measure takes values from 0 to 1, and the bigger it is, the most reliable our data can be considered).

The first table presents the estimation of alpha, which equals 0,670 in a total of 45 items (variables-questions). So our questionnaire is questionable as Cronbach's Alpha is below the acceptable value of 0.70, while the second table presents some descriptive measures of the scale.

Reliability Statistics		
Cronbach's Alpha	N of Items	
,670	45	

Scale Statistics				
Mean	Variance	Std. Deviation	N of Items	

167,59	107,507	10,369	45
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The next table presents the Pearson's (r) coefficient between each of the above variables. All variables are positively correlated and are statistically important between them (using level of significance $\alpha=5\%$) except the variable of ethics.

Correlations		GENERAL OPINION	SELECTIO NFACTOR S	ECONOMI CBENEFIT S	ethics
GENERAL OPI NION	Pearson Correlation	1	,217*	,389**	,167
	Sig. (2-tailed)		,020	,000	,074
	Sum of Squares and Cross- products	14,114	4,448	7,113	2,590
	Covariance	,124	,039	,062	,023
	N	115	115	115	115
SELECTION F ACTORS	Pearson Correlati on	,217*	1	,275**	,091
	Sig. (2-tailed)	,020		,003	,333
	Sum of Squares and Cross- products	4,448	29,869	7,324	2,053
	Covariance	,039	,262	,064	,018
	N	115	115	115	115
ECONOMIC BE NEFITS	Pearson Correlati on	,389**	,275**	1	,173
	Sig. (2-tailed)	,000	,003		,064
	Sum of Squares and Cross-	7,113	7,324	23,679	3,484

Ethics	products				
	Covariance	,062	,064	,208	,031
	N	115	115	115	115
	PearsonCorrelati on	,167	,091	,173	1
	Sig. (2-tailed)	,074	,333	,064	
	Sum of Squares and Cross- products	2,590	2,053	3,484	17,041
	Covariance	,023	,018	,031	,149
	N	115	115	115	115
	*. Correlation is significant at the 0.05 level (2-tailed).				
	**. Correlation is significant at the 0.01 level (2-tailed).				

6.0 Conclusions

Currently Olympia is not at the focus of the Greek governments' attention- paradoxically for the last two centuries it is at the center of attention of the world. Olympia stands isolated from the rest of Greece, struggling to provide a new tourist product which will attract visitors and will expand their stay at this destination.

This research assessed the prospect of sustainable tourism materialising in the basis of ancient Olympia. The aims of this study are to identify the relationship between Ancient Olympia as an ancient tourism attraction and sustainable tourism as a growth potential for the area. Ancient monuments are sensitive in terms of management and tourism prospects, as in the past, the corrosion of ancient monuments and archaeological sightseeings have been a negative cultural fact.

There are three commonly fortifying needs: (a) Smart development: building up an economy dependent on information and innovation. (b) Sustainable development: advancing a more asset proficient, greener and progressively aggressive economy, and (c) Inclusive development: encouraging a high-work economy conveying social and regional union. Development implies fortifying information and innovation as drivers of our future development. This requires improving the nature of our instruction, fortifying our exploration execution, advancing innovation, utilizing data and correspondence advancements and guaranteeing that innovative thoughts can be transformed into new items and administrations that make development, quality occupations and help address European and worldwide societal difficulties. Yet, to succeed, this must be joined with business enterprise, funds and an emphasis on client needs and market opportunities. Heritage can add to this target in different ways. Imaginative industries, enabled by innovation and systems administration, bunched inside notable regions can offer business opportunities and regeneration. Further, the effect on development of the advanced plan, of interpretative and of virtual innovations may energize work in heritage related

economic exercises. Manageable development implies building an asset productive, maintainable and dynamic economy, abusing Europe's administration in the race to grow new procedures and advancements, including green innovations, quickening the take off of frameworks. Such a methodology will enable Olympia to flourish in a low-carbon, asset proficient world while anticipating natural corruption, biodiversity misfortune and unsustainable utilization of assets. Cultural heritage commitments to supportable development may appear as different exercises. Urban regeneration of Olympia focuses exhibits on a manageable plan of action with reuse of structures, greener transport with diminished travel and carbon discharges, and a solid feeling of personality. This methodology has been attempted in different European cities effectively. Maintainable cultural tourism is additionally another action with spotlight on brand name, cultural character of a place. This movement adds to practical local economies and fundamental cities and areas.

The research's questionnaire aimed to collect and present the opinion of Ancient Olympia residents regarding the impact of the tourist development in rural and regional regeneration of Ancient Olympia. Those findings can be used as a basis for a further research with a wider sample in order to produce a statistical tool against which to judge future proposals for the regeneration in Ancient Olympia. The key findings were that most of the participants consider that tourism needs further development and agreed that tourism development is highly conducive to their community. Moreover, the residents believed that the most important criterion for selecting Ancient Olympia as destination, is its seasonality, the positive impact on the environment followed by the interest in archaeological locations. Furthermore, most residents considered tourism development as highly beneficial for ecological issues and the impact of substantial increase in the income of the villagers because of rural development. Regarding the potential issues for tourism development, the most important factor is the accessibility of the attraction as well as the policies and techniques to protect the archaeological locations.

Finally, regarding the ethical issues, many residents consider that their community may benefit from sustainable tourism development and considered that tourists show a profound respect for the archaeological monuments.

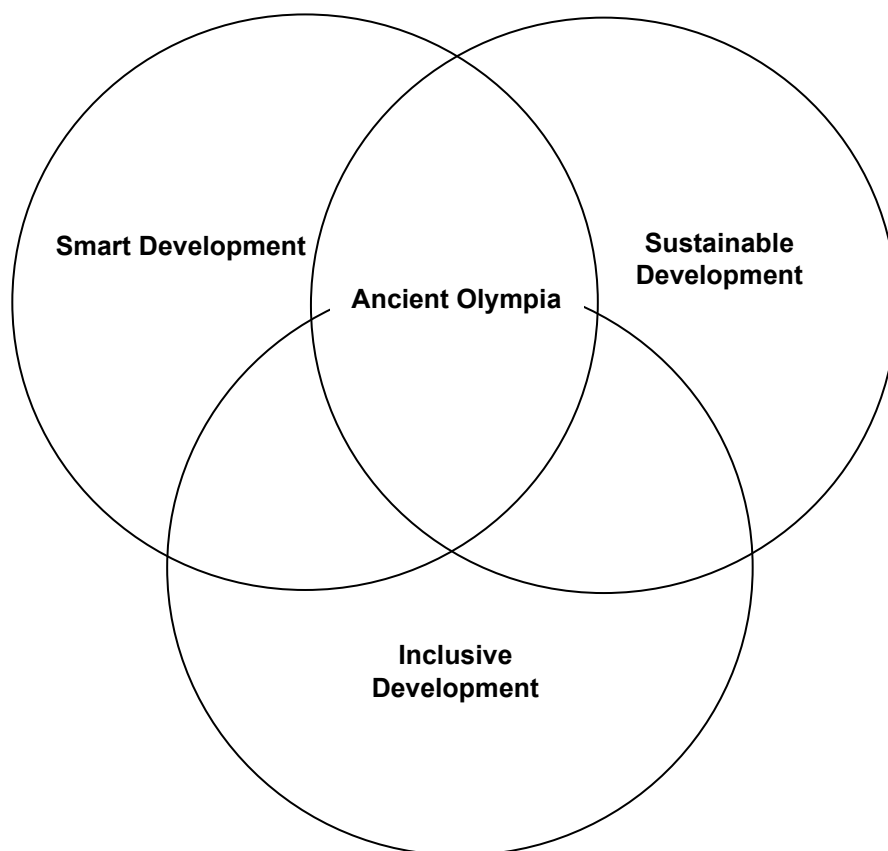
The research has several limitations that should be acknowledged. First, the quantitative findings cannot be extrapolated to the wider population. Convenience sampling is viewed as a non-probability sampling strategy that allows for researcher bias in the selection process. Using larger sample size could ensure a representative distribution of the population. Moreover, even if there are plenty of development proposals and studies for Ancient Olympia, there is a gap in research studies regarding the sustainability of the area. Despite the explanation to the participants regarding the concept of sustainable tourism, a lower educated sample might not understand the full aspects of the notion.

Further research should be based on a stakeholder value approach. The questionnaire should be expanded and distributed to a wider sample from different backgrounds. Stakeholders can include local entrepreneurs as well as Ancient Olympia's visitors, archaeologists and tour operators. The questionnaire should include an added section regarding the future actions in order to develop a successful sustainable model for Ancient Olympia. Different opinions should be analysed and compared between the different stakeholders categories in order to find the gap between their views. Finally it worth mentioning that further research would be useful before the extensive use of the questionnaire. Psychometric properties of the questionnaire should be examined and tested.

To give Ancient Olympia a unique, differentiated identity and position on the world tourist map, an alternative sustainable tourist product should be created, which will go beyond the archaeological site and will be linked with the heritage of the area. In order to do so a tourism committee should be formed consisting of academics, town planners, local entrepreneurs and other local stakeholders under the municipality's supervision. This committee should be responsible for creating a strategic plan and take further actions for the design

of a new tourist product for the area based on previous researches and taking into consideration the assets of the area (tangible/intangible) as well as the internal and external economic and business environment. Those actions should include projects to regenerate the town of Olympia such as the re-use of old buildings, flagship projects, town planning, creation of events with a global interest, as well as the use of modern technology, the creation of alternative tourist activities (sport tourism, agricultural tourism etc) which would be linked with the local community. This will also necessitate an effective Marketing and destination promotion.

In these years of political and economical uncertainty hope is a potential source of motivation to keep going - Ancient Olympia can inspire hope for our future.



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Koutoulas

Appendix

Questionnaire about the impact of the tourist development in rural and regional regeneration of Ancient Olympia

The following questions are about the potential growth of tourist development in your region, in terms of rural and regional regeneration, as well as any concerns that may emanate for the safety and preservation of the archeological monuments in your region. Please devote some minutes to answer the following questions relative to this issue, which are questions with multiple answers for easiness and flexibility. The participation in the survey is absolutely confidential and your answers are anonymous, and they will be used only for research purposes, through presentation via tables and graphs.

Part A: Demographics

Gender

1. Male
2. Female

Age

1. 18-25 years
2. 26-35 years
3. 36-45 years
4. 46-55 years
5. 56+years

Education

1. Primary education
2. Secondary Education

3. Higher education
4. Master's degree
5. PhD

Profession

1. Employee in public sector
2. Employee in the primary sector
3. Farmer
4. Freelancer
5. Student
6. Unemployed
7. Pensioner

Marital status

Married

Single

Widower/w

Undefined

Monthly income

1. 0-600 €
2. 601-1200 €
3. 1201-1800€
4. 1801 and above

Are you a permanent citizen of Archaia Olympia;

1. Yes
2. No

How many years have you been living in the region;

1. 0-5 years
2. 6-10 years
3. 11-15 years
4. 16-20 years

5. 20+

Part B: General opinion about the tourism development in the region

1. Please state your level of agreement with the following statements using the given scale

1=Strongly disagree, 2=Disagree, 3=Neither agree nor disagree, 4=Agree, 5=Strongly agree(Tick an × in the relative box)

	1	2	3	4	5
1. I consider tourism is very conducive to my community					
2. I often feel irritation for tourism in my community					
3. My quality of life (QoL) has been exacerbated because of the tourism					
4. My quality of life is very improved because of the tourism					
5. I believe tourism is a powerful indicator for economic development					
6. Tourism has positively					

impacted the living standard of my local community					
7. Tourism needs further development in my community					
8. Tourism has negatively impacted the living standard of my local community					
9. Tourism positively affects natural environment					
10. Tourism negatively affects natural environment					

2. Please rate the following factors in terms of importance of why tourists may want to visit your region (from 1=Not important at all to 7=Extremely important, tick an × in the relative box)

	1	2	3	4	5	6	7
1. Interest in local culture							
2. Interest in archeological locations							
3. Impact on the environment							

4. Seasonality							
5. Climate/Weather							
6. Potential availability of tourist destination							

3. Please state your level of agreement with the following statements using the given scale

1=Strongly disagree, 2=Disagree, 3=Neither agree nor disagree, 4=Agree, 5=Strongly agree(Tick an × in the relative box)

	1	2	3	4	5
1. The income of local villagers increases because of rural development					
2. Rural development decreases the migration in cities					
3. Rural development benefits ecological issues					
4. Rural development is beneficial both for economy and culture in my region					

5. Rural development increases employment in my community					
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4. Please rate the following factors that you consider in terms of importance when tourists visit your area (from 1=Not important at all to 7=Extremely important, tick an × in the relative box)

	1	2	3	4	5	6	7
1. The control of visitor numbers							
2. Waste management							
3. Accessibility of the attraction							
4. Number of attractions							
5. Policies and techniques to protect the natural landscape							
6. Policies and techniques to protect the archeological attractions							

Part C: Ethics for sustainable tourism development in Ancient Olympia

1. Please state your level of agreement with the following statements using the given scale

1=Strongly disagree, 2=Disagree, 3=Neither agree nor disagree, 4=Agree, 5=Strongly agree(Tick an × in the relative box

	1	2	3	4	5
1. I have fully understood the concept of sustainable tourism					
2. I believe that natural attractions' protection and tourism can be compatible					
3. I believe tourism and local heritage can be compatible					
4. I believe that well-managed attractions in the natural state are important for tourist attraction					

5. I believe my community can benefit from a sustainable tourism development					
6. I believe there is strong demand for sustainable tourism in my region.					
7. I believe tourist development has negative implications for my community, in terms of damage to the archeologic attractions.					
8. I believe tourists show profound respect for the archeological monuments in my region.					
9. I believe there are strong social bonds					

between the citizens in my region and the tourists visiting the attractions of my community.					
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Thank you for your time!!!!

