

ΔΡΑΤΤΕ

ΙΝΣΤΙΤΟΥΤΟ ΤΟΥΡΙΣΤΙΚΩΝ ΜΕΛΕΤΩΝ ΚΑΙ ΕΡΕΥΝΩΝ

ΤΟΥΡΙΣΤΙΚΑ ΘΕΜΑΤΑ

ΤΕΥΧΟΣ 7

ΑΘΗΝΑ - ΑΓΚΕΝΤΡΙΠΟΣ 2018

ΤΟΥΡΙΣΤΙΚΑ ΔΕΙΞΑΤΑ

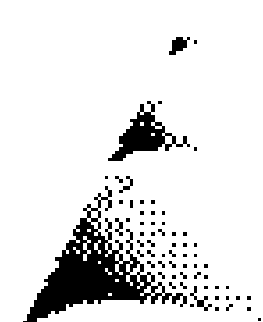
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ΤΕΥΧΟΣ 7

ΔΕΚΕΜΒΡΙΟΣ 2008

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TOURISM SCIENCES REVIEW

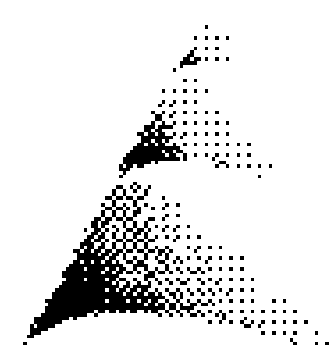


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TOURISM ISSUES
TOURISM SCIENCES REVIEW

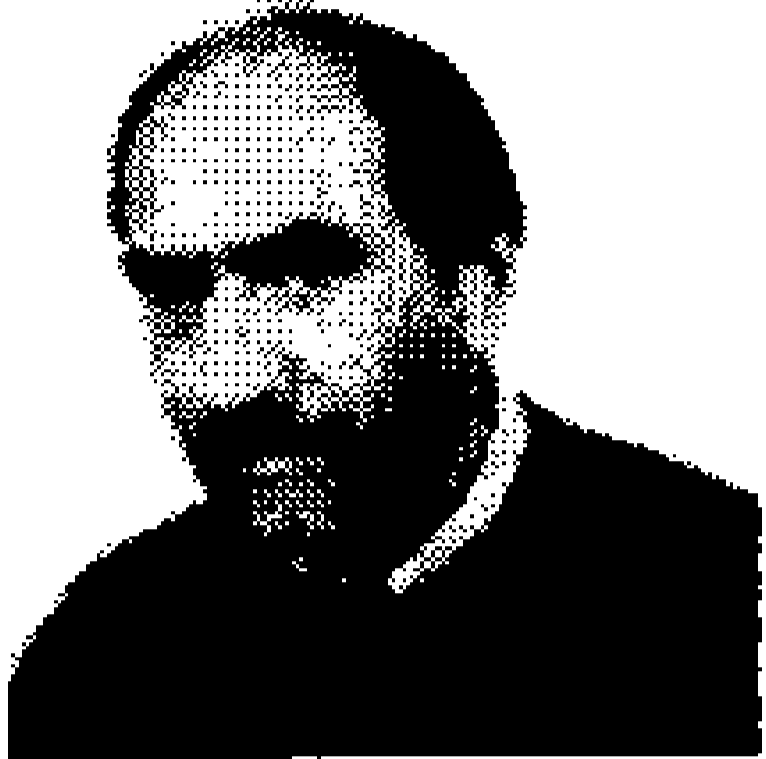


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ΤΟΥΡΙΣΤΙΚΑ ΘΕΜΑΤΑ ΠΕΡΙΟΔΙΚΗ ΕΠΙΘΕΩΡΗΣΗ ΤΩΝ ΕΠΙΣΤΗΜΩΝ ΤΟΥ ΤΟΥΡΙΣΜΟΥ

ΣΗΜΕΙΩΜΑ ΤΟΥ ΕΚΔΟΤΗ



Επιστήμη είναι η γνώση του επιστητού, δηλαδή η γνώση που καλύπτει συστηματικά και με πληρότητα ένα θεματικό πεδίο. Επιστήμη είναι μία, και στόχο έχει την κατανόηση όλων των φαινομένων. Όμως εξαιτίας της ανθρώπινης αδυναμίας να διαχειριστεί πνευματικά το σύνολο των κανόνων που διέπουν τον κόσμο, η επιστήμη διαχωρίζεται σε επιμέρους επιστήμες, που η κάθε μία καλύπτει ένα κύκλο αντικειμένων.

Οι **επιστήμες του τουρισμού** μπορούν να διαχωριστούν σε δύο θεματικές περιοχές. Τις επιστήμες κατανόησης του τουριστικού φαινομένου και τις επιστήμες διαχείρισης επιχειρήσεων φιλοξενίας.

Η ενασχόληση με τις επιστήμες οδηγεί σε εμπειριστατωμένες μελέτες που έχουν ως στόχο την κατανόηση της πραγματικότητας. Οι μελέτες αυτές έχει καθιερωθεί να δημοσιεύονται σε **επιστημονικά περιοδικά** (refereed scientific journals) στα οποία η δημοσίευση κρίνεται ως προς την πρωτοτυπία, την επάρκεια και την ορθότητά της από μέλη της ακαδημαϊκής κοινότητας. Τότε οι δημοσιεύσεις αυτές θεωρούνται έγκυρες και μπορούν να χρησιμοποιηθούν ως βάση από άλλους ερευνητές για την εξέλιξη της γνώσης.

Ο **ΔΡ.Α.Τ.Τ.Ε.** (Δράση για την Ανάπτυξη του Τουρισμού και της Τουριστικής Εκπαίδευσης) είναι ένας **μη Κερδοσκοπικός Οργανισμός** με έδρα την Αθήνα και σήμερα αριθμεί περί τα 1.200 μέλη. Στα πλαίσια του ΔΡΑΤΤΕ λειτουργεί το **Ινστιτούτο Τουριστικών Μελετών και Ερευνών (Ι.Τ.Μ.Ε.)**, που ιδρύθηκε με προορισμό να υπηρετήσει τους επιστημονικούς σκοπούς του Οργανισμού.

Το Ι.Τ.Μ.Ε. από τον Φεβρουάριο 2007 εκδίδει το παρόν **τριμηνιαίο** επιστημονικό περιοδικό, **στόχος** του οποίου είναι η διάδοση της γνώσης σχετικά με τα επιστημονικά πεδία που πραγματεύονται θέματα τουρισμού.

Το τεύχος 6 περιέχει εργασίες που παρουσιάστηκαν στο Πανελλήνιο Συνέδριο «Μάρκετινγκ και Μάνατζμεντ στις Τουριστικές Επιχειρήσεις: Σύγχρονες και Καινοτόμες Προσεγγίσεις». Το συνέδριο πραγματοποιήθηκε στην Κρήτη και διοργάνωσαν σε συνεργασία το Τμήμα Τουριστικών Επιχειρήσεων, Τ.Ε.Ι. Κρήτης και το Κέντρο Τεχνολογικής Έρευνας (Κ.Τ.Ε.) Κρήτης από 29 έως και 31 Μαΐου 2008.

Σχετικά με το ως άνω συνέδριο, ακολουθεί σημείωμα του Μάριου Σωτηριάδη, Προϊσταμένου του Τμήματος Τουριστικών Επιχειρήσεων, Τ.Ε.Ι. Κρήτης και Προέδρου της Επιστημονικής Επιτροπής του Συνεδρίου MMTE 2008

Δημήτρης Λαλούμης

**TOURISM ISSUES
TOURISM SCIENCES REVIEW****INTRODUCTION**

Science is the knowledge of the existing, which systematically totally covers a sector of issues. Science is one and its purpose is the understanding of all phenomena. Due to human's incapability of mental controlling the whole of universal rules, science is divided to partial "sciences" and each one covers its objective field.

The science of tourism can be divided in two parts. The sciences of understanding the tourism phenomenon and the sciences of the enterprises of hospitality and their management.

Dealing with sciences leads to complete studies whose purpose is the understanding of the reality. These studies are set to be published in refereed scientific journals. Their publication is judged for being original, complete and correct, by members of the academic community. Then, these publications are considered as valid and can be used by other researchers for the spread of knowledge.

Aim of the magazine is the spread of knowledge related to the scientific fields of tourism. In Tourism Issues there are being published original articles and obligatorily new researches. The writing language can be Greek , English , French or German. The scripts will be evaluated by three - membered scientific committee whose members have deep knowledge of the specific fields.

The vol 6 contains papers that were presented to the Pan-Hellenic Congress "Marketing and Management in the Tourist Enterprises: Modern and Innovative Approaches". The congress took place in Crete and was organised by the Department of Tourist Enterprises of the Technological Educational Institute (T.E.I.) of Crete in collaboration with the Centre for Technological Research of Crete (CTR-Crete), from 29 up to 31 May 2008.

Laloumis Dimitris

ΟΔΗΓΙΕΣ ΣΥΓΓΡΑΦΗΣ ΤΩΝ ΕΠΙΣΤΗΜΟΝΙΚΩΝ ΕΡΓΑΣΙΩΝ

Στα Τουριστικά Θέματα δημοσιεύονται πρωτότυπα άρθρα και πρωτογενείς ερευνητικές μελέτες που πραγματεύονται θέματα τουρισμού. Τα άρθρα και οι μελέτες δεν πρέπει να έχουν δημοσιευτεί ποτέ ξανά.

Κάθε επιστημονική εργασία δεν πρέπει να ξεπερνά τις 8000 λέξεις. Αποστέλλεται σε ηλεκτρονική μορφή σε πρόγραμμα MS-WORD στη διεύθυνση info@dratte.gr και είναι γραμμένη σε σελίδα A4, με γραμματοσειρά Arial μέγεθος 10, διάστημα μονό.

Οι εργασίες μπορούν να είναι γραμμένες στην Ελληνική, Αγγλική, Γαλλική ή Γερμανική γλώσσα.

Στην πρώτη σελίδα παρατίθενται ο τίτλος της εργασίας, το ονοματεπώνυμο του συγγραφέα και η ιδιότητά του. Κάθε εργασία συνοδεύεται από περίληψη 180 περίπου λέξεων. Το κείμενο της περίληψης δεν επιτρέπεται να αποτελεί τμήμα της εργασίας. Επίσης ο συγγραφέας πρέπει να προτείνει 4 λέξεις κλειδιά που συνδέονται με τα κυριότερα πεδία που εξετάζει η εργασία. Τα ανωτέρω (ονοματεπώνυμο, τίτλος, περίληψη και λέξεις κλειδιά) παρατίθενται στην Αγγλική και Ελληνική γλώσσα, όπως και στη γλώσσα συγγραφής όταν αυτή είναι η Γαλλική η Γερμανική.

Οι φωτογραφίες και τα διαγράμματα πρέπει να εμφανίζονται σε αποχρώσεις του γκρι, να είναι αριθμημένα και να συνοδεύονται από επεξηγηματική λεζάντα, ενώ οι υποσημειώσεις να παρατίθενται υποσέλιδα.

Οι παραπομπές σε βιβλία και άρθρα γίνονται σε παρένθεση όπου αναφέρονται το όνομα του συγγραφέα και το έτος έκδοσης. Η βιβλιογραφία καταχωρείται αλφαβητικά στο τέλος της εργασίας. Για αναφορά σε βιβλία καταγράφονται το επίθετο και όνομα συγγραφέα, σε εισαγωγικά με πλάγια γραμματοσειρά ο τίτλος του βιβλίου και σε ορθή ξανά γραμματοσειρά ο εκδοτικός οίκος, ο τόπος και ο χρόνος έκδοσης. Για αναφορά σε περιοδικό καταγράφονται το επίθετο και όνομα συγγραφέα, ο τίτλος του άρθρου σε εισαγωγικά, το όνομα του περιοδικού σε πλάγια γραμματοσειρά, και σε ορθή γραμματοσειρά ο αριθμός και η ημερομηνία έκδοσης του τεύχους και οι σελίδες.

Κάθε εργασία εξετάζεται από τριμελή επιστημονική επιτροπή κριτών. Τα μέλη της επιτροπής καλύπτουν συναφές γνωστικό πεδίο με το αντικείμενο της εργασίας και παραλαμβάνουν τις εργασίες χωρίς να αναφέρεται σε αυτές το όνομα του/των συγγραφέα/ων. Η διαδικασία κρίσης ολοκληρώνεται με ανωνυμία των συγγραφέων και οι κριτές προτείνουν στη συντακτική επιτροπή την αποδοχή ή μη της εργασίας προς δημοσίευση ή την δυνατότητα δημοσίευσης του άρθρου μετά από διορθώσεις που προτείνει η επιτροπή κριτών.

Μετά την κρίση των εργασιών, ειδοποιούνται οι συγγραφείς, είτε η κρίση ήταν θετική είτε όχι. Οι εγκρινόμενες εργασίες δημοσιεύονται κατά χρονική σειρά προτεραιότητας.

WRITING GUIDELINES



In "Tourism Issues" can be published original articles and research studies dealing with tourism topics. The articles and the studies should have never been published before.

Every scientific paper should not exceed a maximum of 8000 words and should be sent in electronic form at info@dratte.gr.

The paper can be written in Greek, English, French or German.

Papers should be typewritten in black, double-spaced on A4 or US letter sized white paper and printed on one side of the paper only, with 1 ½ inch margins on all four sides, using 10 pts Arial characters. Pages should be numbered consecutively.

The first page of the paper should include in the following order: paper title, author's name and surname, affiliation, postal address, telephone and fax numbers, email address, acknowledgements. In the case of co-authors, their full details should also appear (all correspondence will be sent to the first named author). Also include an abstract of 200-250 words, and up to five keywords.

The second page should contain the title of the paper, an abstract of 200-250 words, and up to five keywords. Do *not* include the author(s) details in this page.

Subsequent pages: main body of text; list of references; appendices; endnotes (endnotes should be kept to a minimum).

Every paper should be accompanied by a 180-word abstract. The text of the abstract is not allowed to be part of the paper. Also, the author should propose 4 key words associated with the main fields dealt with in the paper. The aforementioned (name, title, abstract and key words) should be given in English and Greek, as well as in the language of composition in case this is French or German.

Tables, figures and illustrations should be referred to and included in the text, in gray tint. Each table, figure and illustration should be numbered consecutively (in Arabic numbers) and titled. Tables, figures and illustrations should not exceed one page and should be kept to a minimum.

The text should be organized under appropriate section headings. Section headings should be marked as follows: primary headings should be typed in upper case and bold (e.g. **INTRODUCTION**); subsection headings should be in upper and lower case and bold (e.g. **Tourism Planning**).

Quotations should be taken accurately from the original source. Alterations to quotations should be noted. Quotation marks (" ") should be used to denote direct quotes. Inverted commas (' ') are to be used to denote a quote within a quotation.

Papers should be supported by references. These should be set out according to the standard Harvard style as follows. In the text references should be cited by the author's name and year of publication in brackets – for example (Miller, 2000;

Tribe, 2000, 2001), or '... as noted by Miller (2000)'. Where there are two or more references to one author for the same year, the following form should be used (Smith, 1999a) or (Smith, 1999b). Where references include two authors the form (Clarke & Little, 1996) should be used. Where references include three or more authors the form (Riley *et al.*, 1996) should be used. The reference list, placed towards the end of the manuscript, must be typed in alphabetical order of authors. The specific format is:

- *For papers in journals:* Blangy S. & Nielson T. (1995) Ecotourism and minimum impact policy, *Annals of Tourism Research* 20(2), 357-360.
- *For books and monographs:* Inskip E. (1991) *Tourism Planning: An Integrated and Sustainable Development Approach*, London: John Wiley & Sons.
- *For chapters in edited books:* Hall C.L. & Jenkins J.M. (1998) The policy dimensions of rural tourism and recreation. In R. Butler, C.M. Hall & J. Jenkins (Eds.) *Tourism and Recreation in Rural Areas*, London: John Wiley & Sons, 19-42.
- *For reports:* Hovland N.P. (1989) *Local Economic Impact for Travelling Business: Examples from the Municipality of Risoer*, report no. 24, Telemark Research Institute, Boe.

Every paper will be examined by a three-member scientific committee. The committee's members cover cognitive fields relevant to the papers' topics and receive the papers with the author's/s' name undisclosed. The judging process will be completed with author's anonymity throughout. The judges will propose to the editorial committee the acceptance or the rejection of a paper to be published or the possibility of publishing an article after corrections suggested by the judging committee.

After the papers' judgement, the authors will be notified, either the judgement has been positive or not. The approved papers will be published according to priority of chronological order.

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The Americans' Image of Egypt as a vacation destination and their image of its Islamic heritage

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Abstract:

This paper explores the Americans' image of Egypt as a vacation destination and their image of its Islamic heritage. In the first part of the paper the concept of destination image is defined, its importance and components are presented. In the second part an attempt is made to present the importance of the Islamic heritage in Egypt as part of its identity that could be presented to tourists. The third part of the paper presented the methodology used to measure the Americans' image of Egypt and the fourth part presented the analysis of the data and the results of the study.

The study concluded that a stereotypical image of Egypt is still dominating among the Americans. Strong attributes of the country should be focused on and weak attributes should be addressed to be modified or changed. The increasing interest of the Americans to explore the Islamic heritage could be used in advantage of cultural tourism in Egypt. Islamic heritage can contribute to the tourist product and can be used as part of the Egyptian identity presented to tourists.

Keywords: Destination image, heritage tourism, Islamic heritage, identity.

INTRODUCTION

Tourism is a major world industry and Egypt is one of many countries that rely on tourism revenues in their balance of payments. It is therefore imperative that Egypt convey a positive image to tourists. The selection of tourism destinations is largely dependent on the favorableness of perceptions of these destinations.

The American market has always been important for Tourism in Egypt and the number of the American tourists visiting Egypt has largely increased over the past few years from 117396 in 2002 to 228183 in 2006. Therefore, the United States occupied the 9th rank of the top ten tourist arrivals list in Egypt in 2006. It also occupied the 8th rank in the top ten tourist' nights list of the same year with a number of 3059 thousand tourist nights (Ministry of Tourism, 2006). Moreover, the data collected by UNWTO in January 2007 indicates that the American tourism receipts in 2005 were 81.680 million dollars (Ministry of Tourism, 2006). From that we conclude the importance of the American tourism market to Egypt. Therefore, it's important for Egypt to study the American tourism market to understand the American tourist's needs, interests and expectations with a goal of attracting more tourists and satisfying their needs and expectations.

This study aims to investigate the Americans' image of Egypt as a vacation destination; exploring their interests, needs, expectations and sources of information. The study also focuses on cultural tourism in Egypt suggesting that the rich heritage of the country is the focal point of its popularity. The importance of the Islamic heritage of Egypt is presented and the interest of the Americans in Islamic heritage in particular is examined.

LITRATURE REVIEW

Destination image

Owing to the importance of destination image in tourism research several image studies have been conducted during the past three or four decades. "Destination image" was defined in some of these studies. Hunt (1975) described it as "the perceptions held by potential visitors about an area". For Crompton (1979) destination image is "the sum of believes, ideas and impressions that a person has of a destination". Echtner and Ritchie (1993) gave a definition of image based on its components stating that "destination image should be composed of perceptions of individual attributes (such as climate, accommodation facilities, friendliness of people...) as well as more holistic impressions or mental picture of the place". Jenkins (1999) adopted the definition cited by Lawson and Baud Bovy (1977) which defined destination image as "the expressions of all objective knowledge, impressions, prejudice, imaginations and emotional thoughts an individual or group might have of a particular place". A similar definition was given by Coshall (2000) when he described image as "being made up of a series of perceptual beliefs, ideas and impressions of a destination". While Alhemoud and Armstrong (1996) surveyed definitions used by destination image researches without giving a definition of their own, Enchtner and Ritchie (2003) surveyed other definitions and then gave their own; describing image simply as "impressions of a place or perceptions of an area". Tasci (2003) then defined destination image as "a mental

picture of a destination composed of how people visualize, think, and feel towards the destination".

Other studies developed other definitions also related to destination image such as "beneficial image of a destination" conceptualized by Tapachai and Waryszak (2000) as "perceptions or impressions of a destination held by tourists with respect to the expected benefit or consumption values including functional, social, emotional, epistemic and conditional benefits of a destination". Also Hu and Ritchie (1993) discussed "destination attractiveness" and defined it as "the feelings, beliefs and opinions that an individual has about a destination's perceived ability to provide satisfaction in relation to his/ her special vacation needs".

The importance of measuring the destination image

It's believed that tourism planners should have a sound understanding of tourist perceptions or image of their own destination for many reasons:

- Destination image directly affects the tourist decision. It has a basic role in the decision making process which ends with the choice of a travel destination. (Hunt, 1975; Chon, 1990; 1992; Jenkins, 1999; Son, 2003; Echtner and Ritchie, 2003; Tasci, 2003).
- When a destination is chosen, tourist satisfaction there largely depends upon a comparison of expectations based on previously held images and the actual reality encountered at the destination. (Chon, 1990; 1992; Alhemoud and Armstrong, 1996; Jenkins, 1999; Coshall, 2000; Echtner and Ritchie, 2003)
- The study of destination image is needed for an affective destination positioning strategy because developing a competitive position among destinations is usually accomplished by creating and transmitting a favorable image to potential tourists in target market. (Balogu and McCleary, 1999; Alhemoud and Armstrong, 1996; Echtner and Ritchie, 2003).
- The study of destination image is also very important in designing effective marketing strategies. (Chon, 1990; Son, 2003; Echtner and Ritchie, 2003).

Destination image formation process

Alhemoud and Armstrong (1996) identified the formation of image as the development of a mental construct based upon a few impressions chosen from a flood of information and in the case of destination image, this information has many sources. Many researchers (Chon, 1990; Lubbe, 1998; Mackay and Fesenmaier, 1997; Jenkins, 1999; Echtner and Ritchie, 2003) agreed on the model developed by Gunn (1998) about the phases of destination image formation. According to that model, the first phase was labeled "organic image" in which image is based primarily upon information assimilated from non-touristic sources such as education, general media, varying between news reports, books, movies..., and the opinions of family and friends. This image is developed into "induced image" when more commercial and touristic sources, such as travel brochures, travel agents, travel guidebooks .., are used. In the third and final phase of destination image

formation a "complex or modified image" is formed based on the actual experience of the tourist. That means; as a result of visiting the destination images tend to be more realistic and complex.

Other studies (Woodside and Lysonski, 1989; Crofts, 1999; Decrop, 1999) highlighted the importance of the categorization process of a destination within the image formation process. In other words, they seek the answer of an important question which is: What is our destination's share-of-mind among potential tourists? They state that when a destination image is formed, an evaluation is processed and the destination is placed in one of four awareness sets:

- * Unaware set: which is composed of destinations that the consumer doesn't know they exist.
- * Inert set: is composed of alternatives towards which the consumer is indifferent or neutral.
- * Inept set: is composed of alternatives the consumer dislikes.
- * Consideration/ evoked set: is composed of destinations of which the consumer is aware and has some likelihood of visiting.

It is important to understand that categorization process because in a competitive tourism market, the challenge for marketers is not only to place their destination in the consideration/ evoked set, but also to occupy a favorable position for that destination.

Image components

The understanding of image components is fundamental to determine the correct methodology or technique to measure destination image. Some researchers (Gartner, 1993; Dann, 1996; Baloglu and Brinberg, 1997; Baloglu and McCleary, 1999; Tasci, 2003) envisioned destination image as consisting of three components: The cognitive component; the factual information about a destination, the affective component; the attitudes and feelings towards a destination, and the conative component which refers to actions or intentions sourcing from image.

Echtner and Ritchie (2003) examined previous destination image studies and concluded that destination image consists of two main components: those that are attribute-based and those are holistic (imagery). Each of these components contain functional (tangible) and psychological (abstract) characteristics. They also added that images of destinations can also range from those based on common functional and psychological traits to those based on more distinctive or even unique features, events, feelings or auras. They therefore concluded that to capture all of these components, a combination of structured and unstructured methodologies should be used to measure destination image.

HERITAGE TOURISM AND IDENTITY

Egypt is generally perceived as a destination of cultural tourism; therefore, the study of the image of Egypt should not be separated from certain concepts

such as cultural tourism, heritage tourism and identity. Silberberg (1995) defined cultural tourism as "visits by persons from outside the host community motivated wholly or in part by interest in the historical, artistic, scientific or lifestyle/ heritage offerings of a community, region, group or institution". Of cultural tourism, heritage is a fundamental part. Several previous studies focused on the importance of heritage tourism as being a burgeoning sector of the tourism industry. Some of these studies presented a definition of heritage. Pocock (1997) mentioned that "heritage is what has been inherited by the present generation, either in the form of natural environment or in humankind's sculptural action within the environment". For Leask and Yeoman (1999) heritage is virtually "anything by which some link can be made with the past". Ashworth (2000) envisioned heritage as including "artifacts, buildings, memories and experiences of the past", while Howard (2003) envisioned heritage as "anything that someone wishes to conserve or to collect and to pass on to future generations". Therefore, the product of heritage tourism could include sites and monuments, cultural heritage tours, heritage art galleries, museums, cultural centers, heritage trails and purpose built cultural heritage theme parks (Cros, 2001). It could also include the heritage of literature, music and food. But generally, historic sites; both natural and cultural, are a key cultural resource for the development of heritage tourism (Carter Jolliffe and Baum, 2001)

The study of heritage and heritage tourism is so closely concerned with the identity (Hall and McArthur, 1998; Howard, 2003). Palmer (1999) explained that crucial relation between heritage and identity by stating that "heritage is employed to promote tourism to a variety of different destinations, its main aim is thus the packaging of an identity for sale to tourists". Henderson (2002) identified identity as being "an abstraction incorporating elements of the past, present and future" He also added that heritage attractions can assist in resolving questions of identity and play a crucial part in telling the story of a nation or people to a number of audience. In other words, what a country owns of heritage attractions is what best reflects the identity of that country.

Islamic Heritage in Egypt

In Egypt, which is the focal point of this study, seven sites have received World Heritage designation and have been listed in the World Heritage List; which includes cultural and natural properties of outstanding universal value. Of course these sites are not the only important cultural sites in Egypt but they are the most important with universal value. Six of these site were categorized as cultural and one as natural site. They were chosen by the World Heritage Committee (WHC) after meeting certain criteria for choice (Dorst, 1996; Pocock, 1997; Hall and Piggitt, 2002; www.unesco.org/pg.cfm?cid=31).

Of the six cultural heritage sites in Egypt, three were related to the Ancient Egyptian heritage; Ancient Thebes, Memphis and the necropolis and the area from Abu Simbel to Philae, two sites were related to the Christian heritage; Abu Mina and Saint Catherine area and one site; historic Cairo, is related to the Islamic heritage of the country.

Judging only on the World Heritage List, we would realize that the Egyptian heritage is miscellaneous and can represent the history of Egypt since pre-historic

times till the modern time. But unfortunately, Egypt is always represented with only a Pharoanic identity, which is truly unique and distinctive, but yet not enough to represent Egypt. This research emphasizes on the importance of "Historic Cairo" to represent the Islamic heritage in Egypt. The city was the capital of Egypt for centuries and therefore, has rich heritage of the Islamic civilization since the seventh century till the eighteenth. That heritage includes a wide variety of religious, residential, military, commercial and service buildings (537 monuments) which can tell a lot about the political, economical and social life, the ups and downs of the Islamic civilization and the important events in history during that long period of time (Ministry of Culture, 2000). Historic Cairo is an outstanding example of a human settlement, land-use and the human interaction with the environment during Islamic ages. It's also directly associated with the dominating religion in Egypt in the present time which is Islam. It's even tangibly associated with events, ideas, beliefs and living traditions which the Egyptians inherited from the Islamic civilization and are still practicing till the present time.

Therefore, the research suggests that if we want to tell the story of Egypt through ages, that story should starts with the Ancient Egyptian heritage and ends with the Islamic heritage. By that we'll tell tourist, not only who we were but also who we are and that will touch the missing link between the past and the present.

THE OUTLINE OF THE RESEARCH

Research aims and objectives

This study aims at answering certain questions, which are:

- What is the Americans' image of Egypt as a vacation destination?
- What are the characteristics and sensory images that the Americans have of Egypt?
- What are the strong and weak attributes of Egypt?
- What sources of information do the Americans use when they search for data about a destination?
- What type of tours do the Americans prefer? And what sort of activities do they want to experience?
- What is the identity of Egypt perceived by the Americans?
- How much does Egypt focus on Islamic heritage in tourism programs?
- What aspects of Islamic heritage might interest the American tourist?
- How could the Americans' experience with terrorism influence their intentions to explore Islamic heritage?
- Could Egypt be perceived by the Americans as a destination of Islamic heritage?

To answer the research questions, specific research objectives are developed:

- 1- To identify the Americans' image of Egypt as a vacation destination.
- 2- To investigate the Americans' awareness of Egypt as a destination of Islamic heritage.
- 3- To examine factors influencing the images of Egypt.
- 4- To examine the Americans' travel behavior, needs and expectations in Egypt.

Methodology

The study is based on the data collected from a group of American respondents. A hand-delivered questionnaire has been conducted for this study and the following steps have been taken:

- Designing the questionnaire after reviewing previous studies about the measurement and analysis of destination image (Goodrich, 1978; Echtner and Ritchie, 1993; 2003; Hu and Ritchie, 1993; Alhemoud and Armstrong, 1996; Baloglu and McCleary, 1999; Jenkins, 1999; Baloglu, 2001).
- Conducting a pilot test by distributing the questionnaire among 35 respondents and explaining the purpose of the study to them.
- Modifying the questions as a result of the pilot study.
- A six-page self-administered questionnaire was used for data collection and a cover letter was attached explaining the purpose of the study to respondents.

The target population for the study was Americans, 16 years of age and older. The majority of the sample population was students in a southeastern American university in addition to some faculty members and members of the community in the same city.

The questionnaire was divided into five sections. The first section asked about the Americans' image of Egypt. Twenty four attributes; varying between physical and psychological, were selected and respondents were asked to describe their perception of each attribute on a 5-point scale where 1= very positive, 2= positive, 3= negative, 4= very negative and 5= no opinion. Then their overall image of Egypt was measured on a 5-point scale where 1= very positive, 2= fairly positive, 3= neutral, 4=negative, 5= very negative. In order to measure multisensory images, an open-ended question was developed to allow respondents to more freely describe their opinions by using unstructured methodology. Respondents were asked to mention all the images or characteristics that come to their mind when thinking of Egypt as a vacation destination.

The second section involved questions about travel experience. Respondents were asked whether they traveled to Egypt or not. Those who traveled to Egypt were asked about the purpose of the visit, length of stay, type of accommodation, types of activities they did, their satisfaction/ dissatisfaction with the visit and their willingness to travel to Egypt again. On the other hand, those who didn't travel to Egypt were asked whether they know anyone who traveled to Egypt and whether his/ her experience could influence their image about Egypt.

The study also investigates the Americans' interest in Islamic heritage; therefore, the third section of the questionnaire started with some general questions and included other questions about Islamic heritage in Egypt. Respondents were asked about their likelihood to travel to Egypt, what could motivate that and what are the barriers of traveling to Egypt. They were asked whether they might consider Egypt a destination where they can learn about Islamic heritage. They were also asked about the interesting aspects of Islamic heritage for them, the tour type they prefer and the activities related to Islamic heritage that might interest them in Egypt.

Since people's opinions about a country are based on what they have heard, seen or read about that country, the fourth section of the questionnaire focused on the sources of information respondents relied on to form their image of Egypt. Respondents were also asked about the advertisements they might have been exposed to, the identity of Egypt, the credible and useful sources of travel information they depend on, and their opinion about the coverage of the American media to the Islamic heritage and the influence of terrorism on tourism.

The fifth and last section involved various demographic and background data on the respondents. The age, sex and marital status were noted as were the educational level and employment status. The questionnaire ended with an open-ended question where respondents were asked to give suggestions about the efforts that could be done by Egypt to attract tourists.

RESULTS AND ANALYSIS

The Sample:

A total of 500 questionnaires were distributed; the first group was given to students in the classrooms by some professors who were willing to distribute them among their students, the second group was given to audience of lectures given by the researcher about Islamic civilization and heritage. Such lectures were attended by students, faculty and members of the community. A third group of questionnaires was given to faculty members on campus. A total of 309 questionnaires was returned (61.8 % response rate). Of those returned, 7 were eliminated because of excessive missing data and a total of 302 questionnaires were coded for data analysis (60.4 % usable response rate).

SPSS statistical package was used to provide sophisticated analysis for the structured questions. To analyze the open-ended questions, all the answers of respondents were coded, labeled according to their context and classified into groups or categories.

Demographic profile of respondents

The demographic profile of respondents is presented in table 1. The majority of respondents (64.6 %) were within younger age groups (16- 34 years old). Of the sample, 81.5 % were females and 18.5 % were males. Most of the respondents (65.6 %) were single and the majority is highly educated; 56.3 % attended college, 14.9 % had Bachelor degree and 25.5 % had graduate degree.

A total of 59.9 % of the sample were students, of which 19.3 % had a part time or full time job. While, 24.8 % of the sample had a full time job and 7.9 % had part time job and 6.3 % were retired.

Table (1): Demographic profile of respondents

| | Number | Percent |
|---------------------------|--------|---------|
| * Age:- 16- 24 years | 170 | 56.3 |
| - 25- 34 years | 25 | 8.3 |
| - 35- 49 years | 39 | 12.9 |
| - 50- 59 years | 27 | 8.9 |
| - 60 or above | 41 | 13.6 |
| * Gender: - male | 56 | 18.5 |
| - female | 246 | 81.5 |
| * Marital status: -single | 198 | 65.6 |
| - married | 103 | 34.1 |
| *Education: - high school | 4 | 1.3 |
| - college | 170 | 56.3 |
| - Bachelor degree | 45 | 14.9 |
| - some graduate work | 8 | 2.6 |
| - graduate degree | 74 | 24.5 |
| * Employment: - student | 123 | 40.7 |
| - retired | 16 | 5.3 |
| - full time job | 75 | 24.8 |
| - part time job | 24 | 7.9 |
| - not employed | 2 | .7 |
| - student+ part time job | 49 | 16.2 |
| - student+ full time job | 9 | 3 |
| - retired + part time job | 3 | 1 |

The overall image of Egypt

The overall image of Egypt is generally positive; as 23.5 % of the sample described their overall image of the country "very positive" and 56.3 % described it "fairly positive". The data analysis revealed that Egypt is in the consideration set of most of the respondents as 27.8 % of them are very likely to travel to Egypt in addition to 55 % who considered traveling to Egypt a possibility.

When respondents were asked about what could motivate them to travel to Egypt in terms of the characteristics of the country itself; or its pull factors, the historic background of the country was the most frequently mentioned factor. That emphasizes the Americans' image of Egypt as a destination of cultural tourism. On the other hand, respondents mentioned many barriers to traveling to Egypt. Respondents believe that it's too expensive to travel to Egypt and language was considered the second barrier for them. The Americans are also concerned about their safety in Egypt as 31.5 % of the sample believes that "anti-Americanism" is a

barrier to travel to Egypt and 29 % are worried about their personal safety and considered the country "unsafe destination".

Strengths and weaknesses of the image of Egypt

Both positioning efforts and marketing strategies should be based on the understanding of strengths and weaknesses of a destination. Strong attributes should be emphasized and weak attributes should be addressed to be modified or changed. The analysis of the 24 attributes of Egypt chosen for this study revealed that the attributes could be classified into three groups: (table 2)

- Strong attributes; of which the Americans have very positive or positive image.
- Weak attributes; of which the Americans have very negative or negative image
- Attributes about which the Americans lack knowledge.

The strong attributes of Egypt include: tourist sites, museums, opportunity for adventure, traditions and customs, fame and reputation of the country and food and drinks. On the other hand the weak attributes were: crowdedness, personal safety, accessibility, cleanliness and climate. Moreover, some attributes seem to be vague for the respondents and they have no opinion about them and those are: sports facilities and activities, beaches and resorts, fairs, exhibitions and festivals, quality of service, nightlife and entertainment, family oriented, price level, and transportation. It is clear that it's a long list of attributes; which means that we have many issues to address when we promote Egypt in the American market.

It was also found useful to examine the influence of information sources on the perceptions of respondents towards the 24 examined attributes. The sample was divided into 3 groups according to their information sources:

- Respondents with organic image; who used non-commercial information sources to form their image about Egypt
- Respondents with induced image; who used commercial information sources. (n= 96)
- Respondents with complex modified image; who used first hand information sources as they actually visited Egypt. (n= 18)

Significant differences were found when comparing the first group with the second and comparing the first group with the third one. The analysis provided a strong evidence for the positive influence of travel on the respondents' perceptions about accommodation, climate, personal safety and friendliness of local people. Significant findings at 0.05 probability level were the effect of seeing advertising on the respondents' perceptions about certain attributes. Advertisement positively influenced their perception about Shopping, friendliness of local people, climate and accommodation but had negative influence on their image of beaches and resorts and nature exploration.

Table (2): Strong, weak and vague attributes of Egypt

| Attributes | Percent |
|--|--|
| * Strong attributes: - Tourist sites - Museums - Opportunity for adventure - Traditions and customs - Fame/ Reputation - Food and drinks | 97.6 88.4 85.8 85.1 73.8 73.5 |
| * Weak attributes: - Crowdedness - Personal safety - Accessibility - Cleanliness - Climate | 45 39.7 30.4 30.2 24.5 |
| * Vague attributes: - Sports facilities and activities - Beaches and resorts - Fairs, exhibitions and festivals - Quality of service - Entertainment/ nightlife - Family oriented - Price level - Transportation - Natural parks and nature exploration | 63.6 45.7 44.7 44.7 41.4 39.7 38.1 36.4 36.4 |

Islamic heritage in Egypt

A total of 75.5 % of the sample indicated that they have been informed about Islamic civilization and its heritage and their sources of information were school/ educational materials, books, their personal experience or the experience of people they know and TV/ movies. When we investigated their expectation about the best place to explore the Islamic heritage, from their point of view, Turkey was the most frequently mentioned country. Egypt was also among the countries respondents (25.5% of them) associated with Islamic heritage. The possible reason for that could be its location in the Middle East or the fact that the majority of its population is Muslims. In fact 54.4% of the respondents agreed that they could consider Egypt a destination where they could explore Islamic heritage, which means that the American tourists would expect to be informed about Islamic heritage in Egypt.

When the respondents were asked about the interesting aspects of Islamic heritage for them, Islamic art was the most frequently mentioned aspect (70. %)

followed by Islamic customs and traditions (67.9 %), Islamic architecture (63.6 %) and Islamic crafts and jewelry (60.9 %). The researcher investigated the activities related to Islamic heritage experienced by those who traveled to Egypt to compare between the activities in the existing programs and the needs, interests and expectations of the American tourist. Those who traveled to Egypt represent a small segment of the sample (n=18, percent=6%) but their experience is providing significant data. 16 respondents visited Cairo and the average length of stay there is 4 days. Although Islamic art is on top of the interesting aspects for the Americans, only 22.2 % of those who traveled to Egypt visited the Islamic Art museum and none of them visited any other museums related to Islamic art. The Americans are also interested in exploring Islamic traditions and customs but only 38.8 % of those who visited Egypt participated in local tradition and customs. Islamic architecture is considered the third interesting aspect of Islamic heritage for the Americans and 83.3 % of those who traveled to Egypt indicated that they visited Islamic monuments. But when they were asked about the number of monuments they visited the majority mentioned one or two monuments, which of course could never give a clear image of Islamic architecture in Egypt. On the other hand, 55.5 % of those who traveled to Egypt visited craft centers and 44.4% went shopping in Khan Al-Khalili. From that we conclude that the Islamic heritage of Egypt is not well presented in the existing programs and further studies on these programs should be conducted to modify them according to the tourist interests and expectations.

The data analysis also revealed that if the American tourists have a chance to explore Islamic heritage in Egypt, they would generally prefer informative type of tours. 59 % of respondents preferred a tour guided by an expert on Islamic culture or by a tour guide, while 30.8 % preferred an adventurous tour where they were physically active and did things (table 3). Of the demographic characteristics, age proved to be influential in the choice of tour type; as a large number of respondents between 16 and 24 chose adventurous tours where they were actively engaged, while respondents above 35 years generally chose guided tours.

Table (3): Tour type preference

| Tour type | Frequency | Percent |
|---|-----------|---------|
| - Tour guided by an expert in Islamic culture. | 144 | 47.7 |
| - Tour guided by a tour guide. | 34 | 11.3 |
| - Tour where the tourist is pretty much left alone. | 30 | 9.9 |
| - Adventurous tour where tourist is physically engaged and active | 93 | 30.8 |

Baloglu and McCleary (1999) indicated that "the recent terrorist attacks have tarnished the image of Egypt in the U.S. market" and that was partly proven by the negative perception the respondents have about personal safety in Egypt. But the

study investigated terrorism from another prospective suggesting that "the terrorism attacks in the U.S.A. and its relation with Muslims motivated the Americans to learn about Islamic civilization and its heritage". 47 % of the respondents agreed with that, while 34.7 % disagreed. That means; if we can address safety concerns and assure the Americans about their safety in Egypt (which is proven by the experience of those who actually traveled to it) terrorism could be used as a push factor for the Americans to visit Egypt. Egypt could be the country that presents a moderate image of Islamic traditions together with long history and rich heritage.

Analysis of open-ended questions

Respondents were asked to mention the images or characteristics that come to their mind when thinking of Egypt as a vacation destination. The answers to that open-ended question provided more descriptive, distinctive and detailed impressions about Egypt.

Table (4): Most frequent responses to open-ended image question

| Response | Percent |
|---|--|
| * Characteristics: - nature and scenery - weather - Ancient Egyptian heritage - Islamic heritage - other heritages (Christian, Hellenistic) - monuments and sites - food and drinks - crafts, jewelry and cloth | 31.1 11.9 49.3 12.3 1.3 7.2 2.3 2.3 |
| *Atmosphere: - cultural experience - adventurous - educational - exciting, interesting and fun - exotic - crowded - unsafe | 6.2 3.3 1.6 2.3 2.6 2.6 2.6 |
| *Unique attractions: - The pyramids - Sphinx - Valley of the kings | 59.9 9.6 1.3 |

Respondents listed between 1 and 9 characteristics related to Egypt with an average of 2.65. A total of 713 statements were coded and categorized into three groups of images:

- Characteristics evoked when thinking of Egypt.
- Descriptions of atmosphere or mood expected while visiting Egypt.
- Distinctive or unique tourist attractions in Egypt.

The data analysis revealed that Egypt is characterized by a stereotypical mental image in the U.S. market. Of all the scenery in Egypt, respondents only mentioned the Nile, the desert and camels. Only 3 respondents mentioned palm trees and natural beauty, 5 mentioned beaches, 2 mentioned the oasis and 1 mentioned the coral reefs of the Red Sea. As for the weather, it was generally described as hot.

The most frequently cited description of the expected atmosphere in Egypt is "cultural" then "adventurous" and "exotic". Some other negative descriptions, though few, were also mentioned such as "crowded" and "dangerous".

When it comes to a more detailed image of the frequently mentioned cultural experience most respondents (49.3 %) believe that it's only Ancient Egyptian culture that they could explore in Egypt. That was clear from their description of the culture with statements like: Ancient Egypt, Ancient Egyptian monuments and sites, Pharoas, mummies, hieroglyphics, temples, tombs, museums...with a total of 171 statements. When mentioning unique attractions in Egypt, they were all Ancient Egyptian. On top of these attractions were the Pyramids, which were mentioned by 181 respondents, followed by the sphinx, with 29 mention, the Valley of the Kings, 4 mention, and both the Karnak temple and Abu Simbl temple were mentioned once each.

On the other hand, only 37 statements were related to Islamic heritage with images like street markets and bazaars, mosques, Islamic architecture, Islamic Cairo and Muslim culture. Other cultures in Egypt were mentioned with only 4 statements which were: Hellenistic art, churches (twice), Coptic Egypt. That means; respondents were convinced that there's hardly anything other than the Ancient Egyptian heritage to see in Egypt.

The respondents image of the local people seems to be vague; only 3 respondents thought that the local people in Egypt are friendly and 7 cited images related to how they look like or dress such as: "neat cloth and jewelry, white cloth, exotic cloth and make up, beautiful people, beautiful women.."

Another interesting group of comments evoked a variety of images about Egypt; some were related to the source of information that most affected the respondent's image such as "Hollywood movies" and " recent news of conflict".

Other comments evoked a smell, color or taste such as "white cloth", "mango", "yummy food and spices" and "exotic make up". Some of the comments were positive such as "experience of lifetime", while others were negative such as "Being a woman I would not chose to visit Egypt".

Marketing

Bojanic (1991) indicated that the diagnosis of a destination's strengths and weaknesses on relevant attributes is helpful in planning tourism facilities and creating marketing programs. Chon (1990) explained that the most appropriate marketing objectives of a destination should be "the creation of a positive image of the destination and the satisfaction of tourists needs through the offering of the highest surplus benefits of experience (positive reality)". Advertising is believed to play an important role in any marketing program. Therefore, it was important for this study to investigate the influence of advertising on the Americans' image of Egypt and the suitable marketing programs in the American market.

Of the sample, 96 respondents (31.8 %) have seen, heard or read advertising about Egypt. The sources of advertising cited by respondents were travel agencies (54 %), travel brochures (54 %), magazine advertising (41.6 %), and newspaper travel section (28 %). About half the sample (including also respondents haven't been exposed to advertising) identified the identity of Egypt as "Pharoanic", 13.6 described it as "adventurous" and 9.3 % described it as "Pharoanic and adventurous". On the other hand, only 3.4 % of the sample mentioned "Islamic" as the identity or part of the identity of Egypt (Table 4).

That means we focus on one part of our rich heritage and one era of our long history; which is the Ancient Egyptian. As a result the identity of Egypt, though unique, reflects who we were rather than who we are.

Kale and Weir (1986) suggested that it behooves the tourism department of each country gear their marketing strategy according to the attracting and repelling factors which determine tourist decision regarding travel to their country. That indicates the importance of studying the previously mentioned strong, weak and vague attributes when designing marketing programs for Egypt. It should advertise more, so that travelers become aware of its services and attractions and be reassured that they have nothing to fear during their visit to Egypt. Advertising should also mention how they can request detailed information

Table (5): The identity of Egypt perceived by respondents

| | Number | Percent |
|-----------------------------|--------|---------|
| - Pharoanic | 149 | 49.3 |
| - Islamic | 5 | 1.7 |
| - Adventurous | 41 | 13.6 |
| - Relaxing | 7 | 2.3 |
| - Modern | 3 | 1.0 |
| - Pharoanic and adventurous | 28 | 9.3 |
| - Pharoanic and Islamic | 5 | 1.7 |
| - Other identities | 2 | 0.7 |
| Missing | 62 | 20.5 |
| Total | 302 | 100.0 |

The successful marketing should also be based on the understanding of the useful information sources of potential tourists. The data analysis revealed that the three most credible and useful sources of travel information for the Americans are: the advice of a friend or relative, guide books and internet sites. The importance of the information received from a friend or relative was previously described by Gartner (1993) as being of high or medium credibility. That was assured by this study as 85.4 % of the respondents agreed that the travel experience of a friend or relative would affect their decision to travel to Egypt. That indicates we should figure out a way to encourage those who traveled to Egypt to talk about their experience and promote the country. Internet advertisement, on powerful search engines and well-designed web sites should also be considered and emphasized in the Egyptian marketing strategies as a substitute of expensive TV advertisements.

CONCLUSION AND RECOMMENDATIONS

Egypt is a country aiming at improving tourism and developing new potentials for tourist. Part of developing this growing industry in Egypt is to invade all potential markets and use the right tools to advertise in each one.

Measuring and assessing the image of Egypt is a crucial starting point to understand the strengths and weaknesses of that image. The strengths should be focused on; especially those which didn't receive enough attention such as traditions and customs and food. Also weak and vague attributes should be addressed to change, modify or correct those which have been negatively perceived and to highlight attributes of which tourists lack knowledge. Generally, potential tourists in the United States need to know what Egypt has to offer in terms of accommodation, transportation, activities and opportunities for entertainment, adventure, shopping...etc. They also need to be assured about their personal safety and quality of service offered to tourists in Egypt and that part in particular should be proven by facts and the positive experience of actual tourists who have been to Egypt.

The study focused on promoting the Islamic heritage in Egypt and the reasons for that were previously explained but other heritages could also be emphasized such as the Christian heritage based on what Egypt owns of monasteries and churches among the oldest and most unique in the world and that could be the focal point of future studies. But the main point the study aims to highlight is that the Egyptian heritage is varied and rich and could all be used in the benefit of tourism if it was well presented and marketed. As a country that depends highly on cultural tourism, Egypt could be presented as "a melting pot of cultures". The Ancient Egyptian heritage should still be focused on because of its uniqueness and could be seen only in Egypt; in addition, other heritages of the country should also be focused on to present the richness and diversity of the Egyptian heritage.

The study concluded that the increasing interest of the Americans to learn about The Islamic civilization could be used in the benefit of tourism in Egypt. Islamic heritage could be strongly presented in tourist programs and organized visits to various Islamic sites dating back to various eras should be offered to tourists. The selection of these sites should be based on the function of the monument, its importance and its role in the Islamic history of Egypt, its

contribution to Islamic civilization and the architectural and artistic importance of the site. The condition of the site should also be taken into consideration and fortunately, many of the Islamic monuments were recently restored by the Supreme Council of Antiquities. Organized visits to the Museum of Islamic art and the Museum of Ceramics could also be included into tourist programs to present the achievements of the Islamic civilization in the field of arts. Other aspects of Islamic heritage could be presented with more engaging activities for tourists such as participating in festivals, visiting craft centers and giving tourists the opportunity to do things such as pottery and jewelry and visiting local markets and houses. Certain locations in historic Cairo could be developed to present a life image of that heritage. Another study is recommended to study the existing tourist programs in Egypt and the share of Islamic sites compared to other sites in these programs and suggestions should be made about the best sites to be visited and activities to be added to programs to best represent the Islamic heritage in Egypt.

The study also concluded the importance of using the internet together with travel guide books to advertise Egypt. Well-developed websites that include maps, weather information, travel itineraries, historical, cultural and recreational information is needed. Photos of various regions, cities and general travel information presented in an easy to navigate and visually stimulating manner is an inexpensive method to advertise. Such websites should be posted on powerful search engines to reach millions of people around the world.

The study also concluded the importance of word-of-mouth as a reliable source of information in the U.S. market. Therefore, we should think of a way to use tourists to advertise Egypt when they go back. A video or CD prepared by the Ministry of Tourism about tourist attractions in Egypt and what the country has to offer could be given away to tourists. Tourists could be encouraged to give this gift to as many people as they can and that could be a good promotion to Egypt. Further studies can also focus on in-depth study of travel brochures of Egypt to make sure that they present the entire Egyptian heritage and inform about all the basic attributes the tourist need to know before traveling to Egypt.

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Προφίλ του Οργανισμού

Ο ΔΡ.Α.Τ.Τ.Ε. (Δράσεις για την Ανάπτυξη του Τουρισμού και της Τουριστικής Εκπαίδευσης) είναι ένας **μη κερδοσκοπικός οργανισμός** με έδρα την Αθήνα. Δημιουργήθηκε από στελέχη τουριστικών επιχειρήσεων και καθηγητές της τριτοβάθμιας τουριστικής εκπαίδευσης με τους παρακάτω αναφερόμενους σκοπούς:

- Ανάληψη δραστηριοτήτων με στόχο τη βελτίωση της τουριστικής και ξενοδοχειακής εκπαίδευσης σε όλα τα επίπεδα στην Ελλάδα.
- Ανάληψη δραστηριοτήτων για την ανάπτυξη του τουρισμού στην Ελλάδα.
- Ανάληψη δραστηριοτήτων με στόχο την εφαρμογή επιστημονικής διοίκησης στις ξενοδοχειακές και τουριστικές επιχειρήσεις.
- Διενέργεια ερευνών, μελετών και δημοσιεύσεων για την επιστημονική προσέγγιση του ξενοδοχειακού και του τουριστικού προϊόντος.
- Έκδοση περιοδικών και βιβλίων που αφορούν την επιστημονική ανάλυση του τουριστικού φαινομένου και των λειτουργιών των τουριστικών επιχειρήσεων.
- Οργάνωση μεταπτυχιακών προγραμμάτων στον τουρισμό σε συνεργασία με ιδρύματα του εσωτερικού και εξωτερικού.
- Γνωμοδότηση επί θεμάτων τουρισμού, επιχειρήσεων τουρισμού, ξενοδοχειακής και τουριστικής εκπαίδευσης.

ΜΕΛΗ

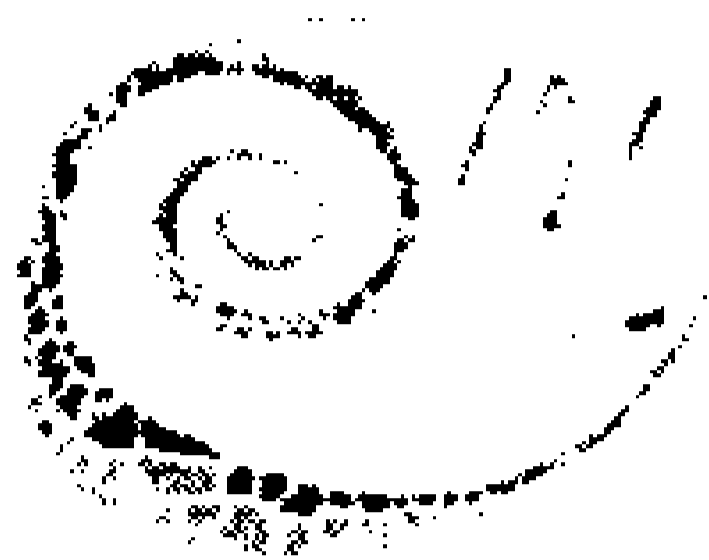
Το ΔΡΑΤΤΕ σήμερα αριθμεί περί τα 1.200 μέλη.

Τα **τακτικά μέλη** του ΔΡ.Α.Τ.Τ.Ε. είναι απόφοιτοι τουριστικών σχολών τριτοβάθμιας εκπαίδευσης και ταυτόχρονα στελέχη της τουριστικής βιομηχανίας ή εκπαιδευτικοί της τουριστικής εκπαίδευσης ή το κύριο επάγγελμά τους συνδέεται άμεσα με τον τουριστικό κλάδο. Ως συνδρομητές εγγράφονται επίσης **τουριστικοί οργανισμοί και τουριστικές επιχειρήσεις**.

Ως **δόκιμα μέλη** εγγράφονται μετα-λυκειακοί σπουδαστές τουριστικής εκπαίδευσης. Τα δόκιμα μέλη καταβάλουν **συμβολική συνδρομή**, δεν έχουν δικαίωμα ψήφου, αλλά έχουν δικαίωμα να ενημερώνονται και να εξυπηρετούνται από τις δράσεις του οργανισμού.

ΙΝΣΤΙΤΟΥΤΑ ΤΟΥ ΔΡΑΤΤΕ

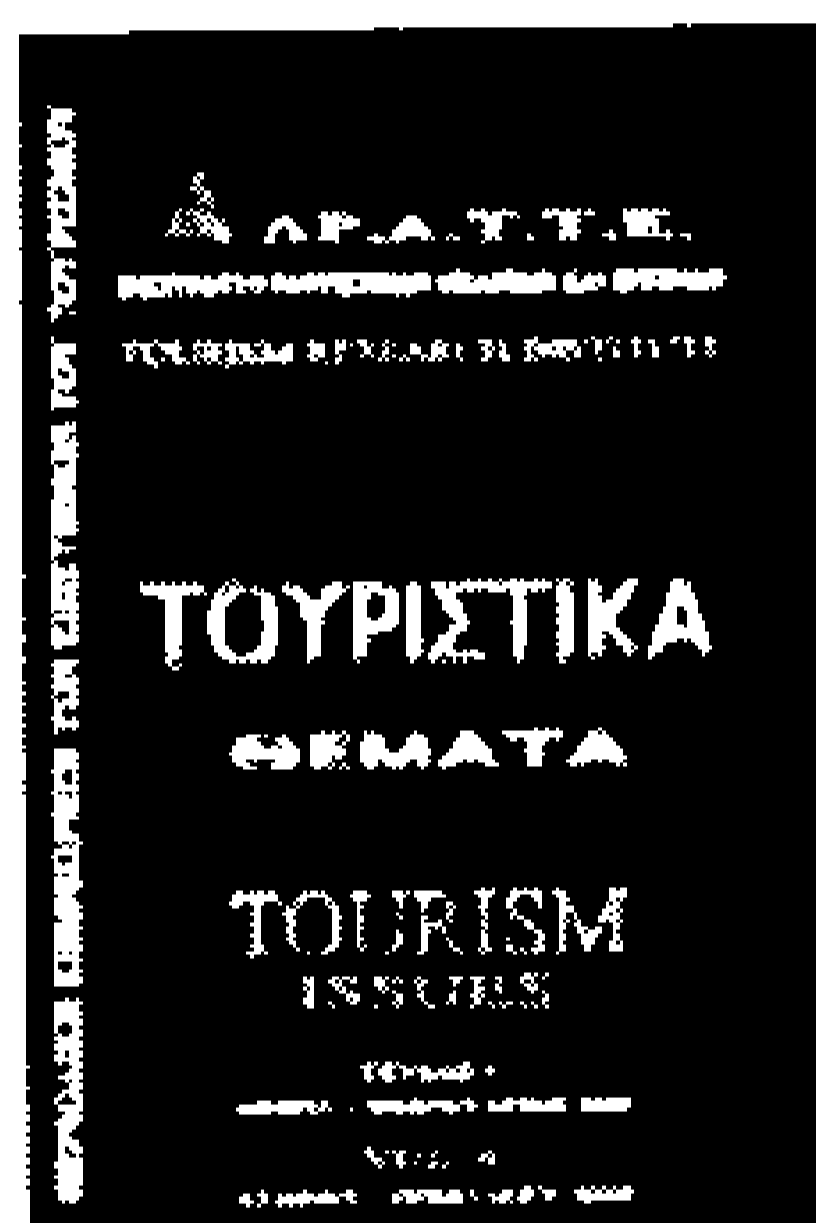
Στα πλαίσια του ΔΡΑΤΤΕ λειτουργούν δύο Ινστιτούτα:



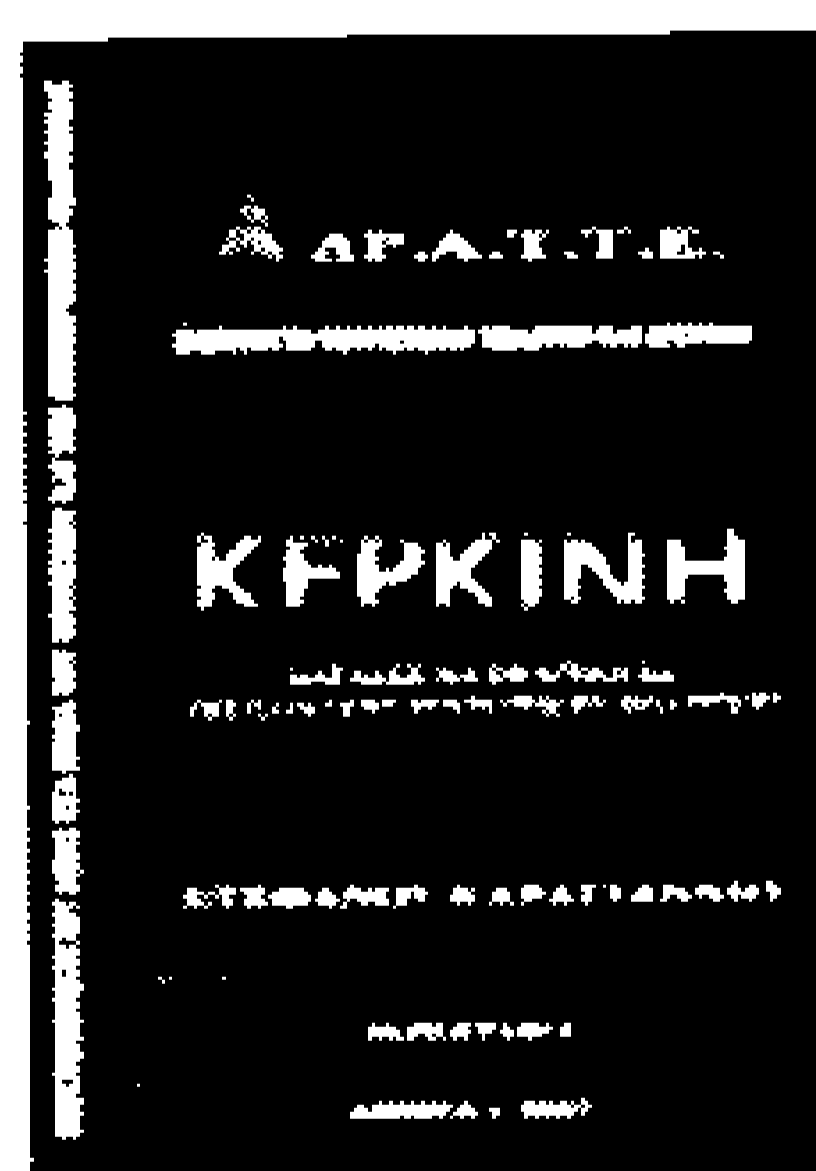
Το **Ινστιτούτο Τουριστικών Μελετών και Ερευνών (I.T.M.E.)** ή **Tourism Research Institute (T.R.I.)**, που ιδρύθηκε με προορισμό να υπηρετήσει τους επιστημονικούς σκοπούς του οργανισμού και έχει ακαδημαϊκό προσανατολισμό.

Το Ινστιτούτο επιλαμβάνεται σε διαδικασίες παραγωγής και διάδοσης γνώσης με:

- Εκπαιδευτικές διαδικασίες
- Εκδόσεις επιστημονικών περιοδικών
- Εκδόσεις επιστημονικών εργασιών, μελετών και ερευνών
- Διοργάνωση διεθνών ακαδημαϊκών συνεδρίων



Το T.R.I. εκδίδει το διεθνές τριμηνιαίο επιστημονικό περιοδικό με τίτλο «**Τουριστικά Θέματα**» ή «**Tourism Issues**» όπου δημοσιεύονται πρωτότυπα άρθρα και πρωτογενείς ερευνητικές μελέτες. Τα άρθρα και οι μελέτες δεν πρέπει να έχουν δημοσιευτεί ποτέ ξανά. Οι εργασίες μπορούν να είναι γραμμένες στην Ελληνική, Αγγλική, Γαλλική ή Γερμανική γλώσσα και κρίνονται από τριμελή επιστημονική επιτροπή, τα μέλη της οποίας καλύπτουν συναφές γνωστικό πεδίο με το αντικείμενο της εργασίας.

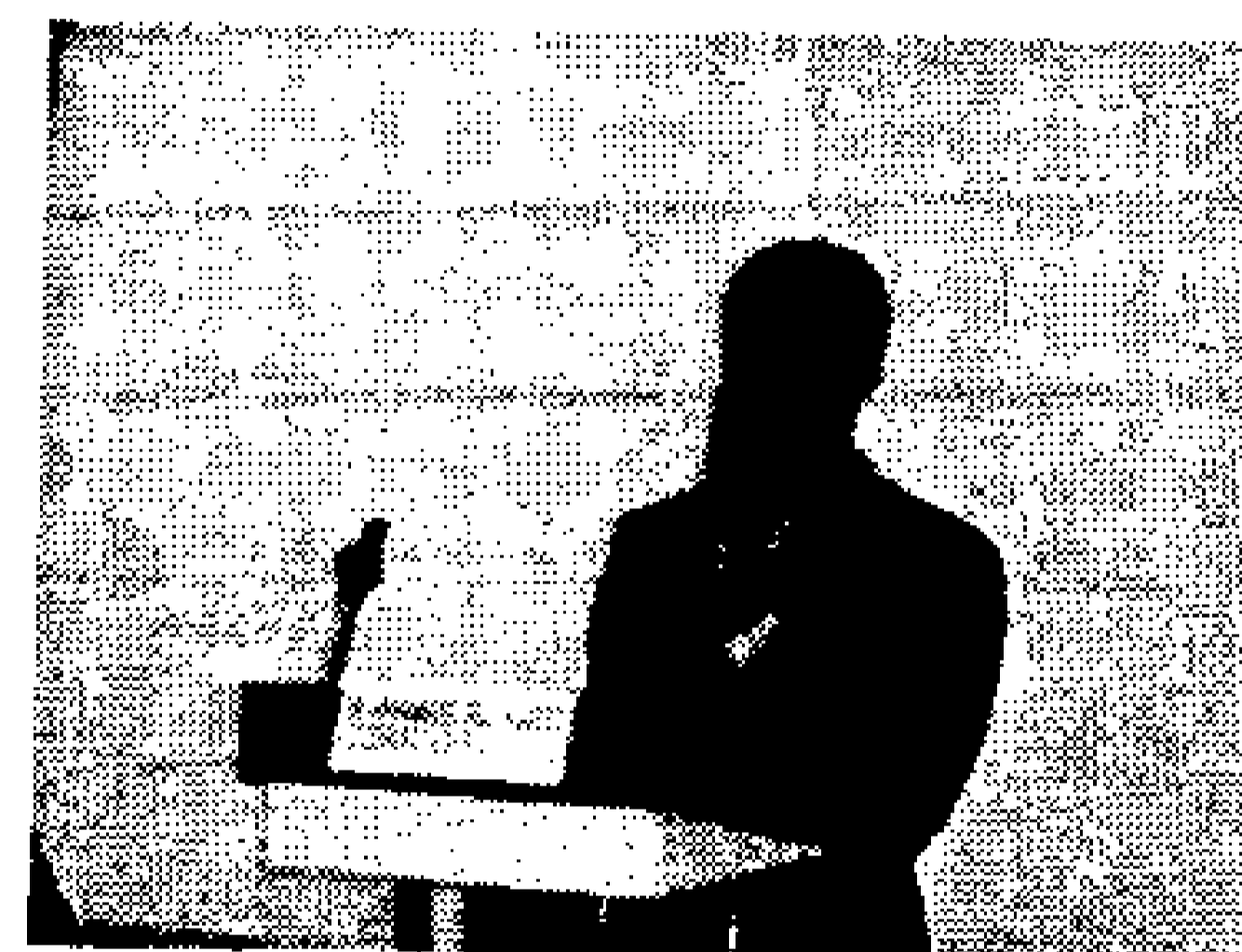
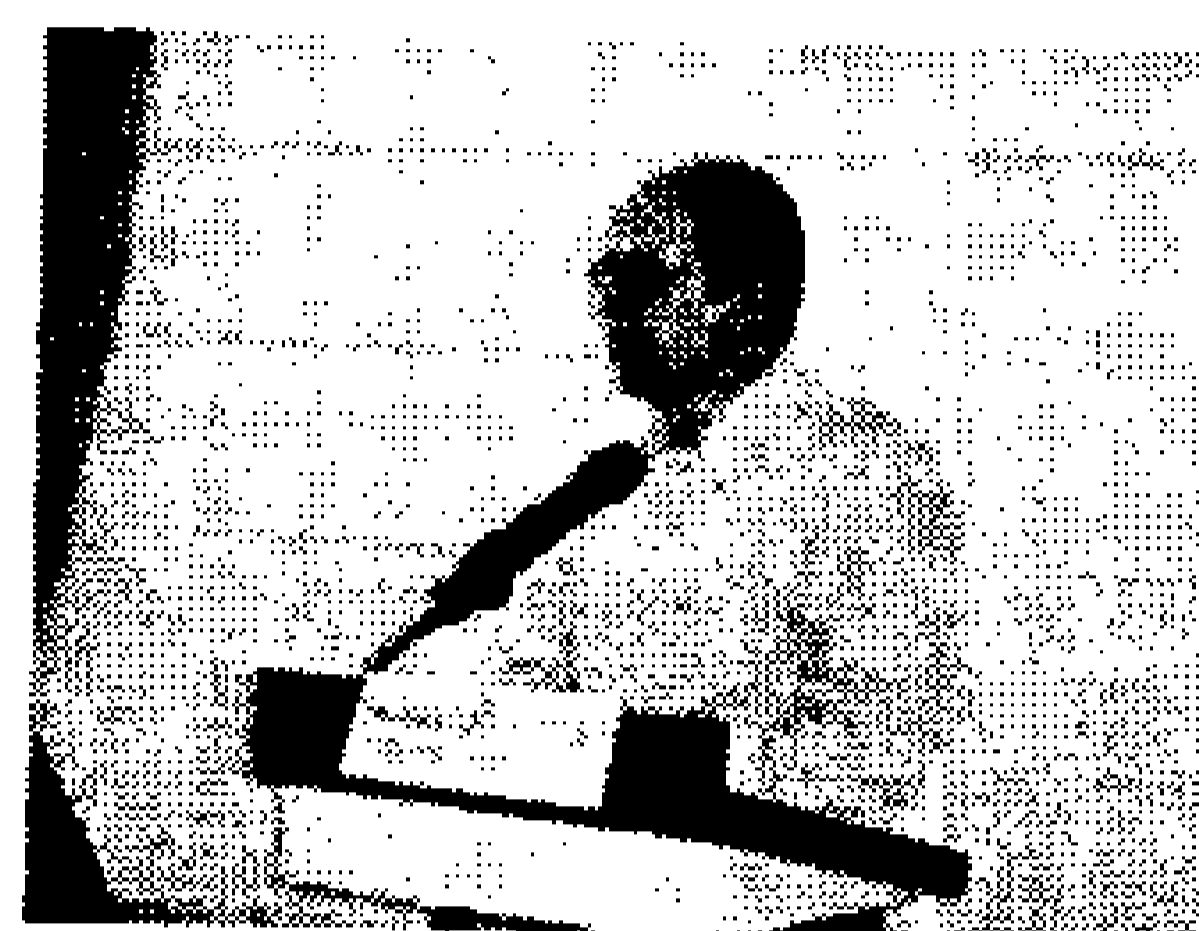


Επίσης, το Ινστιτούτο έχει εκδώσει επιστημονικές έρευνες που πραγματεύονται θέματα του κλάδου

Το T.R.I. διοργανώνει, Διεθνή Ακαδημαϊκά Συνέδρια, όπως το 1^ο Διεθνές Συνέδριο «**Tourism & Hospitality Management**» που πραγματοποιήθηκε με επιτυχία, από τις 13 -15 Ιουνίου 2008, στο ξενοδοχείο Emmantina στη Γλυφάδα, υπό την αιγίδα του Υπουργείου Τουριστικής Ανάπτυξης. Κατά τη διάρκεια της εκδήλωσης, έλαβαν μέρος σημαντικοί ομιλητές από την Ελλάδα και το εξωτερικό οι οποίοι ανέπτυξαν,

καίρια και επίκαιρα ζητήματα της τουριστικής βιομηχανίας και ξενοδοχειακής διοίκησης.

INTERNATIONAL
CONFERENCE GLYFADA - GREECE
ON TOURISM & HOSPITALITY MANAGEMENT



Το 2ο Παγκόσμιο Συνέδριο για τη Διοίκηση Τουρισμού και Επιχειρήσεων Φιλοξενίας έχει προγραμματιστεί για τον Μάιο 2010 και θα πραγματοποιηθεί στην Αθήνα σε συνεργασία με τον Ο.Τ.Ε.Κ.

Στα πλαίσια του ΔΡΑΤΤΕ λειτουργεί επίσης το **Ινστιτούτο Αξιολόγησης Ποιότητας Τουριστικών Δραστηριοτήτων (Ι.Α.Π.Τ.Δ.)** με προσανατολισμό στην αγορά και έχει ως αντικείμενα:



- Την διοργάνωση συνεδρίων σε όλη την τουριστική Ελλάδα, με στόχο την αναβάθμιση των προσφερομένων τουριστικών υπηρεσιών
- Τον σχεδιασμό Συστημάτων Διασφάλισης Ποιότητας
- Την λειτουργία γραφείου διασύνδεσης των ενδιαφερομένων για εργασία μελών του ΔΡΑΤΤΕ με τις επιχειρήσεις του κλάδου.

Στα πλαίσια του Ι.Α.Π.Τ.Δ. λειτουργεί το **Service Quality Club**, που στοχεύει στην αναβάθμιση της ποιότητας του προϊόντος των επιχειρήσεων εστίασης που καλύπτουν τις σχετικές ανάγκες των τουριστών, δίνοντας έμφαση:

- ✓ στη συνεχή επιμόρφωση των επαγγελματιών
- ✓ στην συμβουλευτική υποστήριξη των συναφών Επιχειρήσεων
- ✓ στην διοργάνωση ημερίδων , εκδηλώσεων , διαγωνισμών και επιδείξεων επαγγελματικών πρακτικών .
- ✓ στη διαχείριση κινητικότητας των επαγγελματιών του κλάδου .

ΔΡΑΣΤΗΡΙΟΤΗΤΕΣ

Το ΔΡ.Α.Τ.Τ.Ε. αναπτύσσει πλήθος δραστηριοτήτων για την επίτευξη των σκοπών του. Αναλυτικότερα:

- Λειτουργεί **γραφείο διασύνδεσης** εργοδοτών και υπαλλήλων τουρισμού
- Λειτουργεί **βιβλιοθήκη** τουριστικών βιβλίων και περιοδικών, στην έδρα του Οργανισμού
- Υλοποιεί προγράμματα **εκπαίδευσης** των μελών του σε θέματα **λογισμικού τουριστικών επιχειρήσεων** και σε θέματα **καριέρας**
- Διαθέτει ειδικευμένους συμβούλους σε θέματα **μεταπτυχιακών τουριστικών σπουδών**
- Καλύπτει την **εκπαίδευση στις θέσεις εργασίας** απασχολούμενων σε ξενοδοχειακές επιχειρήσεις.
- Οργανώνει και υλοποιεί, αποστολές **συμβουλευτικών ομάδων ξενοδοχειακών επιχειρήσεων**, με στόχο την άμεση βελτίωση της ποιότητας του προϊόντος, των μεθόδων λειτουργίας των τμημάτων, τη μείωση του κόστους και τον προσανατολισμό των πωλήσεων.
- Αναλαμβάνει διενέργεια **ερευνών και μελετών** αναφορικά με την ανάπτυξη τουριστικών επιχειρήσεων ή τουριστικών περιοχών.
- Λειτουργεί **επιστημονικές ομάδες** οι οποίες ερευνούν την ισχύουσα κατάσταση σε σχέση με την τουριστική εκπαίδευση και την τουριστική πολιτική και συντάσσουν προτάσεις προς τους αρμόδιους φορείς.
- Διοργανώνει συνέδρια και ημερίδες με στόχο την ενημέρωση της αγοράς για τις εξελίξεις στις επιστήμες και στην τεχνολογία του σήμερα
- Διοργανώνει ακαδημαϊκά διεθνή συνέδρια
- Εκδίδει το επιστημονικό περιοδικό «Τουριστικά Θέματα»
- Λειτουργεί **καθημερινά γραφείο ενημέρωσης και υποστήριξης** στην Αθήνα, στην οδό Ζωοδόχου Πηγής 2, ώρες 18:00 έως 20:00.

Το ΙΑΠΤΔ οργανώνει κάθε έτος το θεσμοθετημένο Συνέδριο Ξενοδοχειακής Διοίκησης. Το 2008, στις 22 και 23 Μαρτίου, διοργανώθηκε το 5^ο Πανελλήνιο Συνέδριο Ξενοδοχειακής Διοίκησης με θέμα: "F&B " στο ξενοδοχείο LEDRA MARRIOTT στην Αθήνα.



Το 6^ο Πανελλήνιο Συνέδριο Ξενοδοχειακής Διοίκησης θα πραγματοποιηθεί υπό την αιγίδα του Υπουργείου Τουριστικής Ανάπτυξης, στις 7 και 8 Μαρτίου 2009, στο ξενοδοχείο Athens Ledra Marriot, με θέμα «Η Δυναμική της θέσης του Γενικού Διευθυντή Ξενοδοχείων στο Τουριστικό Γίγνεσθαι της Ελλάδας»

ΣΥΝΕΔΡΙΑ – ΗΜΕΡΙΔΕΣ

Συνολικά, ο ΔΡΑΤΤΕ έχει διοργανώσει με απόλυτη επιτυχία τις παρακάτω ημερίδες και συνέδρια, που προβλήθηκαν εκτενώς από τον τουριστικό τύπο:

- 30 Μαρτίου 2003 σε αίθουσα της έκθεσης «Τουριστικό Πανόραμα». Θέμα «**Η ανταπόκριση των προγραμμάτων σπουδών των Τουριστικών Τμημάτων ΤΕΙ στις ανάγκες της τουριστικής αγοράς**».
- 8 Απριλίου 2003, στο Τεχνικό Επαγγελματικό Εκπαιδευτήριο Άμφισσας. Θέμα «**Ανώτατες Προπτυχιακές Τουριστικές Σπουδές - Ευκαιρίες Καριέρας στον Κλάδο του Τουρισμού**».
- 13 Απριλίου 2003. Αθήνα, Θεμιστοκλέους 5, στο Πνευματικό Κέντρο Κυθηρίων. Θέμα «**Ανάπτυξη Τουριστικών Προορισμών – Η περίπτωση των Κυθήρων**».
- 1 και 2 Δεκεμβρίου 2003 στο ξενοδοχείο PARK στην Αθήνα, 1^ο Πανελλήνιο Συνέδριο Ξενοδοχίας Θέμα: «**Η Διοίκηση του ξενοδοχείου ως μοχλός μεγιστοποίησης του κέρδους**».
- 23 Φεβρουαρίου 2004 στο Ξενοδοχείο «Πέλαγος» στη Χαλκίδα, ημερίδα για τον τουρισμό στην Εύβοια με θέμα «**Ανάπτυξη των Επιχειρήσεων Φιλοξενίας**».
- 17 Μαΐου 2004 στη Σίφνο ημερίδα με θέμα «**Η σημασία της Ποιότητας για την Οικονομική Αποδοτικότητα των Τουριστικών Επιχειρήσεων**» σε συνεργασία με τη Δ.Ε.Τ.Α.Σ. (Δημοτική Επιχείρηση Τουριστικής Ανάπτυξης Σίφνου).

- 22 Μαΐου 2004 σ την Παραλία Κατερίνης στο Ξενοδοχείο Mediterranean Resort ημερίδα με θέμα «**Μέθοδοι Ανάπτυξης Επιχειρήσεων Φιλοξενίας**» σε συνεργασία με την Ένωση Ξενοδόχων Παραλίας Κατερίνης.
- 5 και 6 Φεβρουαρίου 2005 στο ξενοδοχείο LEDRA MARRIOTT στην Αθήνα, **2^ο Πανελλήνιο Συνέδριο Ξενοδοχίας** με θέμα: «**Θεωρία και Πράξη στη Σύγχρονη Διοικητική των Ξενοδοχειακών Λειτουργιών**».
- 19 και 20 Μαρτίου 2006 στο ξενοδοχείο LEDRA MARRIOTT στην Αθήνα, το **3^ο Πανελλήνιο Συνέδριο Ξενοδοχίας** με θέμα: «**Η δυναμική της διαχείρισης των ξενοδοχειακών λειτουργιών στην αποτελεσματική διοίκηση των ξενοδοχειακών μονάδων**».
- 4 Ιουνίου 2006 στη Σίφνο, σεμιναριακή διημερίδα με θέμα «**Μέθοδοι Διαχείρισης Επιχειρήσεων Φιλοξενίας**» σε συνεργασία με τη Δ.Ε.Τ.Α.Σ. (Δημοτική Επιχείρηση Τουριστικής Ανάπτυξης Σίφνου).
- 17 και 18 Μαρτίου 2007 στο ξενοδοχείο LEDRA MARRIOTT στην Αθήνα, το **4^ο Πανελλήνιο Συνέδριο Ξενοδοχίας** με θέμα: "**Μεγιστοποίηση των Ξενοδοχειακών Πωλήσεων**".
- 12 Μαΐου 2007 στη Λέρο, ημερίδα με θέμα "**Η Σημασία της Τουριστικής Εκπαίδευσης στο Προϊόν των Επιχειρήσεων Φιλοξενίας**" σε συνεργασία με το Δήμο Λέρου.
- 22 και 23 Μαρτίου 2008 στο ξενοδοχείο LEDRA MARRIOTT στην Αθήνα, το **5^ο Πανελλήνιο Συνέδριο Ξενοδοχίας** με θέμα: "F&B".
- 13, 14 και 15 Ιουνίου 2008, το διεθνές ακαδημαϊκό συνέδριο "1st International Conference on Tourism and Hospitality Management" στο ξενοδοχείο Εμμαντίνα στη Γλυφάδα Αττικής

Επιπλέον, το ΔΡΑΤΤΕ συμμετείχε με εισηγήσεις εκπροσώπων του σε συνέδρια και ημερίδες, ενώ δημοσίευσε πλήθος άρθρων σε περιοδικά του κλάδου.

ΕΠΙΚΟΙΝΩΝΙΑ

Μπορεί κανείς να επισκεφτεί το ΔΡ.Α.Τ.Τ.Ε. στην διεύθυνση **Ζωοδόχου Πηγής 2, Αθήνα 10681** ή να τηλεφωνήσει στον αριθμό **210 3806877** από Δευτέρα έως και Παρασκευή, ώρες 18:00 έως 20:00. Επίσης κάποιος μπορεί να επικοινωνήσει με φαξ στο **210 3806302** ή να επισκεφθεί τις ιστοσελίδες μας στη διεύθυνση **www.dratte.gr** και να αποστείλει e-mail στη διεύθυνση **info@dratte.gr**



ΔΡ.Α.Τ.Τ.Ε. PROFILE

ΔΡ.Α.Τ.Τ.Ε. (Action for the Development of Tourism and Tourist Education) is a **non-profit Association** situated in Athens. Executives of tourist enterprises and professors of third degree tourist education created it with a view to:

- ensure the permanent contact of education with the job market
- support with scientific information and modern know-how the tourist enterprises
- assemble and give intensity in the voice of specialists in tourism
- support the planning of realistic tourist policy
- propose and apply solutions in the problems of the sector.

ACTIVITIES

The ΔΡ.Α.Τ.Τ.Ε. develops a variety of activities for the achievement of its aims. More analytically:

- Functions **office of interconnection** of employers and employees of tourism
- Mainains **library** of tourist books, magazines, research and studies in the establishment of the Association
- It materialises programs of **education** of its members on issues of **software for tourist enterprises** and on career issues
- It allocates specialised advisers on **postgraduate tourist** studies issues
- It activates a **Pan-Hellenic** network of advisers as for the principals of **Model EN ISO 9001: 2000** with specialisation exclusively in the hotel units, educated from TÜV Süddeutschland
- It covers the **education at work** for occupied in the hotel enterprises, with covering of expenses from the program LAEK.
- It organises and materialises, missions of **advisory teams of hotel enterprises**, aiming at the direct improvement of quality of product, the methods of operation of departments, the reduction of cost and the orientation of sales.
- It undertakes the implementation of **researches** and **studies** in regard to the development of tourist enterprises or tourist regions.
- It supports the tourist enterprises on issues of **modern technology**, as the **computerization** and the **projection and promotion** via Internet.
- It functions **scientific teams** that examine the present conditions concerning the tourist education and the tourist policy and construct proposals to the responsible institutions.
- It functions daily office of information and support in the address **Zoodohou Pigis 2** in Athens hours 18:00 until 20:00.

CONGRESSES

The association, apart from activities for education, social events and communication of its members (as the New Year party), during the years 2003 and 2004 organised with absolute success the following meetings and congresses, that were supported extensively by the tourist press:

- ◇ 30 March 2003 in a room of the exhibition "Tourist Panorama" with subject **"the correspondence of studies in the Tourist Departments of TEI (POLYTECHNIC COLLEGES) to the needs of the tourist market"**
- ◇ 8 April 2003, in the Technical Vocational School of Amfissa on the subject **Undergraduate Studies in Tourism-Career Opportunities in the Tourism Sector**
- ◇ 13 April 2003. Athens, Themistokleous 5, Academic centre on the subject **"Development of Tourist Destinations - the case of Kythira"**
- ◇ 1 and 2 December 2003 in Park hotel in Athens, **1st Pan-Hellenic Hotel Congress** on the subject: **"The Administration of hotel as lever of profit maximization"**.
- ◇ 23 February 2004 in the Hotel "Thalassa " in Chalcis, meeting for tourism in Evia on the subject **"Development Hospitality Enterprises"**
- ◇ 8 May 2004 in Siphnos meeting on the subject **"the importance of Quality for the Economic Efficiency of Tourist Enterprises "** in collaboration with the D.E.T.A.S. (Municipal Enterprise of Tourist Development of Siphnos)
- ◇ 22 May 2004 at the **Beach of Katerini** in the Hotel Mediterranean Resort meeting on the subject **"Methods of Developing Hospitality Enterprises"** in collaboration with the Union of Hoteliers of Katerini Beach
- ◇ 5 and 6 February 2005 in LEDRA MARRIOTT hotel in Athens, **2nd Pan-Hellenic Hotel Congress** on the subject: **"Theory and Practice in Modern Administrative of Hotel Operations "**.
- ◇ 21 and 22 March 2006 in LEDRA MARRIOTT hotel in Athens, **3th Pan-Hellenic Hotel Congress** on the subject: **"Hotel Business "**.
- ◇ 4 June 2006 in Siphnos seminar on the subject **"Hospitality Management "** in collaboration with the D.E.T.A.S. (Municipal Enterprise of Tourist Development of Siphnos)
- ◇ 17 and 18 March 2007 in LEDRA MARRIOTT hotel in Athens, **4th Pan-Hellenic Hotel Congress** on the subject: **"Maximizing Hotel Sales"**.
- ◇ 12 May 2007 at Leros island meeting on the subject **"Tourism Education and Hospitality Quality"** in collaboration with the Municipality of Leros.

Moreover, DRATTE participated with its proposals to congresses and meetings through representatives, while it published a plethora of articles in periodicals of the sector.

ΔΡ.Α.Τ.Τ.Ε. INSTITUTES

Tourism Studies and Research Institute

Within the scope of the union there is an Institute relevant to Tourism Studies and Research (T.S.R.I.), which is created to serve the scientific purposes of the union. The institute makes surveys and researches, actions of training in tourism and tourism enterprises by itself, as well as in collaboration with foundations, unions and enterprises in Greece or abroad. I.T.M.E. also organizes scientific meetings and conferences. I.T.M.E. is responsible for facts of scholarships for all levels of education. The scholar choice criteria are set by command of the Board of Directors of DR.A.T.T.E.

Quality Evaluation Institute

Within the scope of the union there is the Quality Evaluation Institute (Q.E.I) which researches Quality Managing Methods for tourism enterprises. Q.E.I has formed an original system of hotel product quality management, according to the principles of I.S.O. Q.E.I activates executive advisors for the performance of this system

MEMBERS - COLLABORATIONS

DR.A.T.T.E **full members** are graduates of the Faculty of Tourism and executives in the tourism industry or tutors of tourist education or their main occupation relates directly with the tourist sector. Subscribers can be also **Tourist organisations** and **tourist enterprises**.

As **able members** can register students of tourist education. They pay **token subscription**, and they do not have right of vote, but they have the right to receive information and support in the frame of the association's activities.

DRATTE disposes **1.100 members**. Among them are **the most successful professionals** in the field and **tourist enterprises** from all Greece. In the arms of the association also act the most important Greek **specialised scientists** of the sector, as enough important scientists from abroad.

The activities and proposals of DRATTE supports the Ministry of Tourist Development, while the association collaborates with the Pan-Hellenic Federation of Hotel Directors, with the Union of Hotel Directors of Attica, with the Pan-Cretan association of Hotel Directors, with the Union of Beach Hotels, with the Union of Barmen of Greece, while its member is the Municipal Enterprise of Tourist Development of Siphnos. The Association collaborates individually with several tourist institutions and Municipalities of the country, while it maintains excellent and close relations with the tourist press. Also it collaborates closely with the international environmental organisation AWISH and its Greek department AWISH-HELLAS.

COMMUNICATION

Anyone can visit the DR.A.T.T.E. in the address 2 Zoodohou Pigis str. in Athens (Postal Code 0678) or can call at the +30210 3806877 from Monday up to Friday, hours 18:00 until 20:00. Additionally, someone can communicate via fax in the +30210 3806302 or visit our web pages in the address www.dratte.gr or can send e-mail in the address info@dratte.gr

*Τα Τουριστικά Θέματα εκδίδονται με την
υποστήριξη του Θμίλου Airotel*



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ISSN