



Festival Tourism in Cyclades.

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I hereby declare that the work submitted is mine and that where I have made use of another's work, I have attributed the source(s) according to the Regulations set in the Student's Handbook.

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Preface

This dissertation was written as part of the MSc in Hospitality and Tourism Management 2017-2019 at the International Hellenic University. I am proud that I was student of the International Hellenic University and I was given the chance to expand my knowledge and be taught by skillful professors. I decided to make my dissertation regarding Festival Tourism in Cyclades, as I have spent much time of my life in many of those islands and I strongly believe that festivals in Cyclades are their core. I was influenced by our course “Special Interest Tourism”, that has taught me that there is always a special interest and purpose in order to travel and explore new destinations.

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Abstract

The present paper examines the entertaining part of tourism in the islands of Cyclades, Greece, and analyses their culture via the suggestion and introduction of festival tourism. The islands of Cyclades are a very popular touristic destination due to the three S of Greece (Sun, Sand, and Sea). However, beyond that, they have a vast array of culture to display to tourists. As it stands, there are over 15 festivals occurring at Cyclades.

The present paper will examine alternative tourism, its strategies, and sustainability, as well as the festivals and festival tourism in general via a secondary research context, before analyzing Cyclades via a case study and a SWOT analysis. It will then provide a quantitative analysis via questionnaires and analyze the findings via SPSS. Finally, the paper will draw conclusions and provide recommendations.

Keywords: Cyclades, Festivals, Festival Tourism, Alternative Tourism, Quantitative Analysis

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1.Introduction

Tourism is an extremely important sector in the world market as it effectively affects its economy. For Greece, tourism plays an even more important role as it is its heavy industry. During high demand, due to tourism, many jobs are created and the income generated contributes to GDP. As the former Minister of Tourism Development, Mr. D. Avramopoulos, stated, "Tourism affects every other activity and the quality of life in general. It has a dynamic and not a static character" (Loukas, 2019).

Based on the rich natural beauty of Greece, alternative forms of tourism create significant opportunities as each prefecture, city, island and village can be financially supported, even in part, by them. The activities created through alternative forms of tourism are numerous and complex, thus seeking to create an identity of the country's product. With the development of these forms of tourism, the goal is to differentiate the product of Greece, compared to the classic product of 3s (sea, sun, sand), which is also offered by the neighboring countries at incomparably lower prices. Due to the special characteristics of its geomorphology and cultural tradition and culture, Greece has the lead in all forms of alternative tourism, mainly in cultural (Belias et al, 2018).

A few decades ago, with limited means of transportation, travel to tourist destinations was aimed at very small groups of people with high financial earnings. Now, a complete "tourist package" is addressed to the average person and the distances with the evolution of technology seem to be diminishing. For this reason, there is a particularly large boom in the tourism industry, worldwide, in terms of infrastructure and the promotion of each place and the quality of services provided (Belias et al, 2017).

In this way, product differentiation as well as the creation of a competitive advantage over competitors is essential. Globally, the approach of creating strategic methods has been intensified in order to differentiate tourism products by creating a unique and different identity for each destination (Naniopoulos et al, 2016).

The science of marketing has been fraternized with the science of tourism management, and there are actions of destinations that have changed their whole picture for the better, resulting in an increase in tourist arrivals every year. There are cases of study of destinations that, having a lack of natural beauty, promoted and developed cultural forms of tourism, in the form of annual major Festivals and managed to become the most sought after destinations during the events (Nikoli & LAzakidou, 2019).

In the last two decades, there has been a significant increase in the number of festivals of different types and sizes and they are usually associated with large urban centers. For the organization of a festival in small or large cities, the role of the municipal authorities proves to be particularly critical, as in several cases the Municipality is the sole organizer (Gkarane et al, 2020).

1.1 Research Goals

In the present paper, the case study of the Cycladic festival tourism has been selected. The paper will try to prove whether the image of the Cyclades influences the satisfaction of the visitors of the Festival, through a secondary research to identify its research hypotheses and later through a primary research developed for the needs of the paper.

1.2 Research Questions

The study operates under the following research questions:

1. Is festival tourism a sustainable form of tourism?
2. Is festival tourism a sustainable form of tourism for Cyclades?
3. Are there ways for festival tourism to be sustainable in Cyclades?

1.3 Research Importance

As Eugenia Wickens characteristically states in her article, Greece has a long tradition of attracting tourists who are interested in the art, philosophy and literature of ancient Greece. In this position, the reason for this trend is being strengthened, according to Eisner, who almost poetically states that for a perfect journey, countries need to have two characteristics. One is natural beauty and the other is being full of "ghosts", meaning their history. The first early visitors to Greece were scholars, classicists and archaeologists, who mainly visited Athens, Marathon and Delphi (Loukas, 2019).

Greece, a landmark of cultural heritage, archeological wealth and the mother of culture, has a great deal of knowledge and a huge variety of cultural activities to offer. Combined with its geographical location and its "blessed" climate, it can create a real competitive advantage over other tourist destinations (Loukas, 2019).

Among the many types of cultural tourism in this dissertation, Festival Tourism and its interaction with the image of the city that hosts the Festival will be analyzed. Festival tourism is associated with the development of the local community and interest in environmental protection and can be considered a sustainable form of tourism.

1.4 Research Structure

Initially, a theoretical approach is taken with the aim of deepening and clarifying concepts related to the research topic. Then, the case study that has been selected to be presented is presented, during which an extensive reference is made to the characteristics of the organization of the Festival. Then the methodology followed in the research is described and the analysis of the results of the primary research is given. Finally, the conclusions, limitations and suggestions of the paper for future research follow.

More specifically, the chapter on bibliographic review includes the conceptual framework of alternative tourism, its strategies, and the cultural tourist. This is followed by the conceptual framework of the festivals, their impact on local communities, volunteering as their focal point, their funding, and the education they

offer. Finally, it examines festival tourism, its meaning, its history, the development of local communities through it and how it was influenced by covid-19.

Then the case study of the Cyclades, their environment, their history, their demographics, their economic and social profile, and a SWOT analysis of them is developed.

Then the methodology of the paper is developed and the analysis and discussion of the results is presented before the conclusions of the paper are presented, the limitations of the research and the proposals for future research.

2.Literature Review

2.1.Festivals

Starting in ancient times, every society has defined specific dates and periods as landmarks. During these dates, specific celebrations took place, usually based on local cultures, trends, religion and lifestyle. These celebrations were the original festivals that evolved into modern festivals. Also, the root of the word "festival" is "fiesta", which means feast. As the concept of festivals has expanded, it is difficult to make a definite definition. Festivals are a subcategory of special events. They may or may not include local culture, but they should definitely include a celebration. The typology of festivals becomes difficult due to the complexity of the definition, although there are several basic categories depending on the theme: community festivals, music festivals, film festivals, art festivals, etc. Today, festivals are a constantly evolving sector, as many world societies try to take advantage of their potential and benefit from their positive effects. Today, festivals are a research field where several researchers from various scientific fields work together. Some of these fields are: economics, sociology, psychology, tourism, anthropology, etc. (Liu et al, 2019)

Festivals are increasingly becoming an important tool for economic development, both through tourism and through the reappearance and renaming of cities and regions as modern cultural centers. To understand the issues and challenges of the festival tourism events, it is important to know the historical and geographical context in which they occur. Conceptually, the historical context can be examined through the degree to which an event has a local origin or is newly created. The geographical context, on the other hand, reflects the degree to which a festival is defined by the place in which it appears or is more global in its thematic orientation. A framework for tourism that takes these two factors into account results in four types of festival events:

- Local Heritage Festivals,
- Local Contemporary Festivals,
- National Heritage Festival and
- World Contemporary Festivals (Vajirakachorn & Chongwatpol, 2017).

These four types of festivals address issues related to their local identity, uniqueness, austerity and authenticity. The tourism interest framework is being implemented in the current state of rapid development of festivals in China, with recommendations that Chinese event managers should focus more on historically and geographically important issues developed in collaboration with local populations, for long-term success. Another important reason is the economic investment of societies in such events which, in connection with the minimum free time of the people, seek a more constructive and easy-to-access entertainment (Xi et al, 2019).

Festivals or cultural events can be distinguished on the basis of size, i.e. the impact it has on the public, profits, infrastructure and based on their content (Yuan & Park, 2019).

Based on the size we can characterize the cultural events in:

- 1) Local or Community Events. They have an impact on the local public and aim to promote the social cohesion of a local community while offering the public the opportunity to participate and gain new experiences.
- 2) Major Events. They have a great impact through the media and can attract a large audience, bringing significant profits to their organizers.
- 3) Flagship events (Hallmark Events). They are very recognizable and because they are related to the culture and customs of a place they often become synonymous with that place.
- 4) Mega Events. These have a great impact and are widely known both locally and globally. Due to their size, they bring great economic benefits, tourism, huge media coverage and raise the prestige of the place that organizes them (Robertson et al, 2020).

2.1.1 Festivals and Local Societies

The development of tourism worldwide makes it necessary to enrich the local tourism experience to offer a competitive tourism product with a comparative advantage. Today, tourists are looking for a wide range of experiences during their stay in each destination. Based on this fact, an effort has been made in recent years (at national, regional and local level) to upgrade the Greek tourist product and to place it back on the world tourism map. Special Interest Tourism (SIT) contributes significantly to this effort and aims to take advantage of the country's unique features to offer an attractive and competitive tourism product. Equally important for this effort is culture, either as a special form of tourism (cultural tourism) or as an element of the tourism product in general. Regarding the above, the possibilities and prospects of the festivals are obvious. The celebration that is the core of the festival's design sets the right environment in which a special element of local culture can be promoted (e.g. activities, products, art, etc.). In addition, a festival can promote new ideas, new elements in addition to local culture, which in the long run can become a trademark for a local community (Liu et al, 2019). Such cases are not absent from the Greek festival market.

2.1.2 Funding

The main sources of funding are the proceeds from the sale of tickets and items for sale, as well as the budgets of local government organizations and the central administration. In addition, a significant source of revenue are grants from government or public bodies, from the European Union and sometimes sponsorships. Indicative strategic choices include funding from different sources, saving for difficult times, reducing needs, trying to directly influence suppliers, cooperating or competing with other resource-seeking organizations (Lau & Li, 2019).

The majority of festivals depend in one way or another on volunteers, who are not necessarily a fit for the tasks assigned to them. The success of a festival is also controlled by the return on sponsorship (Panda et al, 2017).

2.1.3. Volunteering

Festivals by their nature are places of culture and meeting of many different people, in theory they would be the ideal place for volunteering to flourish. In the case of volunteering at festivals, it also means training, educating and specializing volunteers.

Volunteering is the willingness of a person to work for a specific or indefinite period of time, without pay for the general good of a society.

According to the General Secretariat for Youth (2012), the elements that characterize volunteering are four:

1. Voluntary actions are taken without the financial reward of the volunteer
2. Voluntary actions are carried out without the compulsion of the volunteer, but with their free will.
3. Voluntary actions are for the benefit of both the community and the volunteer.
4. Positions are for volunteers only (Mohanty, 2018).

2.1.4. Education

Culture is a universal right under the Universal Declaration of Human Rights. Specifically, Article 27 states that “everyone has the right to enjoy the arts, to participate in the cultural life of the community, in scientific progress and its benefits.” (Oh & Yi, 2016)

Education provides knowledge and skills either through its formal form, the official state education system, or through its informal form, that is, through the participation of individuals in organized or non-organized activities, individual or collective. Formal education emphasizes cognitive goals while informal ones focus on emotional goals. Since May 2004, the European Council has officially recognized the importance of learning in an informal environment (Coberly & Slocum, 2018).

Education is also one of the sensitive areas of culture since cultural goods are transmitted, through interaction, through the process of teaching and learning. The kind of education that a society provides to young people also demonstrates the level of its culture. The cultural context is passed down from generation to generation through teaching and learning. In essence, culture is defined by education and transmitted through it. It is expressed through linguistic codes, through the stories people tell, by poetry, by the preservation of customs, by participating in cultural activities (Szabo et al, 2017).

The presence of culture in education begins in preschool and extends to other levels. The curriculum at all levels of education is a cultural product as it conveys

perceptions and values of the dominant culture that determine acceptable ways of communicating, thinking and knowing to children. In all the new ISFFP and APS the interdisciplinary approach of knowledge is emphasized through the active participation of the students (Fang, 2017).

2.2. Festival Tourism

2.2.1. *Alternative Tourism*

Alternative tourism includes all tourist services, which are distinguished according to the special needs, preferences and motivations of tourists, addressed to a specialized audience, adhere to the principles of sustainable development and contribute to mitigating the seasonality of tourism demand (Belias et al, 2018; Jovicic, 2016).

This form of tourism has been introduced since the early 1990s and has begun to grow in size since the 1980s. It is considered a viable alternative to dealing with the adverse effects and low-level of authentic experiences provided by so-called "mass tourism". The latter has evolved dramatically with the technological advancement of transport facilities (air, sea and land) and open skies agreements between countries around the world, among other factors (Isaac & Eid, 2019; Jansson, 2019).

Despite the enormous, rapid economic benefits of mass tourism, it has been found to be extremely destructive to the environment and the sociocultural aspects of host countries and communities. In contrast, alternative tourism has retaliated with a "pure" or "sustainable" form of tourism, which takes into account the effects of tourism on nature, society (both for the host community and for travelers), culture and the economy. Here, locals are also directly involved in the construction of the tourism product and are often the financial beneficiaries (Ivanova et al, 2018; Passafaro et al, 2017).

The umbrella of alternative tourism covers a wide range of tourism activities such as rural, adventurous, cultural and historical, heritage, sports (such as hiking, mountaineering, speleology, diving, etc.) (Nunkoo & Gursoy, 2017).

Ecotourism dates back to the 1960s and is popular with nature and culture lovers alike. It fits perfectly with the concept of alternative tourism and is considered the fastest growing form of sustainable tourism, according to UNWTO (Egresi, 2016; Hill, 2017; Nilsson, 2018). The characteristics of ecotourism are: minimizing environmental impact, respecting hostels, maximizing benefits for locals, and maximizing tourist satisfaction (Shakeela et al, 2017).

Alternative tourism is presented as an opportunity for the re-development of the tourism economy and again provides benefits for the areas where it is developed. Alternative tourism is a process that promotes a fair form of travel between members of different communities. It aims to achieve mutual understanding, solidarity and equality between participants (Ei & Karamanis, 2017).

2.2.2. *Festival Tourism Definition*

Festivals and cultural events are gaining a bigger role in the tourist exploitation of an area. In many cases, festivals are the main tourist attraction. Festivals and cultural

events are part of the special forms of tourism. Including special forms of tourism in the tourist offer of a city is a factor that offers significant advantages in the image of a destination (Lui et al, 2019).

In addition, tourist enrichment is necessary in order to extend the period of attracting visitors. Improving the cultural agenda of a city, especially a provincial one, is an appropriate strategy to improve the tourist offer. Also, the repeated holding of a festival at the same time each year automatically incorporates it into the tourist cultural content of the city. In addition, the festivals can be designed through a more general strategic plan of tourist development and depending on the needs of this plan, the time of the festival can be determined. In many cases, the festivals take place during periods of low tourist demand, but this does not mean that there are no exceptions, from areas that implement a centralized policy regarding the timing of the events. In smaller cities, too, festivals play a catalytic role in being chosen as a destination by a visitor (Xi et al, 2019).

At this point, the concept of festival tourism can be referred to, i.e. a new subcategory that is created within the framework of cultural tourism and with a close connection with urban tourism, since the festival is located in the surrounding area of a city. According to many, festival tourism is considered a form of tourism that respects the principles of sustainable development, due to its contribution to the preservation and promotion of cultural production. It is a type of tourism that motivates people to visit a city or region so that they can participate in the festival either out of special interest in the theme or out of the need to gain new experiences and stimuli (Yuan & Park, 2019).

2.2.3. The Cultural Tourist

The cultural tourist is the person who is motivated to get to know the cultural values of other destinations. There are five types of cultural tourists based on the importance of culture in their decision to travel and the depth of their experience.

The cultural tourist seeks to understand a place, and tries to feel its history. They are the ones who want to feel that they are experiencing another culture, they seek to experience a cultural adventure. They are the ones who seek to relate today to yesterday, to understand the way a place changes and evolves, but also the causes and reasons for these changes (Hill, 2017).

The following table shows their forms and characteristics.

Table 1. Typology of Cultural Tourists (Jovicic, 2016)

Type of cultural tourist	Features
The deliberate cultural tourist	Cultural tourism is the main motivation for visiting a destination and the tourist has a very deep and complex cultural experience.
The attractions cultural tourist	Cultural tourism is a primary reason to visit a destination, but the experience is less deep
The circumstantial cultural tourist	A tourist who does not travel for cultural purposes, but after the end of their participation, has gained a deep cultural tourist experience

The typical cultural tourist	Cultural tourism is a weak incentive for travel and the resulting experience is shallow
The by chance cultural tourist	This tourist does not travel for cultural purposes, but nevertheless participates in some activities and has little experience of cultural stimuli.

2.2.4. Brief History

It is characteristic that from the late 80's the term "event tourism" is mentioned, in the context of which "festival tourism" is included. The researchers realized the need to study this industry and tried to define and capture the characteristics of this special form of tourism related to visiting events and festivals. The relevant literature states that an important contribution of a festival to the tourism of the host country is the attraction, with the appropriate planning, of the interest of the Mass Media before, during and after the end of the events, thus promoting the host place in a local, national and even international level. This opportunity offered by the festivals has been exploited by organizations involved in tourism promotion in several areas around the world (Robertson et al, 2020).

The result is that several festivals function as tools for constructing (or reconstructing) the tourist image of the destination and placing (or repositioning) the area on the respective national and global tourist map. In the long run, a consistently recurring, and successful, festival is part of the local (or even national) tourism product in order to attract the interest of tourists by increasing the tourist traffic. Each festival, with the right design, is able to enrich and upgrade the offered tourist product, thus increasing the competitiveness of the destination. In addition, it is well known that one of the biggest problems facing many destinations worldwide is the high seasonality of the tourist phenomenon, which has a significant negative impact. In order to mitigate these effects, a festival can be held during periods of low tourist traffic, extending the high tourist season and offering tourists an important reason to extend their stay in a destination or to move it in time (Lau & Li, 2019).

2.2.5. Sustainability

In order for a destination to use events as favorably as possible, it is important to follow a strategic plan to manage it properly. One way to achieve this is to set up a tourism portfolio. This type of portfolio is defined as a variety of events offered by a destination, each with its own value, cost, market share and profitability. A pyramid model was also developed (Figure 1), which describes a strategic approach to the tourism portfolio. According to this model, a balanced portfolio approach is based on the functionality of different events and the assumption that each event can achieve certain economic and tourism goals. On this basis, many different value measures are proposed: market share, quality, community support, sustainability, image enhancement, etc. (Panda et al, 2017).

At the bottom of the pyramid, there are local events that have low tourist demand and value and are usually arranged only once or periodically. The second group is regional events that have medium tourist demand and value, but like local events, regional events are organized periodically or only once. The top of the pyramid belongs to

periodic hallmark events and mega events. Both of these events have high value and high tourist demand.

Figure 1 - Tourist Event Portfolio (Getz, 1997)



This model is developed on the basis of a basic principle, although almost all events have tourist and community value, only some of them create a great demand for tourism. Therefore, while mega events and hallmark events can attract many tourists and affect the image and attractiveness of the destination, local and regional events located at the bottom may not be very important for the image of the destination. The event portfolio strategy can enrich the tourist product of the destination, enhance its image and restore its attractiveness by offering different types of events throughout the year in order to attract visitors. In terms of tourism, the main aspect of the tourism portfolio is the ability to attract new tourists to the events. The portfolio model helps destinations and tourism organizations plan how to develop or improve their portfolio to maximize their tourism value (Mohanty, 2018).

2.2.6. Benefits of Festival Tourism on Local Development

The socio-cultural implications of tourism refer to changes in value systems, standards, beliefs, perceptions, ethics and the impact that they might have on the quality of life of residents (this can be positive or negative). The International Association of Impact Assessment (IAIA) is of the opinion that social impact is a change that occurs in one or more of the following (Lian, 2020):

- People's way of life: how they live, work and interact with each other on a daily basis.
- Their culture: their common beliefs, customs, values and language.
- Their community: their cohesion, stability, character, services and facilities.

- Their political system: the degree to which people can participate in the decisions that affect their lives, the level of democratization that takes place and the resources provided for this purpose.
- Their environment: the quality of air and water used by humans, the level of danger or risk, the dust and noise they are exposed to, their physical safety.
- Their health and well-being: health is a state of complete physical, mental, social and spiritual well-being and not just the absence of illness or disability.
- Their fears and ambitions: their perceptions of their safety, their fears about the future of their community and their ambitions for their future and the future of their children.
- Events increase pride and create a cultural identity, cohesion and increased interest in the area that hosts them, so it is important to understand the perceptions and views of locals as well as to try to maximize positive perceptions.

2.2.7. The Impact of COVID-19 to Festival Tourism

According to the international literature, the issue of seasonality is emerging, which is not only a concern in our country, but also concerns almost all destinations that are a tourist attraction in the world. Spain has achieved the best results in this regard, in contrast to Greece, which holds the last place. This, of course, is expected to change, at least for this year, with the pandemic of coronavirus and its positive treatment by the Greek state. The most common strategy followed is to focus on alternative forms of tourism such as ecotourism, cultural and maritime tourism. More effective seems to be cultural tourism, which has not been able to reverse the negative course of seasonality in the territory (Gossling et al, 2020). In contrast, Spain, which has reportedly made significant improvements so far, is focusing on subsidized tourism at times when there is no significant demand in order to tackle seasonality and improve results financially. Its method has been implemented for several years (at least 25) with the most recent program being CALYPSO which is based on the initiative of the European Commission and specifically the tourism department, as a program that promotes Spain's cooperation with Poland and Portugal. A second recent program is the European Social Tourism Program, called "Europe Senior Tourism", which has been operating for 11 years as a tool designed specifically to address the problem we are studying while promoting employment in the relevant sector (Sigala, 2020).

This is based on a set of group travel subsidies that are planned for off-peak periods and for European citizens aged 55 and over. In fact, this is funded by local governments or by the central government. Suffice it to say that for the years 2011 and 2012 the budget amounted to 4.5 million euro, including a one-time subsidy of 90-130 euro based on the country from which the travelers come. The cost amounted to 2.1 million euro for the subsidy of 21 thousand citizens. According to the efficiency study conducted at the end of this program, the following emerged (Sigala, 2020):

- The destinations generated revenue of 12.4 million euro.
- 269 new jobs in the tourism sector were created directly at the destinations.
- Revenues were distributed to destinations, with 46% in the accommodation and catering services sectors.
- Total revenue for the countries of origin amounted to 3.4 million euro.
- 71 new direct jobs were created directly in the countries of origin of the travelers.
- The total revenue for the European Union reached 16 million euro, causing the immediate creation of 340 new jobs.
- The government's contribution through the subsidy amounted to 19% of the total cost of the program.
- Government investment was oversold by revenue generated through tax collection for this program. More specifically, for every euro spent by the Spanish government, the latter received 1.58 euro back through taxes.
- Receipts from other governments based on tax estimates amounted to one million euro (Gossling et al, 2020).

3. Case Study of Cyclades

3.1. Environment

The Cyclades consist of 147 islands and islets, of which only 24 are habitable, such as Santorini, Mykonos, Delos, Paros and Antiparos, Naxos, Ios, Syros, Tinos, Milos, or Kea, Amorgos, Sifnos, and others. They occupy a land area of approximately 2,572 km. The largest island is Naxos with an area of 448 km and the smaller one is Pano Koufonisi, with an area of 3.5 km. (Vlachopoulos, 2019)

The Cyclades belong to the South Aegean region (PNA), together with the Dodecanese. They have a mild climate with an average temperature of 12 degrees in winter and over 25 in summer. A characteristic weather phenomenon of the Cyclades (very important for those who like long hours on the blonde beaches) is the “meltemia”, which begin in May and last until September, with fluctuating intensity in July and August, reaching 8 Beaufort. The rains are sporadic and the runoff is a major problem, with many municipalities announcing careful water consumption during the summer. The minimal water makes it difficult to cultivate the land and the prevailing vegetation is sparse (with the exception of some islands which are an oasis of green), but rich, including rare species of plants and animals (Vlachopoulos, 2019).

3.2. History

The name "Cyclades" refers to the islands that form a circle around the sacred island of Delos. Greek mythology states that the Cyclades were the creation of Poseidon, who transformed the nymphs Cyclades into islands when they angered him.

3.3. Demographics

The layout of the islands is in two parallel lines following Sounio and Evia, giving the individual distinction to Western and Eastern Cyclades, which constitute the homonymous Prefecture of Cyclades prefecture of Cyclades. The total population of the Prefecture is 112,615 inhabitants 2001 census and its headquarters in Ermoupolis (Vlachopoulos, 2019).

3.4. Economic Profile

The income of the inhabitants of the Cyclades comes mainly from tourism, to a greater or lesser extent and depending on the island and the "myth" it has created: Mykonos, the island of all-night entertainment, Santorini, the island of lovers, Koufonisia, holidays in nature, etc. It is a fact that in the past the Cyclades were a pole of attraction for mass tourism, with similar effects on the economy, the ecosystem and the reputation of each island. For example, the island of Ios has associated its name with frantic, low-quality entertainment, a feature that has successfully been trying to change. In recent years, as seen above, there is a gradual shift from mass to alternative tourism and the provision of high quality services (Marmaras & Wallace, 2018).

3.5. Social Profile

The climate of the Cyclades has a significant effect on the construction of houses and buildings in general: low houses, often detached houses, with terraces, dressed in

white and decorated with blue windows, in order to reflect sunlight. The inhabitants exceed the limits of any imagination when it comes to the exploitation of the land and build even in the most inaccessible places and on any slope (Marmaras & Wallace, 2018).

3.6. SWOT Analysis

This analysis is a strategic planning tool cited by the present dissertation in order to record both internal and external characteristics for the Cyclades with the ultimate goal of evaluation, through the process of tourism infrastructure and the potential of the region.

SWOT analysis is a strategic planning tool used to analyze the internal and external environment of a business or an area when the business or area needs to make a decision about the goals it has set or to achieve. The SWOT acronym is derived from the words: Strengths, Weaknesses, Opportunities, and Threats.

Figure 2 - Cyclades SWOT Analysis (Prokopiou et al, 2018)

Internal Analysis	
Strengths	Weaknesses
<p>Great archaeological historical and cultural heritage which can be the basis for further development of cultural and archeological tourism.</p> <p>Rich folklore tradition.</p> <p>Privileged geographical location</p> <p>Good and mild climatic conditions.</p> <p>Good quality beach areas which are suitable for swimming and general vacation.</p> <p>Hotel accommodation in sufficient numbers.</p>	<p>Limited use of new technologies.</p> <p>The tourist development is unequally distributed in the areas of Attica and the surrounding islands.</p>
External Analysis	
Opportunities	Threats
<p>Utilization of new computer systems for the promotion of local products.</p> <p>Safe tourist destination.</p> <p>An area of Greece that enjoys geographical privileges.</p> <p>Development of forms of tourism that will dynamically stimulate the local economy.</p> <p>Possibility of developing alternative forms of tourism</p>	<p>Global economic crisis</p> <p>Competition internationally and nationally.</p> <p>Incomplete action of public bodies in the promotion.</p> <p>Improving the quality of competing destinations while maintaining the prices of services provided.</p> <p>Consumer demand for a quality tourist product at the same or lower price.</p> <p>The global pandemic of COVID-19</p>

3.7. Festivals in Cyclades

There is a plethora of festivals in the general vicinity of Cyclades. Following is a list of them:

1. Konono Art Gathering
2. Amorgos Tourism Film Festival
3. Animasyros International Animation Festival
4. Little Islands Festival
5. Routes in Marpissa Festival
6. International Andros Festival
7. Eye's Walk Digital Festival
8. Syros Accordion Festival
9. Syros International Film Festival
10. Festival of the Aegean
11. Rembetiko Festival
12. Jazz on Tinos
13. Santorini Arts Factory
14. SIFestival
15. Anemi Jazz Festival
16. Hermoupolis Guitar Festival
17. Naxos Festival
18. Up Festival
19. Antiparos International Photo Festival
20. Tinos Festival
21. Yupiyaya Fest
22. Tinos World Music FGestival
23. Syros Jazz Festival
24. Santorini Circus Festival
25. Jazz in Paros Festival
26. Festival at the Park

4.Methodology

4.1 Methodology and aim of the study

The methodology has an important role in its outcome used in every research process. The following method judged the success or failure of the research, and through it protruded the results and the conclusions on the chosen topic about finding out the various factors that affect Festival Tourism. The purpose of this study was to investigate how Festival Tourism is organized across the islands of Cyclades, and in which dimensions this Special Interest Tourism influences the overall image of tourism of this region. The study aims to demonstrate the different factors of Festival tourism which are interdependent and affect the festivals of Cyclades, which are the sustainability, the economy, the pandemic of Covid-19 as well as the respect to the traditions of the local residents. Regarding those factors which were referred during the selected research, an analysis was performed during the work.

4.2 Quantitative Analysis

A qualitative or otherwise quantitative method can be performed to any research. The qualitative approach is performed in order to understand the analysis and interpretation of the event, situation, or behavior. Its interest is focused on meaning, experience, and descriptive analysis. In the defined approach, nothing seems to be a given and its process is flexible because it can redefine and redesign the flow of the urgent research process. As a means of satisfactory qualitative research, it is the interviews and observations of various reactions, as it aims to study the interactions that change for each case individually, in order to conduct remarkably conclusions (Hammersley, M. 2003).

However, because the interview process is very time consuming, quantitative research was conducted using a questionnaire that was answered, with the aim of capturing the researcher's results on the factors which were mentioned above. In addition, more detailed observation and interpretation of the answers is made, as the sample is small and is observed in its natural environment, which is taken into account.

In addition to the positives as well as the negatives, one of the main ones is that the conditions of the research environment can change as time goes on, so the information collected by the researcher can also change. As a consequence, it will be disorienting from its primary purposes and it will be difficult to interpret the relationship between cause and effect, as well as to distinguish qualitative from quantitative information. Therefore, it is necessary for the researcher to have experience in order to be able to examine the information he has gathered to conduct the results so that the conclusions remain consistent with the objectives identified from the outset. The involvement of the researcher is distanced in order for the results, the conclusions, but also the whole process, in general, is occupied by objectivity (Park, J., & Park, M. 2016).

4.3 Research Tool

The questionnaire is a form, which includes a series of structured questions, to which the respondent is asked to answer in writing and in a specific order. The questionnaires collect data asking people to answer the exact same set of questions. They are usually used in the context of a research strategy, in order to collect descriptive and explanatory data on opinions, attitudes, characteristics, attitudes, etc. In this research, a questionnaire was used consisting of specific scales that investigate the festival tourism in relationship with the sustainable way of life, the financial effect, the pandemic of Covid-19 and in what extent it had affected festivals as well as the perception that people have regarding festivals and their respect to the local community, the residents and the traditions. The original questionnaire consists of 22 questions, where the 4 of them were introductory questions regarding festivals, the 10 of them were 5-point Likert-type questions (1 = Strongly Disagree, 5 = Strongly Agree) that assess the opinion of the participants regarding the issues that were referred above and the 8 of them were demographic questions. In the statistical analysis all the questions were used, in order to provide a more detailed result and exhibit all the valuable evidence that was gathered from the questionnaire. The questionnaire was distributed electronically via the Google form, online platform.

4.4 Sample

For the implementation of the study, a sample was collected which responded to the conditions of the research. The sampling that took place was accidental, although the primary criterion was that the participants be adults and live in the Cyclades, so that they know experientially about the Cyclades festival. Participants did not have to meet specific characteristics as, in addition to being part of the inductive research, it would be easier to observe differences based on the different characteristics of the participants, either demographic or personal perceptions on the subject that has been selected. The number of participants in the study was 104 people.

4.5 Statistical Analysis

The statistical analysis has been separated in two parts, the descriptive statistics which investigate the demographic as well as the informative results, and the analysis which combines and correlates various factors of the questionnaire regarding the demographic results. As it is derived from the theoretical part of the study, the main dimensions are the sustainability, financial, Covid-19 and tradition, and for that reason, in order for the research to be investigated more efficiently, the analysis has been separated into these categories.

Descriptive statistics such as relative frequency (%) was used to present demographics and informative characteristics of the sample, which showed the opinions of the participants. Moreover, frequency (n) was used to present the multiple answers regarding the question “*What is more important for you in order to attend a*

festival in Cyclades”. Furthermore, the biggest part of the analysis was made by t-test and ANOVA, which are presented by mean (MT) and were used to investigate whether there is a statistically significant difference in sustainability, financial, Covid-19 as well as tradition analysis regarding gender, age and educational level. The analysis was performed by the R statistical system and the significance level was set at $\alpha = 0.05$.

5 .Analysis & Discussion

5.1 Descriptive statistics (First Section)

The initial question was asking if someone has taken part to any festival that was held in Cyclades. The results show that the 46,2% of the respondents has answered positively and simultaneously the 53,8% has answered negatively.

	Yes	No
Have you ever taken part as an observer in a festival, in any of the Cycladic islands?	46,2%	53,8%

It seems from the answers that the majority of the participants has visited “The Syros festival”, since from the people who remembered the name of the festival 17,9%, they have answered that they have participated in this specific festival.

The next question shows the opinion that the participants have regarding the festival tourism and of the previous can boost or promote the issue of sustainability in Cyclades. The results indicate that the 91,3% answered yes and only the 8,7% answered no. This is an indication which proves that even festival tourism and the meaning of sustainability are connected, Festival Tourism in Cyclades should promote more the sustainable way, in order for people to bind those two significances automatically.

	Yes	No
Do you believe that festival tourism can boost or promote the issue of sustainability in Cyclades?	91,3%	8,7%

The next question was “*In your opinion, to what extent should an island change its image in order to host a special festival?*”

As it can be seen in the table below, the majority of respondents (41,3%) answered that “*The image does not need significant change. Changes should only contribute to the successful organisation of the festival*”.

The image does not need significant change. Changes should only contribute to the successful organisation of the festival	The image needs to stay exactly as it is, no changes should take place as the island should demonstrate its authenticity.	The image needs to change to the fullest, festivals should promote the best version of the island.
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In your opinion, to what extent should an island change its image in order to host a special festival?	41,3%	19,2%	39,4%
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5.2 Descriptive statistics (Second & third Section)

In the second section the questions had the 5-point Likert-type and the respondents could choose their answer from a scale that starts from 1= Strongly Disagree and ends to 5=Strongly Agree.

The first question was *“Is festival tourism a sustainable form of tourism for Cyclades”?*

It can be observed from the table below that the 33,7% answered that they strongly agree with this statement as well as the 29,8% answered that they agree and only the 13,4% seems to disagree or strongly disagree with this idea. As a result, it is presented that the majority of the participants believe that festival tourism would promote the sustainability in Cyclades.

	1	2	3	4	5
Is festival tourism a sustainable form of tourism for Cyclades?	1,9%	11,5%	23,1%	29,8%	33,7%

The next question-statement was *“Festival tourism can inspire the community as well as various regulators to be more active in the sustainability of Cyclades.”*

In this question again the majority of the participants answered that they agree or strongly agree with the statement, as it is presented on the table below.

	1	2	3	4	5
Festival tourism can inspire the community as well as various regulators to be more active in the sustainability of Cyclades.	7,7%	4,8%	15,4%	42,3%	29,8%

In the next question-statement regarding if “*The islands of Cyclades that host a special festival, protect the environment and their ecosystem to the fullest.*” it is presented again that the majority of the participants answered that they agree or strongly agree with the statement but this time the respondents who disagree or strongly disagree were more than in the previous question (23,1%).

	1	2	3	4	5
The islands of Cyclades that host a special festival, protect the environment and their ecosystem to the fullest.	2,9%	20,2%	21,2%	28,8%	26,9%

It can be assumed that the participants are reluctant regarding the assurance that the environment is fully protected when a festival takes place.

In the question-statement “*Tourism in Cyclades can be increased due to the special festivals that take place*” it seems that the majority of the participants believes strongly that a festival can help tourism in this particular region of Greece, as it is presented from the results on the table below.

	1	2	3	4	5
Tourism in Cyclades can be increased due to the special festivals that take place.	1%	6,7%	9,6%	41,3%	41,3%

In the question-statement “*Special festivals in Cyclades are a main factor that affects their economy*” it can be observed that the majority of the respondents seems to support that the festival could boost the economy of Cyclades, since most of the answers are “agree” or “strongly agree” with the statement (59,6%).

	1	2	3	4	5
Special festivals in Cyclades are a main factor that affects their economy.	1,9%	16,3%	22,1%	30,8%	28,8%

The next question-statement “*I would take into consideration, if a festival in Cyclades would be held, in order to organize my summer holidays there*” and its results, could be combined with the results of the question above “Tourism in Cyclades can be

increased due to the special festivals that take place” and be claimed that a festival would probably help the economy of Cyclades (previous question), since the 61,5% below has answered that they agree or strongly agree with the statement.

	1	2	3	4	5
I would take into consideration, if a festival in Cyclades would be held, in order to organize my summer holidays there.	4,8%	21,2%	12,5%	32,7%	28,6%

Furthermore, the situation regarding the pandemic of Covid-19 has been taken under consideration and for that reason, some of the questions included in the questionnaire were related to this current issue, and the results of the answers are worthy to be observed. The first question is *“I believe that after the crisis that the pandemic of Covid-19 created, the festivals in the islands of Cyclades, on condition that they will take place, are the ones that can attract tourists and can save the tourism as well as the economy of those islands.”* In this question it is obvious the insecurity that is spread throughout the people, regarding the issue of the pandemic. In the table below, the 46,1% has answered that they agree or strongly agree, even though the 26% has answered that they disagree and the 22,1% seems not to have a specific opinion regarding this issue.

	1	2	3	4	5
I believe that after the crisis that the pandemic of Covid -19 created, the festivals in the islands of Cyclades, on condition that they will take place, are the ones that can attract tourists and can save the tourism as well as the economy of those	5,8%	26%	22,1%	24%	22,1%

islands.

The next question is “*Festivals in Cyclades are the last thing that communities should care for during the pandemic of Covid-19*”.

It is presented, once again, the insecurity regarding the pandemic since the 42,3% agrees or strongly agrees but also the 36,6% disagrees or strongly disagrees with the statement. Maybe the respondents take under consideration the financial factor, since it has already proved that the majority of the participants believes that festivals can boost the economy of the Cyclades.

	1	2	3	4	5
Festivals in Cyclades are the last thing that communities should care for during the pandemic of Covid-19.	5,8%	30,8%	21,2%	22,1%	20,2%

The last question regarding Covid-19 pandemic is “*I would be present in a special festival in Cyclades, if I had already been vaccinated for the Covid-19*”.

In the table below, it is presented, that the 54,8% of the participants answered that they agree or strongly agree with the statement, so it is estimated that on condition that the majority of the population will have been vaccinated, most of the respondents would feel safety in order to participate in a festival.

	1	2	3	4	5
I would be present in a special festival in Cyclades, if I had already been vaccinated for the Covid-19.	10,6%	17,3%	17,3%	32,7%	22,1%

The third section of the questionnaire was about the factors that affect people to attend a festival in Cyclades and in what extent those factors influence the participants. The questions were also in a 5 point Likert-type (Strongly disagree=1, Strongly agree=5). The results in these questions will appear as per numbers (n) and not on percentage (%).

The question was “*What is more important for you in order to attend a festival in Cyclades?*” and there were multiple choices:

	1	2	3	4	5
Low season	5	45	26	20	8
High season	7	21	25	44	7
Sustainable way of organization	2	8	30	54	10
Big and famous festival	2	14	29	50	9
Local festival that promotes authenticity	3	8	19	49	25
Festival that does not affect negatively the environment	3	19	19	41	22
Festival is organized exclusively by volunteers and the cost is low	5	31	23	41	4
Festival is reputable and many sponsors have funded it	6	33	22	37	6
Festival should promote a sustainable lifestyle across the islands of Cyclades	5	26	20	34	19
Festival should respect the daily life of residents as well as their traditions	3	19	15	34	33

From the various answers on this question, it could be observed that the majority of the respondents would like to visit Cyclades as well as a festival there, during the high

season, and simultaneously to participate in a famous festival. Also, many of them will take into consideration if the festival has a sustainable way of organization and if it is a local festival which promotes the authenticity. Furthermore, it seems to be important whether the festival affects the environment and promotes a sustainable lifestyle, while on the same time respects the daily life of residents. The statement which refers to the festivals and their organization from volunteers or the support from sponsors who should fund them, has interesting results for the research, as the opinions of the participants are contradictory.

5.3 Sample Demographics (last section)

In the last section of the questionnaire, the demographic characteristics of the participants are presented.

It is presented from the table below that the 51% of the participants were female and the 49% male.

	Female	Male
Gender	51%	49%

Regarding the distribution of the ages of the participants, it can be observed from the table below, that the majority of them are on the “26-35” group.

	18-25	26-35	36-50	50+
Age	13,5%	55,8%	26%	4,85

Also, regarding the educational level, the majority the respondents has answered that they hold a bachelor degree and the minority has graduated from secondary school.

	Secondary school	High school	Institute of Vocational Training	Bachelor Degree	Master Degree	PhD education
Educational level	1,9%	12,5%	10,6%	36,5%	35,6%	2,9%

In addition, regarding the relationship status of the participants, it is obviously presented that the majority of them is not married.

	Not married	Married	Divorced	Widowed	Other
Relationship status	52,9%	33,7%	4,8%	0	8,7%

Furthermore, regarding the occupation category, the majority of the participants has answered that they are working on the private sector.

Public	Private	Freelancer	Retired	Unemployed	Student	Other
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	sector	sector					
Occupation category	21,2%	43,3%	13,5%	15	11,5%	8,7%	1%

Regarding the net salary the majority of the participants (52,9%) has answered that they are paid between 501-1000€ per/month.

	1-500	501-1000	1001-2000	2001+
Net salary	13,5%	52,9%	29,8%	3,8%

As for the question that searches if the participants are working in the tourism sector or not, it can be observed that the majority of them are working in a different sector.

	Yes	No
Are you working in the tourism sector?	71,2%	28,8%

In the last question that investigates if the participants are habitants of the continental or island part of Greece, it is presented that the majority of the participants lives in the continental Greece.

	Continental Greece	Island part of Greece
Permanent residence	78,8%	21,2%

It is important to mention that on the following part of the analysis on each category which was mentioned above, the results presented, are calculated as per mean (MT).

5.4 Sustainability analysis

5.4.1 Sustainability analysis regarding gender

The results of the t-test comparing male and female respondents showed that there were no significant gender differences as p-value > 0.05 has been observed expect for the two last questions as it is presented on the table below.

	Gender		t	p
	Male	Female		
Is festival tourism a sustainable form of tourism for Cyclades?	3.98	3.66	-1.508	0.1347
Festival tourism can inspire the community as well as various regulators to be more active in the sustainability of Cyclades.	3.62	4	1.6607	0.1002
The islands of	3.60	3.52	-0.34418	0.7314

Cyclades that host a special festival, protect the environment and their ecosystem to the fullest.				
What is more important for you in order to attend a festival in Cyclades? [Sustainable way of organization.]	3.64	3.54	-0.60352	0.5475
What is more important for you in order to attend a festival in Cyclades? [Festival that does not affect negatively the environment.]	3.29	3.84	2.6294	0.009927
What is more important for you in order to attend a festival in Cyclades? [Festival should promote a sustainable lifestyle across the islands of Cyclades.]	3.05	3.62	2.4956	0.01418

5.4.2 Sustainability analysis regarding working in the tourism sector

The results of the t-test comparing those who are working on tourism sector or no respondents showed that there were no significant gender differences as p-value > 0.05 has been observed.

	Are you working in the tourism sector?			
	YES	NO	t	p
Is festival tourism a sustainable form of tourism for Cyclades?	3.63	3.89	1.0931	0.27
Festival tourism can inspire the community as well as various regulators to be more active in the sustainability	3.93	3.77	-0.65754	0.51

of Cyclades.				
The islands of Cyclades that host a special festival, protect the environment and their ecosystem to the fullest.	3.50	3.59	0.37891	0.7062
What is more important for you in order to attend a festival in Cyclades? [Sustainable way of organization.]	3.60	3.59	-0.027112	0.9785
What is more important for you in order to attend a festival in Cyclades? [Festival that does not affect negatively the environment.]	3.80	3.48	-1.1699	0.2485
What is more important for you in order to attend a festival in Cyclades? [Festival should promote a sustainable lifestyle across the islands of Cyclades.]	3.66	3.21	-1.7168	0.09222

5.4.3 Sustainability analysis regarding the permanent residence (Continental Greece or Island part)

The results of the t-test are comparing the participants regarding their permanent residence, either in continental Greece or in the island part of Greece. The respondents showed that there were no significant gender differences as p-value > 0.05 has been observed expect the question that investigates if it is important that the festival does not affect negatively the environment.

	Are you a resident of the continental Greece or island part of Greece?			
	Continental	Island	t	p
Is festival tourism a sustainable form of tourism for Cyclades?	3.81	3.81	-0.00379	0.997
Festival tourism can inspire the community as	3.75	4.04	-1.0328	0.3094

well as various regulators to be more active in the sustainability of Cyclades.					
The islands of Cyclades that host a special festival, protect the environment and their ecosystem to the fullest.	3.48	3.86	-1.4581	0.1531	
What is more important for you in order to attend a festival in Cyclades? [Sustainable way of organization.]	3.57	3.68	-0.5672	0.5741	
What is more important for you in order to attend a festival in Cyclades? [Festival that does not affect negatively the environment.]	3.71	3.04	2.5859	0.01437	
What is more important for you in order to attend a festival in Cyclades? [Festival should promote a sustainable lifestyle across the islands of Cyclades.]	3.42	3.04	1.2599	0.2173	

5.4.4 Sustainability analysis regarding ages

The results of the ANOVA-analysis comparing age categories showed that there were no significant differences as $p\text{-value} > 0.05$ has been observed except for the question “The islands of Cyclades that host a special festival, protect the environment and their ecosystem to the fullest” in which it can be seen a difference between the old and the young.

	Age				F	p
	18-25	26-35	36-50	50+		
Is festival tourism a sustainable form of tourism for Cyclades?	4	3.77	3.74	4.2	0.405	0.75

Festival tourism can inspire the community as well as various regulators to be more active in the sustainability of Cyclades.	3.92	3.94	3.51	3.60	0.965	0.412
The islands of Cyclades that host a special festival, protect the environment and their ecosystem to the fullest.	3.35	3.34	4.03	4.2	2.934	0.0371 *
What is more important for you in order to attend a festival in Cyclades? [Sustainable way of organization.]	3.57	3.56	3.70	3.4	0.256	0.857
What is more important for you in order to attend a festival in Cyclades? [Festival that does not affect negatively the environment.]	3.57	3.63	3.40	3.80	0.333	0.801
What is more important for you in order to attend a festival in Cyclades? [Festival should promote a sustainable lifestyle across the islands of Cyclades.]	2.92	3.60	3	3.40	2.371	0.075

5.4.5 Sustainability analysis regarding education level

The results of the ANOVA-analysis compared with the educational level gave us a lot of things to comment about. It is figured that there are different opinions, regarding whether the festival tourism is a sustainable form of tourism between different educational levels such as participants who are graduated from secondary school and PhD education. This correlation was also detected in the question regarding the protection of the environment. Although in the question “*What is more important for you in order to attend a festival in Cyclades?*” [Festival that does not affect negatively the environment.] it can be seen that these different groups (secondary and PhD education) have an agreement and the difference now is among the participants who have secondary school level or a high school level and participants who have a master degree. It is also important to be mentioned that in the last question “*What is more important for you in order to attend a festival in Cyclades?*” [Festival should promote a sustainable lifestyle across the islands of Cyclades.] there are differences between many groups. For this reason, it can be said that the participants who have answered, maybe they are not aware of the definition or the idea of sustainability, even though it is explained in the beginning of the questionnaire, because there was not such a difference in the results of the previous analysis in the first as well as the second question.

Educational level								
	Seconda ry school	High scho ol	I.V. T.	Bachelo r Degree	Maste r Degre e	PhD educatio n	F	p
Is festival tourism a sustainable form of tourism for Cyclades?	5	4.46	3.63	4.13	3.32	3	4.65	0.000751* **
Festival tourism can inspire the community as well as various regulators to be more active in the sustainability of Cyclades.	3	3.30	4	4.05	3.81	3	1.42	0.222
The islands of Cyclades that host a special festival, protect the environment and their ecosystem	4.5	3.84	4.18	3.73	3.05	3.66	2.81 5	0.0203*

to the fullest.									
What is more important for you in order to attend a festival in Cyclades? [Sustainable way of organization.]	3.50	3.23	3.72	3.60	3.75	2.66	1.59	0.169	
What is more important for you in order to attend a festival in Cyclades? [Festival that does not affect negatively the environment.]	3	2.92	3.45	3.42	4.08	3	3.22	0.00974**	
What is more important for you in order to attend a festival in Cyclades? [Festival should promote a sustainable lifestyle across the islands of Cyclades.]	3.50	2.84	3.18	2.97	3.94	3.33	3.58	0.00512**	

5.5 Financial analysis

5.5.1 Financial analysis regarding gender

The results of the t-test comparing male and female respondents showed that there were no significant gender differences as p-value > 0.05 has been observed.

	Gender		t	p
	Male	Female		
Tourism in Cyclades can be increased due to	4.13	4.16	0.17942	0.858

the special festivals that take place.				
Special festivals in Cyclades are a main factor that affects their economy.	3.72	3.64	-0.38246	0.7029
I would take into consideration, if a festival in Cyclades would be held, in order to organize my summer holidays there.	3.82	3.37	-1.8539	0.0666
I believe that after the crisis that the pandemic of Covid -19 created, the festivals in the islands of Cyclades, on condition that they will take place, are the ones that can attract tourists and can save the tourism as well as the economy of those islands.	3.09	3.50	1.706	0.091
What is more important for you in order to attend a festival in Cyclades? [High season]	3.19	3.24	0.2344	0.8151
What is more important for you in order to attend a festival in Cyclades? [Big and famous festival]	3.56	3.39	-0.977	0.3309
What is more important for you in order to attend a festival in Cyclades? [Festival is reputable and many sponsors have funded it.]	3	3.07	0.3576	0.7213

5.5.2 Financial analysis regarding whether they are working in tourism sector.

The results of the t-test comparing those who are working in tourism sector or not, the respondents showed that there were no significant gender differences as p-value > 0.05 has been observed.

Working on tourism sector				
	Yes	No	t	p
Tourism in Cyclades can be increased due to the special festivals that take place.	4.26	4.10	-0.8684	0.3883
Special festivals in Cyclades are a main factor that affects their economy.	3.56	3.72	0.6899	0.4931
I would take into consideration, if a festival in Cyclades would be held, in order to organize my summer holidays there.	3.80	3.51	-1.0653	0.2915
I believe that after the crisis that the pandemic of Covid -19 created, the festivals in the islands of Cyclades, on condition that they will take place, are the ones that can attract tourists and can save the tourism as well as the economy of those islands.	3.50	3.22	-1.0288	0.308
What is more important for you in order to attend a festival in Cyclades? [High season]	3.23	3.21	-0.0713	0.9434
What is more important for you in order to attend a festival in Cyclades? [Big and famous festival]	3.50	3.47	-0.1261	0.9002
What is more important for	2.9	3.09	0.8288	0.411

you in order to attend a festival in Cyclades? [Festival is reputable and many sponsors have funded it.]

5.5.3 Financial analysis regarding the permanent residence.

The results of the t-test comparing whether the respondents live in continental or island part of Greece, showed that there were no significant gender differences as p-value > 0.05 has been observed.

	Permanent residence			
	Continental	Island	t	p
Tourism in Cyclades can be increased due to the special festivals that take place.	4.21	3.90	1.5376	0.1326
Special festivals in Cyclades are a main factor that affects their economy.	3.59	4	-1.16004	0.1182
I would take into consideration, if a festival in Cyclades would be held, in order to organize my summer holidays there.	3.59	3.59	0.022	0.9825
I believe that after the crisis that the pandemic of Covid -19 created, the festivals in the islands of Cyclades, on condition that they will take place, are the ones that can attract tourists and can save the tourism as well as the economy of those islands.	3.29	3.36	-0.2133	0.8325
What is more important for you in order to attend a festival in Cyclades? [High season]	3.21	3.23	-0.07	0.9434

What is more important for you in order to attend a festival in Cyclades? [Big and famous festival]	3.50	3.40	0.4577	0.6497
What is more important for you in order to attend a festival in Cyclades? [Festival is reputable and many sponsors have funded it.]	3.07	2.90	0.6216	0.5386

5.5.4 Financial analysis regarding ages

The results of the ANOVA-analysis comparing age categories showed that there were no significant differences as $p\text{-value} > 0.05$ was observed except for the question “Tourism in Cyclades can be increased due to the special festivals that take place” in which it is presented that the age group 26-50 has a different opinion with all the other groups.

	Ages				F	p
	18-25	26-35	36-50	50+		
Tourism in Cyclades can be increased due to the special festivals that take place.	4.57	4.25	3.66	4.40	4.19	0.00767**
Special festivals in Cyclades are a main factor that affects their economy.	4.14	3.51	3.66	4.40	1.95	0.125
I would take into consideration, if a festival in Cyclades would be held, in order to organize my summer holidays there.	3.78	3.68	3.44	2.80	1.038	0.379
I believe that after the crisis that the pandemic of Covid -19	3.57	3.24	3.18	4	0.872	0.458

created, the festivals in the islands of Cyclades, on condition that they will take place, are the ones that can attract tourists and can save the tourism as well as the economy of those islands.							
What is more important for you in order to attend a festival in Cyclades? [High season]	3.42	3.03	3.55	3	1.784	0.155	
What is more important for you in order to attend a festival in Cyclades? [Big and famous festival]	3.57	3.41	3.59	3.40	0.299	0.826	
What is more important for you in order to attend a festival in Cyclades? [Festival is reputable and many sponsors have funded it.]	2.85	2.87	3.29	4	2.54	0.06	

5.5.5 Financial analysis regarding education level

The results of the ANOVA-analysis comparing educational level showed that there were no significant differences as p-value > 0.05 has been observed.

	Educational Level						F	p
	Secondary school	High school	Institute of Vocational Training	Bachelor Degree	Master Degree	PhD education		
Tourism in Cyclades can be	4.5	3.6	4	4.36	4.21	3.33	2.02	0.0823

increased due to the special festivals that take place.									
Special festivals in Cyclades are a main factor that affects their economy.	4	3.69	3.63	3.86	3.51	3.33	0.46 2	0.803	
I would take into consideration, if a festival in Cyclades would be held, in order to organize my summer holidays there.	2.5	3.76	3.09	4	3.37	3	1.98 4	0.087 7	
I believe that after the crisis that the pandemic of Covid -19 created, the festivals in the islands of Cyclades, on condition that they will take place, are the ones that can attract tourists and can save the tourism as well as the economy of those islands.	3.50	2.69	3.36	3.60	3.24	2.66	1.29 2	0.273	
What is more important for you in order to attend a festival in Cyclades? [High season]	3	3.46	3.54	3.34	2.97	2.66	1.02 5	0.407	

What is more important for you in order to attend a festival in Cyclades? [Big and famous festival]	4	3.38	3.54	3.47	3.51	3	0.34 2	0.886
What is more important for you in order to attend a festival in Cyclades? [Festival is reputable and many sponsors have funded it.]	3	2.84	2.72	3.26	3.05	2	1.18 4	0.323

5.6 Covid-19 analysis

5.6.1 Covid-19 analysis regarding gender

The t-test analysis presents that there is a difference between male and female regarding the question “*Festivals in Cyclades are the last thing that communities should care for during the pandemic of Covid-19*” since it is estimated that males are more aware and sensitized of the pandemic of covid-19 than females.

	Gender		t	p
	Male	Female		
Festivals in Cyclades are the last thing that communities should care for during the pandemic of Covid-19.	3.47	2.94	-2.1992	0.0301*
I would be present in a special festival in Cyclades, if I had already been vaccinated for the Covid-19.	3.27	3.49	0.8485	0.3982

5.6.2 Covid-19 analysis regarding ages

The results of the ANOVA-analysis comparing ages showed that there were no significant differences as $p\text{-value} > 0.05$ was observed.

	Ages				F	p
	18-25	26-35	36-50	50+		
Festivals in Cyclades are the last thing that communities should care for during the pandemic of Covid-19.	3.35	3.17	3.22	3	0.127	0.944
I would be present in a special festival in Cyclades, if I had already been vaccinated for the Covid-19.	3.57	3.31	3.55	2.8	1.54	0.184

5.7 Tradition analysis

5.7.1 Tradition analysis regarding gender

The results of the t-test comparing the genders showed that there were no significant gender differences as $p\text{-value} > 0.05$ has been observed, except for the last question where it is presented that females have answered that it is important for them if the festival respects the daily life of residents as well as their traditions.

	Gender		t	p
	Male	Female		
What is more important for you in order to attend a festival in Cyclades? [Low season]	2.8	2.83	0.1265	0.8995
What is more important for you in order to attend a festival in Cyclades? [Local festival that promotes authenticity.]	3.7	3.92	1.1417	0.2564
What is more important for you in order to attend a festival	3	3.15	0.7538	0.4527

in Cyclades? [Festival is organized exclusively by volunteers and the cost is low.]					
What is more important for you in order to attend a festival in Cyclades? [Festival should respect the daily life of residents as well as their traditions.]	3.39	4.03	2.88	0.00475	

5.7.2 Tradition analysis regarding ages

The results of the ANOVA test comparing ages showed that there were no significant age differences as p-value > 0.05 has been observed except for the last question where it is presented that for the age group 26-35 it is estimated that it is more important for the festivals to respect the daily life of residents as well as their traditions.

	Ages				F	p
	18-25	26-35	35-50	50+		
What is more important for you in order to attend a festival in Cyclades? [Low season]	2.85	2.96	2.40	3.20	2.046	0.112
What is more important for you in order to attend a festival in Cyclades? [Local festival that promotes authenticity.]	3.78	3.87	3.62	4.20	0.656	0.581
What is more important for you in order to attend a festival in Cyclades? [Festival is organized	2.78	2.94	3.48	3.20	2.198	0.093

exclusively by volunteers and the cost is low.]						
What is more important for you in order to attend a festival in Cyclades? [Festival should respect the daily life of residents as well as their traditions.]	3.28	4.03	3.29	3.60	3.419	0.0202*

6. Conclusion

The study has investigated various dimensions regarding the festival tourism, and since the analysis has also been conducted, many points can be concluded. Festival tourism, regarding the research, is indissolubly related to sustainability and to the sustainable way of life. People, and mostly females, are more aware of the idea what sustainability is, so this leads to the induction that they have adopted a daily life which respects the environment. The islands of Cyclades are considered to promote sustainability more than other regions, since the residents care for the ecosystem and their life is simpler and it is surrounded by natural sources and not artificial ones. It is also well-known that the island of Donousa has forbidden the use of one-time-usage plastic, so in the consciousness of the people, Cyclades always struggle to save the environment and keep up with the sustainable way. Cyclades can promote the sustainable way that they support, by organizing the festivals according to this perception, so that the participants who attend those festivals can leave the island while they have earned two valuable experiences. Furthermore, the results of the research prove in what extent the residents of the islands need the festivals, which comprise an asset to their economy, in contradiction to the residents of the continental Greece who strongly support that the environment should be the first priority when a festival takes place. In addition to that, the older people are more sensitized to the issue of the environment and the festivals, and prefer that the festivals should take place only if they do not burden the aforementioned, in contradiction to the young who are more indifferent. This concludes to the fact that even though the youngest ages, have been educated more extensively than the elder, this perpetual knowledge, with the combination of the technology which evolves rapidly, makes the young to be more careless about the nature and how they should deal with the environment that they grow in. The youngest ages believe that the festivals are one major factor that affect tourism in Cyclades in order to be increased, so this leads to the output that the youngest ages support the concept of festivals and agree to its importance. Also, even though the festivals in Cyclades are spread in fame throughout people, those who travel in order to enjoy festivals, do not ignore that these islands are not only destinations but also places that people live, and should be respected. Festival tourists admire the daily life of locals and frequently they wish to be part of this peaceful routine, and learn from locals, so they prefer more authentic festivals that promote this lifestyle, which does not remind them the urban scenery. However, festival tourism is nowadays dealing with the issue of the pandemic of Covid-19, which makes them turn a new page and apply now rules. The research of the study proves that people are extremely concerned about the pandemic and there are strong limitations which affect the festivals as well as festival tourism, such as the vaccine. The majority of the people, especially males, hesitate to coexist with a large number of other people, and declared that they will take serious precautions in order to participate in the future in a festival, with the vaccine to be the most certain of all. This statement is a significant evidence that the world of festivals, festival tourism and in general any kind of special interest tourism that includes mass quantity of people, will never be the same as in the past.

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