



“YACHTING AS A WAY OF VACATION IN GREECE”

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ABSTRACT

This thesis entitled "Yachting as a way of vacation in Greece" was written as part of the MSc in e-Business and Digital Marketing at the International Hellenic University.

The aim of this study is to investigate the yachting tourism sector in general and specifically the prospects of Greece as a yachting destination. To conduct the research, quantitative descriptive analysis was used, and a questionnaire was distributed online as a data collection tool. The questionnaire was answered by a total of 95 people.

The results obtained from this research showed that Greece can be undoubtedly counted among the most popular yachting destinations. In this study, useful answers were also given to research questions related to various correlations between different variables in order to better understand both the tourist profile of the traveler as well as his/her wishes and expectations during such a type of vacation.

The first chapter introduces the reader to the research topic of this scientific research. The second chapter clarifies -based on the published literature review- many concepts and terms related both to tourism in general and in particular to those of the tourist destination as well as the yachting industry not only in Greece and also abroad.

The third chapter describes the research questions and research hypotheses on which the study was based. The research methodology is also presented in detail, such as the characteristics of the research sample and the tools used to collect the data. The fourth chapter describes and analyzes the results obtained from the analysis of the collected data and checks the research hypotheses.

The fifth chapter presents the conclusion and limitations of the research as well as suggestions for future research, while the last two chapters include the bibliographic references and as the appendix.

Keywords: yachting, yachting tourism, tourism destination, yachting in Greece

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TABLE OF CONTENTS

ABSTRACT	iii
ACKNOWLEDGEMENTS	iv
TABLE OF CONTENTS	v
LIST OF TABLES.....	vii
1. INTRODUCTION	- 1 -
1.1 Background of the study	- 1 -
1.3 Aims and objectives of the study	- 2 -
1.4 Significance of the study	- 2 -
2. LITERATURE REVIEW	- 3 -
2.1 Tourism	- 3 -
2.1.1 The concept of tourism.....	- 3 -
2.1.2 A historical overview of tourism	- 4 -
2.1.3 Tourists and their modern tourist behavior.....	- 5 -
2.1.4 The nature of tourism product and its key characteristics.....	- 7 -
2.2 Tourism destinations.....	- 9 -
2.2.1 Defining the concept of Tourism Destination.....	- 9 -
2.2.2 Factors affecting the tourists' decision of a Tourism Destination.....	- 12 -
2.3 Greece as a yachting destination	- 15 -
2.3.1 Defining the concept of yachting	- 15 -
2.3.2 History of yachting	- 17 -
2.3.3 The rise of yachting tourism in Greece.....	- 19 -
2.3.4 Tourist profile and the reasons for choosing Greece as a yachting vacation	- 21 -
-	
3. METHODOLOGY	- 23 -
3.1 Research questions	- 23 -
3.2 Sampling population	- 23 -
3.3 Data Collection tools and methods.....	- 24 -
4. DATA ANALYSIS.....	- 26 -
5. CONCLUSIONS, LIMITATIONS AND RECOMMENDATIONS FOR FURTHER RESEARCH.....	- 62 -
5.1 Conclusions	- 62 -
5.2 Limitations	- 67 -
5.3 Recommendations for further research	- 68 -
6. BIBLIOGRAPHY.....	- 69 -

LIST OF TABLES

Table 1: Gender of the participants.....	26 -
Table 2: Age of the participants.....	26 -
Table 3: Education level of the participants	27 -
Table 4: Average annual income of the participants.....	27 -
Table 5: Have you ever been on vacation with a boat (sailing or motor yacht)?	28 -
Table 6: Would you choose Greece as yachting destination?	28 -
Table 7: Sport activities	29 -
Table 8: Beaches	29 -
Table 9: Good weather	30 -
Table 10: Silence & tranquility	30 -
Table 11: Cultural attractions.....	30 -
Table 12: Convenient price.....	31 -
Table 13: Quality of services	31 -
Table 14: Gastronomy.....	31 -
Table 15: Night life entertainment.....	32 -
Table 16: Preferable Greek islands for yachting vacation	32 -
Table 17: Preferable company to spend your yachting holidays in Greece with.....	33 -
Table 18: Average duration of yachting holidays in Greece	33 -
Table 19: Budget for yachting holiday in Greece (per person)	34 -
Table 20: Swimming.....	34 -
Table 21: Reading.....	35 -
Table 22: Water Sports	35 -
Table 23: Visiting archaeological sites.....	36 -
Table 24: Sunbathing	36 -
Table 25: Yoga	37 -
Table 26: Quality of services VS the cost of your yacht vacation	37 -
Table 27: Cost of yachting holidays.....	38 -
Table 28: Length of the preferable yacht (1m = 0.3ft)	38 -
Table 29: Number of cabins (doubles) of the preferable yacht	39 -
Table 30: Previous trips	39 -
Table 31: Travel magazines.....	40 -
Table 32: Friends/Relatives	40 -
Table 33: TV	41 -
Table 34: Internet.....	41 -
Table 35: Travel agencies	42 -
Table 36: Sailing	42 -
Table 37: Water sports.....	43 -
Table 38: Fishing	43 -
Table 39: Spearfishing	44 -
Table 40: Scuba Diving	44 -
Table 41: Food and Beverage tasting.....	45 -
Table 42: Natural beauty	45 -
Table 43: Nightlife	46 -
Table 44: Airport.....	47 -
Table 45: Big Port.....	47 -
Table 46: Accessible via road network	48 -
Table 47: Crosstab (Budget per person / Location)	49 -
Table 48: Crosstab (Budget per person/Duration of vacation)	49 -

Table 49: Crosstab (Age / Swimming)	- 50 -
Table 50: Crosstab (Age/Reading)	- 51 -
Table 51: Crosstab (Age/Water Sports)	- 52 -
Table 52: Crosstab (Age/Archaeological sites)	- 52 -
Table 53: Crosstab (Age/Sunbathing)	- 53 -
Table 54: Crosstab (Age/Yoga)	- 54 -
Table 55: Crosstab (Budget per person for a yachting trip / Swimming	- 55 -
Table 56: Crosstab (Budget per person for a yachting trip / Reading)	- 56 -
Table 57: (Budget per person for a yachting trip / Water Sports).....	- 56 -
Table 58: Crosstab (Budget per person for a yachting trip / Archaeological sites)....	- 57 -
Table 59: Crosstab: (Budget per person for a yachting trip / Sunbathing)	- 58 -
Table 60: Crosstab (Budget per person for a yachting trip / Yoga)	- 59 -
Table 61: Crosstab (Quality vs Cost of yachting vacation/Boat length).....	- 60 -
Table 62: Crosstab (Quality vs Cost of yachting vacation/Number of Cabins).....	- 60 -

1. INTRODUCTION

1.1 Background of the study

The present study is one of the few studies examining the current status as well as the potential of Greece as a yachting destination. Although Greece has all the characteristics to be one of the most popular countries for yachting vacation, this sector has not developed as much as in other parts of the world. One reason for this may be the fact that mass tourism and holidays in big luxury all-inclusive resorts are considered as the main type of vacation in Greece, especially for larger groups of people, such as families, or for people that travel a long way from their home to reach their holiday destination.

Based on these, our study examines whether and how Greece could be the ideal country for coastal tourism holidays such as sailing. Noticing the phenomenon that during this unpleasant period of the Covid-19 pandemic, more and more people tend to look for alternative forms of tourism such as yachting in order to combine the carefree summer holidays with the absolute health safety provided by staying on a boat.

In addition, as is widely known, Greece is a country with unique natural and cultural characteristics. Despite its small size, Greece has the longest coastline in the European Union and the Mediterranean, as well as one of the 12 longest coastlines in the world. Also, there are many and different clusters of islands all over the length and breadth of the country. Each of them with its own natural beauty and culinary culture and cultural heritage. Consequently, many Greek islands beyond the most popular ones such as Mykonos and Santorini, could attract more tourists through yachting and develop further economically, improving both their infrastructure and the standard of living of their homes.

Since the published bibliography as well as the research related to this topic is limited, the present study attempts to investigate further if Greece can be counted among the ultimate summer destinations for yachting holidays. Also, more information will be gathered about the demographic profile of yachting fans who would choose Greece for their vacations (e.g. popular yachting destinations, preferred activities during the vacation, etc.). Apart from these specific correlations, ultimately useful elements will

emerge that will enrich in information a possible future creation of a strategy for attracting yachting tourists.

1.3 Aims and objectives of the study

Based on the above, we sought to investigate the yachting tourism sector in general and specifically the prospects of Greece as a yachting destination. Towards that, the specific aims of the study were to examine (a) the background of yachting vacation as a concept in general and more specifically about the possibility of implementing this type of holidays in Greece, (b) how the duration and the destination of yachting holidays are affected by the money that tourists are willing to spend for their holidays, (c) the relationship between the age and what someone prefers to do during his/her yachting holidays as well the involvement of the available budget in these decisions and (d) whether the value for money of such a kind of vacation could be related to some characteristics of the boat (i.e. length of the boat, number of cabins etc.)

1.4 Significance of the study

The results of this study present useful data about the yachting tourism in Greece and could be used in order to improve and promote this specific tourism sector. Our results could be utilized by hotel owners that could possibly offer a yachting experience as an extra activity for their hotel guests. Moreover, aspiring yachting entrepreneurs could take into consideration the results of the present study and implement them in their business, in order to improve the quality of the services that they offer to their customers, thus increasing the customers' satisfaction and naturally their own profit. As a result, if the yachting sector becomes even more profitable and more businesses with high-quality services are developed, Greece could become the gold-standard for yachting vacations worldwide.

Finally, the findings of this study could be used by scientists and research institutions that investigate ways to enhance the tourism sector, examine the new trends in tourism as well as evaluate the impact of the Covid-19 pandemic on the tourists' behavior.

2. LITERATURE REVIEW

2.1 Tourism

2.1.1 The concept of tourism

It is well known that tourism is one of the largest industries in the world, with more than 4.7 trillion US dollars to the global GDP in 2020 even during the pandemic of COVID-19 (Statista, 2021). In other words, it is clear that the tourism sector is undoubtedly an ever-expanding service industry with a steady growth and huge ongoing prospects. However, one of the key characteristics of tourism is that it is a highly complex phenomenon with many aspects, having a different meaning to different people due to their various demographic and socio-economic background (Darbellay & Stock, 2012). Based on the literature, there are numerous definitions related to the term “tourism”, confirming that due to its complexity as a concept, there is no one single, accurate and commonly accepted definition that can be formulated (Lickorish & Jenkins, 2021; Netto, 2009)

Nevertheless, several attempts have been made in the past by researchers and some of definitions are presented below:

The first definition of tourism was formulated by the Austrian researcher Eduard Guyer-Freuler in 1905 who described tourism as a phenomenon of modern times based on people’s inner need for change and recovery. According to him, this human need originates from our contact with both art and nature itself, which offer us happiness and pleasure and as a result it contributes to stronger bonds between nations and communities, the development of transnational commerce, as well as the technological advancement of means of public transportation (Guyer-Freuler, 1905).

Several decades later, specifically in 1942, professors Hunziger and Krapf of the University of Bern defined tourism as *“the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity”* (Hunziker & Krapf, 1942). In other words, this definition emphasizes mainly on the human relationships that develop between tourists and permanent residents of a tourist area, which do not include any monetary gain between these two parties.

Based on the literature, in the early 1980s, researchers Mathieson and Wall attempted to formulate a broad good working definition of tourism by describing it as *“the temporary movement of people to destination outside their usual places of work and residence, the activities undertaken during their stay in those destinations and the facilities created to cater to their needs”* (Mathieson & Wall, 1982).

Last but not least, according to the official leading and reliable international organization in the field of tourism, known as the World Tourism Organization (UNWTO), the “official” definition nowadays adopted by various courts and organizations worldwide, approaches the term of tourism in a more technical and less conceptual way and is worded as it follows: *“Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than a consecutive year of leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited”*(UNWTO, 2021). The meaning of this definition includes a broader approach the concept of both international and domestic tourism, as well as all the activities of both overnight and the “same-day” tourists (Netto, 2009).

2.1.2 A historical overview of tourism

Tourism in a broader sense is not a new phenomenon but a concept that is intertwined with the human existence since ancient times and peoples’ inner need for survival, which would be ensured by their constant movement from a place to place to find shelter and food (Zuelow, 2015).

Nevertheless, the modern concept of tourism dates back to the 17th century, mainly in Europe, where traveling was the exclusive privilege of the rich people, who used to visit European metropolises to educate themselves in arts and culture, the so-called “Grand Tour” (Brodsky-Porges, 1981; Towner, 1985).

As it is well known, during the 18th century, the Industrial Revolution, also known as the technological revolution, led to rapid socio-economic changes in every society worldwide. The majority of people migrated to big urban centers, improving in that way their standards of living. This change combined with the upgrade of infrastructure and means of public transportation led to the formation of new social classes, which

had new needs for leisure and travel mainly through the rail networks that connected destinations within Europe, as well as other regions of the world (Şengel, 2021).

A milestone in the tourism industry can be considered the establishment of the first travel agency by the pioneer Thomas Cook & Son during the 19th century, who -for the first time in history- significantly reduced the travel costs by offering a complete holiday package for groups of people that included both tickets to and from a tourist destination, as well as accommodation and food expenses (Polat & Arslan, 2019).

However, tourism as we know it today, began to become accessible to almost all the members of the society, also known as mass tourism, just 60 years ago in the 1970s, due to the massive production of vehicles such as buses and cars. In the following decades, tourism began to take on a more international character with the emergence of global hotel chains, travel agencies and airlines, resulting in the creation and promotion of new tourism products and alternative forms of tourism that included a variety of leisure activities (Sezgin & Yolal, 2012).

Nowadays, the tourism sector continues to evolve at a steady pace of growth and is undoubtedly considered one of the main driving forces of the global economy. The emergence of low-cost airlines and the plethora of alternative forms of accommodation have revolutionized the travel industry forever, creating more needs to travelers, who now apart from relaxation, seek to experience true and unique travel moments in every destination they visit (Guttentag, 2015; Moreno et al., 2015).

2.1.3 Tourists and their modern tourist behavior

As with the term tourism, the concept of tourist is difficult to be defined clearly and precisely. Based on the literature, there are various and dissimilar definitions regarding the term tourist, showing that they follow the evolution of tourist's behavior and characteristics over the years (McCabe, 2005).

According to various books, scientific searches and published articles, it is believed that the first definition of the term "tourist" was formulated in 1838 by Stendhal. The researcher in his definition states that as tourist can be considered a person who visits a place and spends money there, which were not earned at the place of visit but from the person's region of permanent residence. In other words, this definition can be

considered as an initial attempt to clarify the concept, but it is obvious that its approach is quite broad, excluding many key aspects (Shaw & Williams, 1994).

Since then and until recently, many other researchers in the tourism industry have attempted to formulate their own definition based on their perspective, although it is observed that none of them could describe precisely the specific criteria that define all the categories of people and their characteristics who can be considered as tourists, the purpose of their trip, the place they visit, as well as the length of their stay at their preferred destination (Lohmann & Panosso Netto, 2017).

For that reason, UNWTO proceed with the formulation a conceptual framework, adopting a more technical approach, according to which the traveler is divided into different categories with specific criteria each, in order to make their different characteristics more distinct and also for statistical purposes such as data collection and analysis (Suvantola, 2018).

The first broad category refers to the term “visitor”, defining him as a person who travels to a destination other than his permanent place of residence for any reason, whether professional or not, but without planning of staying for more than a year or looking for a job at the place of visit. This category includes two subcategories: “tourists” and same-day visitors or “excursionists” otherwise. As domestic, inbound or outbound tourist can be considered any visitor who travels to a destination other than his place of residence for any reason, aiming at least an overnight stay, in other words spending more than 24 hours at this destination. On the contrary, the subcategory of “excursionists” includes visitors who travel to another place than their usual environment of daily activities, in which they stay for less than 24 hours or without overnight stay otherwise. According to these definitions, both tourists and excursionists can be considered as “visitors”, although the length of the stay at the place of visit determines whether a person is a tourist or not (Petr, 2020).

Another way of defining the concept of tourist can be derived from several factors and criteria related to some key characteristics of their tourist behavior. First of all, it is worth noting that along with the evolution of tourism over the years, a significant change observed in the behavior of tourists, since they are the main component of the tourism industry, as they shape the framework from both supplier and demand side. Both the characteristics and needs of today’s tourist are very different from those of

previous decades, due to the radical development of technology and means of transportation, the reduction of travel costs, as well as the revolutionary changes made at socio-political and economic level (global political stability, increase per capita income etc.) in most countries worldwide over the past decades (Moreno et al., 2015; Stylos, 2019).

Thanks to the rise of internet and social media, the modern tourist is more informed and selective than ever regarding the tourist destination he would choose to spend his energy, time and money on and as a result his final decision comes after mature thought (İştin, 2020; Pencarelli, 2020). Furthermore, as a tourist nowadays can be considered anyone regardless of gender, age, financial and marital status, since there is a plethora of options that cover every taste in almost every tourist destination worldwide (López-Bonilla & López-Bonilla, 2009).

It is also observed that there is a growing tendency among tourists to seek more than ever alternative forms of tourism, which could be tailored to the traits of their personality, as well as to meet their internal psychological needs. This makes even more clear, that from now on they cannot be considered only as just consumers of the tourist product but as its co-creators (Eadington & Smith, 2016; Sugathan & Ranjan, 2019).

In particular, in recent years, tourist behavior is defined by the interaction between them and the local community of the tourist destination they visit and is not only limited, as in the past, to that with the tourist suppliers. In a nutshell, there is a change in the characteristics of tourist behavior, which not only focuses in a materialistic way on the consumption of the tourism product defined exclusively by suppliers, but it has acquired new characteristics that focus more on emotions and the search for authentic co-created tourist experiences (Saraniemi & Kylänen, 2010).

2.1.4 The nature of tourism product and its key characteristics

According to the UNWTO, the “tourist product” is defined as the combination of both tangible and intangible elements that exist in a tourist destination, on which all the promotional efforts and marketing strategies of that destination are focused. Specifically, as main components of a tourist product can be considered a series of natural, cultural and man-made resources, attractions, facilities, as well as services and activities that all together offer a unique experience to the potential visitor, which

includes both interactive and emotional aspects. Furthermore, a key characteristic of tourist product is that it is priced and sold through the distribution channels and has a specific life-cycle (UNWTO, 2019)

First of all, it should be noted that the nature of the tourism product is particularly complex, as it includes numerous components, many of which are the same products themselves, and it is defined by some unique characteristics, which are all interdependent in order to provide in a holistic way all services and experiences that tourists seek in the tourist destination they visit (Koutoulas, 2015).

Some of the key characteristics of the tourism product is the intangibility, heterogeneity, perishability, inseparability, vulnerability, as well as volatility (Madafuri, 2018). Intangibility means that the tourist product is mainly characterized by the provision of intangible services in a sense that the tourist cannot touch, see or try them before his arrival at his preferred destination and also that after their consumption by the tourists, there is no physical evidence that someone has used it (e.g. dining out at a restaurant). Apart from that, tourist products are heterogeneous, meaning that both their quality and quantity is difficult to be measured and evaluated in an accurate way, since the provision of tourism services is provided by people. In addition, the tourism industry is not homogeneous by nature, offering one single and specific tourist product. On the contrary, it is huge and offers a wide range of diversified products, which have their own special and unique characteristics (Albayrak et al., 2010; Ratliff & Kunz, 2020).

Inseparability is another feature of the tourism product since it cannot be separated from both suppliers and consumers, meaning that it is directly connected with both of them. As an example can be considered a visit of a tourist at a restaurant, where the people involved in the production and the consumption of the products are linked with each other, otherwise the provision of the service cannot be achieved. Furthermore, tourist products are vulnerable, which means that it is necessary for them to be consumed at the time and the place provided. A clear example is that of a hotel booking, where in case of the tourist's absence for any reason, the tourist product is lost and cannot be replaced under the same conditions at the same time and place but on another period of time, if it is possible. Perishability also characterizes the tourist product, meaning that its provision has limited duration. A good example could be considered the available

seats on a scheduled flight. In case of unsold seats before the flight, then this is a lost selling opportunity for the airline company that cannot be somehow replenished at that particular time. Last but not least, the tourism product is volatile, which means that it can be influenced at a great extent by external factors such as weather conditions, a natural disaster, an economic crisis or even a terrorist attack at a tourist destination, leading to a negative impact on the local tourism sector for a particular period of time (Salamoura & Angelis, 2008).

2.2 Tourism destinations

2.2.1 Defining the concept of Tourism Destination

Based on the Glossary of tourism definitions published by the UNWTO, as a “tourist destination” can be considered *“a physical space with or without administrative and/or analytical boundaries in which a visitor can spend overnight. It is the cluster (co-location) of products and services, and of activities and experiences along tourism value chain and a basic unit of analysis of tourism. A destination incorporates various stakeholders and can network to form larger destinations. It is also intangible with its image and identity which may influence its market competitiveness”* (UNWTO, 2019).

Although the above definition is formulated by the pre-eminent official body of global tourism, as mentioned before, tourism is a complex and multifaceted concept and this is also clearly reflected in the various definitions related to the term “tourism destination”. According to many researchers, the meaning of “tourism destination” cannot be explained by a single and precise definition, as this term depends on the conceptual approach and field of study that each researcher focuses on (Buhalis, 2000; Saraniemi & Kylänen, 2011; Zemła, 2016).

This is also reflected in the thorough and comprehensive research by Zemla (2016), who gathered and analyzed the various definitions that exist in the literature regarding the term “tourism destination”. Specifically, it was shown that many researchers defined tourism destination from their point of view by focusing on different conceptual approaches such as spatial, economic, managerial and systemic-network ones. According to the spatial approach, a tourist destination is a geographical area, where all the tourist

activities take place. In terms of the economic approach, the concept of tourism destination can be defined by the point of view of both supply and demand sides. On the supply side, as tourism destination can be considered the combination of experiences and services developed at the place of visit itself (Zemła, 2016).

On the demand side, the tourism destination is defined as the place where the tourists chose to visit and explore, based on their personal way of perceiving the experience, according to their personal criteria such as their motives and desires. Regarding the managerial approach, the tourism destination is described as a product, formed by all the tangible and intangible elements, such as services and physical products respectively, the purpose of which is to be consumed at their final stage by the tourist. Last but not least, the systemic and network approach defines tourism destinations as a complicated system that consist of many and various elements and factors, which together as a whole co-produce services and products in an uncoordinated way (Zemła, 2016).

From all the above, we come up to the conclusion that every tourism destination consists of different elements and factors that interact each other. Apart from that, the preferences and desires of tourists differ from person to person and for that reason the classification of tourism destinations based on tourists' characteristics can be a complex issue. Although, researchers attempted to classify a tourism destination based on the principle of attractiveness (Buhalis, 2000; Petroman, 2015).

According to Buhalis (2000) a tourism destination can be classified as follows:

“Urban destinations”: These destinations have adequate infrastructure for both accommodation and transportation, making them ideal for big events and as a result they attract both business and leisure tourists, mainly on special holidays (national holidays) and weekends.

“Rural destinations”: Tourist destinations located in rural areas and attract alternative tourists, who take either an active or passive role in agricultural activities and usually stay in agricultural facilities that have been set up for the tourist needs in tourist accommodation.

“Alpine destinations”: Tourist destinations that attract different types of tourists, as these places are in many cases located close to urban centers. Especially during winter,

nature-loving tourists visit that kind of places, seeking authentic experiences through winter activities such as skiing, hiking, as well as mountain bike.

„Seaside destinations and resorts”: Obviously these tourist destinations are located near the coast, including also exotic places visited by tourists mainly during their holidays, who look for unique experiences close to the nature and the sea that cannot be found in other traditional urban-rural destinations (Buhalis, 2000).

“Authentic destinations”: In this category belong tourism destinations with unspoiled natural beauty, which can be considered underdeveloped places regarding the infrastructure, due to minimal human interventions and as a result the tourist traffic is very low. For a long time, these places were not considered as tourism destinations, but in recent years they started attracting a limited number of tourists looking for authentic and unspoiled experiences.

“Unique-exotic-exclusive Destinations”: These tourism destinations are known for a special product or service, offering a once in a lifetime experience usually at a high price. In other words, these destinations do not attract massive tourism but are mostly visited by affluent tourists with high expectations who are willing to pay the corresponding price (Buhalis, 2000).

Several years later, an attempt was made by the researcher Petroman (2015) to categorize in a similar way the tourist destinations. Specifically, a tourist destination can be divided into 5 categories. The first one refers to the “Heritage and culture destinations”, which are either cultural cities or smaller towns and villages that have managed to preserve the history of the region or the country they belong to and in many cases are also known for their UNESCO-protected cultural heritage sites. The second category refers to the “Tourism-built destinations”, which are places formulated by human intervention in order to construct facilities and attractions for exclusively tourist visit purposes. Examples of these destinations can be considered theme parks, leisure resorts, holiday camps and villages etc. The followed category is the “Small and large business and conference towns and cities”, which offer facilities suitable for hosting big events and conferences and as a result are mainly visited by tourists for business purposes (Petroman, 2015).

Another main category of tourism destination is the “Small and large tourism towns and cities”, which offer a variety of attractions for tourists with cultural and religious

interests such as visiting parks, museums, cathedrals, theatres, art galleries etc. In the fifth category belong the “Coastal areas” that include islands and other beach resorts that stand out mainly for their unique natural beauty, which have undergone minimal human intervention, such as a magnificent landscape mixed with sand beaches and secluded cliffs. Rural areas represent the sixth and last category that are green areas outside the urban center, known for their unique natural elements such as lakes, mountains, forests. The tourists visit these places in order to connect with the flora and fauna, as well as breathe fresh air through outdoor activities, such as horse riding, mountain bike, skiing or hiking. Last but not least, according to the researcher, all the above are sub-categories of four main ones, which are the “natural, classic, short-stay and business” tourism destinations (Petroman, 2015).

2.2.2 Factors affecting the tourists’ decision of a Tourism Destination

First of all, in order to understand the reasons that motivate a tourist to travel to a tourist destination outside of their place of permanent residence, it would be good to take into account the five main elements or also known as 5 As of a tourist destination or tourist product, but also of tourism in general as formulated by the researcher Dickman in 1997. Specifically, the 5 As refer to the terms: Attractions, Accessibility, Accommodation, Activities and Amenities. Initially, as “*attractions*” can be considered all kinds of places of tourist interest that can be religious, cultural and architectural in nature such as cathedrals, festivals, art galleries and museums, but also unique places of nature such as beaches, mountains, lakes etc. The term “*accessibility*” includes anything related to infrastructure and transport systems related to the access of tourists to a tourist destination (e.g. air, land and sea transport) (Dickman, 1997; Ramesh & Muralidhar, 2019).

“*Accommodation*” refers to all the different accommodation types and facilities such as hostels, hotels and resorts etc. Apart from the different types of accommodation offered at a tourist destination, a variety of accommodation prices and services is a prerequisite for the tourism development at any destination. Furthermore, “*activities*” includes everything that the tourists can do in order to meet their needs and desires at the destination they visited. In other words, activities are an element that defines to a great extent the whole on the site travel experience. “*Amenities*” as a term includes all

the necessary infrastructure (facilities and services) that make the tourists feel at least safe during their stay at the place of visit such as the basic utilities (water and electricity supply, sanitation), telecommunication systems, hospitals, banks, as well as emergency services (Arpornpisal, 2018; Dickman, 1997).

The decision-making process of tourists regarding the choice of a tourist destination has been studied in depth by many researchers, although there is not a specific framework that is generally accepted, as the factors that motivate tourists in choosing a destination are a multifaceted and complex by nature. As a result, most theories developed were based on other psychological theories about human behavior and needs, most notably Maslow's Theory of Needs.

According to Maslow's Theory of Needs, human needs are prioritized hierarchically and depicted in the form of a pyramid. In the early stages of the pyramid, there are the most basic and necessary needs of human beings for their survival and in the higher levels the most complex ones. At the base of the pyramid are the physiological /biological human needs, such as the need for housing, sleep, food, water and heating. After meeting these basic needs for their survival, people are motivated to meet the next hierarchical needs that include those related to safety and security, such as securing a stable job as a source of income, health care etc. Climbing to the top of the pyramid, people try to meet more psychological needs, such as the need for socializing with others, in order to feel the sense of love and belonging, as well as the needs for self-esteem by both the person itself and other humans. At the highest level of the pyramid are the needs of self-actualization or in other words the need of every person to reach the maximum of his potential at all levels, in order to feel fulfillment and finally inner balance (Maslow, 1943).

Although, based on the above theory, it is clear that the choice of a tourist destination can be considered as a human need that belongs to one of the highest levels of Maslow's pyramid, recent studies showed that the modern tourist can be motivated not only by himself but by various factors that push him to the decision of traveling to a destination in order to satisfy a plethora of needs and desires (Mutinda & Mayaka, 2012). As a result, it is really difficult for researchers to define the exact factors and motives that lead a tourist to the decision of travelling to a specific destination over another,

considering the different types of tourists and their unique personal characteristics, needs and desires (Kyriakaki et al., 2020; Sirakaya & Woodside, 2005).

However, many researchers agree that the tourist's motives for choosing a destination can be divided into two categories, known as the "push" factors and the "pull" ones. The term "push" refers to the intangible and in most cases inherent personal desires that push the potential tourist to make the decision to leave his place of residence and travel to a tourist destination, while the term "pull" refers to the factors that lead to a tourist, since he has first decided to travel, which destination to choose over another by evaluating the characteristics of attractiveness of this specific destination based on his personal perspective (Mohammad & Som, 2010; Crompton, 1979; Klenosky, 2002; Kozak, 2002).

On the one hand, examples of "push" factors can be considered the need for relaxation having a break from the daily routine, the need for social interaction and reunion with friends and relatives, the further exploration of our inner self, the search for knowledge, the enthusiasm and curiosity for the unknown, the experience of a short-term life style, the desire for sightseeing in places of high tourist interest etc. (Mohammad & Som, 2010; Kruger & Saayman, 2010; Kyriakaki et al., 2020; Mutinda & Mayaka, 2012).

On the other hand, the "pull" factors are related to the level of attractiveness of a specific tourist destination based on both the resources and the services provided on spot and the perception and expectations of the tourist regarding them. In other words, the category of "pull" factors can be divided into two sub-categories. The first sub-category refers to the tangible or intangible characteristics that make a tourist destination attractive to the eyes of tourist in order to be willing to visit it. These characteristics can be the weather conditions and climate, cultural monuments, provided services and products and their quality in comparison to their price, landscape, accommodation options, transportation system etc. The second sub-category includes factors related to the broad environment of a tourist destination such as the political stability of the region, level of safety and security, destination image, financial situation of the region, level of development of tourism sector in the place of visit etc. (Mohammad & Som, 2010; Kyriakaki et al., 2020; Yoon & Uysal, 2005).

From all the above, it becomes clear that the factors that lead the modern tourist in the decision of choosing a tourist destination are both endogenous and exogenous and in a

broader context can be divided into four categories. The first category includes socio-psychological factors such as the social status, lifestyle, religious and cultural background, personality etc. The second category refers to demographic factors such as marital status, age, gender, place of origin or residence, educational background etc. The third category includes the financial factors such as the level and sources of income, profession, the financial situation in the country of origin, the savings for travel costs etc. The fourth category refer to organizational and institutional factors such as the political situation in the country of origin, the development of tourism sector in the country of origin, the international relationships and transportation connections of the country of origin etc. (Mohammad & Som, 2010; Kyriakaki et al., 2020; Mutinda & Mayaka, 2012; Sirakaya & Woodside, 2005).

2.3 Greece as a yachting destination

2.3.1 Defining the concept of yachting

As with most terms related to tourism, in case of “yachting tourism” as a term, there is no specific and generally accepted definition that provides a clear overview about its conceptual framework. In the literature, it is shown that really often this concept can be defined in a broader context by similar terms such as “marina tourism” or “leisure boating tourism”. However, it is commonly accepted that yachting is an alternative and special of interest form of tourism, as well as one of the most representative forms of nautical and maritime tourism. (Mikulić et al., 2015). Specifically, the term “yachting” is widely known as “private sea voyage” or in other words a specific maritime activity that includes the chartering of a yacht for leisure purposes (Chen et al., 2016). According to the Greek researcher Diakomihalis (2007) the term “yachting” refers to the process of chartering a vessel to be used as a means of transport, accommodation, catering and entertainment during a sea voyage both offshore and in approach to island and coastal areas (M. Diakomihalis, 2007).

Another definition of “yachting” was formulated by other researchers, mainly from Central and Northern Europe, who described this term as an alternative form of tourism that takes place “in or near water” in general and is closely related to sailing. It is worth noting that in this definition emphasis was placed on the word “water” in its broadest

sense and not exclusively on the word “sea”, meaning that yachting can be referred to as an alternative form of tourist activity that takes place apart from the sea, also in lakes and rivers, which is really common especially in countries without direct access to the sea, mainly in those of northern and central Europe and less in the Mediterranean ones. Although, to avoid any misunderstanding, many researchers agree that “yachting” refers more to an alternative form of leisure tourism and less to a traditional sailing activity, which in most cases requires other types of vessels than those used for yachting (Favro et al., 2009).

In particular, there are different types of yachts, which fall into different categories, depending on their special features, size and purpose of use. Some examples of yacht categories are bare-boats, sailing yachts, motor sailers, motor yachts, as well as mega yachts. Obviously, each type of yacht, based on its size and special characteristics, provides different tourist activities and tourist products to different types of tourists, tailored to the particular needs and expectations of the tourists being hosted (Chen et al., 2016; M. N. Diakomihalis, 2007).

In addition, it is worth noting that yachting is an alternative form of leisure tourism for both commercial and private use and depending on that, it is divided into two categories: “yachting with a privately owned yacht” and “yachting with a chartered yacht”, while both can be selected with the option of having or not a professional cabin crew during the sailing trip. In a broader context, yachts provided for professional use (short-term yacht charter by tourists) are divided into two main categories, which are the “sailing yachts” that represent the 90% of the professional leisure fleet and the motor boats and motor sailers that represent the rest 10% of the total. As a separate category due to their special characteristics are considered the “luxury motor mega yachts”, which are in most cases owned by affluent people and mainly for private use. Another characteristic of both commercial and private yachts is that their length ranges from at least 10 meters to 50 meters long (Chen et al., 2016; M. N. Diakomihalis, 2007).

One of the main differences between yachting and cruising is the flexibility and sense of freedom provided to the tourist during his trip. Unlike the cruise that the tourist enjoys his vacation by following a predetermined plan of specific routes and leisure activities defined by a specific travel package, through yachting tourists feel free and independent to schedule and adapt their travel experience according to their personal

preferences, mood and needs, meaning that they have the opportunity to determine the time and the place of their leisure activities, which could be either on the yacht like a boat party or sunbathing or not like enjoying water activities such as fishing, water skiing, or swimming to isolated places that are accessible only by boat defined by their unspoiled natural beauty (Ioannidis, 2019; Mikulić et al., 2015).

2.3.2 History of yachting

First of all, the concept of sailing is not a new phenomenon, but it dates back to ancient times, since the first traces of sailing activity appear in ancient Egypt around 3500 BC. However, the purpose of sailing was obviously not for leisure purposes as it is common nowadays, but for boat trips for reasons such as the search and exploration of new places that were not accessible by land, or trade in general such as the transportation of goods from and to these coastal destinations (American Sailing Association, 2021; Plubins, 2021).

Furthermore, the concept of yachting seems to have a long history as well, since in the literature, it is mentioned that the English word “yacht” has its roots in the Dutch word “jacht”, which means hunting. In particular, the Dutch, who are still considered pioneers of yachting, are known for their dominance in sea voyages since the 14th century with the main purpose of either chasing pirates with their fast yachts or for pleasure in order to celebrate maritime victories against enemies or the return of their merchant ships from long trips (Chen et al., 2016).

The following centuries, yachts continued to be equipped with cannons and used mainly for military purposes. A milestone in the history of yachting as we know it today, was the year 1660. That year, Charles II of England, who had been in exile in the Netherlands for 10 years, returned to his throne and this event was celebrated with his presence in a luxurious yacht offered as a gift by the Dutch nation. Charles II is considered one of the first yacht manufacturers in the world, as well as a pioneer in the development of maritime science. In addition, his passion for yachting can be also reflected by the fact that during his reign, he constructed at least 26 yachts. It is also worth noting that in 1661 he and his brother, the Duke of York, organized the first “regatta”, a 40-mile race in the Thames, an event that gave birth to a new sport that

quickly became popular among the rich people worldwide mainly in Britain, Ireland, as well as the British colonies in Africa and Asia. Apart from that, yachts started being used as a means of royal transportation (American Sailing Association, n.d.; Rothera, 2019).

During the 18th century, the first yacht clubs appeared throughout Ireland and the United Kingdom. Specifically, the first yacht club ever, known as “The Royal Cork Yacht Club” was established in 1720 in Cork, Ireland. In mid-19th century, in 1844, the New York Yacht Club was founded in New York, which was the first American yacht club in the history. Since the end of the 18th and the beginning of the 19th century, after the consequences of the Industrial Revolution, which brought significant changes and improvements in the social, cultural and political life of the majority of the people, it is observed that yachting was no longer a preferred activity exclusively among the elite, but it became also popular among the middle class. It is also worth noting that women for the first time are involved in yachting activities. During the 20th century and the years of both the World War I and II, as well as the interwar period, the popularity of yachting showed a tremendous decrease. The consequences of these dramatic events affected negatively the people’s living standards, damaged the interstate relations, as well as yachting was linked in the perception of people to the navy. However, in the following decades and specifically since 1965, due to the social and political stability and technological advancements that followed in most countries, the concept of yachting started flourishing again significantly. More people than ever were interested in participating into yachting activities, while there was also an increase in the construction of yachts and the promotion of yachting exhibitions worldwide (American Sailing Association, 2021; Rothera, 2019).

2.3.3 The rise of yachting tourism in Greece

According to the official definitions provided by the Greek Ministry of Tourism, as maritime tourism can be considered all the organized tourism activities that take place either in the sea or in any coastal region, which attract tourists. In the context of yachting tourism, any sea voyage that is carried out by sailing boats or yachts, which also provide tourists with accommodation and catering services, as well as the freedom of approaching island and coastal areas, can be included in the yachting concept. The main purpose of these sailing trips is the leisure, either with privately owned or chartered yachts, with or without crew, known as “crewed boats” or “bare boats” respectively (Article 09 – Maritime Tourism | Greek Ministry of Tourism, n.d.).

Greece is undoubtedly one of the most visited destinations worldwide, especially in the summer season, since as a country it meets the desired requirements of millions of tourists looking to enjoy the country’s main tourist product, which is a mixture of beautiful natural landscapes, ideal weather conditions, rich culture and tradition, as well as friendly people and modern tourism infrastructure. Therefore, the continuous improvement and evolution of the tourism sector in Greece is a major concern of every Greek government, as tourism is one of key pillars and drivers of the Greek economy. Based on recent statistics published by the National Bank of Greece, the total revenue of tourism industry in Greece, the year 2019, has exceeded 18 billion euros, which represents the 10% of the total national GDP (Katemliadis & Papatheodorou, 2021).

As it is widely known, Greece has the longest coastline of the Mediterranean and one of the longest worldwide. This characteristic combined with the plethora of islands and the exceptional weather conditions almost throughout the year, make Greece an attractive yachting destination and as a result yachting can be considered one of the most representative forms of maritime tourism in the country. Over the years, more and more tourists visit both Greek islands and other coastal regions with either their private or chartered yacht, which is evident from the statistical figures, where yachting sector represents around 4.5% of the country’s total GDP (Chen et al., 2016; Diakomihalis & Lagos, 2011).

The yachting market in Greece appears in the 1960s after the founding of the Hellenic Tourism Organization (EOT). This organization contributed significantly to the development of the yachting sector in Greece, as it created together with the competent

ministries the necessary technical infrastructure and the institutional framework regarding yachting. From the first decade of the organization's operation, the first steps were taken in order to provide all the basic services related to yachting, such as the construction and operation of the first marinas in 85 Greek locations. These marinas were the first refueling stations, which provide to yachts supplies such as fuel and water, as well as other supplies (Diakomihalis, 2007).

However, the Greek yachting market began to grow gradually in the early 1970s. Specifically, in 1976, Greece was the first country worldwide that established and implemented a legal framework, known as (L.438/76), for the official and legal operations of private and chartered sailing boats/yachts, as well as for the provision of a wide range of incentives for all the yachts used for business purposes. As a result, the number of yachts in Greece increased significantly in the following decades. For example, from 790 sailing and motor yachts longer than 6 meters in 1978, they reached the number of more than 2800 yachts by the 1990s. Today, the total number of both sailing and motor yachts in Greece amounts to approximately 5.500 and of these the 65% are sailing boats, while the remaining 35% are motor yachts. Yacht chartering has been on a significant rise throughout the 1990s until the 2010. Unfortunately, in recent years a similar progress has not been recorded, due to several reasons such as the economic crisis, the discouraging policy measures regarding taxation, the inability of formulating an innovative long-term institutional framework, and of course due to the emergence of competition from neighboring countries, which offer a more attractive tourist product in terms of both legal framework, infrastructure and services regarding price and quality. Last but not least, despite the fluctuating performance of yachting sector in Greece, a proper establishment of a modern and full of incentives long-term national strategic plan could lead to a rapid re-emergence of the industry, while attracting significant numbers of tourists, as the advantages and the future perspectives of Greece as a yachting destination, due to its special characteristics, far outweigh those of its competitors (INSETE, 2015).

2.3.4 Tourist profile and the reasons for choosing Greece as a yachting vacation

Greece is considered undoubtedly one of the most preferred yachting destinations not only in the Mediterranean but also all over the world, due to the distinct characteristics of its tourist product, representing the 2% of the tourist demand of the yachting industry worldwide (Chen et al., 2016; Dimou, & Vandorou, 2018).

Regarding the demographics of the tourists who choose Greece for yachting holidays, they usually belong to the middle- and upper-income class and specifically their countries of origin are the USA, Europe and Middle East. In particular, the chartering of luxury yachts, in most cases motor yachts, is preferred among Russians, Americans and Arabs. On the contrary, sailing boats/yachts are chartered by tourists coming from European countries such as Germany, England, France, the Netherlands, Italy etc (Diakomihalis, 2007; INSETE, 2015).

The age and the financial status of tourists who visit Greece in order to enjoy a yachting experience, differs based on the type of yacht and its size. The majority of tourists aged between 20 and 40 years old, who in most cases are unmarried couples, friends and families of low or middle income, prefer to charter mostly sailing boats/yachts without a motor. In contrast, the chartering of sailing yachts of 14-24 meters long with crew members, are common mainly among tourists aged 35-60 years old, most of whom are families with high financial status. Another category of tourists are people aged between 40 and 80 years old, who belong to the elite class based on their financial resources and show a particular preference for chartering large and luxurious yachts, which are longer than 24 meters. In terms of the sailing trip duration on a yacht, the average chartering period is not usually longer than a week (7 days). In addition, as it is reasonable, the cost of chartering almost all types of yachts, depends on the size, as well as amenities provided and it ranges from 50 to 300 euros per person daily without including the operating costs such as the crew, fuel and food (Dimou & Vandorou, 2018).

The reasons that foreign tourists choose Greece among other yachting destinations vary a lot, since the tourists differ from each other based on their personal preferences and needs, as well as on their cultural, educational and socio-economical background. However, one basic reason among yacht friends for choosing Greece has to do with the unique characteristics of its tourist product. One of the main advantages of Greece a

tourist destination is its special geographical location. It is a country with the longest coastline of the Mediterranean and it is also famous for its unique unspoiled beauty and diversity of numerous islands. In addition, the exceptional weather conditions, especially during the summer season make its main tourist product, which is the 3s (Sun Sea, & Sand) even more attractive to yacht lovers who seek the ultimate relaxation and a getaway from their daily routine. Apart from that, another advantage of Greece compared to neighboring competing countries is the clean sea. Specifically, Greece offers 545 beaches with blue flags, ranking 2nd country worldwide. Tourists who visit Greece for their yachting holidays have also the chance to enjoy numerous other water activities such fishing, surfing, diving etc. It is also observed that yachting tourists are also choose Greece, due to the fact that the majority of the chartered yachts are modern and equipped with the state-of-the-art technology and infrastructure, proving also a variety of high-end wellness amenities such as spa, massage, organized sightseeing tours etc. (Diakomihalis, 2007; Dimou & Vandorou, 2018; INSETE, 2015).

Apart from the unique tourist product of Greece, which can be considered as one of the main factors attracting tourists who love yachting, also the psychological, cultural and social factors play a decisive role in tourist' perception of choosing a tourist destination. For example, there are tourists who choose Greece to spend their yachting holidays, since this country is one of the most famous tourist destinations worldwide and is considered prestigious for them to visit it. Another reason of visiting Greece for a yachting trip is that it is a country with rich history and tradition, meaning that beyond yachting, many tourists have the option to combine relaxation at coastal areas with also visiting monuments of cultural heritage. In addition, the variety of Greek islands make the tourists feel a greater sense of freedom during their sailing trip, as they have the chance to visit in a short period of time many different islands and coastal areas, while enjoying at the same time water activities such as swimming, fishing, scuba-diving whenever they want and also in isolated places that can be accessible only by a chartered yacht. Last but not least, many yacht lovers prefer spending their yachting vacation in Greece, as the country is world-famous for its cuisine, proving a variety of unique gastronomic experiences (Diakomihalis, 2007; Dimou & Vandorou, 2018; INSETE, 2015).

3. METHODOLOGY

3.1 Research questions

The following research questions were used to guide this study:

1. What are the antecedents of yachting as a way of vacation (generally, specifically for Greece)?
2. Is the duration of yachting holidays as well as the destination of yachting holidays related to the money that a tourist is willing to spend?
3. Are age and the budget for yachting vacation related to specific preferences that someone may choose during his/her yachting holidays?
4. Is the value for money of such a kind of vacation related to some characteristics of the boat (i.e. length of the boat, number of cabins etc.)?

3.2 Sampling population

In this study, the population involved people that had or had not already taken yachting vacation in Greece. Therefore, no specific requirements needed to be met in order to participate in the survey. The questionnaire was sent to the e-mail list of the MSc in e-Business and Digital Marketing at the International Hellenic University and also to a number of external e-mails. The sample consisted of 95 participants and was considered sufficient for the analysis. All answers were given online, in an anonymous and voluntary manner.

3.3 Data Collection tools and methods

Different survey tools and statistical tests were used to answer the research questions:

3.3.1 Data collection

Data collection is a critical step of scientific research and includes several different types, such as surveys, experiments, interviews etc. The present study was a descriptive survey research and therefore a questionnaire was used as the main data collection method. Questionnaires are tools that consist of a series of questions and are distributed in a population, usually online, aiming at extracting and collecting useful data.

The present questionnaire was created using the Google Forms function. Google Forms is an easily accessible online tool, offered freely from Google and allows users to create surveys and share them with other people. The participants received an email with the content of the questionnaire and were informed about its purpose and duration and that their participation would remain anonymous and confidential.

Taking into consideration the research objectives of the study, the questionnaire consisted of 19 questions. The aim of the first 4 questions was to collect information about the characteristics of the participants (gender, age, education level, income). The rest of the questions aimed at examining whether the participants would take yachting vacation in Greece, their preferred yachting destination, duration and company, and the amount of money that they would spend on yachting vacation in Greece (choosing among different suggested answers). Moreover, the participants were asked to evaluate their preferred activities –ranging from not important to very important- and the quality of services in relation to the cost during their yacht vacation –ranging from very poor to excellent. The questionnaire also included a question about the characteristics of the yacht that would be important for the participants (e.g. length and number of cabins) as well as a question about their perception of the cost of yachting holidays –ranging from very cheap to very expensive. Finally, participants were asked to state their preference about the location of the yacht (marina/berth) (i.e. whether the location should be close to a big port, airport etc.) –ranging from strongly disagree to strongly agree. All questions took approximately 3 minutes to complete.

The exact questionnaire used in the study can be found in the Appendix.

3.3.2 Frequency Tables

Frequency tables were used to organize the data and present the results effectively. These tables are a common tool to summarize numerical data in columns and show simply the occurrence of a value in the population, making it easier to interpret the data and perform the subsequent statistical tests.

3.3.3 Statistical Analysis

Statistical evaluation was performed using the PSPP software, which is free, open-source, and appropriate for statistical analysis of sampled data (downloaded freely from <https://www.gnu.org/software/pspp/>). Pearson's Chi-square test was used for the analysis. This test is a non-parametric statistical test, commonly used to determine the differences between categorical variables from a random sample. The results of the Chi-square test inform us whether the relationship between the tested variables is statistically significant but does not give any information about the causal relationship between them. The hypothesis questions answered by a Chi-square test are:

H₀: the two variables are independent – there is no relationship

H₁: the two variables are not independent – there is a relationship

$p < 0.05$ was considered statistically significant.

4. DATA ANALYSIS

Table 1: Gender of the participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	33	34.7%	34.7%	34.7%
	Female	61	64.2%	64.2%	98.9%
	Non-Binary	1	1.1%	1.1%	100%
Total		95	100.0%		

As mentioned above, the answers to the research questionnaire were collected from a random sample of respondents by gender, the total number of which amounts to 95 people. As can be seen from the data in the table, almost 2/3 of the respondents were women in relation to men. Specifically, the percentage of women who answered amounts to 64.2%, while of men to 34.7%. A small part of respondents were non-binary people with a percentage of 1.1% (Table 1).

Table 2: Age of the participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	12	12.6%	12.6%	12.6%
	26-35	37	38.9%	38.9%	51.6%
	36-45	13	13.7%	13.7%	65.3%
	46-55	21	22.1%	22.1%	87.4%
	56-65	10	10.5%	10.5%	97.9%
	65+	2	2.1%	2.1%	100.0%
Total		95	100.0%		

Table 2 shows the data regarding the age of the respondents. Taking a closer look, we will find that almost 7 out of 10 respondents are aged between 26 and 55 years and specifically the majority of them are aged between 26-35 with a rate of 38.9% and also people between 46-55, with a rate of 22.1%. Based on that, we conclude that either very young or very old people represent the minority of the respondents.

Table 3: Education level of the participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school diploma	11	11.6%	11.6%	11.6%
	Bachelor's degree	34	35.8%	35.8%	47.4%
	Master's degree	44	46.3%	46.3%	93.7%
	PhD	6	6.3%	6.3%	100.0%
Total		95	100.0%		

Table 3 relates to the academic background of the research participants. Most of them were holders of both undergraduate and postgraduate degrees with the percentage of both together to be around 80%, while the rest small part of the sample are graduates of either High school diploma or PhD.

Table 4: Average annual income of the participants

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10.000-16.000 €	49	51.6%	51.6%	51.6%
	16.001-20.000 €	13	13.7%	13.7%	65.3%
	20.001-30.000 €	17	17.9%	17.9%	83.2%
	More than 30.000 €	16	16.8%	16.8%	100.0%
Total		95	100.0%		

According to Table 4, just over half of the survey participants had an average annual income of between 10,000 and 16,000 euros. This percentage seems to be reasonable and reflects the Greek reality, since the questionnaire was distributed exclusively to residents of Greece, which has gone through a long financial crisis in the last decade. Nevertheless, the other half of the respondents state an average annual income of over 16,000 euros, while it is noteworthy that 1/3 of these people earn over 30,000 euros per year (Table 4).

Table 5: Have you ever been on vacation with a boat (sailing or motor yacht)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	40	42.1%	42.1%	42.1%
	No	55	57.9%	57.9%	100.0%
Total		95	100.0%		

To the question if they have ever been on a holiday with a boat (sailing or motor boat), almost 60% of the respondents answered negatively, which shows that in general residents of Greece may be to a significant degree not familiar with the concept of yachting or maybe they believe they cannot afford it as a way of vacation (Table 5).

Table 6: Would you choose Greece as yachting destination?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	95	100.0%	100.0%	100.0%
	No	0	-	-	-
Total		95	100.0%		

Table 6 clearly shows that all participants without exception stated that they would choose Greece as a yachting destination, which shows that even for the locals the best way to explore their country’s beautiful islands and coast lines is by experiencing yachting vacation.

In your opinion, what are the reasons you would choose Greece as a yachting destination?

Table 7: Sport activities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	13	13.7%	13.7%	13.7%
	No	82	86.3%	86.3%	100.0%
Total		95	100.0%		

Regarding sports activities as a reason to choose Greece as a destination for yachting, almost 1 in 10 respondents answered positively, in contrast to the vast majority who, with a rate of 86.3%, did not take this reason under their consideration at all (Table 7).

Table 8: Beaches

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	81	85.3%	85.3%	85.3%
	No	14	14.7%	14.7%	100.0%
Total		95	100.0%		

However, exactly the opposite seems to be the data depicted on this table, as beaches probably play a decisive reason for choosing Greece as a yachting destination (Table 8).

Table 9: Good weather

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	65	68.4%	68.4%	68.4%
	No	30	31.6%	31.6%	100.0%
Total		95	100.0%		

Another equally important reason seems to be the good weather, since it is widely known that in Greece there is sunshine most days of the year, and the sea is really calm, an ideal combination for yachting (Table 9).

Table 10: Silence & tranquility

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	17	17.9%	17.9%	17.9%
	No	78	82.1%	82.1%	100.0%
Total		95	100.0%		

On the contrary, silence and tranquility were not among the most important selection criteria of the respondents, since only in a percentage of 17.9% they gave a positive response (Table 10).

Table 11: Cultural attractions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	26	27.4%	27.4%	27.4%
	No	69	72.6%	72.6%	100.0%
Total		95	100.0%		

Similarly, cultural attractions were not considered as a priority for choosing Greece for their yachting vacation (Table 11).

Table 12: Convenient price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	11	11.6%	11.6%	11.6%
	No	84	88.4%	88.4%	100.0%
Total		95	100.0%		

In addition, convenient price was also not a primary reason among participants, since only 1 out of 10 answers chose that option (Table 12).

Table 13: Quality of services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	21.1%	21.1%	21.1%
	No	75	78.9%	78.9%	100.0%
Total		95	100.0%		

Nor does the quality of the services seem to convince the survey participants to choose Greece as a yachting destination, since only 2 out of 10 answered positively (Table 13).

Table 14: Gastronomy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	26	27.4%	27.4%	27.4%
	No	69	72.6%	72.6%	100.0%
Total		95	100.0%		

From the percentages shown on the table 14, it is clear that gastronomy is not an important factor either, since in this case only the minority of participants with a percentage of 27.4 chose it as an option from the list (Table 14).

Table 15: Night life entertainment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	23	24.2%	24.2%	24.2%
	No	72	75.8%	75.8%	100.0%
Total		95	100.0%		

Similar percentages are shown in Table 15, which is related to night life entertainment and clearly depicts that this reason is not at the top of the list of most respondents for choosing Greece as yachting destination, since only 24.2% of them answered positively to that (Table 15).

Table 16: Preferable Greek islands for yachting vacation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ionian islands	12	12.6%	12.6%	12.6%
	Cyclades	60	63.2%	63.2%	75.8%
	Sporades	10	10.5%	10.5%	86.3%
	Crete	6	6.3%	6.3%	92.6%
	Dodecanese	7	7.4%	7.4%	100.0%
Total		95	100.0%		

According to the answers of the respondents that are clearly reflected in the above table, the most attractive islands for yachting holidays are Cyclades and those of the Ionian Sea, which together represent 75.8% of the answers. This percentage confirms the great popularity of both complex of islands due to their massive promotion in both domestic and foreign tourism market. It is also no coincidence that in recent decades the infrastructure around yachting tourism on these islands has grown rapidly. The next

choice of the respondents seems to be the islands of Sporades. On the contrary, the islands that seem to be low in preference for yachting holidays are Crete and the Dodecanese in general, which together represent 13.7% of the answers (Table 16).

Table 17: Preferable company to spend your yachting holidays in Greece with

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Friends	58	61.1%	61.1%	61.1%
	Relatives	9	9.5%	9.5%	70.5%
	My partner	28	29.5%	29.5%	100.0%
Total		95	100.0%		

To the question with whom you would prefer to go on a yachting vacation in Greece, the answer that stands out with a majority difference among the others is that of “friends” with an overwhelming percentage of 61.1%. However, 3 in 10 respondents would prefer to spend their holidays yachting with their partner, while a minority of them would choose to be accompanied by their relatives (Table 17).

Table 18: Average duration of yachting holidays in Greece

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 7 days	15	15.8%	15.8%	15.8%
	A week	55	57.9%	57.9%	73.7%
	More than 7 days	25	26.3%	26.3%	100.0%
Total		95	100.0%		

The data from the Table 18 show that 6 out of 10 survey participants would prefer to spend a week vacationing in Greece. Fewer would choose to stay longer than this and even fewer would choose to stay less than 7 days.

Table 19: Budget for yachting holiday in Greece (per person)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Between 500 and 1000 €	41	43.2%	43.2%	43.2%
	Between 1001 and 1500 €	23	24.2%	24.2%	67.4%
	Between 1501 and 2000 €	19	20.0%	20.0%	87.4%
	Between 2001 and 2500 €	3	3.2%	3.2%	90.5%
	More than 2500 €	9	9.5%	9.5%	100.0%
Total		95	100.0%		

Regarding the budget that the participants of the research would prefer to spend for yachting holidays in Greece, it seems that 8 out of 10 of them would spend from 500 to 2000 euros per person, and only 2 out of 10 would choose an amount higher than 2000 euros (Table 19).

Most preferred recreational activities during yachting holidays in Greece

Table 20: Swimming

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	1	1.1%	1.1%	1.1%
	Slightly important	4	4.2%	4.2%	5.3%
	Moderately important	15	15.8%	15.8%	21.1%
	Very important	32	33.7%	33.7%	54.7%
	Extremely important	43	45.3%	45.3%	100.0%
Total		95	100.0%		

Swimming seems to be for the vast majority of respondents an important to very important activity during their yachting vacation. Only two out of ten are neutral about

the importance of this activity, while a small number of participants consider swimming to be an insignificant activity (Table 20).

Table 21: Reading

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	21	22.1%	22.1%	22.1%
	Slightly important	15	15.8%	15.8%	37.9%
	Moderately important	25	26.3%	26.3%	64.2%
	Very important	21	22.1%	22.1%	86.3%
	Extremely important	13	13.7%	13.7%	100.0%
Total		95	100.0%		

Regarding reading as an activity, as will be seen in the table below, the following conclusions emerge. Respondents are divided by 1/3 of those who consider this activity either a little or not at all important, or those who consider it quite or very important. A similar percentage of participants express a neutral view about the importance of reading as an activity during the yachting vacation (Table 21).

Table 22: Water Sports

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	18	18.9%	18.9%	18.9%
	Slightly important	23	24.2%	24.2%	43.2%
	Moderately important	22	23.2%	23.2%	66.3%
	Very important	19	20.0%	20.0%	86.3%
	Extremely important	13	13.7%	13.7%	100.0%
Total		95	100.0%		

Regarding water sports as an activity, as will be shown in the table below, it appears that a little less than half of the respondents with a percentage of 43.1% consider this

activity as little or not at all important. Only one in three participants consider water sports an activity of sufficient or special importance. Finally, the smallest percentage of respondents adopt a neutral attitude towards this activity (Table 22).

Table 23: Visiting archaeological sites

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	4	4.2%	4.2%	4.2%
	Slightly important	14	14.7%	14.7%	18.9%
	Moderately important	26	27.4%	27.4%	46.3%
	Very important	32	33.7%	33.7%	80.0%
	Extremely important	19	20.0%	20.0%	100.0%
Total		95	100.0%		

Based on the responses of the respondents to the questionnaire, it seems that for most, visiting archaeological sites is a very important activity. On the contrary, significantly fewer are those who consider the specific activity either little or not at all important (Table 23).

Table 24: Sunbathing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	17	17.9%	17.9%	17.9%
	Slightly important	14	14.7%	14.7%	32.6%
	Moderately important	23	24.2%	24.2%	56.8%
	Very important	28	29.5%	29.5%	86.3%
	Extremely important	13	13.7%	13.7%	100.0%
Total		95	100.0%		

As in the previous table, as well as in the one concerning sunbathing, the resulting data show that most participants consider this activity moderately or very important. It is

worth noting that there are quite a few who consider sunbathing either on the one hand not important at all or, on the other hand, extremely important (Table 24).

Table 25: Yoga

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	47	49.5%	49.5%	49.5%
	Slightly important	21	22.1%	22.1%	71.6%
	Moderately important	15	15.8%	15.8%	87.4%
	Very important	6	6.3%	6.3%	93.7%
	Extremely important	6	6.3%	6.3%	100.0%
Total		95	100.0%		

The data shown in Table 25 above show that for 7 out of 10 survey participants, yoga is not a particularly important activity during their yachting holidays. On the contrary, they who would choose yoga as a priority activity represent only 6.3% of the total number of questionnaire respondents.

Table 26: Quality of services VS the cost of your yacht vacation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	1	1.1%	1.1%	1.1%
	Average	22	23.2%	23.2%	24.2%
	Good	55	57.9%	57.9%	82.1%
	Excellent	17	17.9%	17.9%	100.0%
Total		95	100.0%		

According to the answers given, the majority of respondents with a percentage of more than 80% consider the relation between the quality of services provided and the cost of yachting holidays in general in Greece to be either good or excellent. It is quite

interesting that only 1.1% of the survey sample considers the service quality-price relation to be poor (Table 26).

Table 27: Cost of yachting holidays

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cheap	1	1.1%	1.1%	1.1%
	Neither expensive nor cheap	39	41.1%	41.1%	42.1%
	Expensive	47	49.5%	49.5%	91.6%
	Very expensive	8	8.4%	8.4%	100.0%
Total		95	100.0%		

The data in the table show that most respondents consider yachting holidays to be a bit expensive. On the contrary, there are very few who consider this type of holiday either too cheap or too expensive (Table 27).

Table 28: Length of the preferable yacht (1m = 0.3ft)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 5 meters	4	4.2%	4.2%	4.2%
	Between 5 and 10 meters	25	26.3%	26.3%	30.5%
	Between 10 and 15 meters	41	43.2%	43.2%	73.7%
	Between 15 and 20 meters	18	18.9%	18.9%	92.6%
	More than 20 meters	7	7.4%	7.4%	100.0%
Total		95	100.0%		

Regarding the length of the boat for yachting holidays, the majority of the survey participants stated that they prefer it to be 10 to 15 feet long. The next most preferred yacht length according to the responses is either 5 to 10 meters long or 15 to 20 meters

long respectively. Less preferred yachts seem to be either those with a very small length (less than 5m) or those with a very large length (more than 20 meters) (Table 28).

Table 29: Number of cabins (doubles) of the preferable yacht

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	8.4%	8.4%	8.4%
	2	32	33.7%	33.7%	42.1%
	3	41	43.2%	43.2%	85.3%
	4	14	14.7%	14.7%	100.0%
Total		95	100.0%		

Regarding the number of cabins on the boat, most of the participants stated that they prefer a boat with 2 or 3 cabins. Boats with many cabins or only one seem to be less preferred among the survey participants (Table 29).

From what kind of sources do you get information about your yachting trip? (Please select the main 3)

Table 30: Previous trips

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	32	33.7%	33.7%	33.7%
	No	63	66.3%	66.3%	100.0%
Total		95	100.0%		

Regarding the question, where do you get information for your yachting trip, it seems that only 1 in 3 consider the experience and information gained from their previous trips as a criterion for their choice (Table 30).

Table 31: Travel magazines

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	34	35.8%	35.8%	35.8%
	No	61	64.2%	64.2%	100.0%
Total		95	100.0%		

Similar answers were also collected regarding travel magazines, which nowadays seem not to play a decisive role for the majority of yachting lovers in the criteria for choosing their travel destination (Table 31).

Table 32: Friends/Relatives

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	74	77.9%	77.9%	77.9%
	No	21	22.1%	22.1%	100.0%
Total		95	100.0%		

Contrary to the data in the two tables above, friends and relatives play an important role in the process of choosing a destination for a yachting trip (Table 32).

Table 33:TV

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	5	5.3%	5.3%	5.3%
	No	90	94.7%	94.7%	100.0%
Total		95	100.0%		

It is remarkable that nowadays television does not seem to have the slightest influence on the process of choosing a destination for a yachting holiday, since as can be seen from the data in the table above, the overwhelming majority of the respondents, almost 95%, gave a negative answer (Table 33).

Table 34:Internet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	88	92.6%	92.6%	92.6%
	No	7	7.4%	7.4%	100.0%
Total		95	100.0%		

As can be seen from the above data, the medium that definitively determines the choice of a tourist destination for a yachting holiday is undoubtedly the internet for the overwhelming majority of tourists with a percentage of almost 93% (Table 34).

Table 35: Travel agencies

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	52	54.7%	54.7%	54.7%
	No	43	45.3%	45.3%	100.0%
Total		95	100.0%		

As was clearly seen above, given the great influence of the internet on destination selection criteria, nearly half of the survey participants would consult travel agencies in making their final decision on where to take a yachting holiday (Table 35).

What are the main activities you prefer to do during your yacht vacation? (Please select the main 3)

Table 36: Sailing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	72	75.8%	75.8%	75.8%
	No	23	24.2%	24.2%	100.0%
Total		95	100.0%		

As for the main activities that the research participants would choose during their yachting vacation, surely one of them would undoubtedly be sailing, since the majority of them chose it in a percentage greater than 75% (Table 36).

Table 37: Water sports

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	54	57.4%	57.4%	57.4%
	No	41	42.6%	42.6%	100.0%
Total		95	100.0%		

Regarding water sports as the main activity of a yachting trip, 6 out of 10 respondents would choose it. Nevertheless, those who would not consider it particularly important represent a large percentage, reaching 42.6% (Table 37).

Table 38: Fishing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	26	27.7%	27.7%	27.7%
	No	69	72.3%	72.3%	100.0%
Total		95	100.0%		

On the other hand, it seems that fishing would not be a main activity of a yachting trip, as more than 70% of respondents answered negatively (Table 38).

Table 39:Spearfishing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12	12.6%	12.6%	12.6%
	No	83	87.4%	87.4%	100.0%
Total		95	100.0%		

Similarly, it is clear that spearfishing would also not be among the main activities during a yachting holiday, as only 1 in 10 survey participants would prefer to do so (Table 39).

Table 40:Scuba Diving

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	43	45.7%	45.7%	45.7%
	No	52	54.3%	54.3%	100.0%
Total		95	100.0%		

Regarding scuba diving, opinions are divided since those who would not consider it one of the main activities on their yachting holidays are slightly more than those who would choose it (Table 40).

Table 41: Food and Beverage tasting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	78	82.1%	82.1%	82.1%
	No	17	17.9%	17.9%	100.0%
Total		95	100.0%		

Food and beverage tasting seems to be one of the main activities of a yachting trip, as the overwhelming majority of the respondents in a percentage greater than 80% would prefer to do it compared to those with a percentage of only 17.9% who would not choose it (Table 41).

About the location (marina/berth) of your yacht how much you agree or disagree with the following:

Table 42: Natural beauty

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	2.1%	2.1%	2.1%
	Disagree	11	11.6%	11.6%	13.7%
	Neither agree nor disagree	14	14.7%	14.7%	28.4%
	Agree	39	41.1%	41.1%	69.5%
	Strongly agree	29	30.5%	30.5%	100.0%
Total		95	100.0%		

Regarding the location (marina/berth) of the yacht, respondents to the survey questionnaire either agreed or strongly agreed at a rate greater than 70% that their yacht should be located in a location of outstanding natural beauty. In contrast, only 1 in 10

survey participants seem disagree to somewhat or strongly with this argument it (Table 42).

Table 43: Nightlife

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	3	3.2%	3.2%	3.2%
	Disagree	9	9.5%	9.5%	12.6%
	Neither agree nor disagree	31	32.6%	32.6%	45.3%
	Agree	39	41.1%	41.1%	86.3%
	Strongly agree	13	13.7%	13.7%	100.0%
Total		95	100.0%		

Regarding the location (marina/berth) of the yacht near a place famous for its nightlife, more than 50% of the survey participants seem to either simply agree or strongly agree. It is also observed that 3 out of 10 remain neutral, while only 1 out of 10 seem to disagree to somewhat or strongly with this argument it (Table 43).

Table 44: Airport

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	4.2%	4.2%	4.2%
	Disagree	16	16.8%	16.8%	21.1%
	Neither agree nor disagree	43	45.3%	45.3%	66.3%
	Agree	25	26.3%	26.3%	92.6%
	Strongly agree	7	7.4%	7.4%	100.0%
Total		95	100.0%		

Regarding the location (marina/berth) of the yacht near an airport, almost half of the survey population seems to be neutral without disagreeing or agreeing. However, those who just agree or strongly agree, are slightly more than those who either disagree somewhat or strongly. As a conclusion it follows that those who would choose a yachting holiday their priority would not be accessibility by air so much as the actual isolation and relaxation offered in this type of vacation it (Table 44).

Table 45: Big Port

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	6.3%	6.3%	6.3%
	Disagree	13	13.7%	13.7%	20.0%
	Neither agree nor disagree	34	35.8%	35.8%	55.8%
	Agree	30	31.6%	31.6%	87.4%
	Strongly agree	12	12.6%	12.6%	100.0%
Total		95	100.0%		

Regarding the location (marina/berth) of the yacht near a big port, the vast majority of respondents either seem to be neutral or both somewhat/strongly agree with this statement. On the contrary, those who somewhat or strongly disagree are just the minority who did not exceed the percentage of 20% of the sample population (Table 45).

Table 46: Accessible via road network

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly disagree	-	-	-	-
Valid	Disagree	4	4.2%	4.2%	4.2%
	Neither agree nor disagree	14	14.7%	14.7%	18.9%
	Agree	45	47.4%	47.4%	66.3%
	Strongly agree	32	33.7%	33.7%	100.0%
	Total	95	100.0%		

Regarding the location (marina/berth) of the yacht near a place with access to the road network, the people who completed the questionnaire in a high percentage of more than 80% either agreed or strongly agreed with this statement. Far fewer were those who were either neutral or simply disagreed, while it is worth noting that none of the research participants strongly disagreed (Table 46).

RQ: Are the duration of the yachting holiday as well as the destination of yachting holiday related to the money a tourist is willing to spend?

Table 47: Crosstab (Budget per person / Location)

Chi Square Tests			
	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	13.82	16	.612
Likelihood Ratio	15.06	16	.520
Linear-by-Linear Association	.13	1	.716
N of Valid Cases	95		

*Correlation is significant at the ≤ 0.05 level (2-tailed)

***H₀**: There is no statistically significant relationship between the location/destination of yachting holiday and the money a tourist is willing to spend. (Accepted)*

***H₁**: There is statistically significant relationship between the location/destination of yachting holiday and the money a tourist is willing to spend. (Rejected)*

The data in the table show that the P value is greater than the significance level (typically $p \leq 0.05$). This means that we reject alternative hypothesis 1. In other words, we conclude that the association between the location/destination of yachting holiday and the amount of money a tourist is willing to spend is not statistically significant (Table 47).

Table 48: Crosstab (Budget per person/Duration of vacation)

Chi Square Tests			
	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	22.45	8	.004
Likelihood Ratio	21.54	8	.006
Linear-by-Linear Association	13.23	1	.000
N of Valid Cases	95		

*Correlation is significant at the ≤ 0.05 level (2-tailed)

Ho: There is no statistically significant relationship between the duration of yachting holiday and the money a tourist is willing to spend. **(Rejected)**

H1: There is statistically significant relationship between the duration of yachting holiday and the money a tourist is willing to spend. **(Accepted)**

The data in the table show that the P value is lower than the significance level (typically $p \leq 0.05$). This means that we reject the null hypothesis and accept the alternative hypothesis 1, concluding that the association between the duration of yachting vacation and the amount of money a tourist is willing to spend is statistically significant (Table 48).

RQ: Are the age of someone who wants to have yachting holidays as well as the budget he is willing to spend for this type of vacation related to specific preferences that he/she may choose during his/her yachting holidays?

Table 49: Crosstab (Age / Swimming)

Chi Square Tests			
	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	20.95	20	.400
Likelihood Ratio	17.25	20	.637
Linear-by-Linear Association	.31	1	.579
N of Valid Cases	95		

***Correlation is significant at the ≤ 0.05 level (2-tailed)**

Ho: There is no statistically significant relationship between the age of someone who wants to have yachting holidays and his/her preference for the activity of swimming during his/her yachting holidays. **(Accepted)**

H1: There is statistically significant relationship between the age of someone who wants to have yachting holidays and his/her preference for the activity of swimming during his/her yachting holidays. **(Rejected)**

The data in the table show that the P value is much higher than the significance level (typically $p \leq 0.05$). This means that we reject the alternative hypothesis 1 and accept null hypothesis, concluding that the association between the age of someone who wants to have yachting holidays and his/her preference for the activity of swimming during his/her yachting holidays is not statistically significant (Table 49).

Table 50: Crosstab (Age/Reading)

Chi Square Tests			
	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	36.19	20	.015
Likelihood Ratio	34.27	20	.024
Linear-by-Linear Association	8.67	1	.003
N of Valid Cases	95		

***Correlation is significant at the ≤ 0.05 level (2-tailed)**

H₀: There is no statistically significant relationship between the age of someone who wants to have yachting holidays and his/her preference for the activity of reading during his/her yachting holidays. **(Rejected)**

H₁: There is statistically significant relationship between the age of someone who wants to have yachting holidays and his/her preference for the activity of reading during his/her yachting holidays. **(Accepted)**

The data in the table show that the P value is lower than the significance level (typically $p \leq 0.05$). This means that we accept the null hypothesis, concluding that the association between the age of someone who wants to have yachting holidays and his/her preference for the activity of reading during his/her yachting holidays is statistically significant (Table 50).

Table 51: Crosstab (Age/Water Sports)

Chi Square Tests			
	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	25.65	20	.178
Likelihood Ratio	25.08	20	.198
Linear-by-Linear Association	2.79	1	.095
N of Valid Cases	95		

***Correlation is significant at the ≤ 0.05 level (2-tailed)**

***Ho:** There is no statistically significant relationship between the age of someone who wants to have yachting holidays and his/her preference for the activity of water sports during his/her yachting holidays. (Accepted)*

***H1:** There is statistically significant relationship between the age of someone who wants to have yachting holidays and his/her preference for the activity of water sports during his/her yachting holidays. (Rejected)*

The data in the table show that the P value is higher than the significance level (typically $p \leq 0.05$). This means that we reject the alternative hypothesis 1 and accept the null hypothesis, concluding that the association between the age of someone who wants to have yachting holidays and his/her preference for the activity of watersports during his/her yachting holidays is not statistically significant (Table 51).

Table 52: Crosstab (Age/Archaeological sites)

Chi Square Tests			
	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	30.17	20	.067
Likelihood Ratio	31.37	20	.050
Linear-by-Linear Association	9.47	1	.002
N of Valid Cases	95		

***Correlation is significant at the ≤ 0.05 level (2-tailed)**

Ho: There is no statistically significant relationship between the age of someone who wants to have yachting holidays and his/her preference for the activity of archaeological sites during his/her yachting holidays. **(Accepted)**

H1: There is statistically significant relationship between the age of someone who wants to have yachting holidays and his/her preference for the activity of archaeological sites during his/her yachting holidays. **(Rejected)**

The data in the table show that the P value is a bit higher than the significance level (typically $p \leq 0.05$). This means that we reject the alternative hypothesis 1 and accept the null hypothesis, concluding that the association between the age of someone who wants to have yachting holidays and his/her preference for the activity of visiting archaeological sites during his/her yachting holidays is not statistically significant (Table 52).

Table 53: Crosstab (Age/Sunbathing)

Chi Square Tests			
	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	19.04	20	.519
Likelihood Ratio	18.86	20	.531
Linear-by-Linear Association	.18	1	.670
N of Valid Cases	95		

*Correlation is significant at the ≤ 0.05 level (2-tailed)

Ho: There is no statistically significant relationship between the age of someone who wants to have yachting holidays and his/her preference for the activity of sunbathing during his/her yachting holidays. **(Accepted)**

H1: There is statistically significant relationship between the age of someone who wants to have yachting holidays and his/her preference for the activity of sunbathing during his/her yachting holidays. **(Rejected)**

The data in the table show that the P value is a much higher than the significance level (typically $p \leq 0.05$). This means that we reject the alternative hypothesis 1 and accept

the null hypothesis, concluding that the association between the age of someone who wants to have yachting holidays and his/her preference for the activity of sunbathing during his/her yachting holidays is not statistically significant (Table 53).

Table 54: Crosstab (Age/Yoga)

Chi Square Tests			
	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	34.14	20	.025
Likelihood Ratio	35.55	20	.017
Linear-by-Linear Association	1.88	1	.170
N of Valid Cases	95		

***Correlation is significant at the ≤ 0.05 level (2-tailed)**

Ho: There is no statistically significant relationship between the age of someone who wants to have yachting holidays and his/her preference for the activity of yoga during his/her yachting holidays. **(Rejected)**

H1: There is statistically significant relationship between the age of someone who wants to have yachting holidays and his/her preference for the activity of yoga during his/her yachting holidays. **(Accepted)**

The data in the table show that the P value is lower than the significance level (typically $p \leq 0.05$). This means that we reject the null hypothesis and accept the alternative hypothesis 1, concluding that the association between the age of someone who wants to have yachting holidays and his/her preference for the activity of yoga during his/her yachting holidays is statistically significant (Table 54).

Table 55: Crosstab (Budget per person for a yachting trip / Swimming)

Chi Square Tests			
	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	12.84	8	.118
Likelihood Ratio	14.34	8	.073
Linear-by-Linear Association	1.83	1	.176
N of Valid Cases	95		

*Correlation is significant at the ≤ 0.05 level (2-tailed)

***H₀**: There is no statistically significant relationship between the budget someone is willing to pay per person for a yachting trip and his/her preference for the activity of swimming during his/her yachting holidays. (Accepted)*

***H₁**: There is statistically significant relationship between the budget someone is willing to pay per person for a yachting trip and his/her preference for the activity of swimming during his/her yachting holidays. (Rejected)*

The data in the table show that the P value is higher than the significance level (typically $p \leq 0.05$). This means that we reject the alternative hypothesis 1 and accept the null hypothesis, concluding that the association between the budget someone is willing to pay per person for a yachting trip and his/her preference for the activity of swimming during his/her yachting holidays is not statistically significant (Table 55).

Table 56: Crosstab (Budget per person for a yachting trip / Reading)

Chi Square Tests			
	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	9.19	8	.327
Likelihood Ratio	8.45	8	.391
Linear-by-Linear Association	2.05	1	.152
N of Valid Cases	95		

***Correlation is significant at the ≤ 0.05 level (2-tailed)**

***Ho:** There is no statistically significant relationship between the budget someone is willing to pay per person for a yachting trip and his/her preference for the activity of reading during his/her yachting holidays. (Accepted)*

***H1:** There is statistically significant relationship between the budget someone is willing to pay per person for a yachting trip and his/her preference for the activity of reading during his/her yachting holidays. (Rejected)*

The data in the table show that the P value is much higher than the significance level (typically $p \leq 0.05$). This means that we reject the alternative hypothesis 1 and accept the null hypothesis, concluding that the association between the budget someone is willing to pay per person for a yachting trip and his/her preference for the activity of reading during his/her yachting holidays is not statistically significant (Table 56).

Table 57: (Budget per person for a yachting trip / Water Sports)

Chi Square Tests			
	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	9.95	8	.268
Likelihood Ratio	11.42	8	.179
Linear-by-Linear Association	1.63	1	.202
N of Valid Cases	95		

***Correlation is significant at the ≤ 0.05 level (2-tailed)**

Ho: There is no statistically significant relationship between the budget someone is willing to pay per person for a yachting trip and his/her preference for the activity of water sports during his/her yachting holidays. **(Accepted)**

H1: There is statistically significant relationship between the budget someone is willing to pay per person for a yachting trip and his/her preference for the activity of water sports during his/her yachting holidays. **(Rejected)**

The data in the table show that the P value is much higher than the significance level (typically $p \leq 0.05$). This means that we reject the alternative hypothesis 1 and accept the null hypothesis, concluding that the association between the budget someone is willing to pay per person for a yachting trip and his/her preference for the activity of water sports during his/her yachting holidays is not statistically significant (Table 57).

Table 58: Crosstab (Budget per person for a yachting trip / Archaeological sites)

Chi Square Tests			
	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	10.53	8	.230
Likelihood Ratio	10.68	8	.220
Linear-by-Linear Association	3.56	1	.059
N of Valid Cases	95		

***Correlation is significant at the ≤ 0.05 level (2-tailed)**

Ho: There is no statistically significant relationship between the budget someone is willing to pay per person for a yachting trip and his/her preference for the activity of archaeological sites during his/her yachting holidays. **(Accepted)**

H1: There is statistically significant relationship between the budget someone is willing to pay per person for a yachting trip and his/her preference for the activity of archaeological sites during his/her yachting holidays. **(Rejected)**

The data in the table show that the P value is much higher than the significance level (typically $p \leq 0.05$). This means that we reject the alternative hypothesis 1 and accept

the null hypothesis, concluding that the association between the budget someone is willing to pay per person for a yachting trip and his/her preference for the activity of visiting archaeological sites during his/her yachting holidays is not statistically significant (Table 58).

Table 59: Crosstab: (Budget per person for a yachting trip / Sunbathing)

Chi Square Tests			
	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	6.10	8	.636
Likelihood Ratio	6.26	8	.618
Linear-by-Linear Association	.28	1	.593
N of Valid Cases	95		

*Correlation is significant at the ≤ 0.05 level (2-tailed)

Ho: There is no statistically significant relationship between the budget someone is willing to pay per person for a yachting trip and his/her preference for the activity of sunbathing during his/her yachting holidays. **(Accepted)**

H1: There is statistically significant relationship between the budget someone is willing to pay per person for a yachting trip and his/her preference for the activity of sunbathing during his/her yachting holidays. **(Rejected)**

The data in the table show that the P value is much higher than the significance level (typically $p \leq 0.05$). This means that we reject the alternative hypothesis 1 and accept the null hypothesis, concluding that the association between the budget someone is willing to pay per person for a yachting trip and his/her preference for the activity of sunbathing during his/her yachting holidays is not statistically significant (Table 59).

Table 60: Crosstab (Budget per person for a yachting trip / Yoga)

Chi Square Tests			
	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	7.66	8	.468
Likelihood Ratio	7.17	8	.518
Linear-by-Linear Association	.06	1	.814
N of Valid Cases	95		

*Correlation is significant at the ≤ 0.05 level (2-tailed)

Ho: There is no statistically significant relationship between the budget someone is willing to pay per person for a yachting trip and his/her preference for the activity of yoga during his/her yachting holidays. **(Accepted)**

H1: There is statistically significant relationship between the budget someone is willing to pay per person for a yachting trip and his/her preference for the activity of yoga during his/her yachting holidays. **(Rejected)**

The data in the table show that the P value is much higher than the significance level (typically $p \leq 0.05$). This means that we reject the alternative hypothesis 1 and accept the null hypothesis, concluding that the association between the budget someone is willing to pay per person for a yachting trip and his/her preference for the activity of yoga during his/her yachting holidays is not statistically significant (Table 60).

RQ: Is the value for money (quality vs cost) of such a kind of vacation related to some characteristics of the boat (i.e. length of the boat, number of cabins etc.)?

Table 61: Crosstab (Quality vs Cost of yachting vacation/Boat length)

Chi Square Tests			
	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	23.81	12	.022
Likelihood Ratio	24.45	12	.018
Linear-by-Linear Association	3.62	1	.057
N of Valid Cases	95		

***Correlation is significant at the ≤ 0.05 level (2-tailed)**

***Ho:** There is no statistically significant relationship between the value for money (quality vs cost) of such a kind of vacation and some characteristics of the boat such as its length. (Rejected)*

***H1:** There is statistically significant relationship between the value for money (quality vs cost) of such a kind of vacation and some characteristics of the boat such as its length. (Accepted)*

The data in the table show that the P value is lower than the significance level (typically $p \leq 0.05$). This means that we reject the null hypothesis and accept the alternative hypothesis 1, concluding that the association between the value for money (quality vs cost) of such a kind of vacation and some characteristics of the boat such as its length is statistically significant (Table 61).

Table 62: Crosstab (Quality vs Cost of yachting vacation/Number of Cabins)

Chi Square Tests			
	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	14.32	9	.111
Likelihood Ratio	14.46	9	.107
Linear-by-Linear Association	1.01	1	.314
N of Valid Cases	95		

***Correlation is significant at the ≤ 0.05 level (2-tailed)**

***H₀**: There is no statistically significant relationship between the value for money (quality vs cost) of such a kind of vacation and some characteristics of the boat such as its number of cabins. (Accepted)*

***H₁**: There is statistically significant relationship between the value for money (quality vs cost) of such a kind of vacation and some characteristics of the boat such as its number of cabins. (Rejected)*

The data in the table show that the P value is higher than the significance level (typically $p \leq 0.05$). This means that we reject the alternative hypothesis 1 and accept the null hypothesis, concluding that the association between the value for money (quality vs cost) of such a kind of vacation and some characteristics of the boat such as its number of cabins is not statistically significant (Table 62).

5. CONCLUSIONS, LIMITATIONS AND RECOMMENDATIONS FOR FURTHER RESEARCH

5.1 Conclusions

The main objective of this thesis is to highlight whether Greece can be considered an ideal yachting destination. An attempt is also made to clarify the tourist profile of yachting fans who would choose Greece for yachting holidays through the collection of demographic data.

Towards that, the specific aims of the study were to examine (a) the background of yachting vacation as a concept in general and more specifically about the possibility of implementing this type of holidays in Greece, (b) how the duration and the destination of yachting holidays are affected by the money that tourists are willing to spend for their holidays, (c) the relationship between the age and what someone prefers to do during his/her yachting holidays as well the involvement of the available budget in these decisions and (d) whether the value for money of such a kind of vacation could be related to some characteristics of the boat (i.e. length of the boat, number of cabins etc.)

Various software platforms and tools such as MS Excel and the statistical program PSPP were used to collect and analyze the research data. The questionnaire was created using Google Forms and it was the exclusive source of data collection. After its online distribution, the questionnaire was finally completed by a total of 95 people of different social, economic and academic background, as well as of different gender and age.

Several useful and interesting conclusions emerged from the data collection. Specifically, regarding demographic data, most of the participants in the survey were women with a percentage of 64.2%, with men and non-binary people being 34.7% and only 1.1% respectively. In addition, the majority of the survey participants were aged between 26-35 years with a percentage of 38.9% and also people between 46-55 years of age with a percentage of 22.1%. Based on this, we conclude that either the very young or the very old represent the minority of respondents. Although the data were collected from age groups that serve the purposes of the research, ideally it would be good to collect more data from people over 65 years of age who are just before or after

their retirement. This is because for them yachting holidays are also observed to be particularly dear, since they have fewer daily obligations to concern about and more free time in combination with usually a good financial situation due to years of savings.

Regarding the average incomes of the respondents, the majority of them had an average annual income between 10,000 and 16,000 euros. This percentage seems to be reasonable and reflects the Greek reality, since the questionnaire was distributed exclusively to residents of Greece. But there are quite a few participants who have annual earnings that even exceed 30,000 per year. As yachting holidays are known to be somewhat expensive and mainly aimed at people with high annual incomes, we would ideally need a larger sample of people in this group. Nevertheless, through this study, very useful data are obtained from groups of people who are not included in the most common ones in another corresponding research. This will then further illuminate other research aspects of this topic.

With a quick glance at the research data, it could be shown that the majority of the respondents hold a Bachelor's and/or Master's degree and even a Ph.D. In short, they are people with a high level of education, which gives us a realistic and representative sample of responses since, according to the world literature related to yachting tourism, the majority of people who choose to take yachting holidays have similar characteristics.

Interesting data were also collected from the question about whether the respondents have already taken a yacht vacation. Although the majority do not have a particularly high annual income as mentioned previously, almost half of them have already taken a yachting holiday at least once in their life. These figures are quite encouraging, since they clearly show that yachting tourism is no longer addressed to a well-to-do economic and social elite, but it is constantly developing, further expanding the boundaries of its appeal to groups of people of different ages, social and economic backgrounds.

Subsequently, it is also noteworthy that in the question of whether you would choose Greece as a yachting destination, all survey participants answered positively. Certainly, on the one hand this is explained to a certain extent by the fact that all the participants of the research come from Greece, but on the other hand, an absolute number of positive answers clearly and -to a certain extent- objectively shows the prospects of Greece as a yachting destination due to the abundance of islands and their natural beauty.

Regarding the question whether someone would choose Greece as a yachting destination, the collected answers confirmed once again the reasons mentioned in the literature and in other studies of similar research. In summary, it was demonstrated that the main reason they would choose Greece for yachting holidays is the beaches and the good weather. From these data it seems that Greece is widely known for the 3 S's -Sea, Sun and Sand- not only abroad but also among domestic tourists. On the contrary, many reasons mentioned in the international bibliography such as the gastronomy, the feeling of peace and relaxation, the poetic merits and the quality of the services do not seem to be the main reasons for yachting tourism in Greece, as one would logically assume.

Regarding the question about the most preferred leisure activities during a yachting holiday in Greece, the answers showed that the most preferred recreational activities in terms of importance are visiting archaeological sites and of course both swimming and sunbathing. The least important activities are those of sea sports and reading, while that of yoga is almost not at all important. The conclusions emerging from these answers are that for the majority of respondents the most favorite activities are these that allow them to relax both mentally and physical and enjoy their vacations with the aim of absolute relaxation from the stress of everyday life. On the contrary, activities that are already included in the daily routine or require special physical exercise and physical condition, are less preferred.

To the question about the most preferred islands for yachting holidays in Greece, the responses collected once again confirmed the results of similar surveys. First among the preferences of the participants are the Cyclades, with a huge difference from the rest of the islands. Particularly favorite destinations seem to be both the Ionian islands and the Sporades. Something worth mentioning is that last in the preferences of the participants is the island of Crete. This is probably due to the facts that Crete does not belong to any island complexes, and it is a very large island, thus limiting the expectations of a yachting tourist. Also, the strategic marketing of the island as well as its lagging infrastructure may be other reasons for this result.

Furthermore, according to the responses of the questionnaire, the majority of the respondents would choose to go on yachting holidays with a friend or partner and less of them with their family and relatives. Although the literature mentions that yachting

vacations are often an alternative type of family vacation, here we conclude that, probably because of our sample, which includes mainly young or middle-aged people, yachting vacations are an opportunity to escape from everyday life and enjoy carefree moments with close friends or a partner in order to revive a relationship.

As for the average preferred duration of a yachting trip, from the responses collected it appears that the majority would choose a week, while given the opportunity for sure more than less. This also confirms the published theory which states that due to the nature of a yachting trip and what purpose it serves. This is mainly the escape from everyday life in places that are only accessible by sea, so where this is reasonable it requires a lot of preparation and time to adapt to the new conditions of the place you are visiting.

As for the budget per person for yachting holidays, the most frequent answer was between 500 and 1000 euros. On the one hand, this rejection certainly prevails, since the annual income of the sample is relatively low in relation to that of the poor people who especially choose yachting holidays. However, since most of the respondents have already taken a yachting holiday at least once in their life, it shows that the yachting companies in question are competitive with each other due to the difficult times we are experiencing, offering attractive packages at reasonable and affordable prices for the majority of the buying public.

Another element that further strengthens the argument that Greece is an ideal destination for yachting holidays is that according to the respondents the relationship between the quality of the services provided and the total cost of yachting holidays in Greece is between good and excellent, although for half of the respondents the cost of yachting holidays is considered high, probably because of their financial background.

Regarding the characteristics of the preferred charter yacht, the majority stated what is also confirmed by the literature, namely a boat neither too big nor too small, between 10 and 15 meters in length with 2-3 cabins, ideal to accommodate couples, group of friends or a family with a child.

Regarding the sources from which those interested in yachting vacations obtain information, the expected results confirmed both the published literature and the trends of the season. Most research participants about to choose a yachting destination gather information by surfing the internet and social media, asking friends and relatives and

consulting tourist offices, as has been the case for many years. On the contrary, fewer and fewer are the ones who derive information from travel magazines and television, or by receiving at least similar experiences from their previous trips. Therefore, it seems clear that the internet and social media play a significant role in our daily lives, since they have changed the way we receive and collect useful information. However, it seems that, for the time being, the knowledge of a specialized travel office is the most reliable source of information. Finally, collecting information from trusted people, close relatives and friendly environment is so far extremely difficult to replace.

According to the respondents' answers, the most favorite activities during a yachting trip are mainly group activities that include the element of the sea and require low physical activity, such as sailing, sea sports and soft drink tasting. Among the least favorite activities are mainly individual activities that require skill and experience, such as fishing, spearfishing and scuba diving.

The data collected from the questionnaire provided useful information regarding the ideal location of the marina and anchorage. Respondents in their vast majority agreed that the marina/anchorage should be close to a place of particular natural beauty, which has night life and is easily accessible by road network. Regarding the location of the marina/anchorage near an airport or a large port, the survey participants neither agree nor disagree to that, remaining neutral. So, we understand that people who will choose yachting holidays prefer to harmonize with a beautiful natural environment, but in which they will have access at any time and moment to shore excursions or refreshing activities depending on their mood, leaving the afternoon to be monotonous and boring. their journey.

In this study, we attempted to make some further correlations. For example, regarding the correlation of whether the duration and the destination of the yachting vacation are related to the money a tourist is willing to spend, it was demonstrated that there is a statistically significant relationship only between the duration of the yachting vacation and the money that a tourist is willing to spend. This observation is expected, since the sample of our survey does not have a high annual income, which could influence the duration of a very expensive type of vacation.

Regarding the correlation of whether the age and the budget of someone who wants to take a yacht vacation are related to specific activities they can choose from during their

holidays, it was shown that there is statistically significant relationship between the age of someone who wants to take a yachting vacation and his/her preference for the activities of reading and yoga, while on a yachting vacation. This outcome is also expected, since in general these activities are popular among specific age groups, usually older ones.

Finally, regarding the correlation of whether the value for money (quality versus cost) of such vacations is related to certain characteristics of the boat (e.g., vessel length, number of cabins, etc.), we found that there is a statistically significant relationship between the value for money and the length of the boat. this is expected, since generally the characteristics of a yacht determine the rental cost and therefore the duration of the yachting trip.

5.2 Limitations

The aim of this study is to investigate the yachting tourism sector in general and specifically the prospects of Greece as a yachting destination.

Since the research that has been carried out in the past and related to the yachting industry and specifically yachting tourist destinations is very limited, the present research attempts to enrich the existing literature and to be a guide in the creation of future research that will be related to both yachting and with the tourism sector in general. During the design and execution of the research there were some limitations that we suspect may have had a small or large effect on our results.

One of the most basic limitations has to do with the method of data collection from the research sample. The data collection tool was a questionnaire that was distributed only electronically due to the health protocol required due to the covid 19 pandemic that we are going through at this time. The method chosen was that of random sampling and this, combined with the limited number of people (95 in total) who answered the questions of the questionnaire, makes the representativeness to be considered to a degree questionable.

In the event that the circumstances of conducting the research were different over time, the use of further tools for direct and interactive data collection through interviews in a

targeted group of participants both from Greece and abroad would probably lead to a better and more effective investigation of the specific research topic. Nevertheless, the results of the research are true and reliable, contributing to the further understanding of the subject related to yachting tourist destinations and providing useful information for the creation of future research on the subject.

5.3 Recommendations for further research

Greece is a famous tourist destination because of its 3 elements: sun, sea and sand. Every year the country attracts millions of tourists, and as a result the tourism sector is considered the most important industry with a large annual contribution to the country's GDP. Marine tourism is also particularly widespread in Greece, as both the cruise and yachting sectors are systematically developing mainly on the islands of the Cyclades and the Ionian Sea.

Despite the importance of marine tourism in the country, Greece seems to be at a disadvantage in terms of the emphasis placed on the infrastructure and services offered, as well as on marketing and promotion issues related to yachting compared to those of our main competitors. This is clearly seen from the multitude of published bibliography and research that has been carried out regarding this field in our country.

Since the specific research certainly cannot cover the whole range of research questions that concern both Greece as a yachting destination and the yachting sector in general, it is surely another effort that will contribute and enlighten a future research on the subject. In a future research, it would be useful to expand the research sample to include participants from other countries of the world besides Greece.

It is also suggested that both this research topic and a similar one be studied in the future by expanding the data collection tools from the population sample, for example through the use of interviews, so that further qualitative research can be conducted, in order to draw more targeted conclusions, providing a clearer and more comprehensive view of issues related to yachting in Greece.

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7. APPENDIX

Yachting as a way of vacation in Greece

Dear respondents,

My name is Michail Neochoritis and I am a postgraduate student at MSc in "E-Business and Digital Marketing" at International Hellenic University (IHU).

This questionnaire is part of my dissertation research titled "Yachting as a way of vacation in Greece" and it will take approximately 3 minutes to complete.

All answers will remain anonymous and confidential. All data will be used for academic purposes only. Your participation in this research will be extremely valuable.

Thank you in advance for your time.

1. What is your gender? *

- Female
- Male
- Non-binary

2. What is your age group? *

- 18-25
- 26-35
- 36-45
- 46-55
- 56-65
- 65+

3. What is the highest educational level you have completed? *

- High school diploma
- Bachelor's degree
- Master's degree
- Doctorate degree
- Other...

4. What is your approximate average annual income? *

- 10.000€-16.000€
- 16.001€-20.000€
- 20.001€-30.000€
- More than 30.000€

5. Have you ever been on vacation with a boat (sailing or motor-yacht)? *

- Yes
- No

6. Would you choose Greece as yachting destination? *

- Yes
- No

7. In your opinion, what are the reasons you would choose Greece as a yachting destination? *
(Please select the main 3)

- Sport activities
- Beaches
- Good weather
- Silence and tranquility
- Cultural attractions
- Convenient price
- Quality of services
- Gastronomy
- Night life entertainment

8. Which Greek islands would you choose for your yacht vacation? *

- Ionian islands
- Cyclades
- Sporades
- Crete
- Dodecanese

9. Who would you prefer to spend your yachting holidays in Greece with? *

- Friends
- Relatives
- My partner

10. How long would you be on a yachting holiday in Greece? *

- Less than 7 days
- A week
- More than 7 days

11. How much money would you spend on your yachting holiday in Greece (per person)? *

- Between 500€ and 1.000€
- Between 1.001€ and 1.500€
- Between 1.501€ and 2.000€
- Between 2.001€ and 2.500€
- More than 2.500€

12. Please indicate your preferences for the following recreational activities during your yachting holidays: *

	Not important	Slightly import...	Moderately im...	Important	Very important
Swimming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reading	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Waters sports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting archeo...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sunbathing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yoga	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Do you think that the quality of services in relation to the cost of your yacht vacation was / * will be?

	Very Poor	Poor	Average	Good	Excellent
Quality vs Cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Do you think that yachting holidays are: *

	Very cheap	Cheap	Neither expens...	Expensive	Very expensive
Yachting holid...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. How many meters long did you / would you prefer your yacht to be? (1m = 0.3ft) *

- Less than 5 meters
- Between 5 and 10 meters
- Between 10 and 15 meters
- Between 15 and 20 meters
- More than 20 meters

16. How many cabins (doubles) did you / would you prefer the yacht to have? *

- 1
- 2
- 3
- 4

17. From what kind of sources do you get information about your yachting trip? (Please select * the main 3)

- Previous trips
- Travel magazines
- Friends / relatives
- TV

18. What are the main activities you prefer to do during your yacht vacation? (Please select the main 3) *

- Sailing
- Water sports
- Fishing
- Spearfishing
- Scuba diving
- Food and Beverage Tasting
- Other...

About the location (marina/berth) of your yacht how much you agree or disagree with the following: *

	Strongly disagr...	Disagree	Neither agree n...	Agree	Strongly Agree
The marina/be...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The marina/be...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The marina/be...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The marina/be...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The marina/be...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>