

THE CONTRIBUTION OF PUBLIC AND PRIVATE INVESTMENTS TO THE GROWTH OF CONFERENCE TOURISM IN GREECE

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Abstract

The classic model of the Greek tourism product, sun, sea, ancient ruins, is no longer sufficient nor in all probability sustainable. Rival countries have a similar tourist market. This is why diversification of the tourism product and restructuring of supply are needed to face two considerable challenges: those of growing competition and of the chronic structural problem of Greek tourism, which is seasonality.

Recently moves have been made to promote Greece as a tourist destination. Promoting Greece as a country for conference tourism is though something completely different. It is directed at a different kind of public and promotes different strong points of the country.

That is why both the public and private sector play a key role in developing and promoting Greece as a conference destination.

Keywords: Conference tourism, Private Investments, Public Investments.

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