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

Vasiliki DELITHEOU 1, Maria VINIERATOU 2, Maria TOURI 3

1 University of Central Greece, Labrou Katsoni Square, 32 100, Levadeia, Greece, vdelith@hua.gr
2 Harokopeio University, 70 El. Venizelou, 17671, Athens, Greece, mvinieratou@mnec.gr,
3 ING Life Insurance Company S.A., 198, Syngrou Av., 17671, Athens, Greece, mtouri@ing.gr

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.

REFERENCES

Community Support Framework 2000-2006. Operational Programme CULTURE.


