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Cultural Tourism as a Development Factor: A case study of Tinos island

Master Thesis

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Kardiani, Tinos. Photograph: Y.Skoulas

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Abstract in Greek

Η παρούσα διατριβή στοχεύει να διερευνήσει πώς ο πολιτιστικός τουρισμός μπορεί να οδηγήσει στην ανάπτυξη (σε όρους οικονομικής ανάπτυξης). Για την επίτευξη αυτού του στόχου, πραγματοποιείται μια διεξοδική μελέτη περίπτωσης του πολιτιστικού τουρισμού της Τήνου. Παρέχεται αρχικά μια ευρύτερη βιβλιογραφική ανασκόπηση σχετικά με την επίδραση του τουρισμού (ολόκληρη η τουριστική βιομηχανία) στην παγκόσμια οικονομική ανάπτυξη. Στη συνέχεια η μελέτη προχωρά σε μια πιο συγκεκριμένη προσέγγιση, εστιάζοντας στα δεδομένα για τον πολιτιστικό τουρισμό στο πλαίσιο των Κυκλάδων και ιδιαίτερα της Τήνου, διερευνώντας τους στατιστικούς παράγοντες που μπορούν να χρησιμοποιηθούν για την εξέταση της σχέσης πολιτιστικού τουρισμού και ανάπτυξης. Η μεθοδολογία που χρησιμοποιήθηκε είναι η δευτερογενής έρευνα, με στόχο τα συγκεκριμένα δεδομένα για τους πέντε προσδιορισμένους στατιστικούς παράγοντες της επίδρασης του πολιτιστικού τουρισμού στην ανάπτυξη. Τα δεδομένα που συλλέγονται στη συνέχεια αναλύονται με βάση μια καθορισμένη στατιστική υπόθεση και κριτικό σκεπτικό από τα αποτελέσματα. Τα ευρήματα αυτής της έρευνας δείχνουν ότι αν και ο πολιτιστικός τουρισμός συμβάλλει στην ανάπτυξη της Τήνου, η συμβολή του είναι σχετικά χαμηλή. Ενώ η Τήνος είναι γνωστό ότι διαθέτει πολιτιστικά στοιχεία όλων των κατηγοριών πολιτιστικού τουρισμού σύμφωνα με τον UNWTO, ο ρυθμός ανάπτυξης στο νησί ήταν χαμηλός, ειδικά σε σύγκριση με την ανάπτυξη σε άλλα νησιά των Κυκλάδων, που προσφέρουν άλλες μορφές τουρισμού. Ως εκ τούτου, η έρευνα καταλήγει στο συμπέρασμα ότι ο πολιτιστικός τουρισμός είναι ένας παράγοντας δράσης, αλλά δεν είναι ο κύριος παράγοντας. Ωστόσο, τα αποτελέσματα υποστηρίζουν (άρα αποδέχονται) την κεντρική υπόθεση αυτής της μελέτης και ότι ο πολιτιστικός τουρισμός αποτελεί παράγοντα ανάπτυξης.

Λέξεις Κλειδιά: Πολιτιστικός Τουρισμός, Οικονομική Ανάπτυξη, Κυκλάδες, Τήνος

Abstract in English

The current dissertation aims to explore how cultural tourism can lead to development (in terms of economic growth). To achieve this objective, a thorough case study of Tinos Island's cultural tourism is conducted. A broader literature review is first provided regarding the impact of tourism (the entire tourism industry) on global economic growth. The study then proceeds to a more specific approach, focusing on the data about cultural tourism in the context of the Cyclades Islands, especially Tinos Island, exploring the statistical factors that can be used to examine the relationship between cultural tourism and development. The methodology used is desk research, aiming for the data specific to the five identified statistical factors of the impact of cultural tourism on development. The data collected is then analyzed based on a set statistical hypothesis and critical reasoning out of the results. Findings from this research show that though cultural tourism contributes to the development of Tinos island, its contribution is relatively low. While Tinos is known to feature cultural elements of all categories of cultural tourism according to UNWTO, the development rate on the Island has been meager, especially compared to the development in other Cyclades Islands, which offer other forms of tourism. Therefore, the research concludes that cultural tourism is a factor in action, but it is not the main factor; however, the results support (thus accept) the central hypothesis of this study and that cultural tourism is a factor in development.

Keywords: *Cultural Tourism, Economic Development, Cyclades, Tinos*

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Abbreviations

| | |
|----------------|-------------------------------------|
| GDP | Gross Domestic Product |
| TGL hypothesis | Tourism-Growth Led hypothesis |
| NNP FC | Net National Product at Factor Cost |
| UNWTO | World Tourism Organization |
| UK | United Kingdom |
| USA | United States of America |

Chapter 1: Theoretical Background

1.1. Introduction

Literature elucidates that cultural tourism significantly contributes to the economic wealth and development of host nations or regions in context (Zadel & Rogan, 2013) (Mihalic, 2013) (Suriñach & Wöber, 2017) (Csapo, 2012). However, little research has been conducted to specifically present the relationship between cultural tourism and development. Most of the available literature on this topic generally focuses on the theory or school of thought that cultural tourism brings wealth and development. However, few specifically aim to provide evidence on how cultural tourism impacts development or leads to development. Additionally, numerous current peer-reviewed pieces of literature on the issue of cultural tourism and development do not focus on a specific geographical context. Therefore, the current literature provides essential insights into the relationship between cultural tourism and development but fails to provide essential evidence that succinctly elucidates how cultural tourism is a development factor in Tinos island. In this line, the study at hand explores how cultural tourism can lead to economic development while sourcing evidence from the case of Tinos Island in Greece.

It is first essential to define the term cultural tourism from the onset of this report. According to Towse & Hernández (2020), though cultural tourism is standard in general studies, scholars have not agreed on a specific definition of this term. The broad explanation of cultural tourism is that it is a form of tourism that incorporates the movement of people who, while trying to satisfy their demand for diversity, tend to increase their cultural level, and results in new information, interactions, and experiences (Mousavi et al., 2016). In this sense, cultural tourism is frequently connected to education; some pieces of literature even refer to it as educational, cultural tourism. Due to the intricacy and subjectivity of the term cultural tourism, scholars have not agreed on a more precise definition (as stated earlier). However, there seem to be two different points of view (Zadel & Rogan, 2013). The first focuses on the consumption of cultural items, such as sites, while the second encompasses all aspects of travel. In other terms, the second includes all parts of travel where tourists learn about the history and legacy of other destinations or their ways of life or philosophy (McGladdery & Lubbe, 2017).

Tinos Island in Greece is majorly known for cultural tourism, especially religious tourism. The Island has approximately seven hundred churches and about 60 white picturesque villages, excellent monasteries and artfully designed dovecotes (Chrissy, 2022). Apart from the above, Tinos Island is still ongoing; the Island features diverse landscapes and beaches that enhance its rich heritage, which attracts countless tourists every year. Most tourists who visit Tinos Island express their satisfaction and think it is an exciting place to visit. Visitors may take in Tinos' architecture, charming towns, stunning beaches, and still-preserved traditional culture and way of life. For those who like nature, architecture, art, and traditions, it is the perfect location and genuinely meets all of these criteria (Chrissy, 2022).

With such a rich natural and architectural heritage, Tinos is a significant tourism destination in Greece and gets many tourists all year round. However, it is a minor destination compared to other Islands in Greece. Aslan & Andriotis (2009) elucidate that Tinos Island is a place of cultural tourism, especially religious tourism. Fundamentally, studies show that Tinos Island represents all pillars of cultural tourism incorporated in the UNWTO's definition of "cultural tourism." However, not much is said about the development of Tinos Island, considering that the Island is not much developed. Therefore, the big question in this study is: Is the "little" development in Tinos linked to cultural tourism in the region? The answer to this question is complex, thus economic research. This is considering that while Tinos Island is a rich destination for tourism, it is less famous than other tourist sites and Islands in Greece. Therefore, the research will focus on analyzing the qualitative and quantitative data that explore how the development experienced in Tinos over the past years is linked to its cultural tourism.

1.2. Background of the Study

Unlike other studies in this area of cultural tourism as an aspect of development, the current study incorporates a smaller geographical context. The Island in question (Tinos Island) is only about 200 square kilometers and is a small part of Greece, though it is the third largest Island among the Cyclades Islands. The research further takes an economic perspective in gathering and analyzing its data. Therefore, there is an economic context for this study. The current

chapter aims to provide the essential background of the study, ranging from geography to the conceptual framework of the current study.

Greece is one of the countries that depend a lot on tourism, thus tourism is one of the country's most important sources of income. As of 2021, tourism comprises 32.8 per cent of the gross domestic product of Crete, 43.2 percent of the GDP of the Ionian Islands, and 47.2 percent of the GDP of South Aegean (INSETI, 2022). These figures are relatively low compared to pre-pandemic where tourism accounted for more than 50 per cent of these Islands GDPs (Ikkos & Koutsos, 2017). Also, tourism is responsible for 16.7 percent of direct jobs and between 36.7 percent and 44.2 per cent of total jobs, and it has significantly contributed to the reduction of unemployment rate as of 2016 (Ikkos & Koutsos, 2017). In the past few years, tourism has played a primary role in Greek economic strategy dealing with the effects of the crisis and how unemployment rates have decreased. Also, the tourism industry is one of the few that has been able to raise awareness and attract the interest of investors, and as a result of its significant impact, it has the potential to be an important driver of growth in Greece. Because there are many tourist attractions all over Greece, the tourism industry is an essential component of the economic growth of a large part of the country (Ikkos & Koutsos, 2017).

1.3. Defining Economic Development in the Context of the Current Report

The effect of tourism on economic development must be considered when analyzing the impact of tourism on development. The term economic development is used to refer to economic growth in the current report (Mazzola, Pizzuto & Ruggieri, 2019). Therefore, economic development is the process by which a nation's wealth grows over a certain period. Transformation is the best description of describe the nature term of development. Therefore, this thesis investigates how cultural tourism has helped transform Tinos Island's economy.

1.4. The Influence of Cultural Tourism to the Development of Greece

Considering that not much research has been done on how to quantify the impact of a particular type of tourism, analyzing the specific impact of cultural tourism to a region or

country is difficult as of right now. However, since cultural tourism makes up a sizable portion of the whole Greek tourism industry, examining the impact of tourism on the country's development is essentially equivalent to examining the impact of cultural tourism on the country's development. Greece reported receiving 16 billion euros, or around \$18 billion, in 2018 (before COVID-19 outbreak), an increase of 14 million euros from the previous year. The nation credits a 40% increase in travel receipts and a 53% increase in travel sales for this surplus. Greece's gross domestic product increased by \$44.6 billion, or an estimated 20.6 percent, in that year as a result of tourism. In actuality, this is twice the 10.4% global average. (Mazzola, Pizzuto & Ruggieri, 2019).

Greece received 27 billion euros in 2021, increasing from the 15.5 billion euros in 2020 (Bank of Greece, 2021). The nation credits a 40% increase in travel receipts and a 53% increase in travel sales for this surplus. Greece's gross domestic product increased by 8.3 percent in that year as a result of tourism.

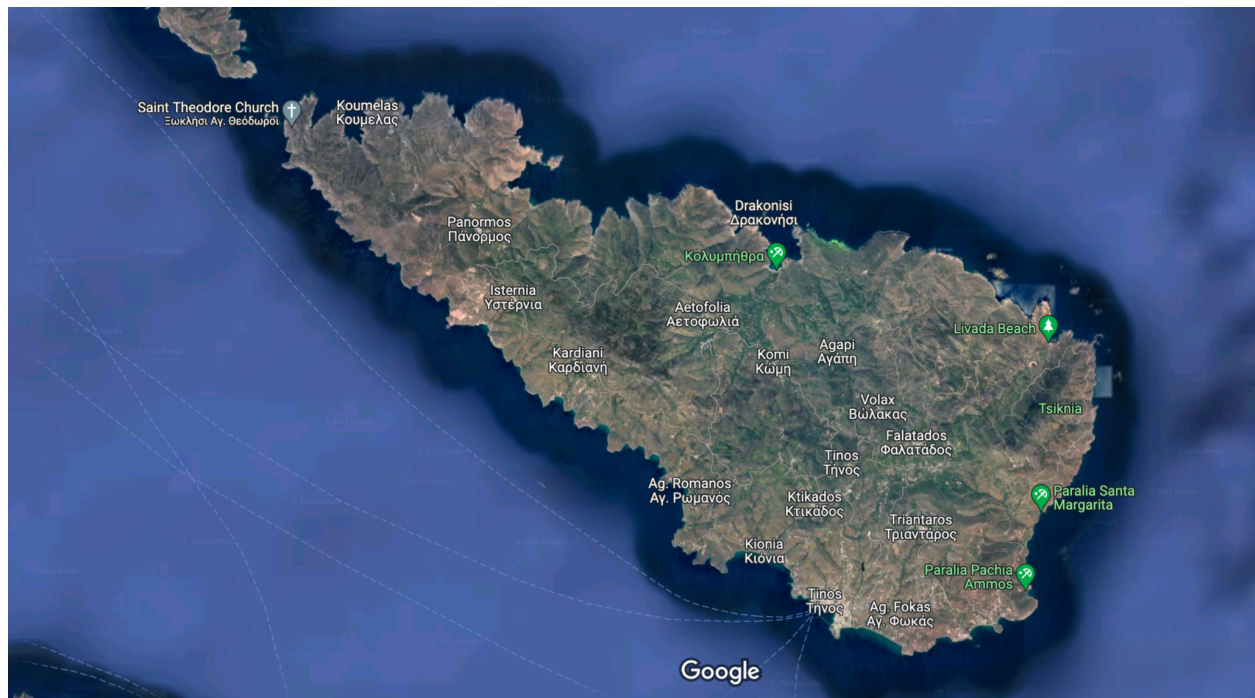
Therefore, travel and tourism account for one out of every five euros spent in Greece. The nation also recognizes that its travel and tourism sectors support 988,000 jobs. Therefore, it is accurate to argue that travel and tourism have become increasingly important to the recovery of the Greek economy (Mazzola, Pizzuto & Ruggieri, 2019).

1.5. Cultural Tourism and the Development of South Aegean Islands

According to the data provided by INSETE (2022), a simple calculation could show that tourism contributed to about 48 percent South Aegean's GDP (South Aegean's contribution to the national GDP) as of 2021. However, it is essential to note that this was after the pandemic. During the pre-pandemic period, data shows that tourism contributed to more than 50 percent of the GDP and about 97 percent of the jobs on South Aegean Islands were linked to tourism (Ikkos & Koutsos, 2017). The economy of these Islands and the infrastructure have been significantly transformed over the years due to cultural tourism (Ikkos & Koutsos, 2017).

1.6. Area of Study: Location, Topography, Climate, and Population

Illustration 1: Map of Tinos



The Island of Tinos

Imagery ©2022 Data SIO, NOAA, U.S. Navy, NGA, GEBCO, Google, Maxar Technologies, Imagery ©2022 TerraMetrics, Map data ©2022 2 km

According to Aslan & Andriotis (2009), Tinos Island is the third largest Island in Cyclades, estimated to be around 194.501 square kilometers. The Island is in the Aegean Sea and is located near famous islands such as Mykonos and Andros. According to the 2011 census in Greece, the Island is home to about eight thousand and seven hundred people (Terkenli & Georgoula, 2021). The Island is well-known for Tinos' Church of Panagia Evangelistria, as well as its approximately eighty windmills, around one thousand exquisite dovecotes, fifty bustling settlements, and the Venetian defences atop the peak. Tinos is home to Greek Orthodox and Catholic populations, and the Island is well-known for producing outstanding sculptors and

painters such as Yiannoulis Halepas, Nikolaos Gysis and Nikiforos Lytras. Tinos is the focal point of an annual pilgrimage that takes place on August 15, which is the day that commemorates the Dormition of the Virgin Mary. The Island is home to the Panagia Evangelista church, which is said to hold a miraculous icon of the Virgin Mary. Tinos is situated close to the geographic center of the Cyclades island complex. As a gesture of devotion, many pilgrims walk 800 meters from the boat port to the chapel on their hands and knees (Aslan & Andriotis, 2009).

Tinos has a varied landscape in terms of its topography. Kionia, Agios Sostis, and Agios Ioannis Portos are some of the beaches that can be found on the southern bank of the Island. Other beaches in the area include Panormos and the famous Kolimbithra, located on the northern coast. Tsiknias, which stands at the height of 750 meters, is the highest point on the Island and hides the mesmerizing Livada beach behind it. The peak of Exobourgo is particularly notable and, in contrast to the more rounded mountains surrounding it in the Cyclades, it has a jagged appearance that is more characteristic of the Alps (Avigad & Garfunkel, 1989). Between the two mountains of Tsiknias and Exobourgo, you will find the fertile Falatados plain. This part of the Island is notable for having relatively flat topography, even though it has a height of approximately 300 meters. Because of this, it was a leading candidate for the airport that would be built on the Island.

The strong Meltemi winds and residents' concerns in Falatados and Steni have effectively brought the project to a close (Taulia, 2017). The topography in the region close to Volax is both bizarre and unique, with enormous stones, some of which are the size of multi-story houses, among its more notable features. The community of Volax can be found right here in the middle of this beautiful scenery. Hills west of Pyrgos have been rumored to contain green marble deposits. The locals of Tinos have used marble and stone to create distinguishing artifacts, which can be found all over the Island. Every settlement is linked to those immediately adjacent to it by stone walkways that run between parallel rows of stone walls. Additionally, the slopes of the hills are all terraced with stone walls. The Island contains a variety of minerals, including granite, marble, Verde antic, asbestos, and others. One of the granite mines is located close to Volax (Taulia, 2017).

1.7. The Theoretical Framework of Research

Tourism has multiple effects on the host nations or regions, both cultural and economic. The effects of tourism are majorly positive, especially from an economic perspective—the current research analyzes how a destination economically benefits from cultural tourism. Therefore, the theory surrounding this study concerns cultural tourism's effects on a place's economic development. These include how cultural tourism contributes to foreign exchange, employment, GDP, and the development of infrastructure. The literature review section provides most of the theory surrounding this study. In this section, however, the necessary information is briefly cited in the paragraphs below to describe the theory behind this study.

Towse & Hernández (2020) elucidate that the role of cultural tourism in society can be analyzed from three perspectives: infrastructure, preservation and restoration, and amenities. From the perspective of infrastructure, the impact of cultural tourism is analyzed based on how cultural tourism impacts the development of roads, airports and airstrips, and other public goods, such as parking lots, aimed at ensuring better access to tourist destinations. Also, these pieces of infrastructure have to be developed using the public funds (taxes) derived from cultural tourism (Towse & Hernández, 2020). On the issue of preservation and restoration, cultural tourism is analyzed based on how it provided more funds for preserving and restoring local cultural tourism sites such as museums, historical buildings and sites, statues, and monuments, among other cultural tourist attractions (Towse & Hernández, 2020). On amenities, the development from cultural tourism is analyzed based on how cultural tourism leads to the establishment and betterment of amenities such as restaurants, five-star hotels, landscaping, and other amenities that are necessary for local tourists (Towse & Hernández, 2020). In other words, local tourism enhances public and private investment in the destination (Girard & Nijkamp, 2011).

In addition, cultural tourists have an impact on almost every sector of the economy since they purchase a diverse array of regional goods, services, and forms of entertainment (Girard & Nijkamp, 2011). Consequently, it is generally viewed as an essential component in the growth of the local community, and the analysis of the economic consequences it has is given significant attention (Mihali, 2013). *Cultural tourism* is the term used to describe forty per cent of all visitors who go to overseas destinations. This category comprises all visitors who go to cultural

places, regardless of the motivations that drive them to do so. The fact that it is impossible to distinguish visitors who happen to know the local culture by mistake and tourists who consider experiencing the local culture to be their primary trip aim complicates the categorization of travelers. For example, it is a factor that influences the development of policies intended to strengthen the role of culture as a driver of the attractiveness and competitiveness of destinations (Suriach & Wober, 2017). This is due to the fact that culture is a driver of the attractiveness and competitiveness of destinations. The scholarly literature continues to study these overlaps, presumably reflecting the unclear limits in official data. (Girard & Nijkamp, 2011).

Tourism that focuses on a region's culture is termed cultural tourism, and an area with a solid cultural identity may be referred to as a cultural district. A cultural district is a geographical area that, according to one school of thought, has the potential to encourage people and businesses to work together. Culture is the foundation of economic value, which is what distinguishes the cultural district from other areas (Girard & Nijkamp, 2011). When Tinos Island is considered, it exemplifies all desirable in a cultural area designed to attract tourists interested in culture. Travelers are drawn to Tinos Island in more significant numbers, not only because of its beaches and other natural tourist attractions but also because of the island's unique religious culture and other types of culture (Chrissy, 2022).

1.8. The Concept of Cultural Tourism

As stated, the current research takes an economic perspective in exploring cultural tourism as a feature in the progress of the tourism destination. Many studies link tourism to economic development; however, there needs to be clear evidence in the literature that proves cultural tourism is a factor in development. Cultural tourism is a significant part of tourism at large, especially on an Island known for religious tourism, such as Tinos Island. Many people visit the Island to acquire knowledge of religion and enjoy the rich history of Christianity presented by the artifacts on the Island (Chrissy, 2022). Several studies take the perspective of the impact of cultural tourism on employment and other factors of development. However, the current study focuses on cultural tourism as a factor in a specific region's economic and general development.

In this line, their research will generally categorize other factors associated with tourism and economic development and the sub-factors that make up cultural tourism.

Tourism is one of the most impactful industries of the global economy and rapidly expanding. Its faster growth and development rates, substantial inflows of foreign capital, expansion of infrastructure, new management, and educational experience directly influence numerous economic sectors, which enhance the nation's social and economic development. A type of tourism known as "cultural tourism" focuses on the local way of life. It focuses on the many cultures that exist inside various communities. It is sometimes linked to local artistic production. Additionally, it shows interest in the distinctive social variety of a particular population in a location (Mousavi et al., 2016). According to the Oxford dictionary, cultural tourism refers to visiting a place for its distinctive characteristics, such as art. In an urban environment, where major cities and their cultural landmarks are believed to be highly central to tourism, cultural tourism is primarily found. Another explanation of cultural tourism emphasizes the way of life in a particular nation or region. This second definition focuses more on the actions that individuals choose to do than it does on the locations per se. The core of cultural tourism is the ancient customs that govern a community's way of life (Mousavi et al., 2016).

The context of cultural tourism is not over yet; cultural tourism is defined as "the movement of people to unique cultural attractions, such as heritage sites, artistic and cultural manifestations, arts, and drama in cities outside their normal country of residence, to gather new information and experiences to satisfy their cultural needs," according to the UNWTO. The World Tourism Organization, defines it as "A type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions" (UNWTO, 2017).

1.9. Statement of the Problem

The term cultural tourism is “diverse”, and scholars have not yet agreed upon its succinct definition. However, it has been noted by many scholars that cultural tourism significantly impacts factors such as job creation and the provision of the market for local products, which ultimately leads to the economic development of the destinations. Aside from the provision of employment opportunities and markets for local products, there are many other tenets of cultural tourism that positively impact a region that taps into this form of tourism. The currently available literature has yet to address these concepts specifically, thus leaving an information gap that needs to be bridged. Therefore, the problem to be addressed with this research is how cultural tourism mainly contributes to the economic development of a place. Data from Tinos Island is used to provide evidence and essential conclusions.

1.10. Research Objectives

The current research study has one broad objective: to explore how cultural tourism can lead to development, in particular in the case of Tinos Island in Greece.

1.11. Research Justification

Economics is an important field that provides information necessary for formulating and amendments policies. On the other hand, tourism is a contributor to the global GDP, accounting for about 9.5 per cent of the global GDP (Jin, 2021). Tourism is a vital "resource" and topic in economics, considering its impact on the economic state of nations and the global economy. Remarkably, one of the significant issues in economics is cultural tourism's economic effects on regional and global development (Jin, 2011). Therefore, the current research provides essential information on cultural tourism's impacts on a specific region's economic development. The information is crucial to the Greek government in the tourism sector developing policies, especially those that directly impact tourism on Tinos Island. The necessary authorities can use the information provided by this study to enhance tourism in Tinos, thus ensuring that the region reaps more benefits from cultural tourism.

1.12. Research Design

The remaining part of this report is categorized into five chapters. The second chapter reviews literature that provides the previous literature relevant to the current research objective. The chapter critically analyzes the available literature on cultural tourism on Tinos Island, filtering out the information to help understand the actual situation of cultural tourism on this Island. Also, the effects of cultural tourism on Tinos Island and other regions of the earth are analyzed to lay a context and direction for the current study. Subsequent to chapter two is the methodology chapter, which essentially outlines and discusses the methods used to collect and analyze the data for the current report. Chapter four presents the data collected or the findings of this study, while the fifth chapter provides an analysis and discussion of these findings. Last but certainly not least, the sixth chapter presents important conclusions for this research.

1.13 Cultural Tourism and the Profile of a Cultural Traveler

The current chapter focuses on eliminating some limitations of this study by discussing cultural tourism and how Tinos is a cultural tourist site in detail. According to Richard (2018), cultural tourism is a large and growing part of the tourism industry, but the definition of the term needs to be clarified. To understand the context of cultural tourism, one first must know who a cultural tourist is, or essentially, the profile of a cultural tourist. Considering that the definition of a cultural tourist is still challenging, the current study needs to profile a cultural tourist or traveler. Providing the profile of a cultural traveler will help the current paper make its objective explicit or easy to understand. Since the term cultural tourism has yet to be defined appropriately, failing to present the profile of cultural tourism would make the papers objective and ambiguous. In this line, the current segment aims to succinctly discuss the profile of a cultural tourist, thus making the paper's objective more specific.

Characterizing cultural tourists is essential in understanding the "diversity" in the definition of cultural tourism and appreciating the objective of the current research. Firstly, cultural tourists can be classified into four major categories: purposeful cultural tourists, casual cultural tourists, serendipitous cultural tourists, and incidental cultural tourists (Nguyen & Cheung, 2014). A purposeful cultural tourist, also known as a culture vulture, is a person who profoundly loves to

experience culture and therefore travels with the primary goal of touring a destination's culture, enjoying and learning more about the deep sense of culture in the destinations they visit (Nguyen & Cheung, 2014). On the other hand, a causal cultural tourist is not profoundly motivated by the destination's culture to travel; they casually visit different places to enjoy the diverse cultures but have a weak motive of learning and profoundly experiencing these cultures (Nguyen & Cheung, 2014). The serendipitous cultural tourist does not deliberately travel for cultural reasons but has a profound experience of the culture in their destinations (Nguyen & Cheung, 2014). Last but certainly not least, an incidental tourist is more like a serendipitous tourist; this type of tourist does not tour places for cultural reasons; however, they end up having some cultural experiences of the destination they visit and significantly participate in cultural tourism (Nguyen & Cheung, 2014).

Therefore, culture may be an essential resource that supports the expansion and diversification of the tourism industry in many nations, even those like Greece, that heavily rely on it. This is evident from the cultural tourist categories discussed in the above paragraph. Even more so, culture is a crucial source of revenue for tourists in numerous regions, like Tinos Island and other places with many and varied cultures. Eight main factors that impact tourists' willingness to travel for cultural reasons were found by Alvarez-Diam, Villanueva-Villar, and Rivi-Lopez (2022). These factors include: Firstly, a person's socioeconomic characteristics influence the likelihood of traveling in search of cultural experiences. The age of the traveler has a significant and complex influence on the outcome of the pattern. The level of education one possesses is another factor that makes a difference. Individuals who fall into the middle class are statistically more inclined to travel for cultural reasons, unlike low-income earners, who do not demonstrate this propensity. This might be related to the fact that people with more disposable income travel more frequently for cultural reasons. In light of this, it is apparent that domestic culture tourism has extended from being a specialist industry reserved for wealthy customers to encompass a much bigger population. This is because domestic cultural tourism now attracts a much larger audience. Since the possible audience is not restricted to a specific social group, this fact presents an opportunity to speculate on cultural tourism (Alvarez-Diam, Villanueva-Villar & Rivi-Lopez, 2022).

In addition, Alvarez-Diam, Villanueva-Villar, and Rivi-Lopez (2022) provide important information about the "determinants" of a cultural tourist. In other words, the study aims to

investigate what exactly characterizes a cultural tour and how this form of travel differs from other travel. The average tourist spends hundreds of dollars on every trip and prefers to visit places that provide a variety of cultural and natural attractions (Alvarez-Diam, Vallanuueva-Villar & Rivi-Lopez, 2022). Culture is also where the origins of tourism may be found. When people are interested in the history and traditions of a country, they are more likely to travel there and spend money buying souvenirs uniquely-crafted and designed to reflect the country's culture. It improves the region and ensures it will be profitable (Rudan, 2020). The same approach is taken to achieve cultural exchange's social and economic benefits. Interactions between people of different cultures lead to higher economic advantages because they foster the exchange of knowledge, improved mutual understanding, and more mobility of persons and money. Not only can tourism result in financial gain, but it also helps to disseminate a region's distinctive culture to new geographic areas (Alvarez-Diam, Vallanuueva-Villar & Rivi-Lopez, 2022). Locals that are home to various cultures can become popular tourist attractions by promoting their traditions.

According to Richards (2018), the level of success in synchronizing tourism and culture is determined by the demand generated by an increasing interest in the cultures of other locations. Other reasons that contribute to an increase in demand include the focus on personal improvement, the desire for life-enhancing experiences, and the increased degree of awareness among individuals due to education (Alvarez-Diam, Vallanuueva-Villar & Rivi-Lopez, 2022). The desire of individuals to travel and engage with the native cultures of tourist destinations has also increased due to the increased availability of various modes of transportation. The accessibility of various goods and services is essential to the development of culture as well as tourism in any given area. The expansion of the travel destination serves as the foundation for the supply to produce income and employment in the location (Alvarez-Diam, Vallanuueva-Villar & Rivi-Lopez, 2022). Both the expansion of the market and the development of high-quality tourism are actively supported. The expansion of technological access to information regarding tourism and culture, the designation of new countries as tourist destinations, and image-building are all factors that contribute to an increase in the supply of services in tourist destinations. Regional development, which arises from increased tourist activity, is another factor contributing to an increase in the supply of services in tourist destinations. As a consequence, tourism contributes to the development of a location's culture and the growth of

its heritage. It is beneficial to the destination and fosters the growth of sustainable development when an increase in the number of people who come to discover and experience the sights (Richards, 2018).

The characteristics of the state where a cultural vacation destination is located are another factor that should be considered while choosing. Consequently, locations with a substantial cultural component, such as Tinos Island, contribute significantly to attracting visitors from various cultures. The growth of a location's infrastructure is not a critical factor in influencing the cultural tourism that will occur there (Rudan, 2020). According to Alvarez-Diam, Villanueva-Villar, and Rivi-Lopez (2022), visitors traveling for cultural purposes typically take the bus and the train when they are in a new city. The amount of ground traversed has a beneficial influence on one's ability to become a cultural nomad. Previous studies have shed light and reported on this result, which first appeared contradictory. Individuals are willing to travel further than necessary to satiate their need to take in new cultural experiences.

Literature also suggests that cultural tourists have specific characteristics. Often, cultural tourists have high education levels and understand the importance of knowing other cultures. They have a deep love and experience of cultural diversity and enjoy experiencing various cultures globally. Additionally, cultural tourists often show concern for the natural environment, like cultural art, and are deeply interested in their destinations' natural and ancient art. Another aspect that differentiates cultural tourists from other tourists is their appreciation of the differences across cultures; instead of criticizing some cultures, cultural tourists always appreciate the differences and diversity across cultures. They also love interacting with the local populations and experiencing their ways of life. On the issue of age, there is no specific age group identified as "culture-loving" millennials, and senior citizens equally comprise cultural tourists.

1.14. Tinos Cultural Environment

With the complete picture of cultural tourism and who cultural tourists are, it is easier to fathom why Tinos Island is a primary cultural tourism site in Greece and globally. Tinos fundamentally represents all pillars of cultural tourism categorized by UNWTO. From its historical heritage to the local foods and natural features, Tinos Island epitomizes the definition

of cultural tourism. Everything that attracts tourists to Tinos is linked to the culture of the island. Understanding this fact helps eliminate one of the significant challenges faced by studies on cultural tourism, which is differentiating between cultural tourists and other tourists. All tourists who visit Tinos Island can be classified as cultural tourists; therefore, the problem of "differentiating" is eliminated.

Tinos has been a holy site since ancient times, making it an important religious destination throughout history. Nevertheless, the island's religious practices and beliefs have remained mostly unchanged over the course of many centuries and up to the present day. The fact that many churches are spread across the island proves this assertion. Tinos holds a unique place in the world of church architecture. The island is home to around one thousand Orthodox and Catholic churches, and it is on Tinos that the sensitivity of the Tinian spirit achieved its zenith, fusing eastern and western building techniques in an original manner. The builders and wrights of Tinos utilized the resources available on the island as well as their commitment in order to create churches that are true works of art. In addition, the belfries captivate the pilgrim with their majesty while maintaining their unpretentiousness. Each one of them is crafted out of marble and rock, and depending on the level of decoration, they can range from fantastically ornate to beautifully austere (UNESCO, 2015).

According to the findings of archaeological digs, people have been living on Tinos Island as far back as prehistory (Koutalakis, 2014). It is one of the islands in the Greek archipelago that shows indications of continuous human occupancy. Tradition has it that the first people to settle in the area were Venetians, and later, Ottomans followed. Significant contribution to the fight for freedom was made in Tinos during the Greek Revolution against Turkish control. Around 1820, the island was formally incorporated into the state of Modern Greece. Following its freedom, Tinos became Greece's central religious and cultural hub. It is the birthplace of renowned artists who were instrumental in the evolution of contemporary Greek art and significantly impacted its growth. The sinking of the cruiser Elli in the port of Tinos in August of 1940 is an event that stands out in the island's and Greece's history. The residents of the island endured a great deal of suffering at the hands of the Italian and German occupiers during World War II. (Tinos History & Culture, 2005)

Nevertheless, they were able to make significant contributions to the fight against their oppressors. Tinos is a beautiful place to visit since it has a variety of contrasting natural features, such as hills and plains, mountains and the sea, fertile and unproductive land. As a result, Tinos is an ideal destination for tourists. Because of the island's generally pleasant climate, almost every activity can be enjoyed there. Tinos has nothing to be envious of regarding tourism in its neighboring islands because other islands do not offer anything comparable. Tinos ranks high on the list of preferences of visitors who would want to visit the Cyclades island complex.

The island is home to a rich cultural history and diverse artistic expressions. This "culturally fortunate" island is home to several great archaeological sites and roughly a dozen museums dedicated to showcasing the area's rich cultural heritage.

Tinos is essentially an island of art, beauty, and culture due to the abundance of architectural wonders found on the island. Marble works of art that are considered masterpieces may be found all around the island of Tinos. They can be found on the island's roads and lanes, in close proximity to the island's churches and homes, and pretty much anywhere else you look.

Marble, since ancient times until today, is a material most associated with art and architecture in Greece. There is no place with more rich modern tradition in marble-crafting than Tinos.

Tinos's heritage in marble craftsmanship is so rich and significant that it has been recently recognized by UNESCO (2015) and is included in its Representative List of the Intangible Cultural Heritage of Humanity.

The Tinian marble has been carved with care and creativity by skilled sculptors and technologists, and the marble adornments and engravings that have been used to beautify the locations where this stone has been utilized (UNESCO, 2015). In addition, the island of Tinos is blessed by nature, not only for the rare varieties of stone that it possesses, such as green and white marble, schist, and granite, but also for the environment that it possesses, which fosters and encourages the artistic inclination that is inherent in human beings. Because of this, it has been the place of birth for a significant number of well-known artists working in architecture as well as other figurative arts. Marble-smithing expertise has been passed down through the generations on Tinos, making it a prime location for the craft. Through its School of Fine Arts and Museum of Marble Crafts, Tinos continues to provide inspiration for future generations. Tinos is home to some of the country's most renowned artists, including Yannoulis Halepas, N.Gyzis, N. Lytras, G.Roilos, M.Renieris to name a few.

Each year, Tinos Island hosts several well-known events and festivals (Municipality of Tinos). Additionally, Tinos is well-known for its food and the quality of its wines. Tinos is home to its unique set of traditions, many of which the village associations and the people who live there work hard to uphold. Guests that come to the island always have the opportunity to become familiar with the local heritage and participate in various of the island's traditions. Some parts of Tinos's cultural history include Carols, traditional weddings, evening parties, and local music. Tinos is also known for its Christmas Carols. Tinos appears to have had a long and fruitful association with wine dating back to ancient times (Tinos History & Culture, 2005). In fact, there was a temple on the island of Tinos dedicated to the "god of wine." Tinos' wine was admired by travelers of the Byzantine and Medieval ages, which resulted in it becoming an important export commodity of the 19th century. Viticulture and wine production have been the residents' primary agricultural activities throughout the centuries. Nearly every family-owned vineyard is some centuries old. The wine was kept in pots or wood barrels in the traditional houses of Tinos, which had dark and cool courtyards. These courtyards were required in order to house the house's vital functions. The wine was brought to the family table as an accompaniment. It was always a prominent part of the Tinos people's day-to-day activities, serving as a nutritional supplement at times, a tonic just before strenuous work in the field, and even an outdated beverage on other occasions (Tinos History & Culture, 2005)

On the other hand, cultural visitors in Tinos have the opportunity to try not just the traditional food of the Cyclades but also the excellent Tinos specialities, which are created using natural native ingredients. These dishes are renowned for being particularly delicious (Greek Gastronomy Guide, 2019). The island's hilly terrain is home to a wide variety of fruit trees, in addition to the plentiful vegetables that can be found in irrigated gardens on the island. In addition, some bushy plants and wild fruits grow freely in places that are not cultivated and found in the wild. These can be items like capers, sage, thyme, oregano, chamomile, and a wide variety of other plants. For example, a prickly pear cactus or a mushroom could also fall into this category.

On the other hand, artichokes that are said to be produced in the wild are pretty standard. Traditional recipes on Tinos feature ingredients such as the island's honey, sun-dried tomatoes,

fresh and dry figs, and a wide variety of fresh fruits and vegetables. Tourists particularly love eating these dishes while they are on the island. To put it another way, vacationers who come to the island do not feel as though they have truly experienced it until they have tried both the wine and the raki, which are local specialties (Greek Gastronomy Guide, 2019).

Chapter 2: Literature Review

2.1. Introduction

Studies show that tourism has been significantly expanding over the last two decades, becoming one of the significant global economic factors contributing to approximately 9.8 per cent of the global GDP (WTO, 2019). With the substantial impact of tourism on the global GDP, it is evident that tourism has several impacts on global development. Destefanis et al. (2020) elucidates that the tourism industry has significant impacts (positive and negative) on society; these impacts are diverse. The study further states that tourism is a significant economic factor that affects the development of a place (Destefanis et al., 2020). In order to understand the context of tourism and its impacts on development, it is important to mention the tourism-led growth hypothesis. This hypothesis sets a basic layout for understanding the relationship between tourism and the economic growth of tourist destinations (Brida et al., 2016). However, this is only one of the conceptual frameworks that aid in understanding the relationship between tourism and economic development. Several other concepts and hypotheses will not be reviewed in the current study.

The export-led growth hypothesis, which contends that growing labor and capital within the economy alone will not be enough to promote economic growth, was the immediate ancestor of the TLG hypothesis (Brida *et al.*, 2016). According to the new growth theory, exports contribute significantly to economic growth via two essential mechanisms: increasing the number of exports and increasing the efficiency with which the factors of production are allocated (Brida *et al.*, 2016). Several factors contribute to the increase in efficiency, including growing internal and external competition, creating positive spillover effects for other industries by encouraging the spread of technical know-how, and facilitating the process to take advantage of scale and scope economies in the export sector (Destefanis *et al.*, 2020). Additionally, exports promote investment, contributing to increased economic development. This connection is the result of several factors, such as the removal of a restriction on foreign exchange that led to an increase in imports of capital and intermediate products; voluntary domestic savings; and investment opportunities brought about by the savings of the government, the banking system, and outside capital (Brida *et al.*, 2016).

2.2. Tourism and the Global GDP

The TLG hypothesis states that several vital components comprise the connection between tourism and development. Studies like Schubert et al. (2012), who adopted the TLG theory as their starting point, revealed that most countries with greater GDPs from tourism are small Islands. Additionally, studies demonstrate that small economies only experience rapid growth when their tourism industries are highly specialized. Examples of this kind include Jamaica, the Bahamas, the US Virgin Islands, and the Caribbean, where tourism accounts for more than 60 percent of the GDP (Lopez, 2022). There are several potential sources for the reasons for tourist development. The availability of natural resources is one of the critical drivers of tourist growth, according to Jin et al. (2011). It is more probable that a given place would attract significant numbers of visitors from countries such as the United Kingdom, the United States, Russia, and Canada, among other top-origin nations for tourists globally, because of the scenery and cultural history of that region. Following that point, the services and infrastructure are activated to support the unexpected inflow of visitors.

As a consequence, the administration of an organized tourist supply is one factor driving the expansion of the tourism industry (Brida et al., 2016). Essential factors include reachability and a variety of transportation alternatives, including low-cost carriers. The extraordinary technical improvement that has taken place over the course of the last ten years has resulted in a significant rise in local knowledge, the status of the labor market, the competitiveness of companies, and the portability of markets. A well-coordinated community involvement policy, management strategy, marketing plan, and advertising campaign are still essential for achieving excellent performance (Omerzel, 2015).

The demand for overseas vacations is also affected by demographic factors, such as the world's population becoming older and people in developed countries having more spare time. In addition, Jin et al. (2011) highlight that the movement of employees and the population may be considered an additional source of development in visitor numbers. This is a crucial point to keep in mind. A higher income level and greater flexibility distinguish families that experience a decreasing number of components. For instance, choosing the timing of their paid holidays are

more likely to take multiple "short breaks," among other social causes, thanks to last-minute deals and the advent of low-cost flights. Families that experience a decreasing number of components are distinguished by a higher level of income and greater flexibility in choosing the timing of their paid holidays (Omerzel, 2015). The degree of consumer education, among other cultural factors, may affect their tourism experience. In terms of its overall economic effect, business travel has significantly increased over the past two decades and reached a value of nearly 740 billion in 2021 , accounting for 20 percent of the global tourism expenditure (WTTC,2021) . In truth, business travelers are more likely to make larger purchases than vacationers (Jin et al., 2011). Finally, one may point to the rapid growth of the national GDP as an economic factor that promotes more foreign travel. The trend of globalization is advancing, boosting commerce between nations and facilitating exports. Numerous hotel and restaurant chains that have developed into significant players in different parts of the globe are increasingly being owned and franchised worldwide due to the expansion of the global economy. However, these international organizations often have either infrequent links to the host country or none at all, which reduces the likelihood of any potential multiplier effects on the local community's economy (Omerzel, 2015).

It is common knowledge that international tourism positively impacts economies over the long term, and this effect may be attributed to many factors (Du et al., 2016). To begin, tourism is responsible for a sizable portion of the capital goods available to be used in the manufacturing process since it results in the accumulation of a large quantity of foreign currency. Many governments aim to increase their income in foreign currencies to pay for imports and keep up their international reserves. One of tourism's primary roles is to encourage investments in new forms of physical and human capital and other forms of competitiveness (Jin et al., 2011). The four essential production elements that comprise the tourist sector are the people and the physical capital, the physical resources, the technological resources, and the environmental resources. Because human capital is one of the most important components of tourism, this kind of economic activity may be seen as an opportunity to establish new employment opportunities.

According to the available research, the tourist sector is responsible for 8.2 percent of worldwide employment, equivalent to 234 million jobs. Further research suggests that tourism is responsible for creating 300 million employment worldwide, both directly and indirectly, and

accounts for 13% of the global GDP (Du et al., 2016). As a direct result, the tourist industry in many industrialized and developing countries has become essential to the local economy. According to Pablo-Romero and Molina (2013), the three primary components of human capital that contribute to a rise in productivity and competitiveness are education, professional training, and specialized skills. Another component that plays a significant role in both productivity and commerce is physical capital. This category of capital refers to a wide range of commercial and public facilities, such as roads, hotels, and restaurants. Many tourist destinations need help finding the right balance between supply expansion and long-term sustainability, which is necessary for a competitive tourism system. However, the construction of new infrastructure is required for a competitive tourism system. Technology is another important factor that contributes to enhanced production and efficiency. This is particularly true in a global economy, where infrastructure and technology offer travel locations with various benefits and challenges (Pablo-Romero & Molina, 2013).

In addition, tourism has induced indirect and direct effects on other economic sectors. The activity in linked industries will grow due to increased tourism spending, and the overall variance, as a result, will be more significant than the initial spending boost (Pablo-Romero & Molina, 2013). Given the diversity of this economic activity, it can take time to quantify the benefits to the economy. During the 1990s, significant headway was made in this field thanks to establishing the Tourism Satellite Account. This account comprises a particular set of definitions that enables nations to analyze and evaluate tourism within the context of their overall economies in a manner that is consistent across all nations. Numerous methods have been used to quantify these impacts in the literature (Du et al., 2016). The computed general equilibrium is a more specific technique incorporating the input-output method for examining how the domestic and international economies' tourism and other sectors are related (Pablo-Romero & Molina, 2013).

All these factors (discussed in the above paragraphs) link tourism to economic development. Tourism is seen to be a vital contributor to the GDPs of different nations, mainly the small Islands, thus contributing significantly to the global GDP. However, this review needs to be more specific, and while it applies to the specific objective of this paper, it does not give a narrower view that helps shape the current state. The subsequent segment thus aims to narrow down the

literature specific to cultural tourism and Tinos Island development, providing more specific literature to the current research objective.

2.3. Narrowing Down to Cultural Tourism and Tinos Island

As was mentioned earlier, cultural tourism can only be summed up in a single, concise explanation and only partially falls under the remit of tourism. The World Travel And Tourism Council gives the following definition of what constitutes "cultural tourism": "the movement of people to unique cultural attractions, such as heritage sites, artistic and cultural manifestations, arts, and drama in cities outside their normal country of residence, to gather new information and experiences to satisfy their cultural needs" (Zadel & Bogdan, 2013. Pg. 4). On the other hand, according to the World Trade Organization, there are six pillars or categories of cultural tourism and intangible cultural heritage. These include gastronomy and culinary, oral traditions and expressions, social practices, rituals, festive events, handicrafts and visual arts, music and performing arts, social practices, rituals, and festive events, and knowledge and practices associated with nature (UNWTO, 2017).

Aslan and Andriotis (2009) portray the Island of Tinos as the unique symbol of these WTO-described pillars of cultural tourism in their research on religious tourism on the Island of Tinos. The Island is home to more than 700 churches and sixty charming towns that are all white. In addition, it features several truly spectacular monasteries and dovecotes, both of which are beautiful places to visit and offer a variety of fascinating attractions (Chrissy, 2022). The Island of Tinos still has some of the most unique and diverse beaches in Greece, which contribute to the Island's illustrious history and attract a large number of tourists each year. The vast majority of people who visit Tinos Island report feeling happy and consider it the most fascinating location they have ever been to. Visitors will be able to appreciate Tinos' unique architecture, charming villages, stunning beaches, and way of life, as well as its traditional culture and traditions, which have been preserved. People who place a high value on nature, architecture, artistic expression, and traditions will find this location fantastic and meets all of these needs (Chrissy, 2022).

As there are so many distinct types of cultural islands, the question of how an island can gain (in terms of economic growth) from cultural tourism inevitably arises. Tourism may bring individuals and human communities together; both contribute to the cultural development of a community and, as a result, to a rise in the quality of life in that community. A society that is cohesive and peaceful may help to encourage tourism (Csapo, 2012). In addition, Csapo (2012) underlines how cultural tourism may assist people worldwide in getting along better with one another, contributing to the development of more peaceful and cohesive societies.

According to Zadel and Bogdan (2013), the economic effects of cultural tourism may be broken down into three categories: direct, indirect, and induced. It is possible to generate direct income, government revenue, employment effects, and certain direct imports of goods and services when tourists spend their money at retail outlets such as hotels, restaurants, transportation services, communication services, and retail shops. An example of direct tourism economic advantages is the revenue that individuals or countries possessing cultural tourism artifacts get as a result of showcasing and selling these cultural tourism items to the cultural tourist. In other words, direct economic effects are the benefits directly linked to or immediate results of “showcasing” culture. Indirect impacts are profits achieved by locals and other investors due to cultural tourists’ usage of tourism-related products and services, such as tourists paying to taste local wine or foods or enjoy a local band performance. These gains result from the cultural tourists’ consumption of tourism-related goods and services. The combination of direct and indirect effects leads to induced effects, which show up as increased “culture” consumption by tourists, thus making tourism-related businesses earn more money from selling their products. (Csapo, 2012).

In point of fact, the aggregate of the direct, indirect, and induced economic effects constitutes the total economic effect. For instance, when it comes to specific cultural tourist items, such as festivals, indirect benefits can often be much more significant than direct effects (Zadel & Bogdan, 2013). Because of this, the total effects of cultural tourism should be considered because it is possible, depending on the cultural products found in a particular location. For instance, the direct effects of economic tourism will be less significant than the effects it will have on the destination as a whole (Csapo, 2012). This is also exceedingly difficult since direct effects are easier to develop, measure, and monitor in contrast to indirect impacts. However, this cannot be done. Recent studies have highlighted the challenge of quantifying and tracking

the cultural tourism industry's contribution to the global economy (Zadel & Bogdan, 2013). There are two ways of thinking about this. As tourism has such a complicated nature, which stems from its intertwining with other industries, some researchers believe it is impossible to determine tourism's economic impact. There needs to be more agreement on how the contribution should be identified and quantified, even though some authors believe it is difficult but possible to calculate the economic value of cultural tourism (Zadel & Bogdan, 2013).

According to Terzidou et al. (2020), most people in Tinos are receptive to religious travelers, who are seen as unique from other visitors while still being considered comparable to the locals. Despite this, it is evident that locals do not necessarily favor religious travelers over regular tourists. This is due to the fact that the economic benefits of religious tourism are regarded as higher than the social negatives of religious tourism. A boost in tourism is considered a method of economic development, investment stimulation, and general economic and social development on the Island; therefore, locals would be happy to have more tourists come through their town (Terzidou et al., 2020). Locals on Tinos have raised concerns about traffic, crowding, and congestion, while also appreciating religious tourism's good economic impact on the Island. There is no doubt that religious tourism generates employment opportunities, personal income opportunities, and business opportunities. These opportunities are created not only through the establishment of religious gift shops but also through employment directly related to the Church of the Annunciation. This complex organization influences local and national politics and the economy. This organization provides economic opportunities, makes it possible for individuals to become involved in their communities, and gives locals some influence over religious tourism (Terzidou et al., 2020).

It is feasible to assume that the local population of Tinos typically has good opinions towards all of the consequences that cultural tourism has on Tinos, except for the environmental repercussions, as stated by Terzidou et al. (2020). Regarding the environmental effects, most residents in the area hold neutral sentiments, expressing neither opposition nor support for the project. To express differently, tourism does not negatively influence the social, economic, or environmental conditions locals rely on for their lives (Fernandes et al., 2013). On the other hand, it is possible for the tourist developers on Tinos Island to devise tactics that would boost the income of local inhabitants. Among the numerous benefits that may be linked to new tourism investments are the establishment of enterprises, the increase of employment

opportunities, the development of local food and beverage centers, and the marketing of regional items in retail outlets (Terzidou et al., 2020). In addition, eco-friendly hospitality enterprises and destinations might be developed, and sustainable tourism tactics could be prioritized, all of which would help safeguard the natural environment and ancient monuments from harm (Fernandes et al., 2013).

2.4. Challenges to Achieving the Current Research Objective and Provided by Previous Literature

According to Zadel and Bogdan (2013), evaluating cultural tourism's effects on the economy is incredibly challenging because there is no centralized system of indicators through which data could become accessible and easy to measure. This complicates the evaluation of cultural tourism's economic effects. Evaluation of the repercussions of cultural tourism is exceedingly challenging in the absence of such a framework. The positive effects that cultural tourism has on the economy are frequently undervalued because it is difficult to estimate the impact that cultural tourism has on other industries, which in turn, increases the economic impact of cultural tourism. As a result, the economic impact of cultural tourism will increase since the revenue generated by cultural tourism may be used in several ways. In addition to this aspect, there is also the complicated problem that cultural tourism is a phenomenon with many moving parts (Du et al., 2016). In other words, it is difficult to measure the effects of cultural tourism because this form of tourism is intimately tied to a variety of other economic subfields, all of which stand to benefit from the growth of cultural tourism as a result of its development (Zadel & Bogdan, 2013).

2.5. Making the Information Gap Clearer

The current study acknowledges that there is an enormous amount of information in the past literature that shows the importance of tourism on the GDP of host nations and the development of host communities. Past research has elucidated that tourism significantly contributes to the global GDP and is an important source of employment globally. The current

segment clearly shows that past literature has explored the relationship between tourism and economic development, proving that tourism is a significant factor in economic development. However, while this research will add to the vast body of information already present, there is an information gap that the current report seeks to bridge: the impact of cultural tourism on the development of a place. In a nutshell, the effects of tourism on the economic development of host countries have already been well-studied in previous literature. However, the connection between cultural tourism and host countries' or regions' development or growth needs to be clarified. Some of the fewer studies, such as Terzidou et al. (2020), investigate the relationship between tenets of cultural tourism, such as religious tourism, and use residents' perceptions instead of accurate quantitative data, lowering the internal validity of their findings. The current research seeks to use qualitative and quantitative data to depict the impact of cultural tourism on the local development of Tinos Island.

Chapter 3: Methodology

3.1. Sample/Data Source

The data for this analysis is significantly drawn from the INSIDE database for the year 2022. INSET is a research body affiliated with the Greek Tourism Confederation. The Institution of SETE, or INSETE, was established in 2013 for the purpose of research into the tourism markets in Greece (About INSETE, 2022). For this research, data regarding tourism in the South Aegean Region was retrieved, and the data for Cyclades Islands, specifically the Tinos Islands used for analysis. INSET permits the use of its data, even republishing the same, as long as those doing so correctly cite the source. This research used the figures for tourism activities in Tinos Island from 2010 to 2020 provided by INSETE for the analysis presented herein. Additionally, the research sourced data from some peer-reviewed articles and other articles from reliable data institutions.

3.2. Methods of Data Collection

The current study was entirely desk research, meaning that all the information presented here was gathered secondarily, either from previous research or institutional websites providing data on cultural tourism in Greece, specifically in Cyclades Islands. Notably, this research focused on proving the hypothesis that "cultural tourism is a factor in the development of Tinos Island." Therefore, the study first identified the different factors (statistical indicators) through which cultural tourism can lead to the development of a place. The initial factor was the cultural tourist's spending or consumption on Tinos Island. The cultural tourist's consumption helps explicitly estimate the amount of money that tourists leave on the Island, which then can translate to development. However, the current dissertation has yet to explore the concept of how this revenue flow to the Island translates to development. The research is based on the assumption that the revenues left on the Island are directly proportional to the development of the Island. Employment is also an essential factor in development. Therefore, another statistical

factor considered in the current study is the employment provided by cultural tourism on Tinos Island. The assumption, in this case, is that employment brings money to the pockets of the locals (gives the locals the purchasing power, making them able to afford to build more infrastructure), thus enhancing local development.

The other factor identified for the data collection process is the amount of foreign exchange from cultural tourism on Tinos Island. The amount of foreign exchange is a significant aspect of the economic development of a specific region; therefore, if there is more foreign exchange, it can be linked to the GDP and, ultimately, to economic development. It is possible, thus, to elucidate how cultural tourism is an aspect of the economic development of Tinos Island and Greece. Moreover, the development of hotel structures on Tinos Island is a significant statistical indicator of how cultural tourism leads to development. As earlier stated, Tinos Island is fundamentally a cultural tourism destination. Therefore, most of the hotel development on this Island would be associated with cultural tourists' need for accommodation. Last but certainly not least, the study identifies some of the developments on Tinos Island, majorly because of cultural tourism. The development of culture, infrastructure, and businesses that have specifically targeted cultural tourists is identified, aiming to elucidate that cultural tourism raises the need for development and consequently leads to the development of Tinos Island. The findings of the study are then summed up by a more specific review of the literature, providing qualitative data on the impacts of tourism on Tinos' development.

3.3. Data Analysis

The quantitative and qualitative data presented herein were majorly sought to support the hypothesis of this study. Therefore, the data were analyzed following a case study methodology focused on how the data supported or rejected the set hypothesis. The data were categorized into the different statistical factors employed and analyzed using the statistical package for social sciences SPSS. The information was divided into categories depending on the statistical factors used. The required descriptive analyses were then conducted to provide the relationships in percentages. The results are then reasoned based on whether they support or reject the set hypothesis.

Chapter 4: Results and Discussion

4.1. Results

The first category of data was collected for tourism consumption on Tinos Island. To estimate the tourists' consumption, the study first analyzed the number of tourists who had visited Tinos' Island and stayed overnight, thus paying for occupancy from 2010 to 2020.

Table 1: Foreign Tourists Consumption (Arrivals and Hotel Occupancy) from 2010 to 2020

| Year | Foreign Tourist Arrivals | Overnight Occupancy |
|------|--------------------------|---------------------|
| 2010 | 3,101 | 8,351 |
| 2011 | 3,165 | 8,648 |
| 2012 | 2,379 | 6,414 |
| 2013 | 3,039 | 9,181 |
| 2014 | 3,539 | 10,455 |
| 2015 | 2,088 | 7,886 |
| 2016 | 2,889 | 10,505 |
| 2017 | 4,202 | 14,115 |
| 2018 | 9,247 | 30,003 |
| 2019 | 8,077 | 24,041 |
| 2020 | 4,690 | 18,912 |

Data Source: INSETE 2022

Table 2: Domestic Tourists' Consumption (Arrivals and Hotel Occupancy) from 2010 to 2020

| Year | Domestic Tourist Arrivals | Overnight Occupancy |
|------|---------------------------|---------------------|
| 2010 | 50,012 | 106,523 |
| 2011 | 41,776 | 87,869 |
| 2012 | 39,465 | 85,642 |
| 2013 | 41,559 | 92,123 |
| 2014 | 42,128 | 92,733 |
| 2015 | 43,921 | 104,502 |
| 2016 | 31,539 | 76,654 |
| 2017 | 38,246 | 86,115 |
| 2018 | 55,145 | 119,195 |
| 2019 | 55,715 | 114,766 |
| 2020 | 25,675 | 64,183 |

Data Source: INSETTE 2022

The findings in the two tables above show that foreign and domestic tourist arrivals on Tinos Island have been steadily increasing from 2010 to 2020. The results for 2020 show an "abnormal" trend (decrease), whose explanation is the COVID-19 pandemic that stalled all tourism activities for almost the entire of 2020. The current results will be discussed together with the results for hotel developments, thus linking tourism consumption to hotel developments.

The subsequent statistical factor was the tourism-led employment on Tinos Island. In the case of employment, finding the data for employment from cultural tourism on Tinos Island is not

possible, especially considering that one needs to correctly categorize which employee in the catering services tends to be cultural tourists and which tends to the locals and other tourists. Also, data has yet to be compiled by the essentials regarding employment from tourism, specifically for Tinos Island. However, data on employment in the South Aegean region could still help provide analysis and discussion for the current statistical factor. Therefore, the Table below presents the data on employment from 2011 to 2020.

Table 3: Employment from Tourism

| Year | Total Tourism Employment in 000's | Percentage Contribution to the South Aegean Employment |
|------|--------------------------------------|---|
| 2011 | 130.7 | 19.2% |
| 2012 | 131.0 | 21.4% |
| 2013 | 122.8 | 25.3% |
| 2014 | 123.8 | 23.2% |
| 2015 | 132.3 | 25.3% |
| 2016 | 129.8 | 22.8% |
| 2017 | 127.7 | 25.3% |
| 2018 | 131.6 | 26.7% |
| 2019 | 133.0 | 27.7% |
| 2020 | 117.6 | 23.1% |

Data Source: INSETE 2022

The percentage of tourism employment to national employment steadily increased from 2011 to 2019, except in 2020 when many people in the hotel and catering sector lost their jobs due to the emergence of the COVID-19 pandemic.

On the foreign expenditure, data shows that tourists from France, Italy, Germany, the United Kingdom, Russia, and the United States have been increasing, and their consumption in terms of overnight stays on the Cyclades Islands has increased, contributing to about 32 per cent of the total tourists on the Island (INSETE, 2020). However, their hotel occupancy, thus the amount of foreign currency spent on these Islands, accounts for about 56 per cent of all the revenue generated from tourism, showing that the Islands benefit significantly from foreign exchange (INSETE, 2022).

The other statistical factor is the hotel infrastructure development. It has to be noted that Tinos still needs a five-star hotel. However, the amount of hotel infrastructure on the Island has increased over the years. The number of Hotels (one star to four stars) and their bed capacity have continued to increase from 2011 to 2020. The Table below provides the necessary figures.

Table 4: Hotel Infrastructure Development

| Year | Five-star Hotel Units | Four-star Hotel Units | Three-Star Hotel Units | Two-Star Hotel Units | Total Hotel Carrying Capacity |
|------|-----------------------|-----------------------|------------------------|----------------------|-------------------------------|
| 2011 | 0 | 3 | 12 | 15 | 2193 |
| 2012 | 0 | 4 | 13 | 18 | 2155 |
| 2013 | 0 | 4 | 14 | 17 | 2238 |
| 2014 | 0 | 4 | 14 | 17 | 2243 |
| 2015 | 0 | 4 | 15 | 16 | 2243 |
| 2016 | 0 | 4 | 16 | 16 | 2195 |
| 2017 | 0 | 4 | 15 | 16 | 2245 |
| 2018 | 0 | 5 | 15 | 16 | 2312 |
| 2019 | 0 | 5 | 15 | 16 | 2312 |
| 2020 | 0 | 6 | 15 | 16 | 2325 |

Data Source: INSETE 2020

4.2. Other Tourism-Led Development

There needs to be more information about how tourism has pushed development on Tinos Island. Tourists can access Tinos through Mykonos International Airport combined with frequent ferries (20 to 30 minute routes) or Athens International Airport combined with frequent ferries from Rafina and Piraeus ports (2 to 5 hour ferry routes). According to Chrissy (2022), there still needs to be an Airport on Tinos Island. However, Chrissy (2022) states that the government, through the responsible authorities, has set aside the segment for building an Airport on Tinos Island to boost tourism further. On the other hand, data from INSETE (2022) shows that the traffic at Tinos' ports has been well managed, reducing over the years, yet the tourist arrivals have continued to increase. Therefore, it is clear that the ports have been continually developed to accommodate the increasing number of tourists without traffic.

4.3. Discussion

In 2010, Tinos received 3,101 foreign tourists and 50,012 local tourists. From the received foreign tourists, Tinos reported 8,351 foreign overnight occupancies. Therefore, foreign tourists on Tinos Island consumed the accommodation services 8,351 times, meaning they paid that number of times for these services. Therefore, cultural tourism generates foreign income from foreign tourists, which, apart from employing people, pays taxes to the government and is reinvested in the economy or infrastructure. The local tourists (who are majorly on Tinos for religious tourism, which is among the categories of cultural tourism) also spend considerably on accommodation services. As these tourists spend nights on Tinos, they spend more money on local goods and services, thus creating more "self-employment" and contributing more to the flourishing of local tourism businesses. In 2019, the number of foreign tourists doubled (compared to 2010), with the Island recording 8,077 foreign arrivals and 18,912 overnight accommodations.

The current research aimed at "establishing" the hypothesis that "there is a relationship between cultural tourism and development." Therefore, if the number of cultural tourism on

the Island doubled, then the amount of infrastructure should also double to depict a relationship between the two variables. A similar trend is depicted when the data on hotel developments are analyzed. Tinos had three four-star hotels in 2011; in 2019, the number of four-star hotels had doubled to 6. The current study focused on four-star hotels because on Tinos Island, four-star hotels are majorly for tourists, and not much of any other business or business meetings take place on Tinos Island besides cultural tourism. Therefore, the increase (doubling) in the number of tourist arrivals, showing an increase in tourists consumption of the Islands' hotel services and backed with an increase (doubling) in the number of four-star hotels, clearly proves that cultural tourism is directly proportional to hotel infrastructure development on Tinos Island. Therefore, the current study concludes (supporting its hypothesis) that cultural tourism is a significant aspect of the growth of Tinos Island.

The findings of this study show that Tinos Island has benefited in terms of development from cultural tourism, considering that Tinos is fundamentally a cultural tourism site. However, the results also indicate that though the contribution of tourism to the development of Tinos Island is considerable (cannot be statistically ignored), it is very low. Tinos Island's foreign and domestic tourist arrivals have been steadily increasing from 2010 to 2020. Their spending has also increased over the years, with foreign tourists spending more nights at the hotel accommodations. Therefore, it is clear that tourists' consumption on the Island has been steadily increasing.

On the other hand, amenities have also developed, with the hotel development on Tinos Island showing a trend similar to that of cultural tourists' consumption. Economically, the findings indicate that the tourists have been leaving more money on the Island due to their consumption. The effect of cultural tourists' consumption is evident. There has been an improvement in the hotel infrastructure on Tinos Island and an increase in employment from the tourism sector over the years. From three four-star hotels in 2010, the Island has seen the development of 3 more four-star hotel units, totalling six four-star hotel units in 2020. The four star hotels are mentioned since they have the facilities to host various activities that 3 and 2 star hotels cannot, such as conferences, festivities or events. Also, the national contribution of employment from the tourism sector increased from about 17 per cent in 2011 to 27.7 per cent in 2019. The results are further complemented by the sharp decrease in employment in 2020, considering that the tourism sector was adversely affected by COVID-19 compared to other

industries, with many hospitality workers losing their jobs due to the cessation of all tourism activities to contain the spread of the coronavirus.

On the issue of tourism-led development, there needs to be more information about how tourism has pushed development on Tinos Island. According to Chrissy (2022), there still needs to be an Airport on Tinos Island. However, Chrissy (2022) states that the government, through the responsible authorities, has set aside the segment for building an Airport on Tinos Island to boost tourism further. Also, the government has approved the launch of seaplane routes to Tinos in 2022 but also this project is on hold for the moment. ([Hellenic Seaplanes](#), 2022) On the other hand, data from INSETE (2022) shows that the traffic at Tinos' port has been well managed, reducing over the years, yet the tourist arrivals have continued to increase. Therefore, it is clear that the ports have been continually developed to accommodate the increasing number of tourists without traffic.

Chapter 5: Conclusion

In conclusion, the current paper finds that though cultural tourism contributes to development, its contribution is relatively low. While Tinos is known for all categories of cultural tourism according to UNWTO, the rate of development on the Island has been very low, especially compared to the development in other Cyclades Islands, which offer other forms of tourism. However, this is not to rule out that cultural tourism is not a factor in development. Though its contribution to development is small, cultural tourism impacts the development of its host nation or region. Tinos Island has developed over the years due to the vast cultural tourism it offers. Visitors learn more about Tinos Island's culture, religion, and history. In their cultural tourism endeavors, they spend money on the Island, encouraging employment and development of infrastructure such as hotels to accommodate more tourists. It also necessitates the construction of facilities such as Airports and ports on the Tinos Islands to boost tourism and efficiently accommodate the arrival of tourism on the Island.

As data indicated, Tinos' vast majority of cultural tourists are Greek pilgrims who visit the island for a short stay to pay their respects to the Panagia church. and since usually their stay is short (either one day or long weekends) does not contribute sustainably to the development of the island. The tourism development strategy might focus more on attracting foreign tourists as other South Aegean islands do, as they potentially stay and spend more. Though this research utilized essential data to meet its objective, it had some limitations that affected its findings' internal validity. First, the research relied entirely on secondary data; thus, it was limited to the data already published. No new data is sourced due to the difficulty in collecting such data using primary means of data collection. Also, the problem of the research is not clearly defined due to unclarity surrounding the definition of "cultural tourism." Scholars have yet to agree on a single definition of cultural tourism; therefore, the current research results may differ from future research on the topic, considering that other researchers may define the terms differently. Lastly, the research uses data not specific to cultural tourism due to the unavailability of data specific to this form of tourism; therefore, the research conclusions may not be solely specific to cultural tourism.

However, the second limitation of this study is not new to this kind of study and cannot be easily eliminated. Zadel & Bogdan (2013) explain that it is challenging to figure out how cultural

tourism affects the economic development of a place as there is the need of a central system of indicators that would make data easy to find and measure. With such a system, it would be easier to determine how cultural tourism affects a place. Due to the difficulty in determining to what extent cultural tourism affects other businesses -which highlights even more the significance and impact of cultural tourism to the economy- its benefits are frequently underestimated. Additionally, cultural tourism is a complex phenomenon, and more difficult to define and comprehend (Du et al., 2016). The "difficulty" in measuring its effects stems from the fact that cultural tourism is intrinsically related to other economic sectors that stand to benefit from its expansion. (Zadel & Bogdan, 2013).

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