A study of tourist' attitudes and preferences for local products in Crete and changes induced by the current economic crisis

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Abstract

The Cretan tourism sector has been characterised by a large and rapid growth from 1970 to 2000 and has gone on the primary industry of the island. Despite the fact that this growth has seemed stagnant over the last few years, tourism is still of vital importance for the local economy. Agricultural industries are strongly linked with tourism activities and usually derive numerous benefits from them. Understanding tourists' opinions and demands plays a crucial role in implementing appropriate and sustainable future agricultural offer strategies on the island in the future. As several studies have previously indicated, the current global economic and financial crisis has deeply cut household expenditure and 2009 has been predicted to be a difficult year for the tourism industry.

This research was carried out in the western prefecture of Crete, Chania, which is characterised by its high number of mass-tourism infrastructures located in the northern coast and by its mountainous rural areas delaying development in the inland and in the southern part of the prefecture.

The aim of this work is first, on the basis of data on tourists' attitudes and preferences compiled in a specific face-to-face survey conducted in August 2009, to report on the profile of the tourists that have spent their holidays in Crete; then, regarding their local product consumption and preferences, to understand the way tourism has helped Cretan agricultural demand and try to make the future management of the sector easier. Finally, an exploratory study on the short-term economic crisis effects will be undertaken by the authors in order to uncover changes in the nature of tourists' spending patterns and trends.

Keywords: tourism, local products, management & marketing, economic crisis.

INTRODUCTION

The tourism sector is considered as the first world industry and employer. Tourism activities have a large set of spillover for a range of sectors from agriculture to secondary industries through numerous service suppliers. Since it is a powerful developing force, it is a key sector in the national economies, provided that efficient tourism policies are implemented in order to maximise spillover effects. There are different tourism trends but mass standardized tourism is the one which has been attracting of most of tourism analysers in recent yards. Despite the fact that it attracts a huge number of visitors from a variety of segments, its management is not an easy task. Attracting numerous people on a generally restricted size area, its environmental consequences are no longer sustainable. This sector also faces hard competition between same offers destination offers which involve cutting prices. Finally, more and more people look towards more authentic and personalised vacation destinations. That is enough to understand the current negative trend of mass tourism and the necessity for the concerned country to develop a new kind of tourism.

The largest island of Greece, Crete is currently facing that classical situation. Located in the South Eastern Mediterranean Sea, Crete has long sandy beaches coupled with a favourable climate. Like other Mediterranean countries such as, Portugal, Spain or Italy, Crete has undertaken a large development of mass tourism resorts mainly driven by foreign tour-operators and facilitated by local policies. Nowadays, the diversification of the sector is a must in order to help the sector grow again. The entire world is aware of how healthy the Mediterranean Diet is perceived. This is an interesting perspective for the island since it takes its origin from the local Cretan Diet. Finally, the summer season of 2009 has been touched by the effects of the current economical crisis and Crete's holidaymakers have not been exempted from this.

This paper aimed to conduct a progressive analysis in order to characterize the actual and future touristic segment attracted to Crete. By creating an adequate questionnaire to submit to Cretan tourists, a first profile of their behaviour, preference and satisfaction was established. The objective here is to understand how Cretan holidaymakers could be defined. Then, analysing the tourists' consumption and satisfaction regarding local food, a first segment of people more interested in the Cretan diet is isolated using factors analysis. A last objective of this study is to understand the effects of the current economic crisis in terms of expenditure and behavioural changes during the tourists entire stay. It also will be of interest to put these different results into perspectives for the future management of the Cretan tourism sector. A large literature review was carried out to support the analysis.

The remainder of this paper is structured as follows. The first section examines the current tourism situation in Crete studying its main figures and also presenting the challenges that the sector currently has to deal with. The following section characterizes the current agricultural production in Crete, its results and its limitations. Next, the effects of the economic crisis on the tourism sector are discussed, based on the most recent data available. After having presented the methodology and the statistical method, a first descriptive analysis of the results is conducted and the first findings are discussed. Then, using a factor analysis methodology, a thorough analysis of the profile of tourists visiting Crete is carried out, with particular emphasis on the local food consumers and on the segment of tourists affected by the crisis. The final section concludes and discusses the limitations of the study.

TOURISM IN CRETE

Travel and tourism, encompassing transport, accommodation, catering, recreation and services for visitors, is one of the world's highest priority industries and employers. The Mediterranean area is one of the world's top tourist destinations, and more specifically, Southern European countries (Greece, Italy, Portugal and Greece) have a long standing tradition as major touristic destination. Moreover, tourism activities contribute significantly to improve the standard of living of these countries. (Proença 2008)

Greece's tourism history began during the nineteenth century in the main towns under British rules and more generally in towns with existing relations with the West. At that time, tourists visited Greece for its historical and religious sites from the period of Antiquity. "Modern" tourism was introduced in the earlier twentieth century with the industrial revolution period. The increasing access by road, sea or railways made foreigners able to visit Greece and particularly its scenic coast and landscape, which became more and more popular. During this period, the first touristic resorts were built, financed by private investors and controlled by the Greek government. (Dritsas 2009) Nowadays, the warm climate, the beautiful, breath-taking environment including the blue sea and sandy blond beaches, and the archaeological and historical sites are still the traditional assets attracting to the Greek tourism sector.

The most recent data for the Greek tourism sector published by the OECD Tourism Committee (OECD 2008) indicates that the tourism activities (direct and indirect) contribute to 18.2% of the national GDP. This sector directly or indirectly employs 840 000 people, which represents 19% of the total workforce. Thus, tourism has the largest number of employments and is the first economic sector of the country. In addition, the sector still grows since 32 000 new jobs were created in 2006 in tourism activities, meaning that, for every 30 new arrivals, a new job is created. The “hotels and catering” sector represents 10.4% of the GDP and 6.4% of the total employment, as depicted in Table 1. More than 18 million of arrivals were recorded in 2007 denoting a positive growth of 8.51% in comparison with the previous year’s arrival rates. Finally, Greece ranks fifth in the world regarding the international tourism receipts, which totalled EUR 11 billion in 2005. Tourist flows mainly from European countries (92.73% of the total number of foreign visitors) and British and Germans are the two most important inbound tourist groups.

Tourism is the main economic activity of the island of Crete. It is also of major importance for the entire tourism sector in Greece.

Initially, only visited by some pioneers mostly for archaeological purpose, Crete’s number of visitors has boomed from the seventies to now, making tourism the “new god” of the island. Cretan tourism development is now, at the so called, maturity stage (Andriotis 2005). Crete, as a popular touristic destination, is characterised by its 1000 kilometres of coast lines and 300 days of sunshine. The Cretan touristic season is a long one, extending from mid March to mid November and the arrival rate follows a seasonality period. The peak seasons are attained in July and August during which time most of the total arrivals are concentrated, as Figure 1 illustrates. The main touristic areas are concentrated in the northern coast, with the major touristic centres being Chania, Rethymnon, Heraklion and Agios Nikolaos, where the highest number of touristic infrastructures is found. The south coast, as a comparison, has not the same level of infrastructure since only 10% of the island’s bed capacity is belonged to this area. From table 2, Crete holds a share of 10 043 units of hotel and restaurants which employed, alone, 25 910 persons in 2006. This sector keeps growing in term of employment, number of units and investments. Furthermore, the island ranks second in Greece in term of guess night after the South Aegean Islands. In 2008, in Crete 15.729.316 nights have been spend at hotel, similar establishment and camping, which represents 24% of the total guess night spent in Greece during the year. (Figure 2) This number grows of 2.64% from 2007. This is corresponding to 70% of use of the total bed capacity in Crete. The share of Crete in domestic tourism is small, while in terms of international tourism Crete surpasses any other national single destination (Region of Crete – Department of Tourism 2001). Foreign visitors used to arrive by plane to Crete at the airport of Heraklion (the second most important airport in Greece in terms of number of arrivals) or Chania, which both received 2 765 000 foreign arrivals (23% of the total foreign air travellers to Greece) (NSSG Tourism Statistics Section 2009).

Although tourism creates income and employment, the sector is dominated by big foreign tour operators mostly from Northern Europe, providing "all inclusive" packages to their customers. This form of development confiscates a part of the revenue to Crete. However, observations indicated that 85% of the interviewed hotel enterprises bought fresh food from local suppliers. (OECD 2005)

Currently, Cretan tourism is a mass standardized tourism destination with all the environmental threats associated with the induced social and land use changes. Crete is currently facing increasing competition from eastern Mediterranean destinations like Cyprus, Israel or Turkey. Besides, visitors are looking more and more for personalised and authentic destination choices. Thus, there is room for diversification in order to attract a new touristic segment which is interested more in nature or gastronomic holidays. The Cretan potential for agro- and eco-tourism provides an interesting possibility to achieve this objective. Currently underexploited, rural tourism potential suffers from its poor standard in accommodation and for the lack of interest of foreign operators.

The rapid development of the touristic sectors made Crete totally dependent on its healthy and growing perspectives. And so, Crete became vulnerable to crisis, as the previous decrease of the total nights spent on the island during the gulf war period or during the Kosovo conflict showed (OECD 2005). As a consequence, the current financial and economic crisis could threaten the island's economy. On the other hand, tourism is often considered like an apparently resisting sector to crisis (OECD 2008).

AGRICULTURE IN CRETE: SITUATION AND PERSPECTIVES

Crete constitutes 7.4% of the total agricultural land in Greece. The farmlands are very fragmented, in particular in the inland mountainous areas, with an average of only 0.559 hectares per farm plot, which is the lowest average of all the Greek regions. According to the last Farm Structure Survey conducted by the NSSG (National Statistical Services of Greece), in 2005, 98 061 holdings were counted out, employing 189 411 people (whose 124 318 are exclusively employed in agriculture) on 452 thousand hectares (thereof 211 thousands for rough grazing uses). Traditional cultures, like olive trees and viniculture productions, are the most important. In 2004, Crete's olive oil production concentrated 46% of the national production whereas wine production represented 20%, hard cheese production almost 25%, and the vegetables and the fruits industries 10%, (Table 3). Agricultural lands are shared out as follows: olive tress and vineyard are spread throughout the island; Open file cultures are concentrated in the plateau areas (Lassithi, Omalos) while the major part of the green houses are used in the south (Ierapetra, Messara valley) or in the west coast (Paleochora, Kountoura). Extensive activities like animal breeding and dairy (sheep and goat farm) are located in the inland mountainous areas (OECD 2005). Approximately 50% of the country's greenhouses are concentrated in Crete, especially in the southern coast, where farmers take advantage of favourable climate conditions to grow vegetables and flower production.

Abrupt changes are observed in agriculture in Crete like reduction of certain cultures (viniculture), declining prices of certain products and local out-migration from the primary sector to the attractive tourism working perspectives (Drettakis 2005). So, the number of employed persons in the primary sector kept declining, from 30.13% of the total employed in 2001 to 20.68% in 2004 (NSSG, quarterly labour force survey (2^{nd} quarter 2004)). However, distinguishing primary sector workers from tourism workers is not so easy as 64% of the people involved in tourism also have some agricultural activities, mainly during the winter months (Andriotis 2004). In addition, rural areas are more and more populated by an ageing population as young people are moving towards the touristic northern cities. The decreasing part of employment in the primary sector is accompanied by a continuous decrease of the weight of agriculture in Crete's Gross Added Values (GAV) (-29.3% from 1995 to 2002). The declining of the agricultural sector is mainly responsible for negative growth of Crete's economy. Thus, the share of Crete in the composition of the national GDP fell from 5.41% in 1996 to 5.22% in 2001 (OECD Territorial Database 2005). Growth of the tourism sector is not enough to balance the negative growth of agriculture. Besides, tourism challenges agriculture in different ways. It has been observed that in the prefectures, where the primary sector becomes less and less important in the economy, the gains of the tourism related activities are the more important (especially in the Chania and Heraklion prefectures). In the prefecture of Chania, for instance, the primary sector concentrated 21.4% of the GAV of the prefecture in 1995 but only 11.0% in 2002 whereas, at the same time, the tertiary sector (mostly tourism related activities) increased its contribution from 67.4% to 78.3%. (NSSG and “Patris” newspaper 2005)

Despite the competition shared by workers in the tourism and agricultural sectors, no one has been able to explain the current agricultural situation of the island. Structural and organisational weaknesses are common. The small and fragmented size of the farm plot associated with the extensive cultures and dairy farms do not facilitate modernization and increase of productivity. For example, the number of Crete’s irrigated land is still well below the national level while real possibilities exist. Besides, the stake of the agribusiness sector restricts development since it usually presents weaknesses of organization, quality, planning and standardization. These problems explain the lack of promotion of local food products on the international markets. Experiencing a small number of export commodities, which are generally low values productions, and also little foreign market, Crete agricultural export sectors do not perform well. No agribusiness clustering currently exists, since several trade centres still coexist. Lastly, the connection between cooperatives and the consumer market need consolidation and few research centres are focused on agricultural studies.

The future perspectives of the Cretan agricultural sector are to adapt practises and skills to deal with the challenges of modernization. First, creating an efficient distribution network from the producers to the consumers involving the farming cooperatives and the supermarket owners is still the main priority. The objective is also to closely link the researches done in the existing agricultural research centres with the current producers’ demands. Secondly, Crete has a great potential to develop a certain type of production like the hard cheese industry since potentialities exit with the high agricultural areas being used as rough grazing. The wine example is also interesting. Since the Minoan civilization, Cretan lands have been used to produce wine. With four “Appelation d’Origine Contrôlée” (AOC), the total production overtook 57.000 tons in 2007 (Figure 3). It is well recognized that Crete has a great potential to develop high quality segments aimed towards the international market demand. Its potential, with the exception of 2005, is still underexploited and the observed recent growth of the sector is mainly due to the increasing production of table wines, which do not guarantee high income levels for the producers.

In recent years, consideration has been given to the Mediterranean Diet which originated from Crete and Southern Italy since these health benefits are of strong interest in particular to the Northern European Countries and the U.S.A (Carman 2007). The Cretan Diet (Figure 4) could be used as a marketing tool by the tourism sectors in order to attract a new market segment and, for the future, to avoid the negative externalities of concentration of tourism activities, which have already threatened the Cretan environment and more generally, the local way of life. Developing rural tourism is required for that purpose but only few tour-operators have already proposed it in their touristic catalogue. New demands, associated with the Cretan Diet marketing development, could benefit from all the agricultural activities provided that structural and organisational weaknesses are resolved.

ECONOMIC CRISIS AND TOURISM

The current economic and financial crisis began in the United States in the summer of 2007 with the decline in housing prices. As a lot of foreign countries owned U.S. assets and their national companies were strongly dependent on worldwide capital market, the crisis quickly spread throughout most of the country. This crisis is characterized by a paralysis on the whole credit market, collapsing of equity prices and consumer confidence worldwide. More generally, economic growth slowed down (with a decline in the GDP indicator) in 2008 leading to a recession period in several OECD countries. Moreover, some emerging economies have experienced serious slowdowns (OECD 2009). Exceptional measures were taken by central banks and by government to avoid bankruptcy particularly in the financial sectors and the industrial one but still, a lack of liquidity was observed and loss of employment was still to come. Long-term implications are expected in particular for the world growth of the tourism sector.

Tourism sector will suffer from these economic downturns since estimations were done indicating that people are likely to travel closer to home and for a shorter period of time. Cheaper hotel preference, diminution of the number of weekend leisure trips and a decrease in the amount of vacation travel to far away and to expensive locations are also predicted. Lack of credit possibility will make the financing of the construction of new tourism facilities more difficult. To avoid some difficulties, temporary policies should be efficient. These include special subsidies, tax holidays, or other forms of support in order to promote employment and financing in the sector (Shelburne 2009).

According to the United Nations World Tourism Organisation (UNWTO 2009), Europe’s frequency level of tourists’ arrivals dropped by 10% during the four firsts month of 2009 and the Southern/Mediterranean area dropped by the same percentage (Figure 5). Furthermore, it seems that tourists’ length of stay and spending are down even more than arrivals and that secondary holidays are being sacrificed more often than main holidays. Another important decreasing factor has been the exchange rate fluctuations since the Euro has become more expensive for certain foreign visitors constraining their usual level of expenditure. However, for the second half of 2009, perspectives are more optimistic. An increasing confidence about the prospects for demand over the next three months was observed in the hotel & restaurants and transport sectors, bringing the idea that the worst of the crisis is over (European Travel Commission 2009).

After 2010, considering the increasing world openness of middle income countries like China or Brazil which have large populations, the European tourism sector should grow again but at a slower rate than that being predicted in 2006 (Shelburne 2009). Consequently, the 2008 levels should be regained in 2011, followed by new growth perspectives (European Travel Commission 2009).

Like the other southern European destinations, Greece has hit by the effects of the crisis. Even if the data are sometimes contradictive, the negative perspectives are obvious. During the two first months of 2009, a negative growth of 7.9% of overnight visitor arrivals was recorded in Greece (WTTC 2009). A 10% decrease in arrival decrease was recorded by the UNWTO (UNWTO 2009). Finally, recent various observations stated a fall of 8.6% of the visitors' arrivals in the Greek airports. These perspectives are going to lead Greece into recession period according to the IMF, the OECD and the European Commission, as this sector is a key one for the whole economy. More generally, travel and tourism in Greece is forecast to experience a real decline of -1.8% of the direct industry GDP and -2.0% of the direct industry employment (WTTC 2009). Finally, the calculation of the turnover index in Figure 6, which includes the total market sales of goods and services supplied to third parties by the firms involved in tourism, shows that during the first quarter of 2009, an average downturn activity was observed in comparison with the previous years.

Even if little data is available concerning the Cretan island alone, there is consideration that the islands like Rhodes or to a lesser extent Crete, are considered to be able to weather the downturn with low-cost packages (UNWTO 2009). However, the first estimations carried out by the Touristic Research Institute (ITEP, 2009) show that German and British visitors, who account for about 15 percent of the 15 million tourists visiting Greece each year, were down 50 and 35 percent, respectively, in Heraklion. In addition to these figures, the following study aimed to characterize the changes which occurred in the attitudes and preferences of the visitors coming to Crete in 2009.

PRESENTATION OF CHANIA PREFECTURE

The prefecture of Chania is located in western of Crete, and is characterised by its high mountainous ranges (White Mountains) and by its scenic beaches of the north and west coasts. The proportion of urban areas is higher than rural ones with 60.11% of urban citizens, above the Crete average of 57.98% of urban inhabitants. Chania is the second largest town of Crete with 53 373 inhabitants. The 2001 population census indicated 19.6% of employees workers in the primary sector, 17.1% in the secondary and 58.4% in the tertiary sectors. The unemployed population represented 10% of the active population (NSSG 2001). The north axis concentrates the major part of the total population whereas some southern municipalities have very low levels of population density.

Chania has a relatively large range of agricultural productions. The different cultivations are located in the inland plateau of Omalos for the open filed cultivation, in southern Paleochora/Kountoura municipalities for the green house cultivations, in the Kastelli region for vineyards and in the White Mountain areas for the dairy activities. Olive trees are also produced everywhere.

It is an interesting prefecture for our study because Chania has incurred an increase in its tourist activities in recent years, to become one of the most important tourism centres of Crete with appealing locations like Elafonisi, Samaria Gorge or Chania town itself. High infrastructure concentration has also been observed in the northern coast from Chania to Kastelli. Tourism is of vital interest for the economy of the region. At the same time, the agricultural sector has been continuously declining in the region as previously demonstrated. The co-existence of both the agricultural and tourism sectors has been a challenge. Our study could prepare the ground for the future tourism image using agricultural and rural available resources.

METHODOLOGY

In addition to establishing a profile of tourists having chosen Crete as a holiday destination, the objectives of this study are to examine the local food consumption of tourists in Crete. Thus, their attitudes and preferences are sought out. Investigations are carried out to determine whether certain factors affect their behaviour regarding Cretan food. The aim is to consider the existing linkage between tourism activities and local product consumption and to isolate a tourists' segment which maybe more interested in these products. Another objective is to understand the change which occurred due to the economic and financial crisis this year, to isolate the part of tourist population more affected by it and to finally analyse the consequences the crisis has had on the Cretan economy.

The questionnaire is composed of 17 questions classified in three parts. In the first part, a short tourist profile was established with classical questions regarding age, gender or country of residence, as well as questions about sequence of their stays in Chania (duration, place visited, services satisfaction). Then, the second part focused on the local food consumption with questions about the products tasted, in which place and what is the general satisfaction level regarding the Cretan products experienced during the stay. All these questions would be useful in order to characterise the relation between Cretan food consumption and tourism activities in general. The third part is composed of questions regarding the economic crisis changes which have occurred and what are the opinions of tourists regarding these changes.

This survey is individual and anonymous. It was submitting only to one person per group and takes no longer than 15 minutes to entirely fill it out. Only closed-ended questions were selected in order to anticipate all the possible answers and provide replies easily. Those are ready to interpret and tabulate (ASA Series, 1999). Notice that the survey structure allowed tourists to tick the chosen answers without external supervision.

The sampling method selected for this study is a random method regarding gender and age variables. However, the target public population is aged more than 16 years old, and, as much as possible, attention was paid to keep a 50/50 ratio of male and female who answers. Here, we mainly focus on the country of origin of the people answered. According to the different percentage of foreign visitors coming by charters to the airport of Chania during the year 2009 (Civil Aviation Authority 2009), a target table was built to help us to select the exact number of answers expected from each country of origin (Table 4).

This chosen sampling method allowed us to work from a database which correctly represents the tourists' population spending holidays in Crete and in Chania. Otherwise, particular attention has been paid to select holidaymakers staying in the prefecture of Chania and, as a consequence, all the others who filled out the questionnaires have not been taken into account for this study.

The survey was carried out at the airport of Chania during the first days of August, 2009. This survey period corresponds to the middle of the Cretan tourism high season which assemblies approximately 50% of the annual number of visitors from the end of June to the beginning of September (Soteriades 2006, OECD 2005). As previously mentionned, the main objective was to focus on the tourists’ country of origin. Waiting at the airport gates for particular charter destinations, is a simple way to select this profile variable. Airports, as a survey place, also permit one to experience a very high answer rate since people usually have a lot of time between flights. Finally, in a few days, 473 questionnaires were completed enabling us to correctly comment on the observed results.

During the survey time, a very low refusal rate was observed mainly due to the form and the place of the interview. Few refusals occurred because of the inadequate English level of the people sought out. These observations were made for different countries and different age groups so we can not consider that a particular interest group was excluded of the interview because it was conducted only in the English language. Other comments can be made regarding the individuality of the questionnaire. In fact, some groups were used to complete the questionnaire together so variables such gender and age had to be carefully taken into account in the following study. Ten percent of the completed questionnaires were also judged non-applicable for this study.

Particular emphasis has been also paid to the selection of an appropriate statistical analysis method.

STATISTICAL METHOD

The objective is to analyse the questionnaire results in order to discover and summarize the pattern of intercorrelations among variables. For that, the Factor Analysis (FA) or Explanatory Factor Analysis method is an adequate statistical tool. This method facilitates the grouping together (into factors) of variables that are highly correlated with one another, presumably because they all are influenced by the same underlying dimension (factor).

The FA method begins by an extraction from a set of *p* variables a reduced set of *m* components or factors that accounts for most of the variance in the *p* variables. In other words, it is possible to reduce a set of *p* variables to a set of *m* underlying superordinate dimensions.

These underlying factors are inferred from the correlations among the *p* variables. Each factor is estimated as a weighted sum of the *p* variables. The i^{th} factor is thus:

$$F_i = W_{i1}X_1 + W_{i2}X_2 + \ldots + W_{ip}X_p$$

One may also express each of the *p* variables as a linear combination of the *m* factors,

$$X_j = A_{1j}F_1 + A_{2j}F_2 + \ldots + A_{mj}F_m + U_j$$

where U_j is the variance that is unique to variable *j*, a variance that cannot be explained by any of the common factors.

The component matrix summarized the correlation between the variables and the components (factors) Since the components are orthogonal, these correlation coefficients are also beta weights, that is for an example of two factors, $X_j = A_{1j}F_1 + A_{2j}F_2 + U_j$, thus A_1 equals the number of standard deviations that X_j changes for each one standard deviation change in Factor 1 (Wuensch 2009).

The user has to choose how many components should be kept for the analysis. This choice is driven by a look at how many variables are well correlated with the axis and the usefulness of the component to group some variables correlated. To make the interpretation easier, a plot, representing the chosen variables on the chosen components, is often used.

DESCRIPTIVE ANALYSIS AND FIRSTS RESULTS

According to Table 5, establishing a brief profile of inbound tourists in Crete is an easy task. First, a random sampling was used. Upon initial observation, it was concluded that there was a slight female overrepresentation and an overrepresentation in the age groups 35-44 and 45-54, which could be explained by the fact than Crete is mainly a family destination (OECD 2005), compared to the 25-34 and, to a lesser extent, the 16-24 year age group. The nationality representation follows the indicating high proportion of Scandinavian tourists followed by the British group. Regarding the visit time to Chania, it is interesting to note that one out of two foreigners already knows Chania since they have visited Chania previously. This high percentage of coming back is certainly related to the high global degree of satisfaction usually observed for the Crete's holidaymakers (Soteriades 2006). This result also shows that Crete has some potential to secure the loyalty of the tourists. The subjects stay for an average of 9.5 days. We can easily classify this stay period into three different categories. One out of two tourists have spent about one week in Chania (4-8 days); more than one out of three have stayed about two weeks (9-15 days) and only 3,2% have stayed for three weeks and more. The high proportion of the one and two week's stays is definitely related to the Tour Operators' systems of week package, which played a crucial role in Cretan tourism. (OECD 2005) A non-negligible proportion of short stays (less than four days) shows that Chania is a common step in travelling tours around Crete Island.

Holidaymakers in Crete do not usually go on a lot of excursions during their stay in Chania. Finding a subject, who has gone on no excursion, is usual. Nevertheless, from a list of the popular places visited in the prefecture of Chania, the beaches were the public is favourites especially Elafonisi, with one out of three tourists having visited it, and Falassarna, with more than one out of ten visitors. Paleochora, Gramvousa and the Samaria Gorge followed since these places have been visited by nearly one out of ten tourists. More than 60% of the population answered has been satisfied by climate and natural sites of Crete. These observations indicated that the traditional image of the “3S” (sea, sand and sun) tourism concept is still current in Crete and contributes to Crete’s high level of popularity. However, at the first rank of satisfaction, the local food experience is long before with three out of four satisfied. The fact that Cretan food is the first appreciated thing apart from the “3S” proves that, it necessary, the potentialities could be offered to the agricultural sectors and to the Mediterranean Diet marketers (as developed below). Regarding the transport systems, the bus services are preferred by the public (35.9% of satisfaction) followed by taxis (28.3%). Road signs and direction systems with only 12.7% of expressed preference, show that a lot of improvements still have to be made in the road systems. Besides, only one out of five tourists are satisfied by Cretan prices (see below).

As Cretan foods seem to be appreciated, we can analyse its consumption in depth. From the first observation (Table 6), it was concurred that two out of three tourists knows what the Mediterranean Diet is. Even if they are aware of what the Mediterranean Diet is, almost one out of two people does not associate Crete as the best place to experience it. This result is coherent with the literature (Carman 2007). This gap between knowledge and satisfaction shows that a lot of progresses still have to be done in communication in particular, in order to make the most of all the potentialities. Globally, a high consumption of Cretan products is observed, with only 2% of subjects that did not test any local products during their holidays. The products, which are traditionally associated with the Mediterranean Diet composition, are ranked first since cheese has been consumed by four out of five people, olive oil by three out of four, vegetables by seven out of ten, wine and orange juices by more than three out of five or to a lesser extent, honey consumed by two out of five people. These considerations should be nuanced because of the difficulties, sometimes observed, to know the real country of origin of the products consumed, in particular in the restaurant of for the manufactured products. In the food distribution system, supermarkets and restaurants play a strategic role since four out of five people have bought Cretan food at least once at these places. However, gastronomic shops, producers' markets and farms also play a non-negligible role. More than three out of four people interviewed are satisfied or very satisfied by the quality of the Cretan food in coherence with the general high degree of satisfaction regarding food observed above. Price and marketing presentation of food are considered satisfactory by more than one out of two tourists. Nevertheless, the price of local food is only moderately satisfying for one out of three people, as well as the quality of the presentation. Obviously, quality is the main asset of Cretan food and explains the global satisfaction level observed whereas price and marketing presentation could limit it. In addition, three out of four tourists would like to buy Cretan foods at home if it were possible and only 5% would not like that. The export perspectives seem very interesting with some limitations because these results could be significantly related to the post holiday's enthusiasm effect. Finally, three out of four foreigners agree to add the Mediterranean diet to the "3S" assets as a slogan resuming their holiday time in Crete.

Cretan food is definitely a main part of the satisfaction degree of tourists, which positioned this asset in the first rank to develop another form of tourism in Crete as the mass-tourism system seems now to have become old-fashioned and its negative consequences are no longer acceptable in a sustainably global effort.

The economic crisis played an important role during the 2009 tourism season and Crete is not exempt from this consideration. Table 7, depicts that one out of five people has apparently changed their spending habits during this summer. But, when you look to the level of expenditure, only one out of two tourists said that they did not reduce their usual level of expenditure during this holiday. Apparently, cutting down ranged from 0-10% (for 12.7%) and 10-20% (for 9.5%). The level of uncertainty is also very high (with 21.6% of the total number of answers). The principal kind of changes which occurred is a decrease in the extra-expense (souvenirs, objects…) level for more than one out of five people. Consequently for one out of five tourists, home-prepared food is more commonly consumed instead of restaurant food and public transportation systems are becoming more common than renting a car.

To conclude, some economic actors seem more threatened than others. For instance shops, restaurants, bars or other forms of entertainment places are affected by the crisis as well as car rental companies or excursion companies. On the other hand, public transport companies or supermarkets could enjoy the relative advantage of this situation. Crete, as a touristic destination, benefits 5% of additional tourists, since they chose Crete in order to travel closer to home. This percentage seems interesting but it must be observed in relation with the percentage of people not visiting Crete this year for the same reason. The financial crisis has affected all the economical sectors of Crete but it will be interesting to analyse the profile of tourists affected in order to characterise in detail which sectors are threaten.

FACTOR ANALYSIS AND FINDING DISCUSSIONS

The following detailed study is based on crosstab data in addition with multifactor analysis explained above and aimed at profiling the tourism segment in the Chania prefecture, as well as to understand and put into perspectives the Cretan food asset and to understand the economic crisis consequences. Three preliminary assumptions are used to analysis these topics.

The first assumption is: "The mass tourism type is the dominant one in Crete, so only one type of tourists can be found following similar behaviour during their holiday. So, a type profile of the Cretan tourists can be drawn".

To establish the type profile type Cretan visitors have, a first factor analysis was conducted matching up with some chosen variables: age, country of origin, number of visited time and the holiday duration. Then, some emblematic satisfaction variables are added: accommodation, prices, climate and natural sites satisfaction. Finally, two excursions destinations were chosen, a walking one, Samaria Gorges and the most popular beach destination, Elafonisi. According to the plot presented in Figure 7, it is hard to establish a unique profile of the tourist visiting Crete. The degrees of satisfaction regarding climate, nature and accommodation are highly correlated, perhaps due to a general positive enthusiasm for the Cretan holiday as a whole. But, the price perception does not follow this trend. The high number of visitors returning to Crete is also observed as the age variable is highly related to the number of visits to Crete. Detailed crosstab analysis could help to isolate some other trends here.

Looking to some crosstab data, the satisfaction degrees observed seem to be dependant on the nationality of the people who answered. Globally, the British are the more satisfied by the quality of their holiday stays except for the price. For example regarding the accommodation, more than four out of five British are satisfied against only less than one out of five Germans. The same kind of trend is observed for cleanliness and climate satisfaction. The different way of living from one country to another could explain these differences but more certainly, it is the difference of the type of holidays which are responsible for that. The price satisfaction shows a different pattern. Swedish, Polish and British are the less satisfied. Two assumptions could be done either these group are more affected by the economic crisis either the currency rate is so no more favourable now for British and Swedish and explained the apparent dissatisfaction.

Few differences are observed for the different degrees of satisfaction in relation with age. There was only a degree of satisfaction regarding the accommodation increases with the age of the tourists interviewed. This result could simply be related to the hotel standard chosen, as young people used to choose cheaper hotels than older visitors, who give preference to comfort before cost of accommodation. It is definitely not so simple but it is a first clue to say that a different kind of luxury tourism exists on the island. On the other hand, the degree of satisfaction regarding the price in general is very high for the 16-24 year age group. This observation is certainly related to the way of living of the young people choosing the cheapest catering and accommodation services. Thus, the families and retirees seem to be more dissatisfied by the Cretan prices.

To conclude, there is a “classic type” of tourists in terms of duration of their stays. The first time they visited Crete, they usually stayed one week. But the next visited times, they choose to stay two weeks for one out of two meaning that one week is not enough to appreciate Crete even if they already spent vacation there.

Knowing what is the meaning of the Cretan Diet, makes people more aware of their food during their stays. Different effects could be derived to that, as the number of products consumed, the place of consumption or even the degree of satisfaction observed vis-à-vis the local food.

To begin, the explanatory factor analysis (Figure 8) is conducted with three controlled (profile) variables: age, country of origin and duration of the stay. These variables were correlated with the knowledge of the Mediterranean Diet, the degree of satisfaction regarding quality, price and marketing presentation of the local food and then the exportation and the slogan acceptance. The plot on axis 1 shows, a general satisfaction level. People do not differentiate quality, price or marketing presentation when they enjoy the Cretan food. Axis 2, indicates that tourists know what the Mediterranean Diet is, they are more ready to buy food in their own country and consider Cretan food as a major contributing asset of their holidays in Crete. This observation can be analysed as follows: the knowledge of what the Cretan Diet is referred to permits tourists to turn to local food but can also make the exportation perspectives more interesting. The duration of visits seems also be related to a better knowledge of the Cretan Diet.

The knowledge of the meaning of the Mediterranean Diet is higher for Poland, Finland and U.K. tourists group (Figure 9). On the contrary, people arriving from Sweden and Denmark are not as aware of the Mediterranean Diet. Compared to the other countries, people from the UK and Finland consume a lot of local products. Visitors from both of these countries showed the highest level of knowledge of the Mediterranean Diet. The place where people consume local food is hardly dependent on their country of origin. British tests Cretan food at the supermarkets whereas Finish test it at hotels. The Danish and Polish seem to visit the gastronomic shops more often.

The satisfaction level regarding the food quality is high for the Finland and UK group since almost one out of two people belonging to these groups are very satisfied by it. The price of food is less accepted by visitors from Sweden, Denmark and Poland. The British however seem to be dissatisfied by the price of their holidays in general (see above), while the price of food is acceptable for them. Finally, using the Mediterranean food, as a resume of the Cretan experience in a marketing slogan, is more accepted by Finland and Poland whereas Denmark and UK are more reluctant.

One out of two people aged "55 year and over" are aware of what the Mediterranean Diet is against only 15% of the 16-24 group. The older group seems to be the most efficient target group for the marketers of the Cretan Diet since they are certainly more interested in the food question and so it is easier to convince them. Otherwise, the consumption of local products increases with the age in general. It is the case for the typical products composing the Cretan Diet i.e. honey, raki, wine, cheese, olive oil or oranges.

People who have stayed more than once in Crete are more aware of what the Mediterranean Diet means. One week is not enough to discover the entire diversity of products offered by Crete. Thus, with the "all inclusive week" proposed by the mass tourism system, it seems difficult to make people aware of the Cretan Diet. They also turn to other more specific suppliers' type as producers' market. Besides, people who have come to Crete more than twice, are more satisfied by the local food. In addition, when they stayed longer, they experienced more local products (Raki, Olive Oil, and Oranges) and they are more aware that Crete is the best place to test the Mediterranean Diet.

People, knowing the Mediterranean Diet consume more food than the others, especially the classic Cretan Diet products: olive oil, goat yogurt, wine, honey and vegetables. In addition, the tourists, who know the meaning of the Mediterranean Diet without knowing that

Crete is the best place to experience it, also consume more local products. Knowledge is unquestionably relied to consumption for the Mediterranean Diet. Finally, the people who test most products are also the most satisfied by the food quality and would wish to buy it in their own country.

To conclude, the Cretan Diet segment is characterized by events series. Knowledge leads to more consumption, which lead to more knowledge and also more satisfaction regarding local food. The target segments is the 55 and older group, which had already visited Crete, staying more than one week and originated from U.K., Finland or in a lesser extent Poland.

We assume that the effects of the economic crisis are the same for each tourist in Crete.

To begin, the explanatory factor analysis (Figure 10) is conducted with three controlled (profile) variables: age, country of origin and duration of the stay. These variables were correlated with the economic crisis related variables: if changes occurred because of the crisis; the percentage of cutting down and the different type of changes. On the plot, we observed correlations between the decrease in the extra-expense level and the decrease in people frequenting restaurants. When people think that their spending habits change during their holidays, these two modalities are the more frequently answered. On the other hand, the fact that tourists stayed for a shorter period of time on holiday and the fact that they chose a closer destination is highly correlated with the country of origin and with the duration of their holidays.

From Figure 11, one can observe that countries are totally differently affected by the economic crisis. The UK seems to be the more touched by the crisis since British people said that they cut down on their level of expenditure this year. Sweden seems to also be affected regarding the diminution of their level of expenditure. A certain sort of change occurred more frequently for the British. One out of two has eaten more home-made food this year instead of going to restaurants. A cutting down in the extra-expense level was also observed. This observation is crucial for Crete as the British group is the most satisfied by the Cretan holiday's style and also consumes a lot of local products. The Cretan economy could suffer from their economic difficulties. However some British admit that they chose Crete this year as a closer holiday destination, indicating that a new kind of British tourists, who usually spend their holiday time in far away destinations, have been attracted by to the island of Crete.

A reduction in expenditure is more frequent for the "55 and over" age group than for the 35-44 group. The youngest group expressed a high degree of uncertainty regarding their expenditure. This difference between age groups perhaps shows that the older people have felt the effects of the crisis more than their younger counterparts since their savings are at risk.

Fifteen percent of the "one week" tourist answered that they stayed for a shorter period of time on holidays this year, indicating that they normally spent perhaps 2 weeks on holidays (as users of weeks package), dividing by two all the economic benefits for Crete.

To conclude the most enthusiastic group of tourists the British aged 55 years and over was also the most affected by the crisis. This observation is associated with a non negligible proportion of shorter stays this year which constitutes a bad trend for Crete. To a lesser extent, the Swedish seem to have been hit hard too; certainly also due to non beneficial currency exchange rates from Swedish Kroner. Some British have chosen Crete, as a closer destination which moderate the observations and counterbalance the negative economic perspectives.

CONCLUSIONS AND LIMITATIONS

Crete, as a mass standardized touristic destination suffers from competitions from other traditional Mediterranean destinations (Italy, Spain or Portugal) but also from some new developing vacation destinations (Cyprus, Israel). The increasing search for authenticity and custom-built holidays encourage research on new touristic segments to construct the future policies towards touristic development. Crete attracts different types of people, the younger generation, the family but also retired persons mainly from the North of Europe. The majority of them book their vacation with a tour operator. As a consequence, they stay in Crete for one or two weeks with the "all inclusive" catering system, taking few excursions and even sometimes without testing local products. The main finding is the high degree of satisfaction observed for the following: cleanliness, climate, natural sites or accommodation. This really explains the high number of tourists coming back to the island after a first holiday period. The British population distances itself from the whole number of tourists since they fully appreciate their holiday stay. Finally, the local food enjoying experience stands out in this study. This global satisfaction degree increases with the number of local products tested. Being aware that Crete is the best place to experience the Mediterranean Diet is also very positive since it leads people to eat more Cretan food. The marketing segment related to local food is aged of 55 years or over, comes from the U.K., Finland or Poland and stays more than one week and visited Crete more than one time. The price of food is judged globally satisfied whereas the overall price charged in Crete is deemed "pour" by the British, Swedish and Polish. These same citizens suffer the most from the economy crisis effects and have already decreased their expenditure on an average of 0 to 20%. They are aged 55 years old and over and choose to stay one week instead of more. All the economic actors are affected since a variety of changes have occurred in the spending habits of tourists. Finally, to counterbalance this bad trend, some have chosen Crete, as a closer touristic destination.

Setting aside the unusual 2009 touristic season experienced by the Cretan economy but also for mostly each touristic destination worldwide, the Mediterranean Diet seems to be the best developing perspectives offered within the tourism sector. The interesting segment so comes from U.K. is older than 55 and has already spent his/her holiday in Crete at least once. Also, all tourists could be targeted by an increasing focus on the Cretan Diet marketing regarding the global high level of satisfaction observed for local food. The agricultural sector could benefit from that, supplying hotel and restaurants but also taking advantage of the increasing export perspectives, subject to quickly modernize its overall structure in particular creating an efficient distribution chain which guarantees a constant income level to producers. Some limitations could be confronted regarding this apparently nice perspective. There is no one Mediterranean Diet and the Cretan Diet is only one example of it. The concept of the Mediterranean Diet is a more general idea based on a geographic region with all the specificities in terms of production, processing and distribution information. In addition, nobody owns the Mediterranean diet. To market this idea, a lot of stakeholders have to be involved in particular for the financing question (Carman 2007). In another part, to meet the demand of Crete's hotels and resorts, farmers should consistently guarantee their supplies with traditional good quality (Salvioni 2007). Finally, the development gap between Cretan regions should be filled by a focus on the Mediterranean Diet. These regions, having the least number of visitors, own the potential to develop eco-tourism which does not require too much expenditure. Activities such as visits to farms and farmers' markets, fruit picking and agricultural farm accommodation may provide important supplemental activities to struggling rural areas (Das 2008). Thus, marketing the Mediterranean Diet could renew an old fashioned touristic model, developing the agricultural supplying chains and at the same time guaranteeing news sources of income to the lagging behind in development prefecture in Crete.

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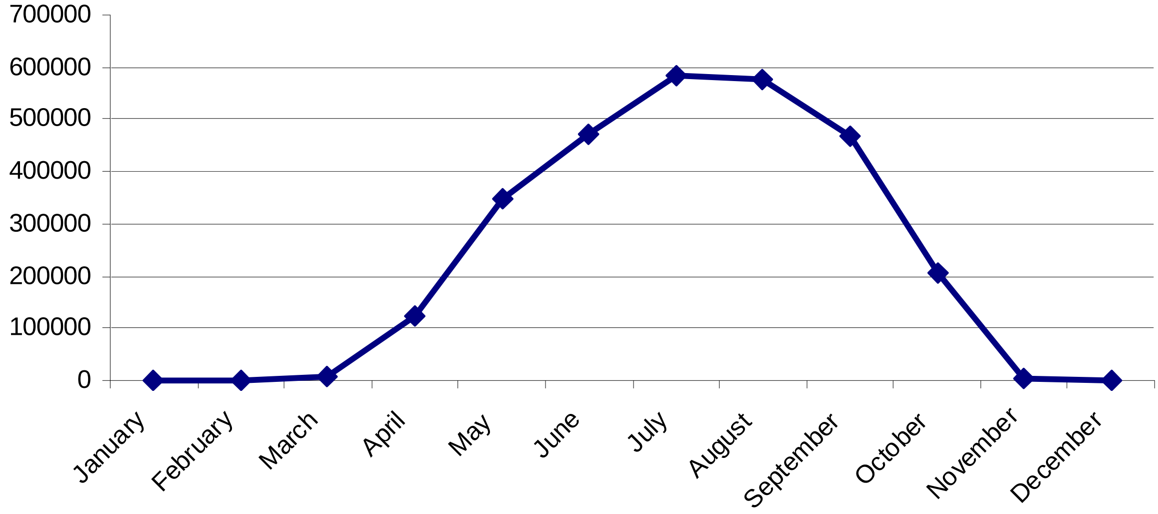
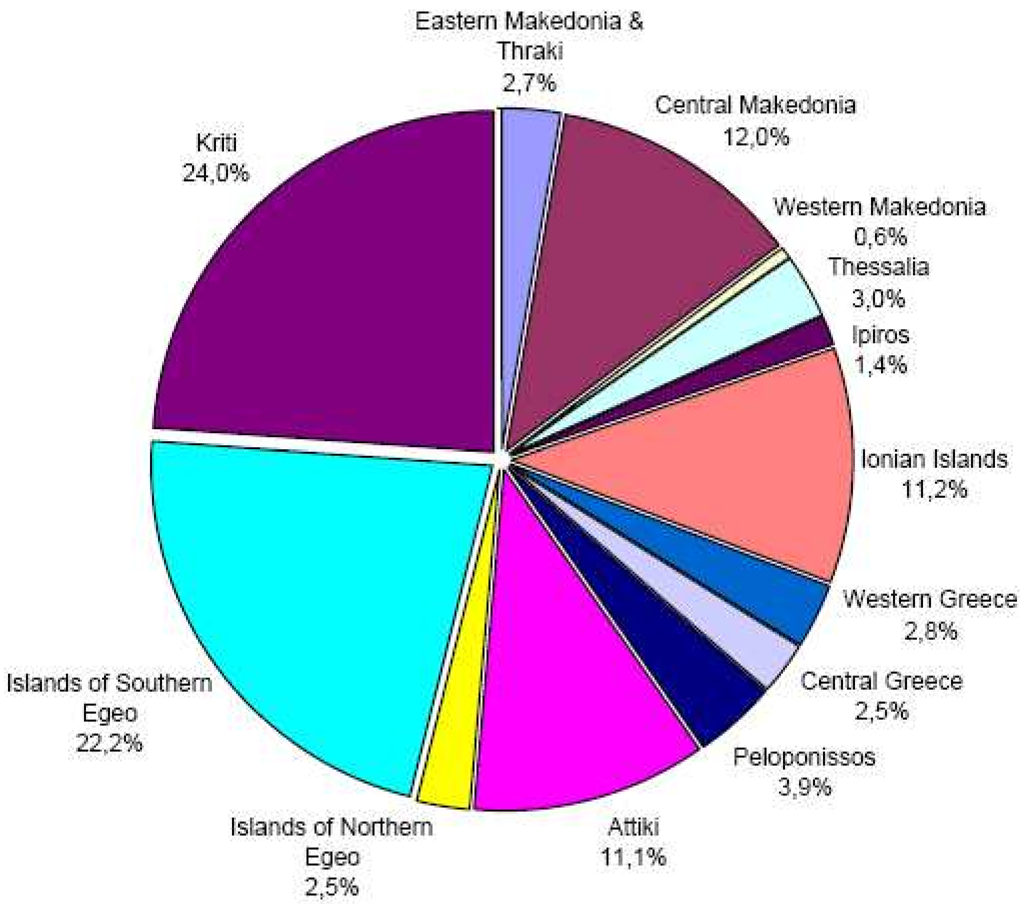
Appendices



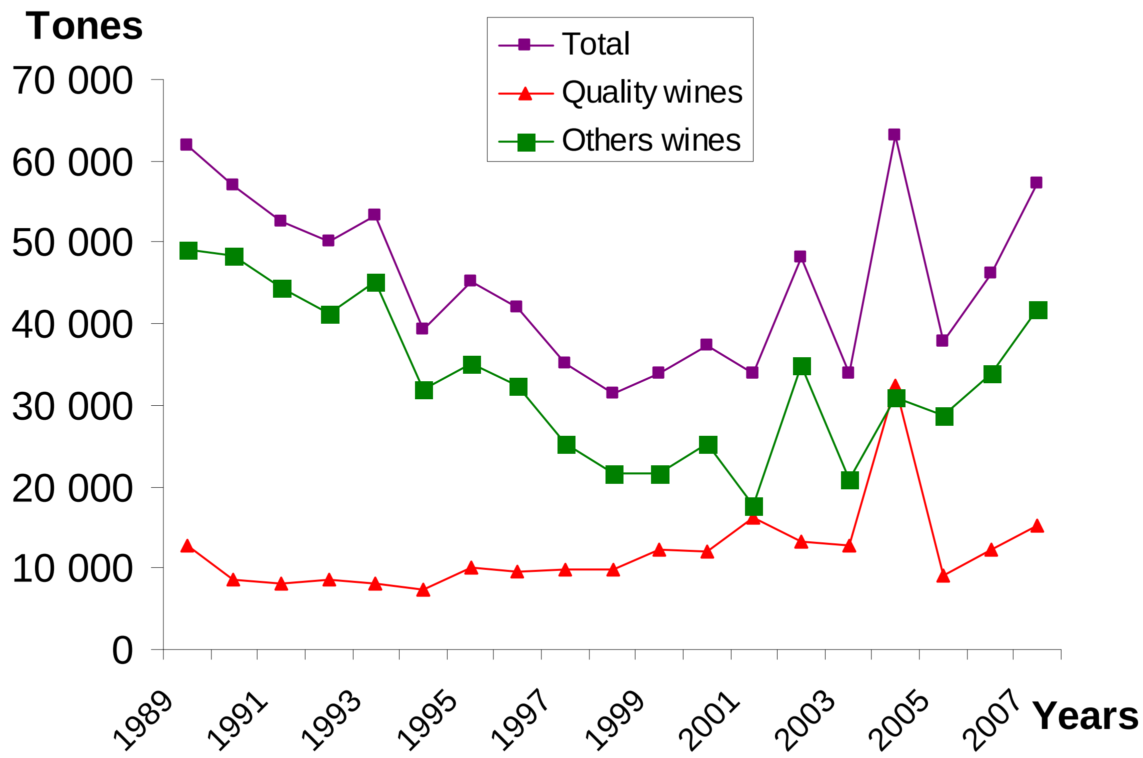
Source: NSSG 2008

Figure 1: Monthly tourist arrival at the airports of Crete in 2007.



Source: N.S.S.G. 2009

Figure 2: Nights spent at hotels, similar establishments and camping by region (NUTS II) in 2008.



Source: NSSG (Vineyards Survey 2007)

Figure 3: Total wine production in Cretan vineyard during the period 1989-2007.

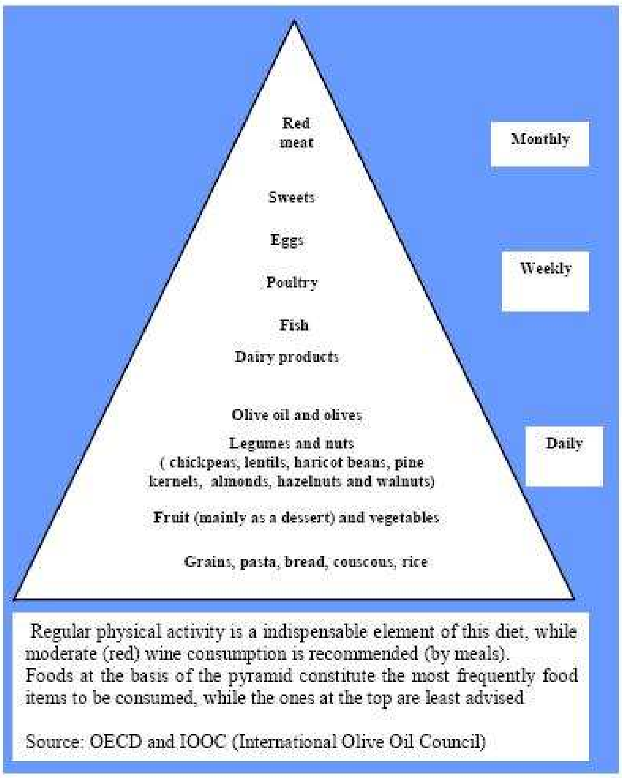
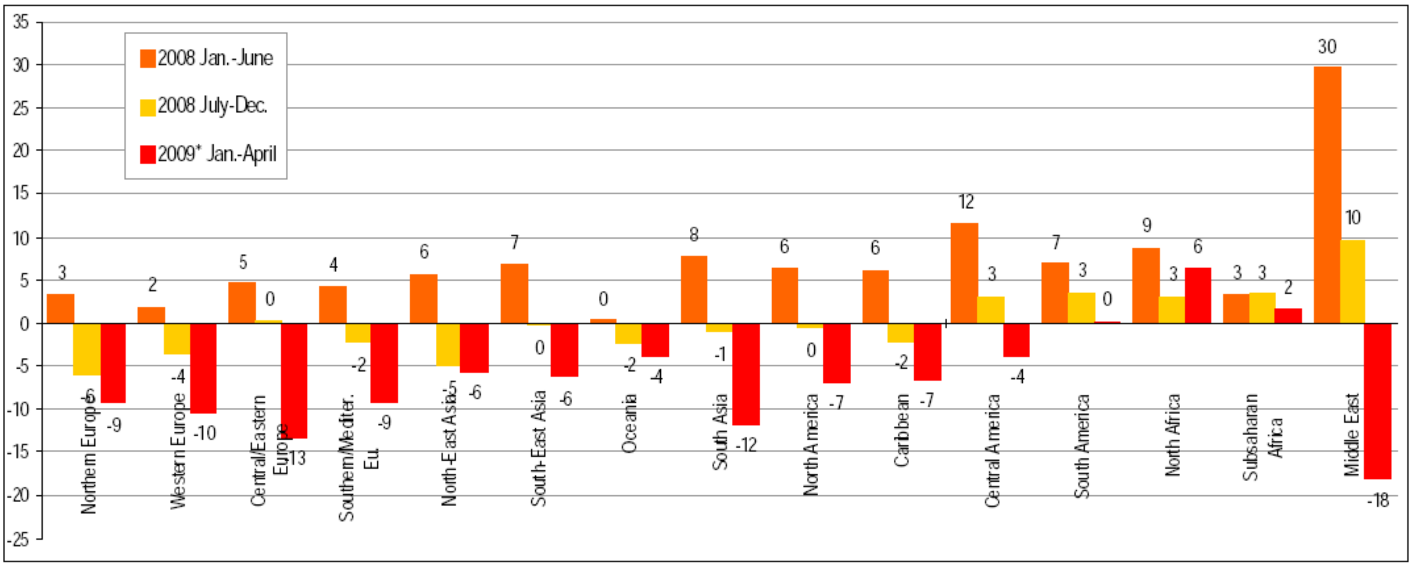
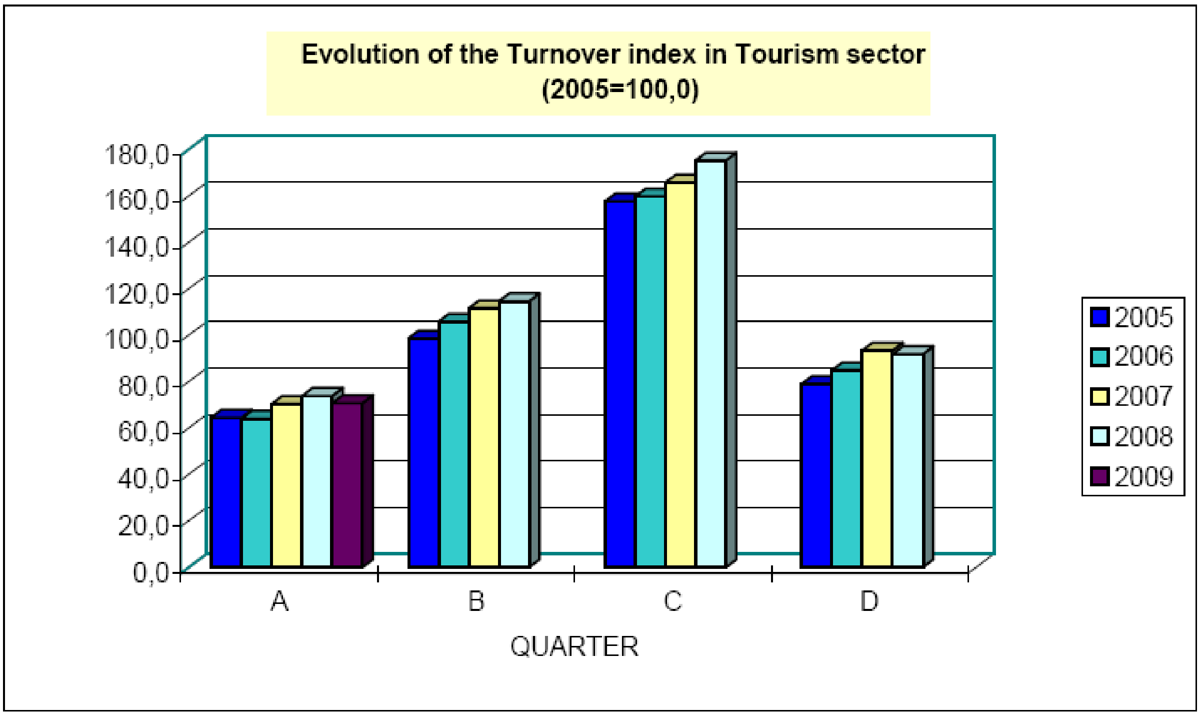


Figure 4: The Cretan Diet Pyramid.



Source: World Tourism Organization (UNWTO) ©

Figure 5: International tourist arrivals in the world (% change over the same period of the previous year).



Source: N.S.S.G Turnover index in Tourism Sector (1st quarter 2009)

Figure 6: Evolution of the turnover index in the tourism sector in Greece.

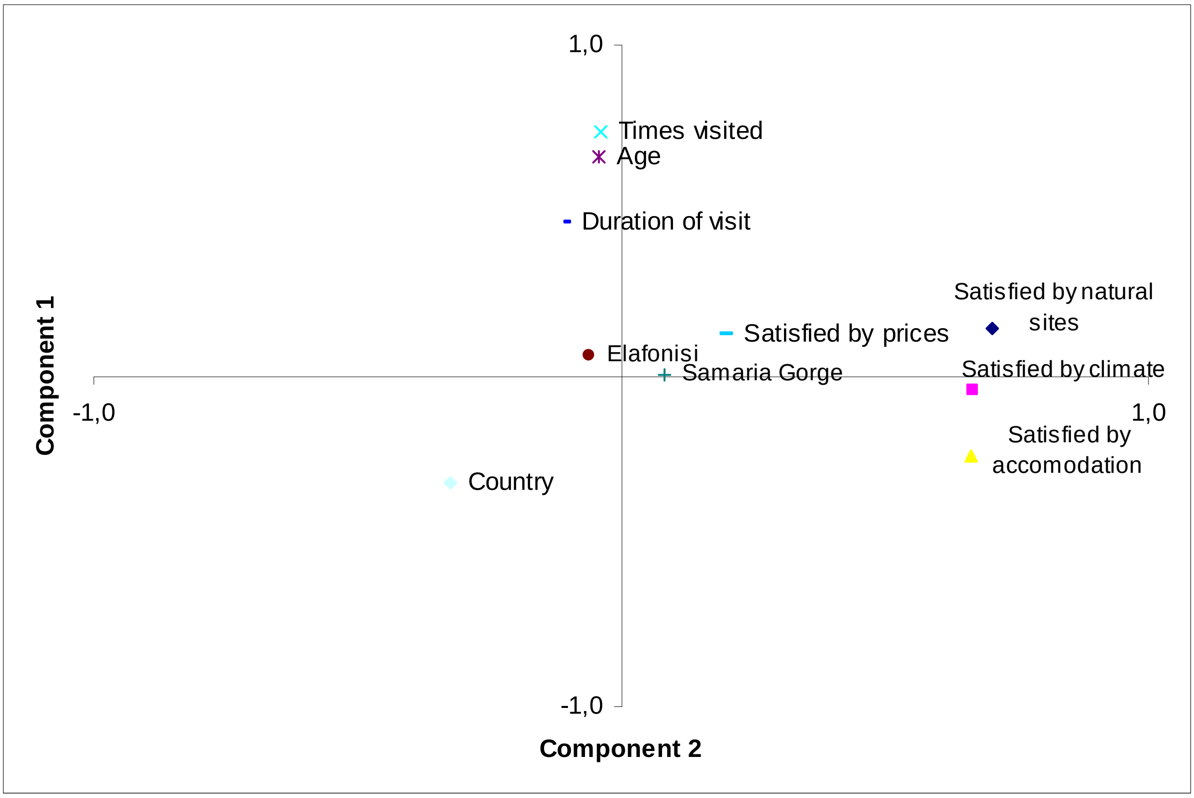


Figure 7: Factor analysis: a profile type of the Cretan tourist.

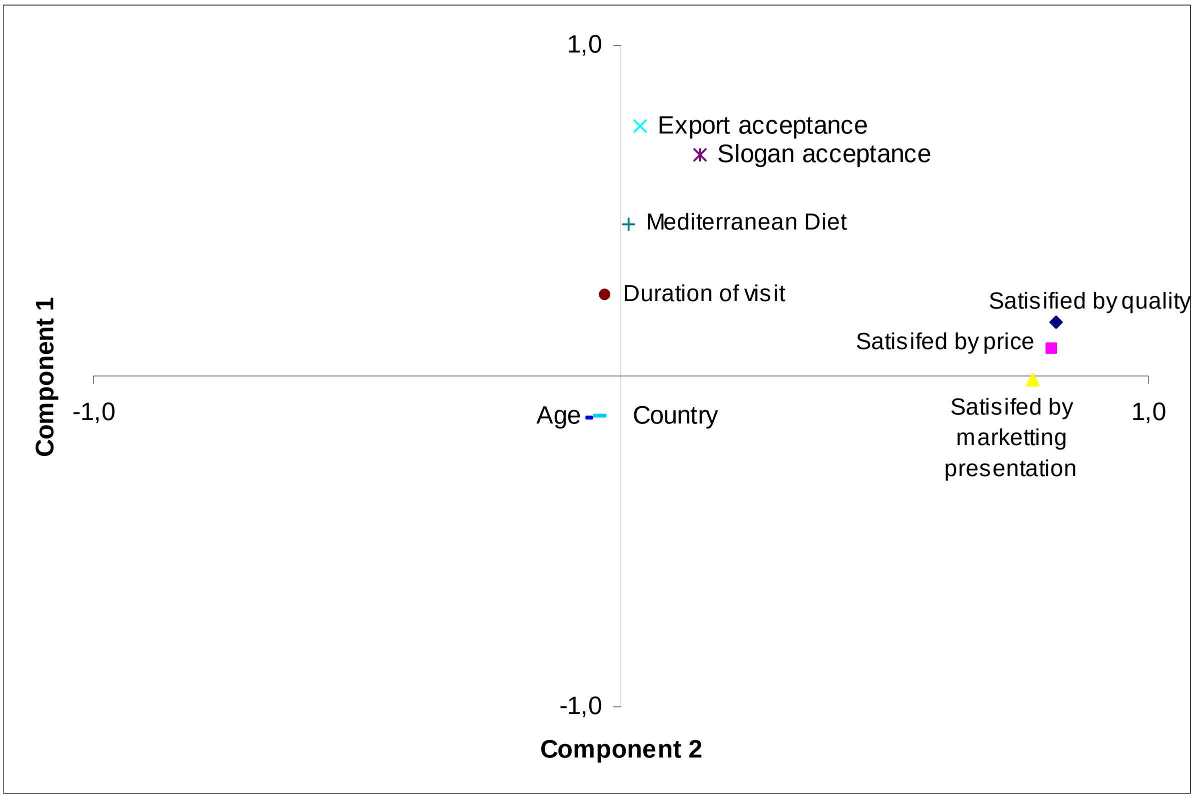


Figure 8: Factor analysis: knowledge of the Mediterranean Diet helped local food popularity.

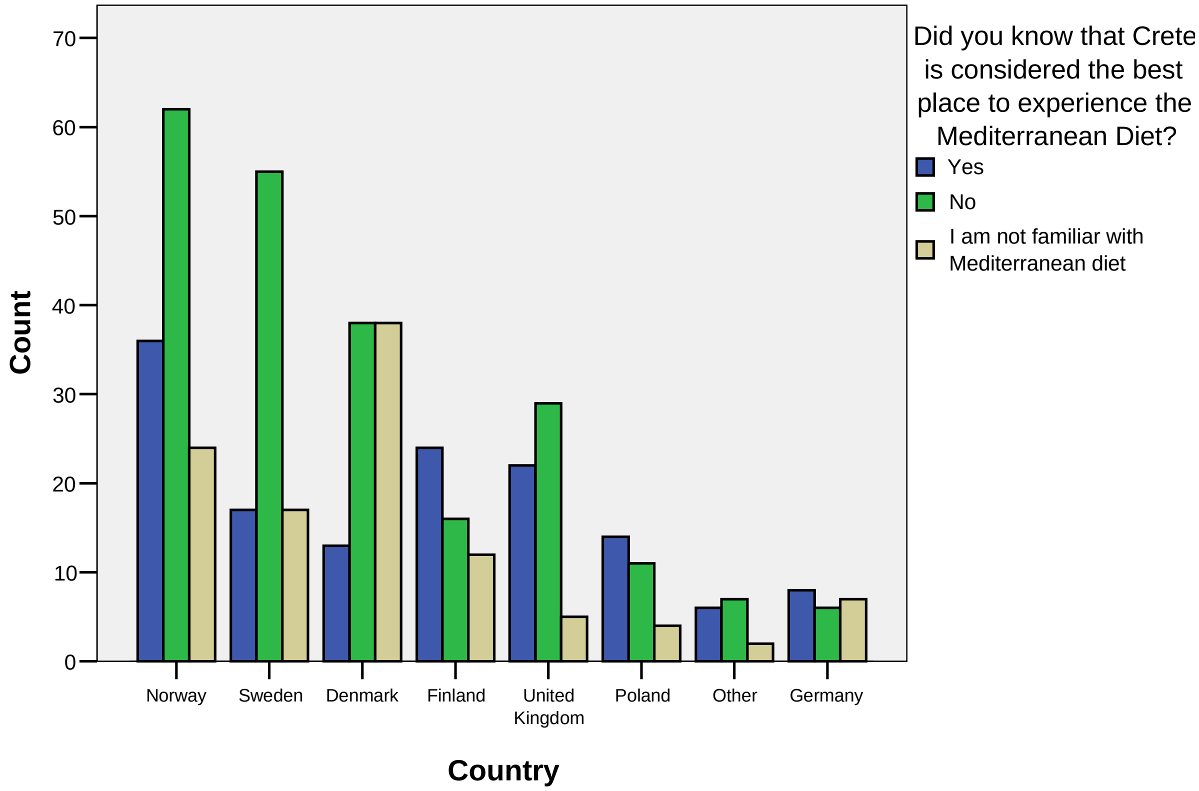


Figure 9: Knowledge of the Mediterranean Diet contingent on country of origin (α = 0.000, df = 14).

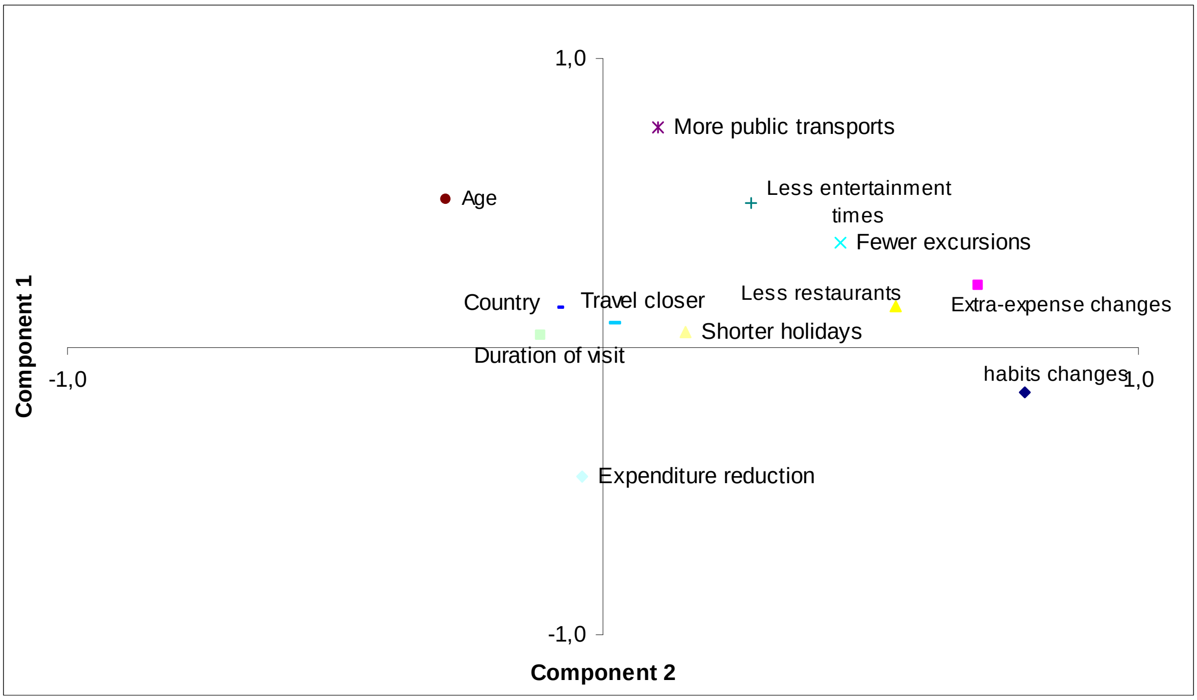


Figure 10: Factor analysis: economic crisis effects differing from one tourist to another.

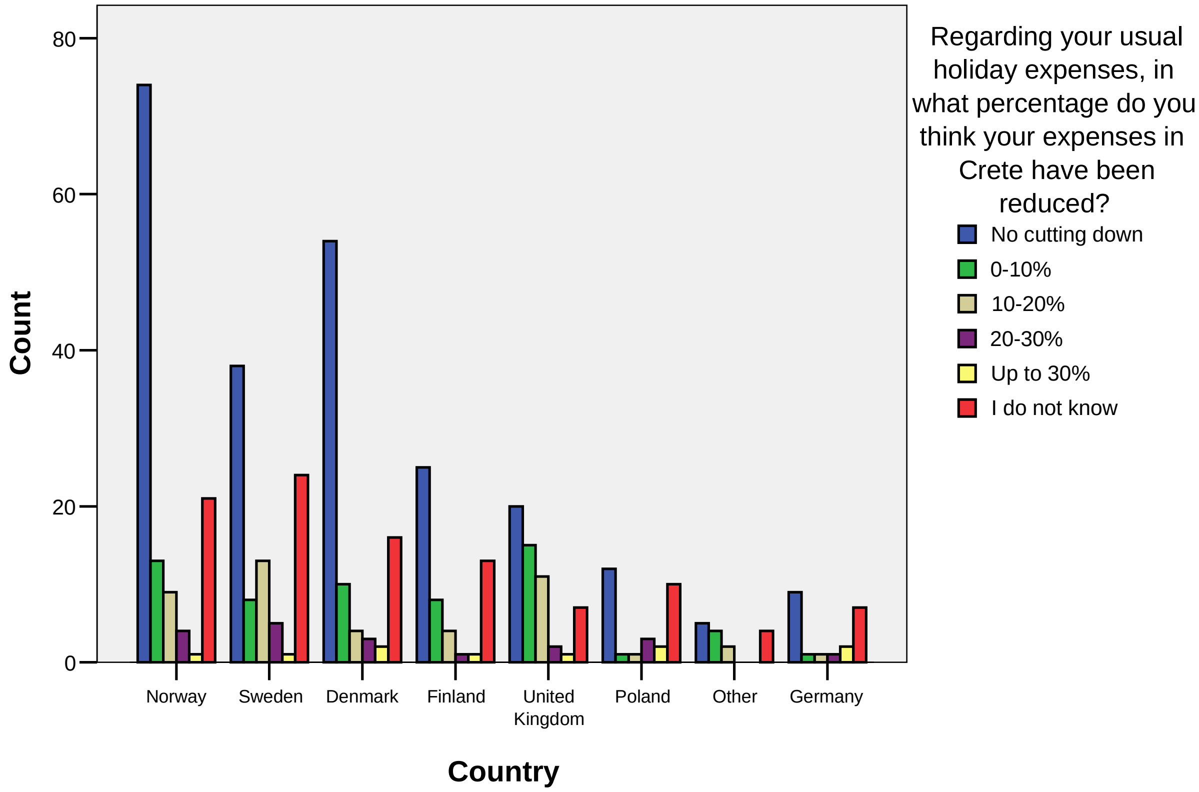


Figure 11: Expenditure cutbacks in correlation with country of origin (α = 0.002, df = 35).

Table 1: Key figures for "direct" tourism enterprises (accommodation and catering establishments) in 2007 in Greece.

	Units	2001	2002	2003	2004	2005	2006
Tourism as % of gross national product	Percentage	9.9	10.0	9.6	10.0	10.3	10.4
Tourism as % of employment	Percentage	6.4	6.5	6.5	6.1	6.6	6.4
Tourism as % of services exports	Percentage	25.2	25.5	21.8	21.4	21.2	20.4
Tourism as % of national consumption	Percentage	9.9	9.8	10.0	10.5	10.7	10.5
Number of enterprises in tourism	Establishments	**8 684**	**8 666**	**9 041**	**9 230**	**9 377**	. .
of which: Hotels and similar establishments	Establishments	8 342	8 329	8 689	8 899	9 036	. .
Tourist camp sites	Establishments	342	337	352	331	341	. .

StatLink http://dx.doi.org/10.1787/154844678657

Source: National Statistical Service of Greece, 2007.

Table 2: Hotel and Restaurant Statistics in Crete during the period 2002-2006.

	2002	2003	2004	2005	2006
Number of local units	7 998	8 415	8 426	9 661	10 043
Turnover	722 535 490	725 874 716	809 607 633	884 187 269	862 460 399
Wages and salaries	205 040 038	163 927 360	187 352 777	179 715 234	184 349 652
Gross investment in tangible goods	111 929 115	100 719 873	128 748 370	95 475 397	127 326 610
Number of persons employed	22 872	23 582	24522	24 474	25 910

Source: NSSG, Annual Enterprises Statistics in Tourism Sectors (Years 2002-2006)

Table 3: Agricultural production in Crete in 2004, share of national production.

Product	Quantity (2004) tons		
	Crete	Greece	Share of Crete over national production (%)
Olive oil	154 121	333 720	46
Tomatoes (for fresh consumption)	134 267	650 846	20
Potatoes	84 444	836 362	10
Citrus fruit	131 117	942 263	14
Milk	134 333	1 965 585	6
Table grapes	18 636	210 700	9
Raisins (Soultanina)	23 053	27 848	83
Grapes for wine (must)	56 555	454 051	12
Meat	37 164	446 848	8
Cheese (hard)	8 082	37 390	21
Cheese (soft)	3 048	141 281	2

Source: NSSG (National Statistical Service of Greece)

Table 4: Sampling method, target country of origin.

Country of origin	Tourists' arrivals in the Chania airport (%)	Answers expected	Fulfilled questionnaires
Norway	23,75	95	122
Sweden	20	80	89
Denmark	17,5	70	89
Finland	13,75	55	52
United Kingdom	10	40	56
Poland	7,5	30	29
Germany	7,5	30	21
Others	-	-	15
TOTAL	**100**	**400**	**473**

Table 5: Key profile variables for tourists visiting the island of Crete (Survey 2009).

	Modalities	**Proportion of inbound tourists (%)**
Gender	Male	46,7
	Female	52,0
Age	16-24 years	18,8
	25-34	16,7
	35-44	30,9
	45-54	24,1
	55-64	8,5
	65 years and +	0,8
Country	Norway	25,8
	Sweden	18,8
	Denmark	18,8
	Finland	11,0
	United Kingdom	11,8
	Poland	6,1
	Other	3,2
	Germany	4,4
Number of visits in Chania	This is the first time	49,5
	Twice	21,1
	More than twice	29,4
Number of days spent in Chania	1-3 days (excursions)	9,3
	About one week	51,0
	About two weeks	35,7
	More than 2 weeks	3,2
	Mean/median	9.5 days
Have you visited….?	Elafonisi	32,8
	Falassarna	13,1
	Paleochora	10,8
	Gramvousa	9,5
	Samaria Gorge	9,3
	Balos	7,2
	Gavdos	0,2
	Other places	54,8
Have you been satisfied by…?	Local food	73,4
	Climate	66,6
	Natural sites/beauty	61,5
	Accommodation	40,8
	Bus services	35,9
	Cleanliness	34,5
	Taxi	28,3
	Archaeological and cultural sites	25,6
	Prices	21,6
	Entertainment	15,9
	Road signs and direction systems	12,7

Table 6: Tourists' expressed opinions about Cretan food (Survey 2009).

	Modalities	Proportion of inbound tourists (%)
Did you know that Crete is considered the best place to experience the Mediterranean Diet?	Yes	29,6
	No	47,4
	I am not familiar with Mediterranean diet	23,0
Did you taste or buy Cretan…?	Local cheese	79,3
	Olive oil	72,5
	Raki or tsikoudia	67,2
	Vegetables	67,2
	Wine	65,3
	Orange juice	64,3
	Honey	41,0
	Oranges	35,9
	Traditional bread rusks	31,7
	Leather goods	26,8
	Olive oil soap	25,8
	Goat yoghurt	24,3
	Hand-made jewellery	21,4
	Aromatic and therapeutic plants	8,7
	Others	4,4
	None	1,9
Where did you taste or buy local products?	Supermarkets	80,1
	Town taverns or bars	77,4
	Hotel	45,5
	Gastronomic or specialised shops	18,6
	Producers market	14,6
	Directly at farm	7,6
	Others	2,5
How satisfied you are by the food quality?	Very satisfied	32,8
	Satisfied	52,9
	Moderately satisfied	8,5
	Dissatisfied	1,9
	Very dissatisfied	0,2
	I do not know	3,8
How satisfied you are by the food price?	Very satisfied	14,2
	Satisfied	41,9
	Moderately satisfied	32,3
	Dissatisfied	5,9
	Very dissatisfied	2,5
	I do not know	3,2
How satisfied you are by the food presentation, packaging, Latin alphabet translation?	Very satisfied	12,9
	Satisfied	48,0
	Moderately satisfied	26,0
	Dissatisfied	4,9
	Very dissatisfied	0,4
	I do not know	7,8
Would you like to buy Cretan food products in your country if you could find them?	Yes	75,9
	No	5,5
	I do not know	18,6
Do you think this slogan: "The Cretan experience: beach, sun, wildlife, Mediterranean food, what else?" could be a good resume of your trip to Crete?	Yes	76,5
	No	8,0
	I do not know	15,4

Table 7: Economic crisis changes in tourism expenditure for the island of Crete (Survey 2009).

	Modalities	Proportion of inbound tourists (%)
Does the economic crisis have changed your spending?	Yes	20,5
	No	72,1
	I do not know	7,4
In what percentage do you think your expenses in Crete have been reduced?	No cutting down	50,1
	0-10%	12,7
	10-20%	9,5
	20-30%	4,0
	Up to 30%	2,1
	I do not know	21,6
Which kind change has already occurred for you?	You paid more attention to your extra-expense?	22,4
	You used more public transport instead of rented car?	19,9
	You ate more food directly in your accommodation instead of restaurant food?	19,9
	You went on fewer excursions?	18,4
	You spent less time in the night-clubs, entertainment, bars?	15,6
	You stayed a shorter period of time on holiday?	10,6
	You travelled closer to home?	5,1
	Other changes?	1,7