



**UNIVERSITY OF PELOPONNESE  
FACULTY OF HUMAN MOVEMENT AND QUALITY OF LIFE  
DEPARTMENT OF SPORTS ORGANIZATION AND  
MANAGEMENT**

**THE BRANDING OF ANCIENT OLYMPIA**

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**MASTER Dissertation submitted to the professorial body for the partial fulfillment of obligations for the awarding of a post-graduate title in the Post-graduate Programme, "Olympic Studies, Olympic Education, Organization and Management of Olympic Events" of the University of the Peloponnese.**

**Ancient Olympia 2021**

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## **SUMMARY**

Dimitrios-Spyridon Vikatos: The Branding  
of Ancient Olympia.

(Under the supervision of Guillaume Bodet, Seguin Benoit and Travlos Antonios )

The subject of this Master Thesis is City Branding and especially in the case of Ancient Olympia, a tourist place, whose name and history are perfectly associated with one of the most famous Brand Name in the world, that of the Olympic Games. By itself, City Branding is a complex and often difficult concept, because it turns an entire city into a product and services and aims to promote it. Marketing strategies are formulated in such a way that they are applied throughout the city. Special emphasis is given to Branding, to the design and promotion of the brand of the place. But in order to maintain a strong Brand, it must offer services and goods, and satisfy the needs not only of the residents but also of the visitors. In particular, the competent bodies of each place aim at the satisfaction of the tourists and formulate the marketing strategies accordingly. Regarding the structure of the Thesis, in the first chapter is the presentation of the place of Ancient Olympia, its historical background and development as well as its role in the Olympic Games from antiquity until today. The second chapter, through a literature review, analyzes the concept of City Branding and Place Branding and the importance of their application in tourist destinations. It also mentions the way in which Ancient Olympia managed to build a strong Brand and Image in antiquity but also how it was reborn in the 19th century, after centuries of obscurity. The third chapter mentions the research methodology, the questionnaire and its variables. The fourth chapter presents the statistical analysis of the data collected from the residents and visitors of Olympia. In closing, the fifth chapter of this Master Thesis presents the results of the research in combination with their conclusions and proposals regarding the tourism development of Ancient Olympia.

Keywords: City Branding, Place Branding, Ancient Olympia, Brand Name

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## CHAPTER I: ANCIENT OLYMPIA

### THE SETTLEMENT OF ANCIENT OLYMPIA

The settlement of Ancient Olympia is located in the western part of the Peloponnese, in Ilea Prefecture, twenty kilometers southeast of the city of Pyrgos, the capital of the prefecture. It is built at an altitude of 60 meters, in the valley crossed by the Kladeos River, which empties into the Alfeios River. Right next to today's settlement, there is the archeological site that includes the sanctuary of Zeus (the Altis), a sacred place and the cradle of the Olympic Games. Nowadays, Olympia, with a population of 835 inhabitants, constitutes the seat of the homonymous municipality, whose population reaches 13.409 people (according to population census in 2011).

The first inhabitants of the settlement arrived at the end of 19<sup>th</sup> century. Until then, the nearest inhabitants of the valley had resided in the hill of Drouva, which rises to the west of Olympia's current location, dealing exclusively with the agriculture and livestock sectors. The first contract between the Greek and German State was signed in 1874 and the excavations in Olympia, led by Ernest Curtius, began officially and systematically on 22 September 1875 and lasted until 8 March 1881 (Hatzi, 2008; Vikatou, 2006).

This is the period when the international interest in Olympia and its history started again. Particularly, Dimitrios Vikelas, the first President of the International Olympic Committee, during his visit to Olympia in April 1884 states that *“Drouva is called the small village [...] A bit further away, another house was transformed into a hotel for those who want to extend their stay in Olympia. The employees and workers spend the night in Drouva, since, after sunset, everyone can stay down in the valley without being punished. The fumes deriving from excavations, apart from the unhealthy place, cause fevers, while the only protection is the overnight stay on the hill”* (Vikelas, 1991, p.154). The first German archeologists also resided in Drouva, in a house situated on the eastern side of the settlement with a unique view of the excavation site, while the small house, where Othon and Amalia stayed during their visit to the region, is still preserved. Today, the elegant interventions have reformed this settlement, in which there are some of the most modern hotel units that serve the visitors to Olympia.

In 1875 the first excavations brought to light impressive buildings of the Altis (temple of Zeus, Hera, etc.) and thousands of findings, which revived the history of the

most important national sanctuary. Then, the first carriages conveying significant personalities, scholars and tourists, who wanted to admire the first findings, arrived. The beginning of the creation of the new settlement in the valley, near the excavations, along the western bank of the Kladeos River and below the hill of Drouva, was now a fact. At that time, in this area, the first houses and accommodation facilities began to be built. In order to safeguard and exhibit the findings from the excavations of Olympia, in 1883, the said Old Museum or Syngreion started to be constructed, upon the donation of the national benefactor Andreas Syngros, by the German architects F. Adler and W. Dörpfeld, who developed an inventive design in line with the ground plan of the temple of Zeus. It was the first provincial museum of the country, a neoclassical building which was constructed northwest of the archeological site, on a hill, having a prominent place with a view of the Altis. The amazing sculptures of the pediments of the temple of Zeus, the statues of Hermes by Praxiteles and Nike by Paionios and thousands of bronze objects were exhibited in this museum, which hosted them for almost a century. The earthquake in 1954 affected the area and caused many damages to the building while its operation lasted until the 1970s when the new Museum was built (Hatzi, 2008; Vikatou, 2006).

On the occasion of Athens Olympic Games in 2004, the museum will reopen. Being fully renovated, since then, it has operated as the Museum of History of the Olympic Games of Antiquity. The Syngreion Museum consists of a lobby, a large central hall and ten smaller ones around it with more than 460 objects exhibited which date from the prehistoric times until 5<sup>th</sup> century AD and present the brilliant history of the Olympic Games and other Panhellenic Games (Vikatou, 2006).

In parallel, in 1890, when the first excavations started, in order to ensure access to Olympia and attract greater number of tourists, the extension of the railway line of Katakolo-Pyrgos (13 kilometers) with terminal station at Olympia began. The first line was constructed in 1882 by the SPAP (Piraeus – Athens – Peloponnese Railways) Company for the transfer of agricultural products, mainly of black raisin, from Pyrgos and the wider area to the port of Katakolo with a view to exporting them. It was the first railway line outside Attica and the first municipal railway. In 1891, the railway station of Olympia came into operation and was 21 kilometers away from Pyrgos and about 35 kilometers away from the port of Katakolo. It was the means used most by the visitors to Olympia at that time. According to the drawings of the famous architect Ernest Chiler, at the edge of the village and before the archeological site, an architectural jewel was built

and this was the station’s building, which, together with its adjacent auxiliary facilities (depot, guestroom building-dormitories, building of “electrics”) has been characterized by the Ministry of Culture (under ref. no. 1010-1088/28818/13-5-1985) as works of art that constitute “*the first samples of industrial architecture in the Greek region which combine the operational simplicity with remarkable architectural solutions and very interesting morphological elements*”.

The railway line has been abandoned for many years until 2004, when the Olympic Games was the reason for the restoration works that occurred in the historical building of the station and the reopening of routes Katakolo-Pyrgos-Ancient Olympia. Especially in summer, before its decline, the railway boomed significantly, since thousands of tourists chose the train as their transport means from the port of Katakolo to Olympia (Lianos, 2012), (Table 1).

**Table 1.** Visitors to the Old Museum- Syngreion (1888-1901).

<b>YEARS</b>	<b>FOREIGN VISITORS</b>	<b>GREEK VISITORS (INDIVIDUALS)</b>	<b>GREEK VISITORS (EXCURSIONS)</b>	<b>TOTAL</b>
<b>1888</b>	201	212	-	413
<b>1889</b>	226	256	-	482
<b>1890</b>	500	604	-	1.104
<b>1891</b>	646	1.069	1.200	2.915
<b>1892</b>	589	1.679	1.900	4.168
<b>1893</b>	725	2.120	2.400	5.245
<b>1894</b>	899	1.516	1.900	4.315
<b>1895</b>	954	1.536	3.500	5.990
<b>1896</b>	1.213	1.119	2.740	5.072
<b>1897</b>	520	650	-	1.170
<b>1898</b>	1.204	1.320	1.820	4.344
<b>1899</b>	1.157	950	3.220	5.327
<b>1900</b>	891	619	1.150	2.660
<b>1901</b>	1.447	1.008	12.000	14.455
<b>TOTAL</b>	<b>11.172</b>	<b>14.658</b>	<b>31.830</b>	<b>57.660</b>

Source: *Georgiadis K. & Koulouri C., (2011) International Olympic Academy, a History of an Olympic Institution.*

The SPAP, along with the construction of the aforementioned infrastructures of the station, initially wanted to extend the operational activities to the region of Olympia and, therefore, the company invested in the construction of a luxurious hotel under the same name. Its construction began at the end of 19<sup>th</sup> century and was completed in 1906,

when it opened its doors to welcome the special clients who wanted to admire the archeological findings of Olympia. The SPAP building was located at the hill next to and above the Old Museum of Olympia, covering a total area of 1852 m<sup>2</sup>, and had a magnificent view over the valley of Alfeios, the Altis and the settlement (Hatzi, 2008). It was a three-floor building (ground floor and two floors) with comfortable spaces surrounded by beautiful gardens, a place of relaxation for the residents of Olympia, who could enjoy the unique view of the idyllic valley of Alfeios and the ancient sanctuary mainly from the southern side. The nice floors, the heavy elegant oak doors, the memorial semicircular stairs leading from the ground floor to other floors, the impressive chandeliers, the luxury furniture and flatware rendered the SPAP Hotel one of the most luxurious hotels of that time.

“It was almost night when I arrived at the station of Ancient Olympia [...] The hotel where I stay is called Hotel of the Company and is very near the railway station [...] On the right, from time to time, it seems that the trembling lights of the few houses wave at me looking like candles in the vast silence of a temple which has the sky as its dome [...] I feel that I am in a fairytale world where time is unknown and my soul relaxes via the passages through the history of the place [...] every corner, every inch of Olympia has its own secret story.” (Georgiadis & Koulouri, 2011, p.70).

The personal archives of Spyridon Ch. Mountanos, resident of Olympia and former president of the SPAP Hotel (1963-1980 and 1981-1985) show that some of the hotel customers during the period 1956-1972 were the following ones:

- 22/04/1956 Iliaskos, President of Greek National Tourism Organisation (GNTO)
- 20/05/1956 Theodor Heuss, President of the Federal German Republic
- June 1958 American Atomic Scientists
- 06/01/1959 Kleanthis Palaiologos, Director of National Academy of Physical Education
- 01/12/1959 Princess Sofia
- March 1960 Royal Greek Family
- 04/01/1961 Successor Constantine
- 15/01/1961 Belgian Prince Henri de Croÿ
- 21/02/1961 I. Ketseas
- 03/05/1963 Prince Ferdinand of Liechtenstein
- 03/06/1963 Georgios Papandreou
- 08/05/1964 Prince Willian
- 15/04-16/04/1965 King of Sweden
- 25/09/1965 President of Ireland

- 09/06/1969 J. Owens, Olympic champion
- Georgios Seferis

At the same time, the hotels in the region of Olympia were as follows: the Pension of England (branch of the hotel “England of Patras”), the Grand Hotel of the Peloponnese Railways Company and the New Grand Hotel à Olympie (Georgiadis & Koulouri, 2011).

In conclusion, it is remarkable that the beginning of excavations triggered the development of the region and the construction of major development infrastructure projects, such as the railway station, the Old Museum and the SPAP Hotel. For that period, the brand name of Olympia, which was under development, was appropriately used in accordance with the proper design by choosing the best positions to erect the emblematic buildings of Olympia, which were harmoniously integrated into its natural environment by utilizing the potential of this place to the maximum possible extent. Thanks to this design, Olympia is one of the first regions that obtained “town planning” in 1911. We should consider that, despite the efforts, the extension of this planning has remained outstanding so far since it aims to include the settlements created around it, i.e. “Kampos” and ‘Mamouseika” positions.

Upon the construction of the above projects, while the tourism of Olympia was still growing, since the most part of excavations had been completed and the buildings of the sanctuary had been discovered almost in their entirety, much later, in the 1950s, a second phase of infrastructures started. Particularly, in 1957, the second wing of the SPAP Hotel started to be constructed, west of and behind the first building, covering an area of 1000 m<sup>2</sup>, in order to serve the number of tourists. However, the hotel closed down, thus being transformed into looted ruins and losing every shred of prestige and grandeur that it had at its peak. In 2004, the space was renovated by the Ministry of Culture using the funds from the Third Community Support Framework converting a part of it into a conference center and auxiliary spaces of the local Ephorate of Antiquities. It hosted several exhibitions, such as the large exhibition entitled “In Praise of the Olive” in 2007 and the UNESCO International Workshop with theme “Disaster Risk Management at World Heritage Properties” in November 2008. The initial building includes E/M installations, halls for different uses, a canteen, a shop and an amphitheater with a seating capacity of 150 people. The second building turned into an office and management space of the Ephorate of Antiquities of Ileia (Antonopoulos, n.d.).

Other two historical hotel units that were identified as some of the best architectural samples of the new era have appeared in the settlement of Olympia. The hotels are “Xenia” and “Xenios Zeus Motel”. They were constructed in the 1960s and more concretely in 1963 by the architect Aris Konstantinidis. The hotel “Xenios Zeus Motel” was one of the first buildings that every visitor would see, since it was located at the entrance to the village (on the way from Pyrgos). These two hotels, along with other hotel of Olympia, were abandoned after the thousands of visitors and the glory days they had experienced for years. The motel operated until 1992, when it closed down. The building was deserted and looted, later, it was used for a few years by the Fire Department of Ancient Olympia but then it was abandoned once again. Unfortunately, despite the efforts made, it has not been renovated until today and still lies in ruins at the entrance to the city. On the one hand, this makes a bad impression to the visitors and on the other hand it indicates the inability of the competent authorities to manage and restore this historical building (Vikatos, 2017). The hotel “Xenia” was built at the other edge of the settlement, near the hill of the Old Museum. The last event that took place in it was the banquet in honor of Olympic champions (Migiakis, Bountouris, etc.). On the contrary, the hotel “Xenia” enjoyed a better fate and was radically restored by the Ministry of Culture in 2004. Today, the half part of the building houses the Town Hall and other services of the Municipality and the remaining part includes the auxiliary spaces of the local Ephorate of Antiquities.

Returning to the 1950s, it should be underlined that the earthquake which affected the region of Olympia in 1954 brought about several damages to the Old Museum or Syngreion. Furthermore, the Old Museum, in terms of lack of capacity and modern exhibition of objects, could not house the continuous discovery of new ancient treasures. The combination of these two factors, i.e. the earthquake and the shortage of exhibit halls, created the need for the construction of a new museum. The new Archeological Museum, as it was called in order that it should not be confused with the Old one, began to be built in 1966 in accordance with the drawing of the architect Patroklos Karantinos, and was completed in 1975. The exhibits started to be gradually transferred from the Old to New Archeological Museum, whose brilliant opening ceremony took place in 1982 in the presence of the then Greek Minister of Culture, Mrs. Melina Merkouri. The exhibition of the museum was designed and organized by the archeologists Nikolaos Yalouris, Ismini Trianti and the conservator and sculptor St.



Triantis, of whom the latter contributed decisively to the difficult transfer, placement and display of the statue of Nike by Paionios in the new Museum in 1994.

In the light of 2004 Olympic Games, the reshaping and renovation of the museum as well as the modernization of exhibits were considered necessary. Therefore, from September 2003 the museum remained closed so that its spaces can be appropriately reshaped and it opened again on 24 March 2004. Many of its exhibits are truly awe-inspiring, such as the unique sculptures of the pediments of the temple of Zeus, the famous statues of Olympia, Hermes of Praxiteles, which is exhibited in a hall, specially protected from earthquakes and fires, and Nike of Paionios and many others. These exhibits as well as the thousands of bronze dedications, discovered in the sanctuary, render the museum of Olympia one of the most important museums in the world (Vikatou, 2006). The restoration works of the Museums of Olympia, under the auspices of the Ministry of Culture, were completed in 2004 with the transformation of the small “Ephorate” next to the Old Museum and below the SPAP into a Museum of the History of Antiquities of Olympia. This building was the place of residence of the Greek archeologists that worked in Olympia. Today, the visitor can be informed of the progress of the excavation in the sanctuary since its start until recent years through historical documents (such as the contract signed between Greece and Germany in 1874), gravures, drawings, photographs, texts and moquettes (Hatzi, 2008; Vikatou, 2006).

Apart from the archeological museums, another museum of different content was founded at a private initiative in 1961 in Ancient Olympia. It was the Museum of the Modern Olympic Games which was housed where the first primary school of Olympia was located, almost at the heart of the settlement. Its founder was Georgios Papastefanou-Provatakis (1890-1978), who purchased the old school converting it into an exhibit hall. Papastefanou possessed an extremely rare and unique collection of the first thematic stamps of 1986. Moreover, he was collecting other Olympic objects, which date back to the whole history of the Modern Olympic Games until that time. His strong need and will to make his objects internationally known made him found the first philatelic museum in Greece. After the restructuring of the three halls of the old school, the museum opened on 3 September 1961 and was called “Athlofiletiko Olympic Museum” until 1972. At the end of 1963, Papastefanou himself, via a letter to the successor Constantine, stated his desire to donate the Museum to the Committee of the Olympic Games and so it happened. Since 1964 the Museum has operated under the

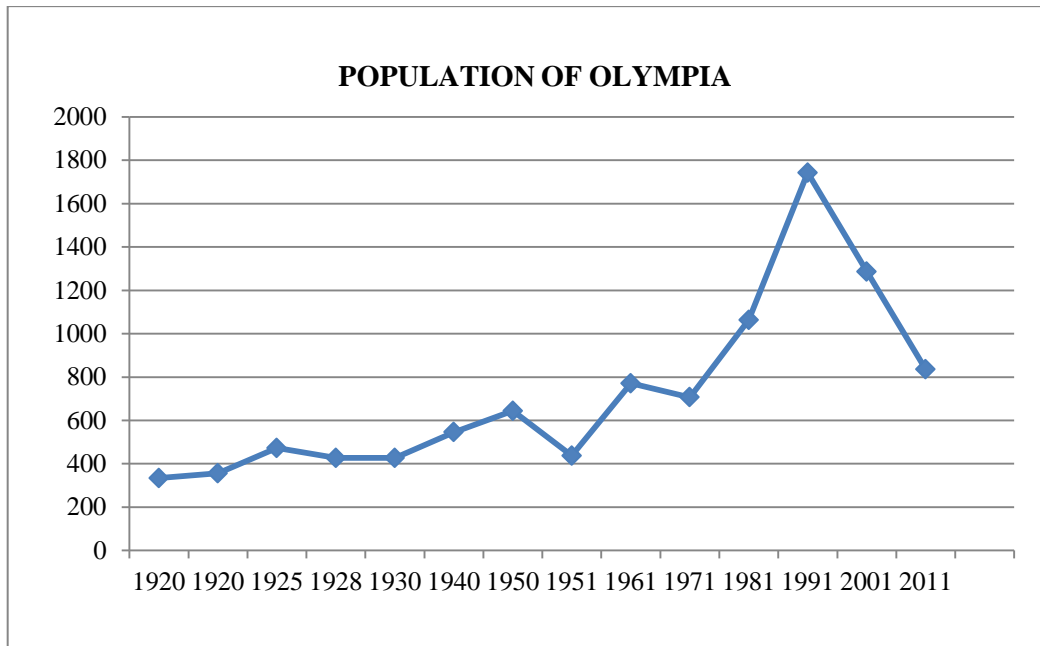
auspices of the Hellenic Olympic Committee (HOC). Initially, the building covered an area of 87 m<sup>2</sup>, which is pretty small taking into account that this area should include exhibits consisting of objects of each Olympiad. Consequently, the reconstruction of the museum began in 1968. The architect in charge was Georgios Pantzaris, a member of the HOC and the IOC, and the expenses were covered by the General Secretariat of Sports. In 1972 the new Museum of the Modern Olympic Games of Ancient Olympia was inaugurated with a total area of 400 m<sup>2</sup>, which, since then it has operated under of the auspices of the International Olympic Committee (Vikatos, 2017).

Georgios Papastefanou received many prizes for his work at both national and international levels. Moreover, in 1965 he was declared honorary member of the International Olympic Committee. The Olympic Philatelist Papastefanou died in 1978 and his position as Director of the Museum was worthily undertaken by Iakovos (Zak) Karyotakis. A characteristic exhibit of the museum was the gold-plated medal of 1896 Athens Olympic Games, which was designed by Nikiforos Lytras. The museum operated until about 2010, because, since 2008, it has suffered massive material damage caused by the strong earthquake that had affected the region and whose epicenter was located in the nearby region of Andravida (Tzachrista, 2000; Vikatou, 2006), (Table 2), (Diagram 1).

**Table 2.** Population growth of Olympia

YEAR	RESIDENTS OF OLYMPIA
1920	334
1920	356
1925	473
1928	427
1930	427
1940	546
1950	644
1951	437
1961	771
1971	707
1981	1,063
1991	1,742
2001	1,286
2011	835

Source: Georgiadis K. & Koulouri C., (2011) *International Olympic Academy, a History of an Olympic Institution*, Wikipedia.org



**Diagram 1.** Population growth of Olympia (source: *Georgiadis K. & Koulouri C., (2011) International Olympic Academy, a History of an Olympic Institution, Wikipedia.org*)

It appears, then, that Olympia has managed to attract tourists from all over the world since the beginning of the 20<sup>th</sup> century. The tourist flows has increased throughout the years making the permanent residents deal exclusively with tourism and leave agriculture and livestock breeding behind. Since the 1990s, Olympia and its archeological site have lived glory days with thousands of tourists who used to arrive every day either by train from Athens, Patras or the port of Katakolo or by car or through organized excursions in order to visit the archeological site and the museums. Today, the settlement of Olympia has several large hotel units, two camping areas, restaurants, cafeterias and a plethora of tourist shops (Table 3, Table 4).

**Table 3.** Tourist arrivals in Olympia

YEAR	ARRIVALS OF FOREIGNERS	ARRIVALS OF NATIONALS	TOTAL OF ARRIVALS
1990	148.010	18.062	166.072
1991	88.440	17.376	105.816
1992	135.582	20.001	155.583
<b>TOTAL</b>	<b>372.032</b>	<b>55.439</b>	<b>427.471</b>

Source: Georgiadis K. & Koulouri C., (2011) International Olympic Academy, a History of an Olympic Institution.

**Table 4.** Total of overnight stays in Olympia (1990-1992)

<b>YEAR</b>	<b>OVERNIGHT STAYS OF FOREIGNERS</b>	<b>OVERNIGHT STAYS OF NATIONALS</b>	<b>TOTAL OF OVERNIGHT STAYS</b>
<b>1990</b>	158.201	23.905	182.106
<b>1991</b>	94.959	26.091	121.050
<b>1992</b>	150.932	35.658	186.590
<b>TOTAL</b>	<b>404.092</b>	<b>85.654</b>	<b>489.746</b>

Source: Georgiadis K. & Koulouri C., (2011) International Olympic Academy, a History of an Olympic Institution.

## **OLYMPIA IN ANTIQUITY**

How was this place in antiquity that today offers us unlimited opportunities in order to be used internationally as a brand name? In antiquity, Olympia was the sanctuary where Zeus and other gods were worshipped. It was the place where the Olympic Games, the Olympism, its values and ideals were born. The sanctuary of the Altis, as the sanctuary of Olympia was called, was located in a privileged and favored by nature position. It was a place easily accessible to the thousands of visitors to the sanctuary, either by sea or the mountainous region, through the Alfeios River, which was navigable at that time. The history of Olympia is directly linked to the organization and celebration of the Olympic Games of antiquity every four years for more than a thousand years.

The first signs of residence in the region of Olympia date back to the Final Neolithic Period (4300–3100 BC). There are some findings from the Early Hellenic Period (2500 BC) but it seems that the first arched rectangular buildings of the sanctuary began to be built from 2150-1900 BC. In addition, during this period, Olympia was operating as a small sanctuary in honor of the prehistoric gods, such as Gaia, Cronus, Rhea, Idaios Herakles and others.

During the Mycenaean period (1600-1100 BC), a settlement was developed next to the Altis, as evidenced by the burial remnants around the hills of the new Museum. The settlement and the sanctuary changed form from the 11<sup>th</sup> century BC. Olympia was exclusively a place of worship of god Zeus and not of residence, thus remaining for the rest of its course. Furthermore, the myth of Pelops and Oenomaus and its athletic content betrays that the Games were celebrated at the sanctuary from the Mycenaean times (Hatzi, 2008; Palaiologos, 2004; Spathari, 1997; Vikatou, 2006).

During the Geometric period (10<sup>th</sup>-8<sup>th</sup> century BC), Olympia seems to have acquired the title of the most important sanctuary in Greece and constitutes a religious center of the time. Through the leafy forest of the Altis, consisted mainly of wild olive trees, pines, oaks, cottonwoods and plane trees, the sacred buildings and the altar of the sanctuary of Olympia were emerging. The importance of the sanctuary is demonstrated by the numerous bronze and clay dedications of the faithful that came to light during the excavations and date back to the Geometric period. Moreover, during the 8<sup>th</sup> century BC, the Olympic Games were reorganized by Iphitos, king of Elis (776 BC). It was the period during which the Games obtained a Panhellenic character while, at the same time, the institution of the Olympic truce, i.e. the cessation of hostilities the Games, was established. The importance and uniqueness that the sanctuary of Olympia had acquired at that time were the causes for the outbreak of long-lasting conflicts between Elis and Pisa regarding the guardianship of the sanctuary and finally the former predominated and became the organizing city of the ancient Olympic Games until their end (Hatzi, 2008; Palaiologos, 2004; Spathari, 1997; Vikatou, 2006).

The brilliant course of the sanctuary of Olympia continued during the Archaic Period (7<sup>th</sup>-6<sup>th</sup> century BC). New temples, such as the temple of Hera, the treasures, the Bouleuterion and the Prytaneion, were built. The stadium where the Olympic Games were held was located inside the sanctuary, in front of the large altar to Zeus, thus indicating the religious character of the Games. Moreover, the offerings and dedications to the temple were numerous from all over the world (Hatzi, 2008; Papachatzis 2009; Spathari, 1997; Vikatou, 2006).

At the beginning of the 5<sup>th</sup> century BC and the Classical Period, the sanctuary of Olympia reached its acme. The main reasons for this peak were the Persian War and the victories of Greeks against the Persians. This is why the first Olympiad, after winning the Persian Wars in 476 BC, was celebrated pompously (Yalouris, 1976). Hellenism appeared to be more united and this was proved by the participation in the Olympic Games and the high turnout of the faithful and spectators in Olympia. Other new buildings were constructed in the sanctuary and the top creation was the magnificent temple of Zeus, whose interior was adorned with one of the seven ancient miracles of the world, the chryselephantine statue of the god Zeus. The stadium was moved outside the temple and its slopes began to be constructed with a seating capacity of forty thousand people so as the sanctuary of Olympia can face the visitor turnout. The horse and chariot races were held in the hippodrome that the Alfeios River had washed away.

Moreover, new buildings were constructed, additions to the older ones were made and the focus was given on the visitor service world (Hatzi, 2008; Papachatzis, 2009; Spathari, 1997; Vikatou, 2006).

At the beginning of the Hellenistic Period (end of 4<sup>th</sup> century-1<sup>st</sup> century BC), the buildings became secular. Sports facilities, such as the Gymnasium and the Palaestra, were constructed in order to serve and train the athletes. It was obvious that Olympia constituted a means of promotion and, for this reason, next to the statues of the Olympic champions located in the sanctuary, the kings used to erect their statues as well as monuments in order to demonstrate their presence and power over the Greek region to the thousands of visitors to Olympia (Vikatou, 2006). Therefore, the sanctuary and the Olympic Games were politically exploited, culminating in the family memorial, the Philippeion, erected in the Altis by Philip II and Alexander after the Battle of Chaironeia (338 BC). The same tactic was followed by the successors of Alexander, who wanted to strengthen their position in the Greek region with abundant subsidies and votive offerings to the sanctuary world (Hatzi, 2008; Papachatzis, 2009; Spathari, 1997; Vikatou, 2006).

The erection of impressive buildings continued during the Roman Period (1<sup>st</sup> century BC -4<sup>th</sup> century AD). According to the traveller Pausanias, who visited Olympia in the 2<sup>nd</sup> century AD, the sanctuary was at its peak and at the beginning of the 3<sup>rd</sup> century AD, when Karakallas granted the right of Roman citizenship to all the nationals of the Roman Empire, the Olympic Games obtained a universal character (Hatzi, 2008; Palaiologos, 2004; Spathari, 1997; Vikatou, 2006).

The games were stopped in 393 AD by Emperor Theodosius I, who fought paganism and idolatrous sanctuaries through his decrees. In 426 AD Theodosius II ordered the burning of the monuments and the cessation of operation of the ancient sanctuaries. The two earthquakes of 522 and 551 AD completed the destruction of the buildings of the sanctuary. At that time, a Christian rural settlement, developed in the Altis, between the temple of Zeus and the stadium until the Paleo-Christian basilica, which was built over the ruins of the workshop of Pheidias, appeared. The invasions of Avars and Slavs as well the floods of the two rivers made the residents abandon definitively the region world (Hatzi, 2008; Papachatzis, 2009; Spathari, 1997; Vikatou, 2006).

## THE ANCIENT OLYMPIC GAMES

The myths about the creation of the sanctuary of Olympia and the Olympic Games are several. One of them is that of Pelops after whom the Peloponnese was named. According to the myth, Oenomaus, son of Ares and king of Pisa, the city that had the control of the sanctuary and was located very close to it, had been informed by an oracle that his death would be caused by the husband of his daughter Hippodameia. King Oenomaus, being afraid of dying, organized an exhausting chariot race in which all the prospective suitors of his daughter would compete with him, starting from the sanctuary of Olympia and finishing at the temple of Poseidon at the Isthmus of Corinth. However, it was not a simple and fair race. Oenomaus, who possessed winged invincible horses, a present from his father Ares, had set the condition that the winner would kill the loser in order to be sure there would not be any other winner and husband for his daughter who might kill him. It was Pelops from Lydia who arrived in Olympia and managed to win Oenomaus thanks to the winged horses donated by his patron god, Poseidon (Hatzi, 2008; Spathari, 1997; Vikatou, 2006; Yalouris, 1976).

According to another version of the myth, Pelops bribed Oenomaus's charioteer, Myrtilus, who was in love with Hippodameia, to remove the linchpins from the axles of Oenomaus's chariot and to replace them with others made of wax. During the race, the wax linchpin melted, the chariot was destroyed and Oenomaus was killed. Next, Pelops murdered Myrtilus by throwing him into the sea, east of the Peloponnese, in order to ensure deceit. Since then, the sea has been called "Myrtoon". Pelops established games to honor Zeus in order to atone for his sin. Hippodameia, in turn, established the Heraia, running races to honor Hera, wife of Zeus and protector of family and marriage. The importance of the myth of Pelops is shown by the fact that the residents of Elis chose to depict it in the eastern pediment of the temple of Zeus, the most important monument of the Altis (Kaltsas, 2004; Mallwitz & Herrmann, 1980, Kaltsas, 2004; Vikatou, 2006; Yalouris, 1976).

Another myth about the name of Olympia and the creation of the Olympic Games is that of Idaios Herakles. Pausanias refers to Idaios Herakles and his four brothers, the Daktyls or Kouretes, who came from Crete to Olympia, as the founders of the games. Herakles was the first to set the length of the stadium in Olympia, organize running races for his brothers and crown the winner with a wreath of wild olive. Other myths report that the founder of the games was the demi-god Hercules, who brought the

wild olive from the northernmost regions, planted it in the sanctuary and determined the limits of the Altis. He was the first to organize chariot and running races. According to the rationalist Strabo, the games were organized by Oxylus, king of the Herakleides, after their descent in the 11<sup>th</sup> century BC. At that time, the games, initially of local nature, were reorganized, the older worships were restricted and the worship of Zeus at the sanctuary of Olympia was established (Papachatzis, 2009; Spathari, 2000; Vikatou, 2006; Yalouris, 1976).

As shown by the myth of Pelops, the local games were possibly held from the Mycenaean period (1600-1100 BC). Several centuries later, in 776 BC, the games were reorganized by Iphitos, following the oracle, and obtained a Panhellenic character. About two hundred years before the establishment of the other Panhellenic Games, the sanctuary of Olympia was national and its prestige travelled to the East and West (Vikatou, 2006; Yalouris, 1976). The ancient Olympic Games were celebrated every four years. In the first place, they lasted only one day and included only running races, which were held in the stadium. From the 14<sup>th</sup> Olympiad, in 724 BC, other sports were added and in 200 BC the 145<sup>th</sup> Olympiad consisted of eighteen sports and the total duration of the games was five days (Papachatzis, 2009; Spathari, 2000; Yalouris, 1976).

In a short period of time, the Olympic Games became the most important games expressing the ideal of Hellenic sports and culture. Respect, as a value, was proved via the institution of the Olympic Truce. As confirmed by the ancient sources, the cases of athletes who attempted to ignore the strict regulations of the games at the sanctuary with more than a thousand years of history are rare. However, in such cases, they never dared not to comply with or not to be subject to the penalties foreseen. This is proved by the numerous statues and further dedications to the sanctuary as well as by the treasures erected by the Greek cities in the Altis in order to gain gods' favour (Vikatou, 2006; Yalouris, 1976).

The Olympic Games were so important to the Greeks that, in the dark days they experienced during the major conflict between Greece and the Persian Empire in 480 BC, in parallel with the Battle of Thermopylae in which Leonidas and his three hundred Spartans drew their last breath, in Olympia, during the 75<sup>th</sup> Olympiad, the games were held regularly. According to Herodotus, this fact and the prize awarded to the Olympic champion, which was only a branch of wild olive, made a great impression on the environment of the Persian king that one general turned to Mardonius and said "*Alas,*



*Mardonius, against what kind of men did you lead us to fight, men who compete not for money but for virtue?” (Yalouris, 1976, p. 81).*

The Olympic champions had a special position and divine glory and, for this reason, many of them were worshipped as heroes after their death at their birthplaces. The victory at the Olympic Games was the highest good and honor that a mortal can enjoy. This honor was not received only by the athlete that was crowned Olympic champion but also by the athlete’s hometown which was becoming famous in the Greek region. The ambition of each city to have as many Olympic champions as it could was so big that it was trying to encourage citizens to exercise based on provisions and laws (Papachatzis, 2009; Spathari, 2000; Vikatou, 2006; Yalouris, 1976).

From the 2<sup>nd</sup> century AD, when the sanctuary of Olympia was under the guardianship of the Roman Empire, the games, apart from its national fame, obtained supranational character, which is shown by the foreign names of the Olympic champions from different states, such as the Egyptians, the Lycians, the Lydians, the Phoinicians and others. The Olympic Games were stopped in 393 AD by the Byzantine emperor Theodosius and this world institution came to an end. It took fifteen centuries for the rebirth of the Olympic Games by the baron Pierre de Coubertin, who wished to revive this supranational character that they once had. The first modern Olympiad was held in 1896 in Athens, the birthplace of the games and the capital of the Hellenic state (Swaddling, 1999; Sinn, 2000; Vikatou, 2006; Yalouris, 1976; Hatzi, 2008).

## **THE DISCOVERY OF OLYMPIA**

After the two big earthquakes of the 6<sup>th</sup> century BC, the sanctuary of Olympia was transformed into ruins. The landslides of the Kronian hill and the floods of the Alfeios River resulted in the total coverage of the sanctuary. Its western side was destroyed as the Kladeos torrent had washed it away. Olympia had been lost. No mention of the place had been made until the 14<sup>th</sup> century, where a manuscript of an unknown author referred to the region with the names “Servia” or “Serviana”. The intersection of the Kladeos and Alfeios Rivers was depicted on a Venetian map, while the region was called “Antilalos” or “Antilalo” because of the echo produced by the hills around it (Vikatou, 2006, p. 17; Vikatos, 2017, p. 22).

Since the 17<sup>th</sup> century, western Europeans had begun to show their interest in the ancient Greek civilization. The Enlightenment movement, based to a great extent on the

Greek civilization and its works of arts, had greatly contributed to this. So, the art lovers and scholars started to study ancient works of art and translate the ancient texts, thus recognizing the role that Olympia had in antiquity. In 1688, in *Topographia Italiae*, Olympia is referred to as *Langanico* which means valley. A characteristic example is the congratulation letter of 1723 of the French Benedictine monk Bernard de Montfaucon to the Cardinal Quirini on the nomination of the latter as bishop of Corfu in which the former urges the latter to explore and excavate Olympia. In 1766 R. Chandler, the English theologian, traveler and connoisseur of antiquity, coming from Oxford, visited Olympia and he was the first to identify the sanctuary through the intersection of Alfeios and Kladeos Rivers, the Kronian hill and the remains of the Byzantine church. The German state was particularly interested in the region, where, since 1767, Winckelmann had made mentions of excavations in the region of Olympia, which were not implemented due to his death (Hatzi, 2008).

Another movement that contributed significantly to the emergence of Olympia from the ruins was that of travelers. The first witnesses of antiquarian scientists, such as F.C.H.L. Pouqueville from France, W.M. Leake from England, Ed. Dodwell from Ireland and others, who arrived in Olympia based always on the ancient texts of Pausanias, date back to the beginning of 1800. The main feature of almost all witnesses is calm and peacefulness that they observed in the sacred place of Olympia, where once thousands of spectators and faithful used to visit the sanctuary in order to kneel before it and watch the top sports event of the ancient world.

William Martin Leake writes in his book "Travels in the Morea" that on 25 February 1805 he passed by the city of Pyrgos in the region of Olympia, [...] *At Olympia, as in many other celebrated places in Greece, the scenery and topography are at present much more interesting than the ancient remains. At a more advanced season of the year, when the plane trees in the lower valley near the bank of the river are in full foliage, the valley must be one of the most beautiful of this picturesque country. The hills which rise from the northern and eastern sides of the upper level where the ruins are situated, as well as those on the opposite side of the Alpeius, are of the wildest forms, carpeted with the finest turf, and shaded with the pine, wild olive, and a variety of shrubs. Some of the accidental clusters of pines disperse on the sides and summits of these hills might serve as studies to the artist in landscape gardening. But the whole is little better than a beautiful desert, in the length of three miles, only a few spots of cultivation are seen, and not a single habitation. What a contrast to the spectacle which*

*it presented during eleven or twelve centuries, especially at the end of every four years, when it was the scene of the greatest of those periodical exercises of emulation which contributed so much to Grecian excellence both in arts and arms, when, adorned in the centre with the finest monuments of art, it was animated in every part with horses, chariots, and men in the highest state of excitement, or covered with the encampments of those who had resorted to the festival from every country which had left the effects of Grecian civilization! [...] (Leake, 1830, p. 32).*

During the same period, the Irish traveler Edward Dodwell visited Greece. In his book “*Though Greece, during the years 1801,1805, 1806*” makes a mention of the topography of the region and the ruins of the ancient civilization which emerge through the bad situation in which the sanctuary of the Altis is found. More particularly, he reports:

*[...]The present name of the Olympic plain is Antilalla, which it has probably received from its situation opposite the town of Lalla, as Antipaxos, Antiparos, and many other places in Greece, are named from their respective situations. Some have imagined that it has taken its name from ἀντίλαλο, which, in the modern Greek, signifies echo, for which Olympia was famous. The echo reverberated seven times near the Poikile. This accident was no doubt owing to the relative situations of the buildings which reverberated the sounds. The cause has vanished, and the effect is no more.*

*The first ruin we reached after passing the Kladeos was of Roman construction, and of brick, consisting of some unintelligible masses of wall at the foot of a pointed hill, which, though much higher, is not much more extensive than the Roman capitol. This may be the Κρόνιος ὄχθος, or hill of Saturn. [...]*

*[...]Of all this architectural splendor, the temple of Jupiter alone can be ascertained with any degree of certainty. A little imagination can discriminate the stadium which was between the temple and the river in a grove of wild olives. It was composed of banks of earth that have been leveled by time and by the plough.*

*Not many paces from the foot of the Kronian hill towards the Alpheios, we came to the miserable remains of a spacious temple, which there is every reason to suppose that of the Olympian Jupiter. The soil, which has been considerably elevated, covers the greater part of the ruin. The wall of the cella rises only two feet above the ground. We employed some Turks to excavate, and we discovered some frusta of the Doric order, of*

*which the flutings were thirteen inches wide, and the diameter of the whole column seven feet three inches. These dimensions considerably exceed those of the Parthenon and of the Olympieion at Athens, and are probably larger than the columns of any temple that was ever erected in Greece. We also found part of a small column of Parian marble, which the intervals of the flutings show to have belonged to the interior range of columns, but perhaps formed a part of the inclosure of the throne of Jupiter. [...]* (Dodwell, 1819, p. 333-334).

It is therefore obvious that people gradually started being interested in Olympia as in antiquity. Thanks to travelers, who, based mainly on the descriptions of Pausanias, the foundations have been laid for the beginning of the excavations. Ed. Dodwell and W. Gell were the first to begin small excavations in the temple of Zeus. On 28 April 1829 the first official excavation research began systematically in the emblematic monument of the Altis by a group of scientists and artists of Expedition Scientifique de Morée, who, after the Battle of Navarino, had followed the troops of the French general N. J. Maison in the Peloponnese. It took almost half a century to begin excavations for the discovery of the sanctuary of Olympia in its entirety. This was envisioned by the professor of the University of Berlin, Ernst Curtius. In 1873 Heinrich Schliemann attempted to undertake the excavation works at his expense but the Greek government rejected it and then he turned to Mycenae. The contract between Greece and Germany was signed in Athens on 25 April 1874 and the excavations in Olympia, led by E. Curtius, who also proposed the revival of the Olympic Games, began on 22 September 1875 (Hatzi, 2008).

## **THE REVIVAL OF THE OLYMPIC GAMES**

It seems that the interest in sports was increasingly gaining ground in countries, such as England, Germany, Scandinavia, the Netherlands and America, from the beginning of the 19<sup>th</sup> century. The number of Europeans, who visited the ancient Greek places, including Olympia, certainly helped in this regard. The revival of the Olympic Games was firstly proposed by Guts Muths in 1793, known as “father of gymnastics” in Germany while, later, in 1850, Dr Penny Brookes, founder of the Wenlock Olympian Society, followed in England. The first effort of the Greek side to revive the Olympic Games was made in 1838, after the constitution of the New Greek state in Letrina, where

Pyrgos is located today, indicating that there was knowledge of where the Olympic Games were held in antiquity. Next, the filthy rich man Evangelos Pappas, who lived in Romania, was willing to bear the costs for the organization of the Olympic Games in Greece. In fact, his passion for the revival of this ancient institution was so great that he bequeathed all his property to meet that purpose. The Zappeian Olympiads, as renamed, were organized in 1859, 1870, 1875 and 1887 in Athens. It appears that Olympia and the idea of the Olympic Games had started to take root and thrive in Greece and the states of the Central and Northern Europe (Georgiadis, 2003).

The study of the ancient Olympic Games and ancient Greek documents started to give the idea of the inclusion of sports in everyday life, since, through this, the spiritual culture has been achieved. The innovator of this idea was Thomas Arnold, headmaster of Rugby School, who, at the beginning of the 19<sup>th</sup> century, included the mandatory participation of the students in sports in the school's educational program. Although the interest in sports was increasing almost in the whole developed world of the time, France did not want to be involved at all. Then, the baron Pierre de Coubertin, the philhellene and scholar of the ancient Greece and ancient Olympic Games, appeared. Born on 1<sup>st</sup> January 1863, the wealthy baron soon showed his love for Olympia and his interest in the revival of the games. Of course, his position and financial background helped him significantly to spread his idea at global level and the name of Olympia was widely known. Coubertin had visited Olympia many times and had stated that the places that he would like to travel often with his mind are two: Olympia and the chapel of an English college, which, in front of its sanctuary, under a large rock, the great Thomas Arnold rests, since he was a keen supporter of the educational system of the British headmaster. With the aid of other scholars, such as the Greek Dimitrios Vikelas, Coubertin managed to revive the ancient institution of the Olympic Games, starting from Athens in 1896. The love that the French baron had for the sacred place of Olympia is revealed through his will to be buried after his death in the birthplace of the Olympic Games. Indeed, the heart of the baron P. de Coubertin has been buried inside a special column erected in Olympia since 1937.

## **INTERNATIONAL OLYMPIC ACADEMY**

Coubertin had started adopting the idea of establishment of a Center of Olympic Studies in Olympia, a plan that had been discussed with Carl Diem since 1934. This

subject became very important to the circle of Olympism, because Diem communicated the proposal of the creation of the International Olympic Academy to I. Ketseas in 1938, a year after the death of Coubertin. In the 36<sup>th</sup> Meeting of the International Olympic Committee in 1939, the proposal for the establishment of the Academy was accepted. Because of the Second World War, the plan collapsed and Diem, looking at the post-war situation in Greece, suggested the creation of the Academy in Germany, which was totally opposed by I. Ketseas, thanks to whom the International Olympic Academy was established in Olympia. The International Olympic Academy was officially inaugurated in the summer of 1961 and its first meeting took place on 16 June 1961 (Georgiadis, 2010).

The International Olympic Academy has been operating constantly until now. It is equipped with hundreds of rooms, a restaurant, offices, a museum, a library, a modern conference center with a seating capacity of 443 people and sports facilities, such as football, basket, tennis, volleyball pitches, track and field and an Olympic-size swimming pool. Due to the organization of meetings, conferences, lectures and other events, the International Olympic Academy strongly contributed to the development of Olympia. Apart from the ordinary participants, great personalities of sports and Olympism appeared in Olympia. The big number of visitors to the Academy provided an additional financial assistance and advertisement of Olympia (Georgiadis, 2010).

## **THE FIRST TORCH RELAY, 1936**

The revival of the Olympic Games was not markedly related to Ancient Olympia. They were celebrated every four years in Athens, the capital of the Greek state. The fact that connected Olympia with the modern Olympic Games was the Olympic Torch Relay in 1936. The idea came from Nazi Germany and the will of Olympia to unite with the organizing city of the Games, Berlin. Based on the ancient principles of the torch relay, the Olympic Flame started its journey for the first time on 20 July 1936, covering a total distance of 5.758 kilometres while the greatest part, i.e. 1.108 kilometres, was covered by Greek torchbearers on Greek territory. About 150 journalists and camera operators as well as special teams worked hard so that people can watch the flame being carried from the altar of Olympia to the stadium of Berlin. On 1<sup>st</sup> August 1936 the Olympic flame, coming from the altar of Olympia, entered for the first

time the stadium, which was filled with 100.000 spectators and 3.000 press and radio representatives (Koutras, 2009).

This resulted in the creation of a global element of the Olympic sport, whose symbolic content was the unification of the world, which was understood all over the globe and was established with the five rings as the main emblem of the modern Olympic Games (Koutras, 2009). However, in parallel with the Olympic Torch Relay, Olympia was obtaining its lost glory as the cradle of the Games because the lighting ceremony of the Olympic flame was held in the ancient stadium of Olympia every four years marking the countdown to the launch of the Games.

## CHAPTER II: CITY & PLACE BRANDING

Tourist destinations as consumer products turn to branding strategies in order to be identified, diversify and communicate with the general public (Aaker, 1991). Brand is a distinct *name or symbol intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors* (Aaker, 1991). Moreover, the brands of tourist destinations are a name, symbol, word or other graphic that both identifies and differentiates the destination conveying at the same time the promise of a memorable travel experience that is uniquely associated with the destination (Ritchie & Ritchie, 1998). Furthermore, it also serves to reinforce the recollection of pleasurable memories of the destination experience. In other words, this definition derives from the concepts of the creation of a promise and an experience. However, this promise is not necessarily a guarantee but extends a degree of comfort to visitors as they can more fully and accurately anticipate their upcoming vacation experience (Aaker, 1991). Brand awareness and its differentiation from others are important elements for *the competitiveness of a destination* (Aaker, 1991).

### BRANDING MODELS

Brand equity is a set of brand assets and liabilities linked to a brand that add to or subtract from the value provided by a product or service (Aaker, 1991). The said model has five different dimensions. More specifically, brand loyalty is associated with the extent of the faithfulness of consumers to a particular brand. Brand awareness refers to the potential customer's ability to recognize or recall a specific brand when the product category is mentioned. Perceived quality concerns the customer's perception of the overall quality or superiority of a product or service. Finally, brand association is anything linked in customers' memory to a brand.

Brand image is a set of elements which are organized in such a way that they provide specific meanings. Moreover, a good strategy focuses on brand awareness, perceived quality and brand associations in order to achieve customer's brand loyalty. Nevertheless, brand loyalty can enhance other brand's elements and increase its competitiveness in the market (Aaker, 1991).

Kaplanidou and Vogt (2009) constructed a conceptual model of destination branding, where the goal of brand identity is to transmit the entire brand value to the



target market. Based on this model, brand image can be identified by brand reputation and customer's perceptions. Furthermore, the attributes of culture, brand essence and brand personality are stimuli to link a destination's symbolic association to the visitor's self-expression. Keller's model (2003) concerns the customer-based brand equity and investigates the effects of brand awareness on customer's response as well as on marketing and branding strategies. However, brand equity is based on customers' knowledge about the brand, which, in turn, consists of two key dimensions: brand awareness and brand image (Keller, 2003).

### **Tourist Destination Image**

The concept and image of **tourist destinations** play an important role in the destination selection process (Ruzzier, 2010). A strong brand image contributes to its strategic differentiation, which strengthens brand equity (Keller, 2003). In parallel, tourist destination image are consumers' perceptions of a place as reflected by the associations held in tourist memory (Cai, 2002).

The conceptual model of Echtner and Ritchie (1993) about the destination image includes a list of thirty-five destination characteristics based on which destination image can be measured through customers' perceptions, personal features and impressions. The functional-psychological and common-unique components of destination image are also taken into consideration, where images between destinations vary since they are based either on common or unique characteristics. Furthermore, destination image is formed by tourists' rational and emotional interpretations being a result of perceived-cognitive, i.e. tourist's knowledge and beliefs about the destination, and emotional evaluation (Baloglu & McCleary, 1999).

When it comes to destination image and factors affecting its formulation, the sources of information and stimuli of tourists may influence one's beliefs, judgment and incentives in order to gain their interest. In addition, tourists' experience and socio-demographic profile helped drastically to form destination image, where tourists' assessment can be classified into the following dimensions: natural resources, general and tourist infrastructures, tourist recreation, culture, history and art as well as political and economic factors, natural and social environment that comprise the overall atmosphere of a place (Beerli & Martin, 2004).

Finally, the relationship between quality and tourist satisfaction can contribute not only to tourist satisfaction and loyalty but also to the shaping of tourist behavior towards any destination (Bigne, Sanchez, & Sanchez, 2001).

### **Tourist Destination Awareness**

The concept of **destination awareness** refers to individual's own knowledge and beliefs about a destination, which contributes to selection process (Ruzzier, 2010; Crompton, 1991). Destination brands vary in their brand awareness in terms of both their depth and breadth. Depth of brand awareness is represented by how likely a brand element will come to mind and the ease of such occurring and, therefore, potential tourists are more likely to think of a certain destination over others in travel planning. The breadth of destination awareness, on the other hand, is the range of travel purposes which are associated with the destination name in the consumer's mind (Li, Petrick & Zhou, 2008).

Furthermore, in accordance with Woodside and Lysonski (1989), the concept of tourist destination awareness and its importance in tourists' choices is determined by tourists' characteristics and marketing variables which affect tourists' awareness of destination. In this case, destination awareness consists of four categories. More specifically, it includes the consideration set which is the subset of brands that a consumer is aware of and believes that the brand will satisfy their needs. Next, the inept set consists of those destinations of which the consumer is aware but has an ambivalent attitude toward, neither negative nor positive. Often this is because the consumer does not have enough information about the destination to make a meaningful evaluation. The unavailable set are those destinations of which the consumer is aware but is unable to purchase due to any number of constraints, while the reject set includes all destinations of which the consumer is aware but will not consider buying because they create a negative perception based on past experience or negative information. All the destinations of which the consumer is aware are included in any of the above categories since the travelers determine their preference for a destination based on destination awareness and affective associations.

### **Tourist Destination Perceived Quality**

Quality in tourism is formed by the service provision services and the respective results. Destination perceived quality affects tourist satisfaction positively and

consequently their future behavior, which can help in the management of destinations through destination awareness strategies (Žabkar, Brenčič, & Dmitrović, 2010). More concretely, the monitoring, assessment and improvement of destination characteristics affecting positively tourists' perception is an effort that contributes to its visibility, the repetition of visits and the improvement of financial performances of businesses and entities that are actively involved in the said sector.

One of the most famous models for measuring and assessing service quality is SERVQUAL, which was developed by Parasuraman, Zeithaml, and Berry (1985). This system measures and assesses reliability, assurance, empathy and tangibles of the services provided. However, the measurement of these quality parameters is sometimes inaccurate in the effort to evaluate the quality of tourist experience specific to travel destinations, since certain important (Žabkar, Brenčič, & Dmitrović, 2010). So, many tourism studies use more dimensions to measure the quality of services of a destination.

Tourist product constitutes a set of products and services, such as accommodation, travel and entertainment. Buhalis (2000) classifies the elements of tourist offer into six categories: attractions, accessibility, amenities, available tourism packages, activities and ancillary services. Žabkar, Brenčič, and Dmitrović (2010) argue that the quality of products and services offered by the destination is the framework of shaping the overall quality of a destination. Consequently, the overall quality of a tourist destination is a combination of various factors where every change affects all the aspects.

### **Perceived Quality and Tourist Behavior**

**Satisfaction** is the emotional response of consumers which is affected by their cognitive and empirical framework. In parallel, tourist satisfaction does not necessarily assure tourist loyalty to a destination (Žabkar, Brenčič, & Dmitrović, 2010). Many theories as to development model for destination **perceived quality** are contained in the international literature focusing on certain basic assumptions. Moreover, the characteristics of a destination affect its perceived quality, which, in turn, is positively associated with tourist satisfaction and behavior. Consequently, destination perceived quality directly influences tourist behavior. Such an example is a study which dealt with tourists in Slovenia, who participated in the study by filling in questionnaires where destination characteristics and overall quality were assessed indicating the degree of satisfaction and their future intentions. The elements led to the conclusion that tourist

satisfaction partially affects perceived quality and behavior. The study also showed that destination characteristics have an impact on tourists' perceptions of destination quality and characteristics.

### **Destination competitiveness and determinants**

**Competitiveness** is defined as “the destination's ability to create and integrate value-added products that sustain its resources while maintaining market position relative to competitors” (Hassan, 2000). According to Dwyer and Kim (2003), destination competitiveness is the ability of a destination to deliver goods and services that perform better than in other destinations since tourist experience is considered important to visitors. The model proposes certain factors for the determination of destination competitiveness. More particularly, these factors include endowed resources, such as natural, cultural or historical resources, and created resources, such as tourism infrastructure, activities, shopping, entertainment, festivals and events. In addition, supporting resources such as general infrastructure, service quality, accessibility and catering services, are significant. In parallel, the destination management by competent companies like marketing, policies, human resources and environmental management are also included in the factors affecting competitiveness. Finally, the position of destination, micro environment, location, macro environment, security and protection in combination with market performance, such as visitor arrivals, tourists' expenses and their contribution to economy, investments and government support, play an important role in the above process (Dyer & Kim, 2003).

### **CITY BRANDING**

City branding refers not only to issues of spatial planning, security and hygiene but also to economy which focus on the increase of a city's attractiveness and international promotion. On a global scale, cities compete with each other to attract new investors, tourists and events by using marketing and branding methods with a view to improving their image and position on the international scene. So, city branding constitutes the method which is developed and applied by the city's competent bodies. It is about an important urban developmental tool which ultimately defines the identity and name of a city (citybranding.gr).

In general, the definitions formulated for the above term vary and this is due to the different approaches of the concept. Consequently, city branding shall be interpreted as marketing, launching, advertising or promotion. In fact, it is about interpretations which often serve the same or similar purposes. The interpretation of the term depends every time on the extent to which marketing and other commercial practices are used and adapted to city branding domain. It is not possible to render only one definition since the various frameworks include many different practices. The concept of city promotion forms part of a wider urban policy which responds to the term “spatial marketing” and is approached from the perspective of urban entrepreneurship (Harvey, 1989). Finally, city branding constitutes a set of activities which convert in the best way possible the trend of supply for city functions into a trend of demand not only for inhabitants and businesses but also for tourists or other visitors (Van den Berg & Zijm, 1999).

### **A new city in the framework of Europe**

**At European level**, the creation of new attractive cities is a key objective either for business activity or habitation. The new European attractive city bears some basic characteristics. Specifically, an attractive city has to be easily accessible within and outside its limits, show interest and highlight the protection of environment and cultural and historical heritage. Moreover, it should boost small, medium and large enterprises and make full use of innovation. In parallel, it is important to promote knowledge and economy with the purpose of tackling unemployment, increasing job opportunities and improving population’s educational level. Undoubtedly, it should promote social strengthening and integration, offer equal opportunities and certainty to all citizens. Moreover, another important attractive characteristic of cities is competitiveness, i.e. the improvement of dynamics which does not entail unfair competition between cities (citybranding.gr).

### **City branding**

Brand is a series of symbols and experiences associated with a product or service. It often comprises a logo, symbols and sounds that imply values, ideas and personalities. In the modern age, businesses and companies attach great importance to the creation of an identity since it represents an important basis for modern marketing, while, from the viewpoint of business strategy, it is something much more than a simple

label on a trendy product. A strong and successful **city brand** has all the characteristics in a transparent and aggregate manner, which allows direct communication of the message conveyed by each product or in the case of cities, by the city to the target audience (Ritchie & Ritchie, 1998).

Similarly, modern cities attempt to promote their special characteristics in new and attractive ways aiming to transmit a true experience. Therefore, successful destinations are those which manage to demonstrate better the differentiation elements of a city-destination and to make the potential visitor participate in the life and experiences offered compared to other cities. However, this is the best way of differentiation of each city at a time when the amount of information is enormous and its dissemination is carried out through multiple networks to the world citizen (Ritchie & Ritchie, 1998).

In the context of city branding, a city is able to be a prospective business where the advantages of living or visiting are its products. Since most cities often have similar characteristics, mainly at the level of infrastructure and services, they must highlight their specific features in order to gain a comparative advantage over their competitors. More particularly, they have to develop and promote their product functionality and the added value of their use since this is their comparative advantage. The above two characteristics of the city should be then combined with an entity or personality, i.e. with a special identity, which is determined by specific principles and values just as with the procedure of creating a corporate branding. However, a successful city brand bears some individual characteristics, for example reliability, differentiation, an apt and easily understood message as well the dynamics to provoke excitement for everyone acting in the city. In fact, this potential is perhaps the most important element since a successful brand creates a strong emotional attachment between residents and the city. Its people have a feeling of pride so that they become, in turn, ambassadors of the city, which brings about positive results for the city's identity. Nonetheless, cities, as living organisms, are above all residents and their approach to visitors (Μαζιώτης & Καπόπουλος, 2008).

### **The importance of city branding**

Economic globalization has led to the increase in autonomy and importance of individual regions and cities, which have become competitive economic entities (Stevenson, 2003).

Global cities have formed the way in which cities have evolved into independent economic factors for several years. Since they seek to become even more attractive, they gradually constitute the ideal places for residence, professional establishment, investment planning, where travelers will desire to stay after their visit. In the modern age, the constantly increasing competitiveness is observed between them in terms of promotion, investments, visitor and purchaser attraction, better organization of manifestations or other events. In fact, globalization has driven cities to adopt a new way of thinking where the main competition is not coming from the neighboring city but from the other side of the world. In parallel, regardless of the city size, even smallest ones are confronted with competitors of other continents thanks to technological developments. Consequently, due to the fact that cities have to deal with competition at local and international level, they have to become famous and hold a unique position on the world map of attractive cities. The creation of a successful city branding requires the development of a good city brand strategy (Ritchie & Ritchie, 1998).

The importance of **city brand** lies in its successful management which has a series of results. Indicatively, the increase in competitiveness can have a positive impact on investments, residents, visitors and current events of the city. The highest return on investments on real estate, infrastructure and various events in the city as well as the overall development of the city are the results achieved in connection with the natural, social, financial and political aspects of the city. The importance of city brand is a promise for the visitors while it helps residents, businesses and institutions to foster pride since all are facing a new sense of purpose and direction of the city. Finally, city brand is able to contribute to the creation of a new image by highlighting the vision, confirming the existing image and promoting the positive points of the city. More generally, the main purpose of a strategic city brand management is to emphasize the specific character of the city and everything that needs to be promoted (citybranding.gr).

### **Place branding**

Place branding, also known as destination branding, is a relatively new marketing term which refers to the strategic improvement plan of a place, country or tourist destination. This plan is based on a strategy where public relationships of a place play a crucial role in conveying the message that the change of image is a constant, interactive and large-scale process. Finally, the said process requires much more than a rapid change in motto or logo of a place since the brand management aims to establish

and transmit the basic characteristics, such as a unique and special identity that is promoted through a well-organized and structured brand name (citybranding.gr).

More precisely, place branding constitutes the creation of a policy or name for a place which is created through a series of various procedures. For example, the creation of a place branding may be related to its architecture, the working hours of stores, the hosting of a sports event, the pedestrianisation of city's parts, the disposal of waste and the reduction of noise pollution (citybranding.gr).

Consequently, the development of appropriate mechanisms leading to a strong place brand name is an extremely important process for its promotion. The above statement relies on the fact that such a procedure forms and communicates the place brand to the long-term common objective using a single communication policy. Place branding is actually an exercise of recognition, organization and coordination of all variables that shape the image of a place (citybranding.gr).

### **The image of a place**

The **image of a place** is shaped by a series of associations that people make about it, i.e. the details that come in one's mind when hearing a name of place as well as the set of images that refer to external elements, such as buildings, city's properties, colors, food and practices. Moreover, these images reflect the internal world, feelings and desires created when someone thinks about or hear this name. For example, when a person thinks or hears the name "Paris", some emblematic images and elements come in his/her mind automatically, such as the Eiffel Tower, the Seine River, the fragrances as well as a kind of personal myth, which has been formed by short stories, films or photographs that are equivalent to expectations for what everybody wants to experience while visiting this destination. Nonetheless, the image of a place differs between permanent residents and visitors. The residents of a place have a more specific and differentiated picture of their place compared to those who live far away from it. The opinion of people who do not live in the city as residents is more simplified and clearly affected by the information and knowledge that have been conveyed either by third parties or the media. The feeling of a permanent resident in a place differs from that of a person who visits the place one or more times (citybranding.gr).

As far as the external image of a place is concerned, the visitor has certain expectations with respect to the existence of infrastructure mechanisms before, during and after the trip, the support and information on a permanent and continuous basis in a



direct, valid, consistent, honest and precise way. However, all the above almost always create the conditions for tourist consumption. Furthermore, the visitors acknowledge that the local self-government is the best collective form of representation of the welcoming place and the wider area as a whole. More particularly, the intervention of self-government in terms of supply and information in collaboration with the directly and indirectly involved businesses shape the total where the destination and businesses become a unified, dynamic and constantly and properly adapted information package. Therefore, the appropriate conditions for the tourist experience and consumption are created. Finally, the organization of the place as a tourist destination has to listen to visitors' needs by individualizing and covering them through the image and characteristics of the place. The degree of authenticity of the image of a place towards the visitors influences the presence of visitors and the identification between the visitor and the destination (citybranding.gr).

### **Unique identity**

At this point, the basic question that remains is whether there is a need to create a unique identity for all or only for certain places. The dominant view is that certain places facing some form of crisis may seek to create an identity compared to other cities that have a stable economic, social and cultural environment. Place branding process could become an escape from a crisis of any size (Anholt, 2016).

In more detail, the crisis and the promotion of the city are connected through two different elements. Firstly, the identities and place branding are definitely long-term procedures, consistent and persistent efforts to achieve the objective pursued. Consequently, the further the procedure for obtaining identity has gone, the harder the procedure will succumb to a possible crisis. In any case, the creation of an identity does not entail the resolution of the crisis via determined and targeted actions. The contribution to the shaping of a framework of crisis management and city strengthening with the aim of giving a final solution to its problems will imply the strategic application of identity creation (Anholt, 2016).

However, regardless of the existence of the crisis, there are other places which are considered suitable for the application of place branding procedure. Such places are those that face strong and increasing competition and therefore have to improve their competitiveness and maintain or improve their position on the global map of market. Nevertheless, this competition boosts the evolution of the city, as one independent

economic organization which is related not only to the private and state funds but also to the attraction of foreign investments apart from bureaucratic obstacles or other delays.

In conclusion, a key criterion for a successful strategy is definitely its effectiveness. Over the last decade the application of city branding has been a common practice for all large European cities. Moreover, in recent years, the implementation of a well-organized strategy and the amelioration of the image of these cities have led to the conclusion that the promotion and improvement of the city image are characteristics of city branding effectiveness, which results in its establishment as a successful practice at a more general level. The implementation of city branding depends on the peculiarities of the region and the era (Anholt, 2016).

### **City branding in antiquity**

Ancient Olympia had managed to have a very strong brand name since ancient times, firstly as a religious centre and later upon the opening of the Olympic Games as a sports one. In other words, a form or a combination of sports and religious tourism was created. Several cities had a strong brand name, such as Athens, Sparta, Rome, etc., but the difference is that Olympia was not inhabited but was only a pole of attraction for visitors. The name of Olympia became known to the then whole world, which is inconceivable if we take into consideration the available means of that time. The strength of the name of Olympia is demonstrated by the fact that Phillip II of Macedon dedicated an entire building-jewel, known as Philippeion, to the sanctuary of Olympia, in order to prove his sovereignty over the Greek territory (Vikatou, 2006). The capacity of ancient stadium of Olympia gives us an idea about the number of spectators who used to visit the sanctuary in order to watch the Olympic Games, who exceeded forty thousand people. During the operation of the sanctuary of Olympia, its facilities, name and reputation continued to be strengthened. From the middle of 3<sup>rd</sup> century BC Olympia acquired a more secular nature and the visitors focused more on the spectacle offered by the Olympic Games rather than on the religious character of the sanctuary. This is proved by the erection of a huge building, the Leonidaion (dimensions: 80,17m x 73,51m), in 330 BC, which was intended to host the visitors of Olympic Games. Various types of baths were built to serve the visitors and the athletes. Furthermore, in 160 AD, Nymphaion, an aqueduct which was supplying water to the sanctuary of Olympia, was constructed to serve the needs of thousands of visitors. It is obvious that Olympia was not anymore a religious sanctuary and sports facility but it was operating as a modern

resort with thousands of visitors. Olympia paid attention to the strongest forms of tourism of that time, such as religious tourism, since it was one of the most important religious centers with huge temples and unique exhibits, and sports tourism thanks to the Olympic Games, the top athletic event of that time (Hatzi, 2008; Vikatou, 2006).

From the middle of 19<sup>th</sup> century, when the excavations in Olympia started, the reacquisition of strength of its name was a fact. The investments in the railway station, large and luxurious hotel units, restaurants, stores and museums began at the end of 19<sup>th</sup> century. Olympia had regained its position on the international map. Huge flows of tourists were arriving to admire the findings of an ancient cultural-sports center.

## **ANCIENT OLYMPIA AND TYPES OF TOURISM**

The factors that make Olympia an interesting and unique tourist destination are numerous. Its history, culture, sports, natural environment and geographical position are some of these factors. It is a place which can support all basic types and forms of tourism. Already from the first excavations of Olympia, just before the middle of 19<sup>th</sup> century, there was global interest in this place, which existed throughout the years, making Olympia a destination which is characterized by **international** tourism. Thousands of tourists coming from all countries of the world visit Olympia every year. However, this fact did not prevent domestic tourism from developing making the name of Olympia one of the most popular destinations of the Peloponnese and whole Greece. The history of the place and its position in the Greek and international cultural heritage classify Olympia into one of the first destinations of educational content.

The organization of tourism of Olympia began in the middle of 19<sup>th</sup> century when organized tourist groups were arriving to admire the first archeological findings. This organization and development of tourism entails the support of **mass** tourism. This type of tourism requires the organization and creation of tourist groups. Historically, this had begun with the use of carriages but from the end of 19<sup>th</sup> century the railways and the railway station of Olympia played a key role in tourist transfer as a comfortable, cheap and relatively fast means of transport. Buses, in combination with cruise ships which were arriving at the port of Katakolo from the late 1980's, were the basic means of transport of organized tourist groups. In recent years, cruise has taken the lead in the development of **mass** tourism of Olympia. This was reinforced by the renewal of port of Katakolo which may deal with an important number of ships even the largest ones of the

world. The consequence is that thousands of tourists, Greek and foreign, arrived at Olympia.

Apart from mass tourism, Olympia favors **individual** tourism. In this case, individual tourists arrived at Olympia by their own vehicles, cars, motorbikes, campers, aircrafts, etc., and organized their own trip and accommodation. Of course, this type of tourism was overshadowed by mass tourism since the latter offers more affordable packages and services.

Olympia is linked to sunshine and summers, particularly from March until November. This criterion makes this place have seasonal tourism which lasts from the end of February until late November. Furthermore, the fact that there is no snowy period and winter facilities does not allow it to serve as a winter destination, although a walk in the archeological site on a sunny winter day, without thousands of tourists, would definitely attract some people who could enjoy peacefulness.

Over the last few decades, several investments in hotel units of Olympia have been made. Large, modern and luxury facilities give the possibility to support **static** tourism. Nowadays, the hotels in Olympia provide all-inclusive packages with products and services that fully cover the needs of visitors.

Olympia is a destination which is visited by people of all ages. **Youth** tourism mainly concerns people aged 18-30 years. As mentioned above, Olympia functions as an educational destination, especially for groups of children and young people. Moreover, the various kinds of activities and the participation in a variety of festivals attract young people from Greece.

Olympia offers beauty, tranquility and quietness in combination with attractions, ease of accommodation and service provision and the opportunity to visit nearby places, compose the possibility of creating **third-age** tourism. Nowadays, this type of tourism is becoming increasingly important since, due to the raising of standard of living, the provision of higher pensions, the various allowances, the increase in average life span as well as the reduction of age threshold for retirement, the elderly spend considerable part of their time on trips. In terms of tourism, this group also has the advantage of stimulating demand during off-peak periods since they have plenty of time to spend (paskedi.gr).

**Social tourism** is a type of tourism which is addressed to social groups which have reduced purchasing power. Social tourism, partially or fully subsidized by the state, gives the possibility of vacations and the opportunity to meet and promote areas.

Olympia can certainly be considered a destination of social tourism since it provides products and services in a wide range of prices combined with good quality.

It thus appears that Olympia is able to support all types of tourism. This is a characteristic that reinforces its brand name since more and more tourists are visiting this place. Moreover, the satisfaction of needs and desires of visitors is a factor of Olympia's image strengthening.

## **ANCIENT OLYMPIA AND FORMS OF TOURISM**

Olympia has the privilege of supporting most forms of tourism. This gives credit to the place by strengthening its image. The facilities of Olympia and its geopolitical position are two factors that contribute to the development of a very strong brand name. The settlement of Olympia consists of some hundreds of residents but is able to host and serve thousands of tourists per day in terms of accommodation, catering, entertainment and recreation. As mentioned above, the geopolitical position of Ancient Olympia has played an important role since antiquity, which made the place easily accessible by land and sea thanks to the Alpheios River. Nowadays, the distances from the ports (Katakolo), the airports (Epitalio, Andravida, Araxos), the heliport (Platanos) are insignificant, which, in combination with the road network considerably facilitate the access to Olympia. Another positive element of Olympia is its geographical position in relation to the environment and tourism services provided. The semi-mountainous location, the temperate climate and the combination of many natural resources such as lakes (Kaiafas), rivers (Alpheios) and waterfalls (Nemouta) are characteristics which reinforce the forms of tourism provided by Olympia to the tourist.

Olympia has been the focus of the world as one cultural center since ancient times. The findings of the ancient sanctuary and the history of the place were brought to light from the middle of 19<sup>th</sup> century as well as their proper exploitation led Olympia to be an international destination of **cultural** tourism. The archeological site of Olympia and the ancient stadium, in which the Olympic Games were celebrated, are monuments of World Cultural Heritage under UNESCO's protection. The findings of the archeological site are exhibited in the two museums of Olympia, i.e. the Archeological Museum and the Museum of the History of the Ancient Olympic Games. Thousands of visitors arrive in Olympia every year in order to admire the remains of a brilliant civilization and the findings of unique beauty (e.g. Hermes by Praxiteles, Nike by

Paionios, etc.), which have affected even large modern companies (Hermes, Nike, Paco Rabanne, etc.)

**Cultural** tourism, like other forms of tourism, requires the progression of the era and avoidance of stagnation. The promotion of actions for the creation of multi-purpose facilities of digital representation of historical, mythological and other cultural scenarios (relationship between innovation and culture) is necessary in accordance with the Hellenic Ministry of Environment and Energy (<http://www.opengov.gr/minenv/?p=5145>). This is achieved through the cooperation between Microsoft and Ancient Olympia. Under the name Cultural Sponsorship of Microsoft, the project was approved in April 2020 and the experience of virtual reality will take place where visitors using their mobile phones or even from home, will be able to make a 3D tour of the archeological site and the museums of Ancient Olympia (<https://www.tovima.gr/2020/05/01/opinions/i-microsoft-stin-arxaia-olympia/>).

In conclusion, the International Festival of Ancient Olympia occupies its own special position in the sector of **cultural** tourism and arts. With its artistic spectacles such as theatre performances and concerts for all ages, this festival attracts visitors from Greece and abroad. It also has two open-air theatres and the courtyards of two museums of Olympia, thus offering a special experience to the spectator.

Another form of tourism with which Olympia has been familiarized since antiquity is **sports** tourism. Olympia, the cradle of the Olympic Games, used to host more than forty thousand visitors who were coming from all over Greece. Nowadays, the lighting of the Olympic Flame is celebrated every two years and then the Olympic Torch Relay for the summer and winter Olympic Games will be held. This world event attracts thousands of visitors to watch the lighting of the flame, including sports personalities from all over the world. Moreover, on the occasion of the Olympic Torch Relay, the city of Olympia comes into contact with the organizing city of the Olympic Games, which makes its name and image widely known.

In the context of the Athens 2004 Olympic Games, men's and women's shot put was organized in the ancient stadium of Olympia as a tribute from the organizing committee of the Games which would give much prestige and diversity to the Games. This only had positive effects on Olympia. Thousands of spectators from all over the world were watching the athletes from the slope of the ancient stadium gaining a unique experience which moved them back in time. The visitors to the stadium and the live transmission worldwide connected millions of viewers with Olympia.

The Olympic Games and the Lighting of the Olympic Flame are not the only elements of **sports** tourism of Ancient Olympia. Thanks to them, Olympia is directly identified with this form of tourism but, like every modern city, it should follow the new sports trends and keep up with citizens' and visitors' related needs. The already existing sports facilities of Olympia in combination with its geographical position and natural environment cover a wide range of sports for all ages. Football fields, basketball (open and closed) and tennis courts which are available in Olympia and nearby locations (Platanos – 4 km away, Strefi – 10 km away) as well as track and field and Olympic-size swimming pool at the facilities of the International Olympic Academy cover the needs of classic athletics and sports events at a global level.

The geographical position of Olympia provides access to other sports apart from classical ones. The semi-mountainous location is ideal for hiking and mountaineering enthusiasts in landscapes of unique beauty such as Foloji, the biggest oak forest of the Balkans being within the range of no more than half an hour driving distance from Olympia. This kind of soil morphology also attracts lovers of motor sports such as rally races and motocross. There is a track specially designed for motocross, which is located in Platanos (4 km away from Olympia) which has hosted pan-European championships. Furthermore, the Alpheios River, which lies near the settlement and is rather navigable, gives the possibility to deal with sports such as canoeing, kayak, rafting and with other hobbies like tennis. The visitor is given the opportunity to enjoy water sports in the lake Kaiafa and the homonymous beach, which are about fifteen minutes away by car. Finally, it is worth mentioning that many sports organizations aim to associate their sports events with the name and the historical place of Olympia, thus giving prestige and advertising this organization.

**Adventure** tourism is also included in sports tourism. This specific type of tourism has to do with the feeling of freedom and the high levels of adrenaline. The common factor of sports tourism and **adventure** tourism is extreme sports. Sports like kayak, rafting, monoraft, 4x4 off-road safari tours, mountain biking, canyoning, exploration, hiking, paragliding, climbing, rappel, water-ski, horse riding increase abruptly adrenaline and the number of fans. The location of Olympia and the geomorphology of the natural environment around it are two significant factors which can associate its name with extreme sports.

A characteristic of Ancient Olympia is the great number of hotel units that are available in the city. The numerous conference centers and the huge halls give the

possibility to develop **conference** tourism in the region. With more than six conference centers and conference halls in hotels in combination with the facilities of the International Olympic Academy whose amphitheater has a seating capacity for more than 400 people Olympia may well be a **conference** tourism destination. Unfortunately, this form of tourism is much underdeveloped based on data provided by the Hellenic Statistical Authority which indicate that in 2010 Olympia hosted 2 conferences, one national and one international in a total of 95 conferences that took place in Greece. However, recent research highlights on strategic and operational factors for an effective operation among International Olympic Academy, National Olympic Academies, and the environment of Ancient Olympia (Salepi, Georgiadis, Kriemadis, & Travlos, 2021; Salepi, Georgiadis, Travlos, & Kriemadis, 2020).

Another element that links Ancient Olympia to the modern age is olive oil. The findings from the excavations reflect the olive oil production in the wider area of Olympia. Nowadays, it is considered one of the best-quality olive oils globally. Due to the fact that visitors from all over the world taste this product and want to see how this is produced, **agritourism** has developed. The visitor has now the possibility to taste the local products and briefly participate in growing and harvesting processes.

**Gastronomic tourism** is directly associated with agritourism. Because of the place's history and champions, there has been a great interest in the nutrition of ancient champions. Scientific studies, nutritionists and other scientists are trying to discover the secrets of the ancient simple nutrition which was giving energy and strength to athletes. Moreover, this type of tourism promoted the local products, thus reinforcing the image of Olympia.

Finally, Ancient Olympia and the wider region are closely tied with religion and **religious** tourism. In antiquity, Olympia was operating as a sanctuary and a place of celebration of the Olympic Games. This made it one of the religious centers of ancient Greece and, in particular, of Dodekatheism. Even today, thousands of faithful from all over the world who worship Zeus and the Olympian Gods visit Olympia to admire the remains of the ancient sanctuary. On the other hand, when Christianity appeared, churches and monasteries were built, some of which have remained intact. This enables the faithful from Greece and the whole Christian world to visit the nearby areas of Olympia and admire the said temples. For example, the Monastery of the Virgin of Sepetos, the Holy Monastery of Panayia Kremasti and other churches with a history of



more than five hundred years, are found at a short distance from the settlement of Olympia and contribute to the development of **religious** tourism of the region.

The name, the history, the archeological site, the museums, the connection with the Olympic Games, the Olympic Torch Relay, the natural environment, the infrastructure, the hospitality and the possibilities provided by Ancient Olympia, create unique experiences and memories for the visitor. Furthermore, the combination of kinds and types of tourism that Olympia is able to support make the place a tourist destination with a unique identity on the world map. As mentioned above, even in the sector of tourism, advertising and marketing, the name of Olympia is used with the purpose of increasing the status and purchasing power of products and/or services.

## **CHAPTER III: METHODOLOGY**

### **RESEARCH METHODOLOGY**

The present thesis carried out a primary research using a structured questionnaire which was delivered to residents and tourists to Ancient Olympia in two ways: online using the official e-mail addresses or directly by hand-to hand delivery.

The number of persons who participated in the research is a very important criterion in every statistical analysis since the validity of the results is affected. A sample which consists of 100 and 200 observations is considered acceptable, safe and valid (Hair, Anderson, Tatham, & Black, 1998). For this reason, in this thesis the sampling frame comprises 200 persons of all ages and both genders, pursuing 50% of respondents to be residents in Ancient Olympia and the other 50% to be tourists to Ancient Olympia.

### **THE QUESTIONNAIRE**

The questionnaire used in this research includes 28 questions in total which were grouped into 5 sections. The goal was to ensure that 50% of respondents are residents in Ancient Olympia and the remaining 50% are visitors or tourists. In this way, an overall understanding of the issue and a fair comparison of the views were achieved. On the one hand, the residents in Ancient Olympia are aware of the positive and negative aspects as well as of the strengths and weaknesses of Olympia since it is their permanent residence. On the other hand, the visitors or tourists to Ancient Olympia, who visit the place at least once in every possible way, mention the positive and negative points of Olympia through the opinion that they have formed.

The first section of questions concerns the demographic data of persons who participated in the research. The respondents answered questions relating to the gender, age, educational level, employment and income. The second section contains questions relevant to destination awareness since the respondents answered questions as to why they know Ancient Olympia (Olympic Games, museums, archeological site, cultural heritage, beaches, etc.). The third section includes questions concerning the quality of tourist experience. At this point, the respondents answered questions relating to the accessibility to Ancient Olympia, activities, tourist infrastructure, etc. The fourth section of the questionnaire deals with the image of Ancient Olympia and the respondents were called to answer questions as to whether Ancient Olympia is a clean and safe destination with clean beaches being a pleasant destination for relaxation. Finally, the fifth section

concerns the satisfaction that Ancient Olympia offers as a destination. These questions were formed on the basis of whether Ancient Olympia is the best destination, whether it provides more positive than negative benefits, whether there was satisfaction and whether the respondents would suggest this destination to relatives or friends, etc.

To evaluate the answers of respondents, the scale used is a five-point Likert scale. It is a closed-ended scale of mandatory option which is used in a questionnaire that provides a series of responses ranging from one extreme to the other. This scale was developed by the American psychologist Rensis Likert in 1932 as a method for measuring individual behaviors. The respondents may choose among the following answers: (1) Strongly Disagree, (2) Disagree, (3) Neither Agree nor Disagree, (4) Agree, and (5) Strongly Agree.

### **Questionnaire: The Image of Ancient Olympia**

- 1) Gender:            Man            Woman
  
- 2) Age (yrs):        18-25    26-35    36-45    46-55    56-65    66 and over
  
- 3) Education:       Primary School    High School    University    Master Degree    PhD
  
- 4) Employment:    Unemployed    Student    Private Employee    State Employee  
                           Businessman    Rentier    Retired
  
- 5) Income:           <10.000 \$    <25.000\$    25.000-50.000\$    50.000-75.000\$  
                           75.000-100.000\$    >100.000\$

		Strongly Disagree	Disagree	Neither Agree Nor Disagree	Agree	Strongly Agree
6	Did you choose Ancient Olympia as a destination for the its special association with the Olympic Games					
7	Did you choose Ancient Olympia, as destination because of the sightseeing (museums, archaeological area, etc)					
8	Did you choose Ancient Olympia, as destination because of specialized entertainment (for example nightlife)					
9	Did you choose Ancient Olympia, as destination because of cultural heritage					
10	Did you choose Ancient Olympia as destination because of near beaches					
11	Did you choose Ancient Olympia as a designation because of the specialization of entertainment that provides (for example natural activities)					

12	Is Ancient Olympia easy accessible relating to other destinations					
13	Does Ancient Olympia have unique cultural heritage relating to other destinations					
14	Ancient Olympia provides a variety of activities relating to other destinations					
15	Does Ancient Olympia have high quality tourism infrastructures relating to other destinations (hotels, shops, camping etc)					
16	Ancient Olympia combines service-goods at reasonable prices					
17	Ancient Olympia has near beaches					
18	Ancient Olympia is a safe destination					
19	Ancient Olympia is a pleasant destination					
20	Ancient Olympia is a clean city					
21	Ancient Olympia is a destination with interesting sights					
22	Ancient Olympia is a destination for relaxation					
23	Ancient Olympia is a destination with beautiful and clean beaches					
24	You will describe Ancient Olympia as better destination than you expected					
25	You will describe Ancient Olympia as the best destination relating to other					
26	Do you believe that Ancient Olympia offers more positive than negative elements					
27	Were you pleased after your visit to Ancient Olympia					
28	You would recommend Ancient Olympia as a destination to any friends, relatives etc					

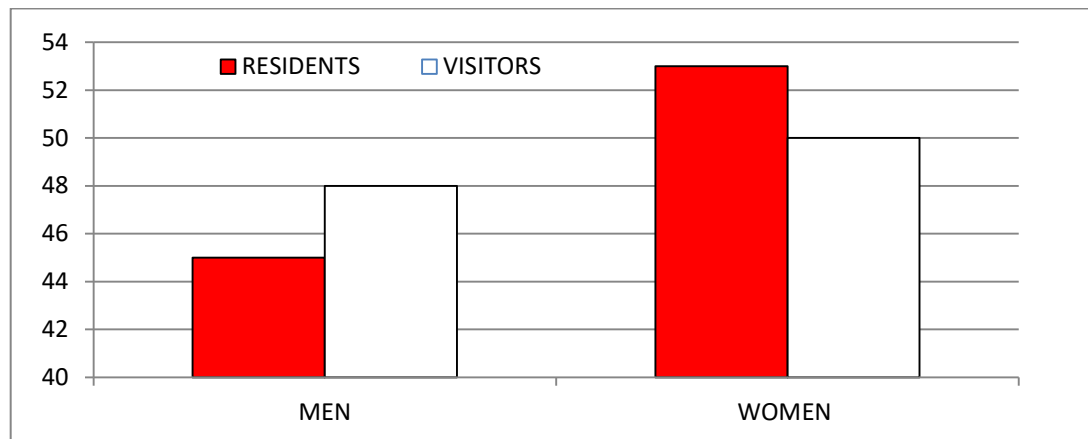
## CHAPTER IV: STATISTICAL ANALYSIS

### DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

Demographic characteristics relate to place of residence, gender, age, educational level, occupation and income. In this research in order for the results to be more representative and comparative than the 200 people who took part, half (100) are residents of Ancient Olympia, and the other half (100) foreign visitors (tourists) of Olympia. Below are comparatively the results for residents and visitors of Ancient Olympia.

#### *Gender*

In total, the women who took part in the research are 103 and the men 93. More specifically, from the inhabitants of Ancient Olympia, 53 (54.1%) are women and 45 (45.9%) are men. The non-residents of Ancient Olympia are in proportion 50 (51%) women and 48 (49%) men (Diagram 2).

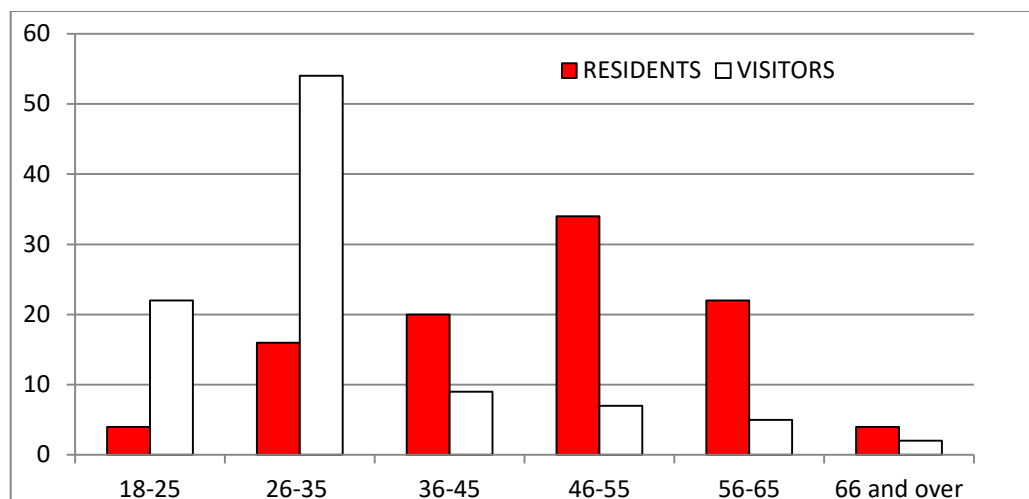


**Diagram 2.** Ratio of men-women and residents-tourists of Ancient Olympia.

#### *Age*

Five categories were created to distribute the age of the study participants: (1)18-25, (2) 26-35, (3) 36-45, (4) 46-55 (5) 56-65, and (6) Over 66 years old. More specifically, for the inhabitants of Ancient Olympia the age distribution based on the above categories is as follows: 4 (4%) are between 18-25 years old, 16 (16%) are between 26-35 years old, 20 (20%) are between 36-45 years old, 34 (34%) are between 46-55 years old, 22 (22%) are between 56-65 years old and 4 (4%) are 66 years old or older.

For the visitors of Ancient Olympia the age scale is as follows: 22 (22.2%) are between 18-25 years old, 54 (54.5%) are between 26-35 years old, 9 (9.1%) are between 36-45 years old, 7 (7.1 %) are between 46-55 years old, 5 (5.1%) are between 56-65 years old and 2 (2%) are between 66 years old and above (Diagram 3).

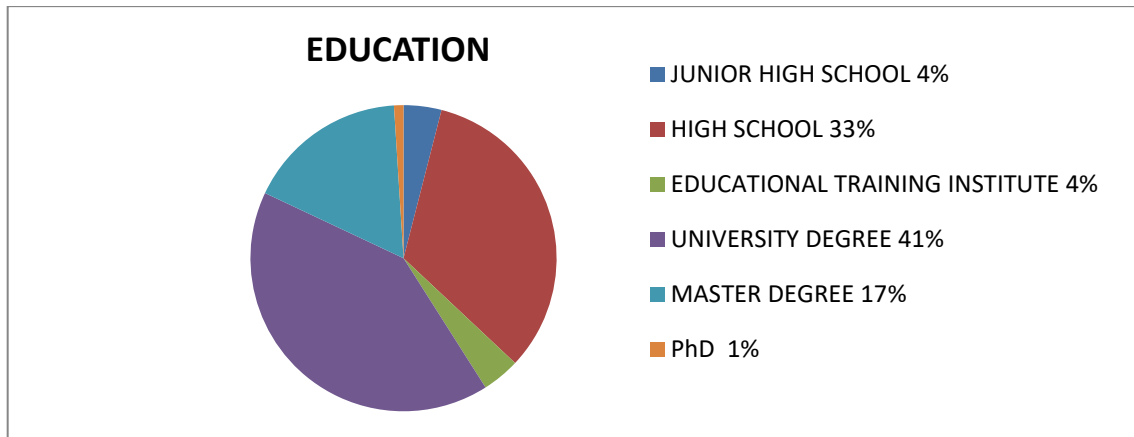


**Diagram 3.** Age distribution of residents and visitors of Ancient Olympia.

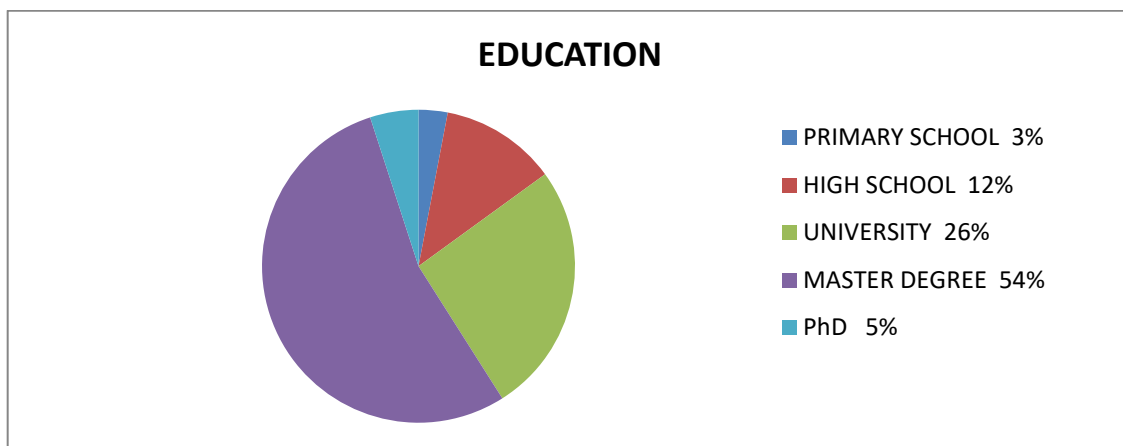
### *Education Level*

Regarding the educational level of the respondents, 7 categories were created for the residents of Ancient Olympia and 5 categories for the visitors, due to the different educational systems and institutions that operate in Greece in relation to abroad. For Greek citizens: (1) Primary School, (2) Junior High school, (3) High School, (4) Educational Training Institute, (5) University, (6) Master Degree, and (7) PhD. For foreign citizens: (1) Primary School, (2) High School, (3) University, (4) Master Degree, and (5) PhD.

According to the answers of the inhabitants of Ancient Olympia, 4 (4%) participants have a junior high school education, 33 (33%) have a high school education, 4 (4%) have an Educational Training Institute education, 41 (41%) have a university degree, 17 (17%) have a master degree and one (1%) has a PhD. Regarding to visitors of Olympia, 3 (3%) have Primary School education, 12 (12%) have High School, 26 (26%) University education, 54 (54%) Master degree, and 5 (5%) PhD degree (Diagrams 4 & 5).



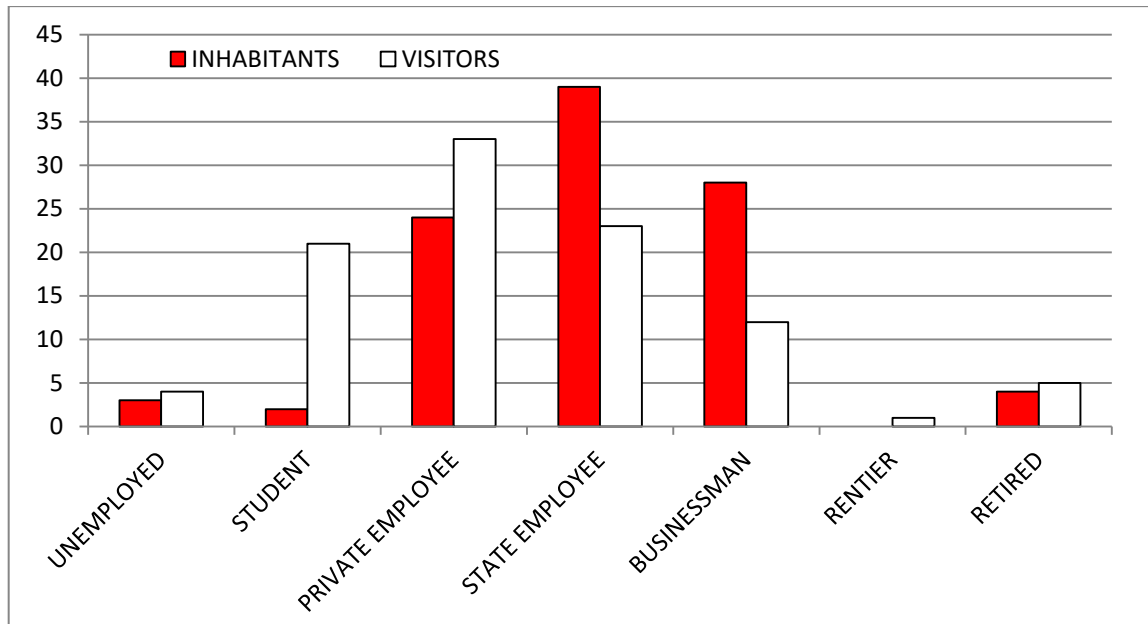
**Diagram 4.** Percentages depending on the educational level of the inhabitants of Ancient Olympia.



**Diagram 5.** Percentages according to the educational level of the visitors of Ancient Olympia.

### ***Employment***

Regarding the employment of the respondents, the following 7 categories were created: (1) Unemployed, (2) Student, (3) Private employee, (4) State employee, (5) Businessman, (6) Rentier, and (7) Retired. More specifically, the inhabitants of Ancient Olympia reported that 3 (3%) are unemployed, 2 (2%) are students, 24 (24%) are private employees, 39 (39%) are state employees, 28 (28%) are businessmen, there is no rentier (0%) and 4 (4%) retirees. On the other hand, the surveyed visitors to Ancient Olympia stated, 4 (4%) are unemployed, 21 (21.2%) are students, 34 (34%) are private employees, 23 (23%) are state employees, 12 (12%) are businessmen, 1 (1%) are income earners and 5 (5%) are retirees (Diagram 6).

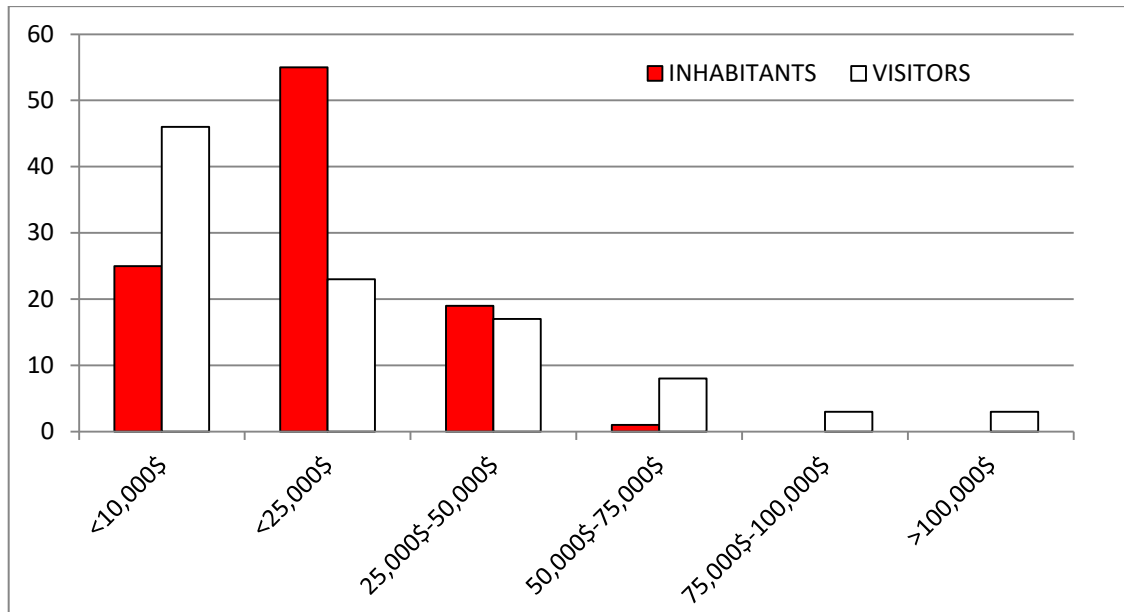


**Diagram 6.** Employment of interviewed residents and visitors of Ancient Olympia.

### *Income*

In order to study the income classification of the respondents, the following 6 categories were created which concern the annual income: (1) <10,000\$, (2) <25,000\$, (3) 25,000\$-50,000\$, (4) 50,000\$-75,000\$, (5) 75,000\$-100,000\$, and (6) >100,000\$. Regarding the annual income of the inhabitants of Ancient Olympia, 25 (25%) answered <10,000 \$, 55 (55%) answered <25,000 \$, 19 (19%) answered 25,000 \$ -50,000 \$, one (1%) found with an annual income of \$ 50,000 -75,000, while none (0%) for the categories 75,000 \$ -100,000 \$ and > 100,000 \$. About the visitors of Olympia 46 (46%) reported income <10,000 \$, 23 (23%) answered <25,000 \$, 17 (17%) answered 25,000 \$ -50,000 \$, 8 (8%) answered 50,000 \$ -75,000 \$, 3 (3%) answered 75,000 \$ -100,000 \$ and 3 (3%) answered > 100,000 \$ (Diagram 7).



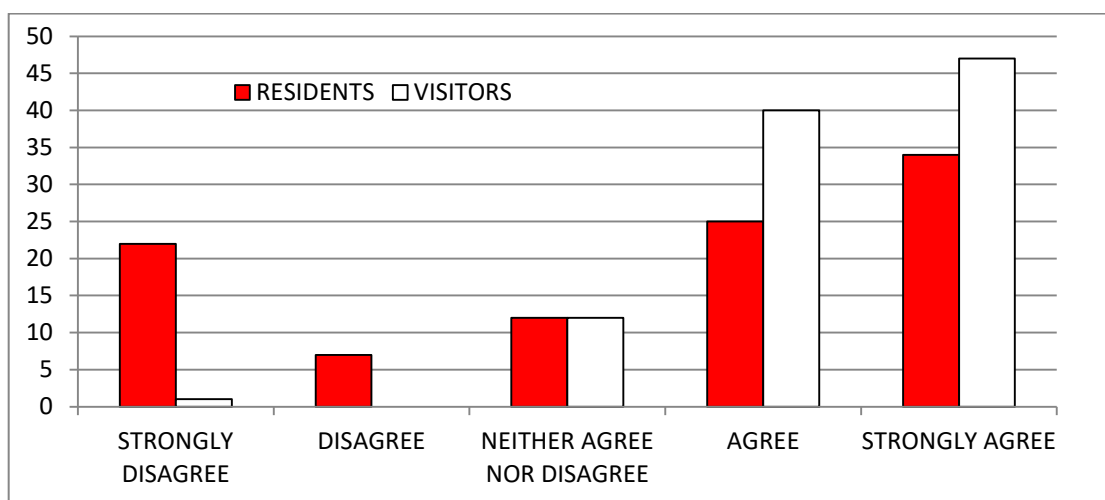


**Diagram 7.** Annual income of residents and visitors of Ancient Olympia.

## DESTINATION AWARENESS

### *The Special Association of Ancient Olympia with Olympic Games*

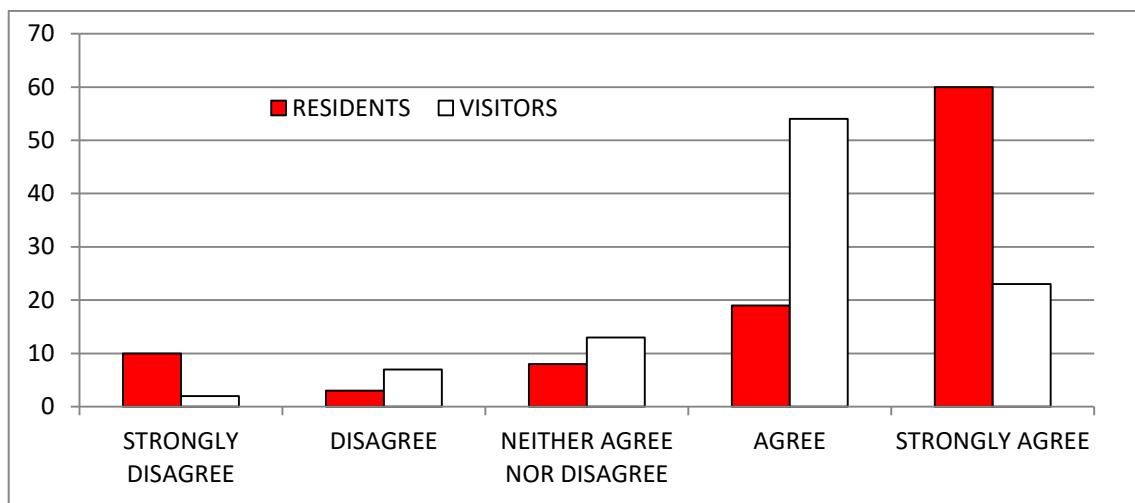
When asked about the choice of Ancient Olympia, due to its connection with the Olympic Games, the residents of Olympia answered as follows: 22 (22%) answered Strongly Disagree, 7 (7%) answered Disagree, 12 (12%) answered Neither Agree nor Disagree, 25 (25%) answered Agree and 34 (34%) answered Strongly Agree. Regarding the visitors of Olympia, 1 (1%) answered Strongly Disagree, 0 (0%) answered Disagree, 12 (12%) answered Neither Agree nor Disagree, 40 (40%) answered Agree and 47 (47%) answered Strongly Agree (Diagram 8).



**Diagram 8.** Selection of Ancient Olympia because of its association with the Ol. Games.

***Ancient Olympia as a Destination, because of its Sights (Museums, Archaeological Are, Etc).***

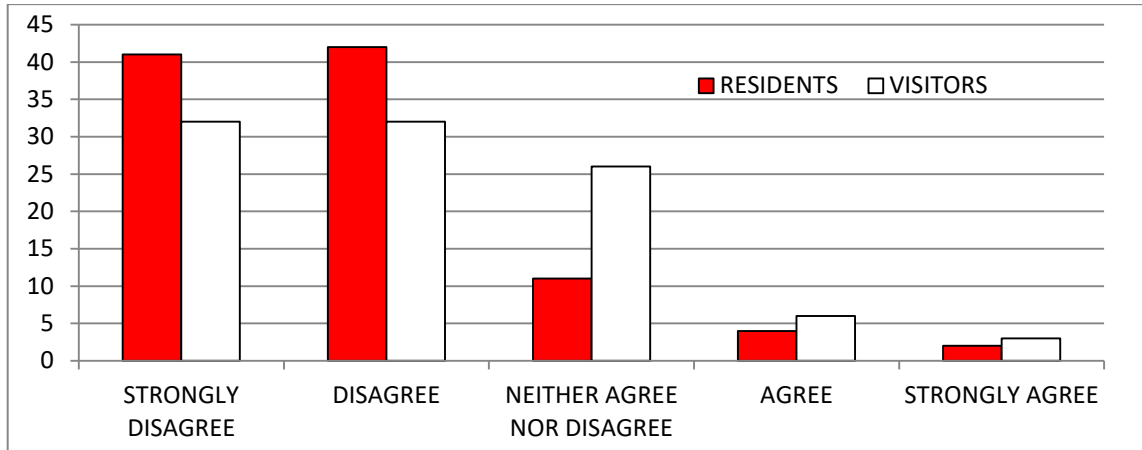
To this question 10, (10%) residents of Olympia answered Strongly Disagree, 3 (3%) answered Disagree, 8 (8%) answered Neither Agree nor Disagree, 19 (19%) answered Agree and 60 (60%) answered Strongly Agree. On the other hand, 2 (2%) visitors answered Strongly Disagree, 7 (7%) answered Disagree, 13 (13%) answered Neither Agree nor Disagree, 55 (55%) answered Agree and 23 (23%) answered Strongly Agree (Diagram 9).



**Diagram 9:** Selection of Ancient Olympia as a destination because of the sights (museums, archaeological area, etc.).

***Ancient Olympia as Destination because of Specialized Entertainment (e.g., Nightlife)***

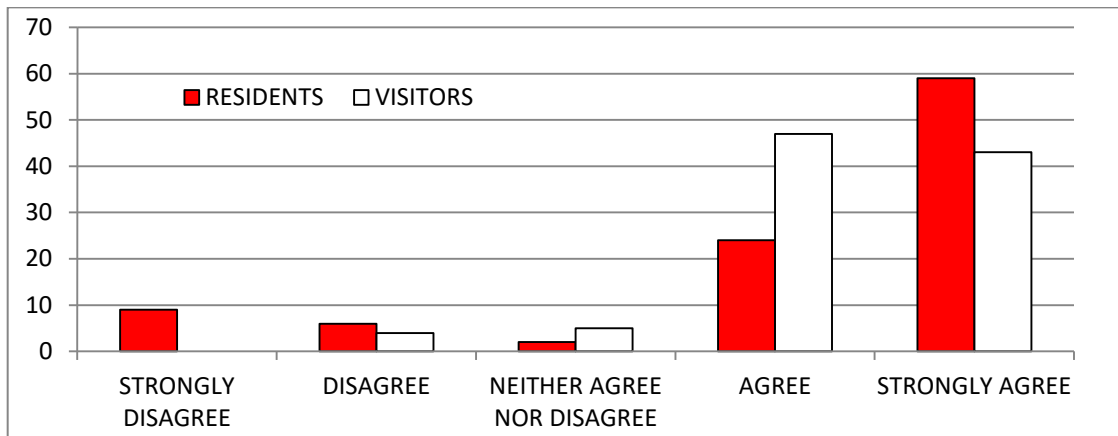
When asked about the choice of Ancient Olympia as a destination due to the entertainment it provides, nightlife, 41 (41%) inhabitants answered Strongly Disagree, 42 (42%) answered Disagree, 11 (11%) answered Neither Agree nor Disagree, 4 (4%) answered Agree and 2 (2%) answered Strongly Agree. According to the visitors of Ancient Olympia 32(32%) answered Strongly Disagree, 32(32%) answered Disagree, 27(27%) answered Neither Agree nor Disagree, 6(6%) answered Agree and 3(3%) answered Strongly Agree (Diagram 10).



**Diagram 10.** Ancient Olympia as destination because of specialized entertainment (nightlife).

***Ancient Olympia as Cultural Heritage Destination***

When asked if Ancient Olympia is a cultural heritage destination, 9 (9%) of the residents answered Strongly Disagree, 6 (6%) answered Disagree, 2 (2%) answered Neither Agree nor Disagree, 24 (24%) answered Agree and 59 (59%) answered Strongly Agree. The visitors of Olympia answered this question as follows: 0 (0%) answered Strongly Disagree, 4 (4%) answered Disagree, 5 (5%) answered Neither Agree nor Disagree, 48 (48%) answered Agree and 43 (43%) answered Strongly Agree (Diagram 11).

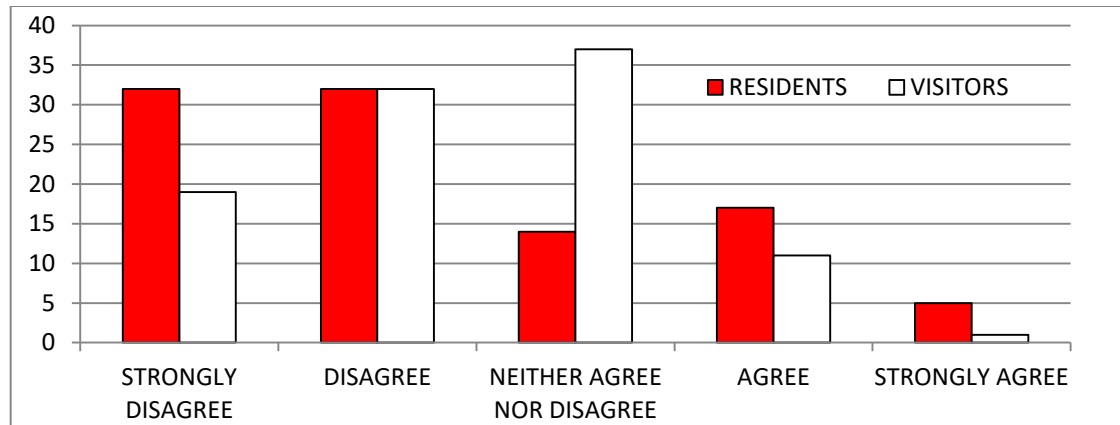


**Diagram 11.** Ancient Olympia as destination because of cultural heritage.

***Ancient Olympia and near Beaches***

When asked if Ancient Olympia is a destination with nearby beaches 32 (32%) Olympia residents answered Strongly Disagree, 32 (32%) answered Disagree, 14 (14%) answered Neither Agree nor Disagree, 17 (17%) answered Agree and 5 (5%) answered

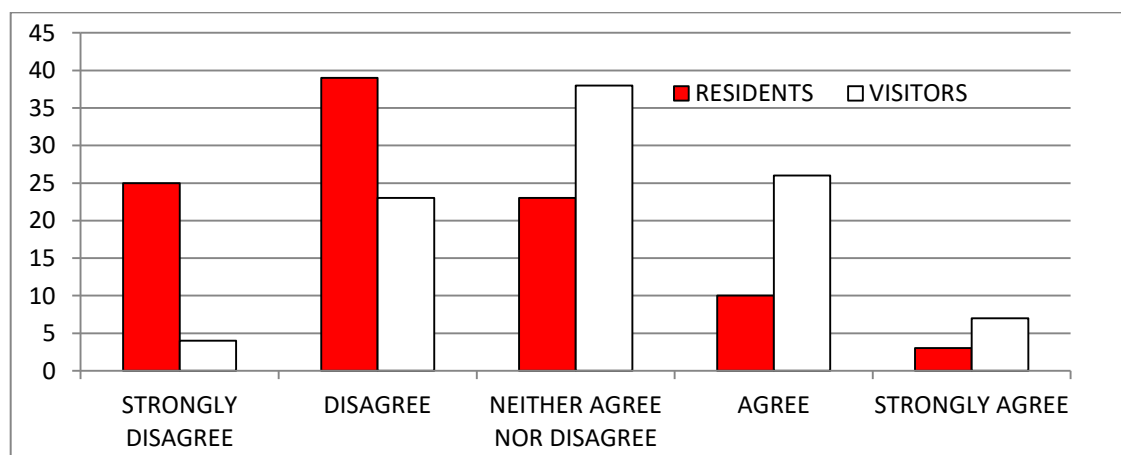
Strongly Agree. According to the visitors of Ancient Olympia, 19(19%) answered Strongly Disagree, 32(32%) answered Disagree, 37(37%) answered Neither Agree nor Disagree, 11(11%) answered Agree and 1(1%) answered Strongly Agree (Diagram 12).



**Diagram 12.** Ancient Olympia as destination because of near beaches.

***Ancient Olympia as Destination Because of the Specialization of Entertainment that Provides***

On the question if Ancient Olympia is a destination that provides recreation (Physical Activities), 25 (25%) residents answered Strongly Disagree, 39 (39%) answered Disagree, 23 (23%) answered Neither Agree nor Disagree, 10 (10%) answered Agree and 3 (3%) answered Strongly Agree. Regarding the answers of the visitors of Ancient Olympia to the same question, 4 (4%) answered Strongly Disagree, 24 (24%) answered Disagree, 39 (39%) answered Neither Agree nor Disagree, 26 (26%) answered Agree and 7 (7%) answered Strongly Agree (Diagram 13).

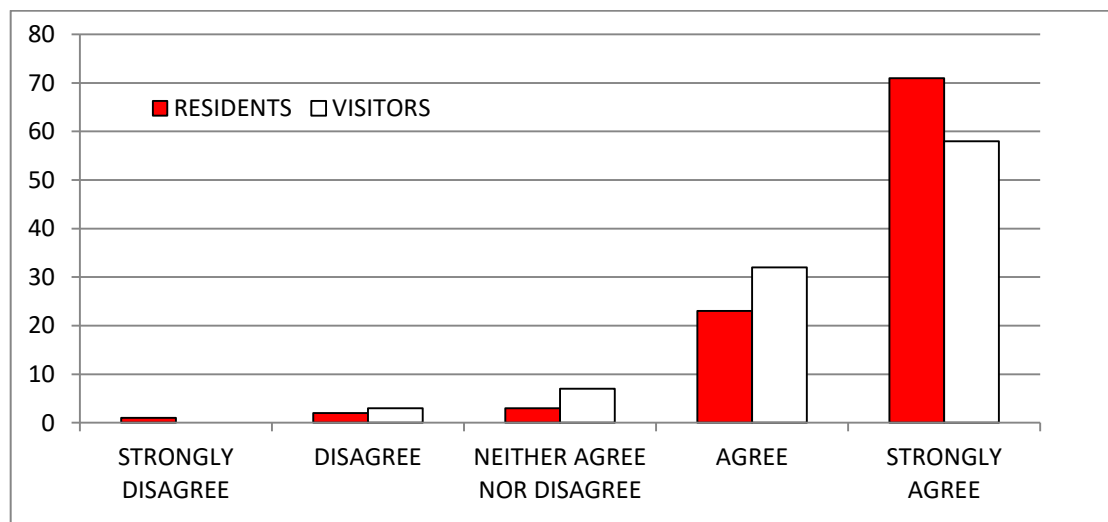


**Diagram 13.** Ancient Olympia as destination because of the specialization of entertainment (Natural Activities).

## TOURIST DESTINATION PERCEIVED QUALITY

### *Accessibility Compared to other Destinations*

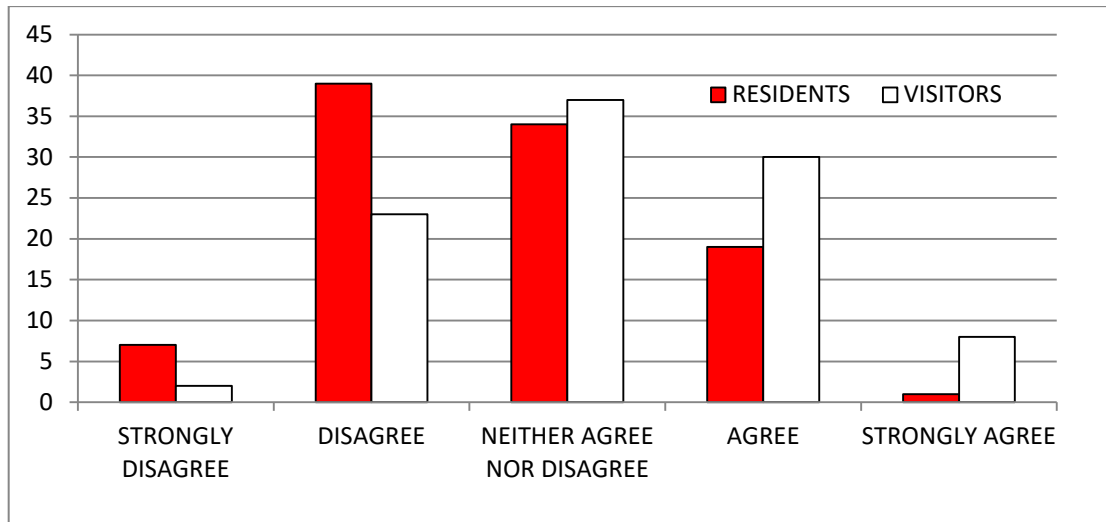
When asked if Ancient Olympia has easy access relating to other tourist destinations, 6 (6%) of the residents of Olympia answered Strongly Disagree, 12 (12%) answered Disagree, 32 (32%) answered Neither Agree nor Disagree, 47 (47%) answered Agree and 6 (6%) answered Strongly Agree. According to the visitors of Ancient Olympia and the unique cultural heritage, 0 visitors (0%) answered Strongly Disagree, 3 (3%) answered Disagree, 7 (7%) answered Neither Agree or Disagree, 32 (32%) answered Agree and 58 (58%) answered Strongly Agree (Diagram 14).



**Diagram 14.** Does Ancient Olympia have unique cultural heritage relating to other destinations.

### *Ancient Olympia Provides a Variety of Activities Relating to other Destinations*

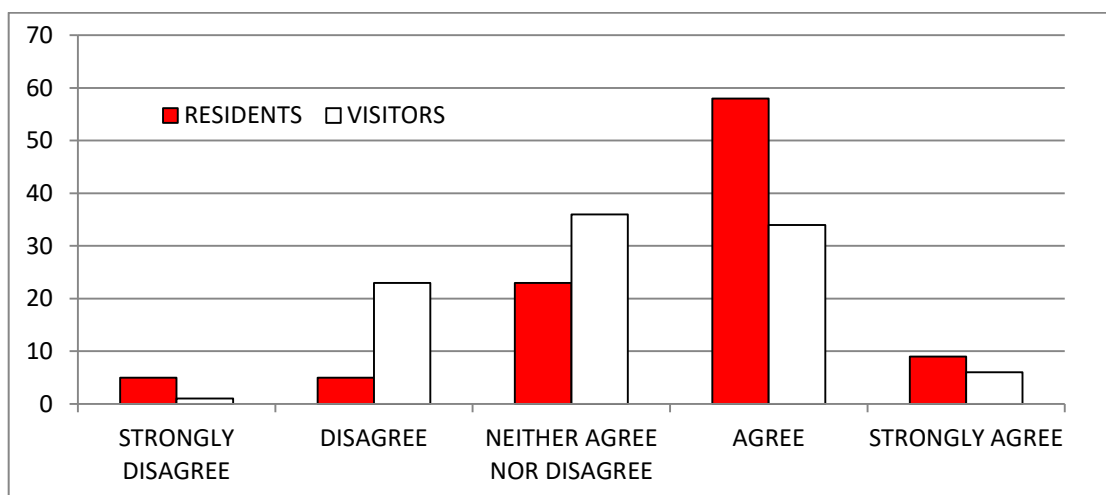
When asked if Ancient Olympia provides a variety of activities in relation to other destinations, 7 (7%) of Olympia residents answered Strongly Disagree, 39 (39%) answered Disagree, 34 (34%) answered Neither Agree nor Disagree, 19 (19 %) answered Agree and 1 (1%) answered Strongly Agree. On the other hand 2 (2%) of visitors answered Strongly Disagree, 23 (23%) answered Disagree, 37 (37%) answered Neither Agree nor Disagree, 30 (30%) answered Agree and 8 (8%) answered Strongly Agree (Diagram 15).



**Diagram 15:** Ancient Olympia provides a variety of activities relating to other destinations.

***Ancient Olympia has High Quality Tourism Infrastructures Relating to other Destinations (Hotels, Shops, Camping, Etc).***

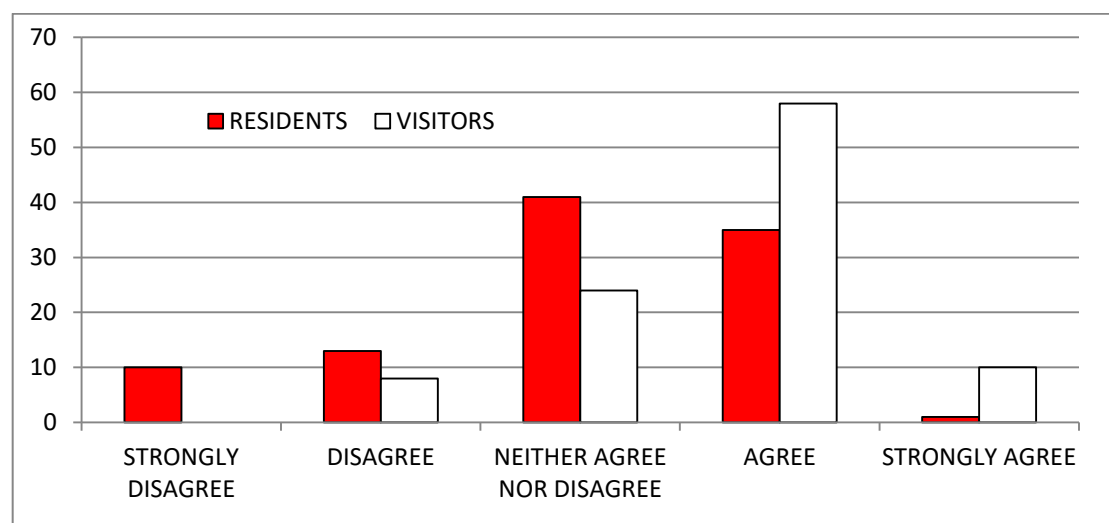
To the question if Ancient Olympia possesses high quality tourist infrastructure, such as hotels, shops, campsites, etc., in relation to other destinations, 5 (5%) inhabitants of Olympia answered Strongly Disagree, 5 (5%) answered Disagree, 23 (23 %) answered Neither Agree nor Disagree, 58 (58%) answered Agree and 9 (9%) answered Strongly Agree. According to the answers of the visitors of Ancient Olympia, at that question, 1 (1%) answered Strongly Disagree, 23 (23%) answered Disagree, 36 (36%) answered Neither Agree nor Disagree, 34 (34%) answered Agree and 6 (6%) answered Strongly Agree (Diagram 16).



**Diagram 16:** Ancient Olympia has high quality tourism infrastructures relating to other destinations (Hotels, Shops, Camping, etc).

### ***Ancient Olympia Combines Service-Goods at Reasonable Prices***

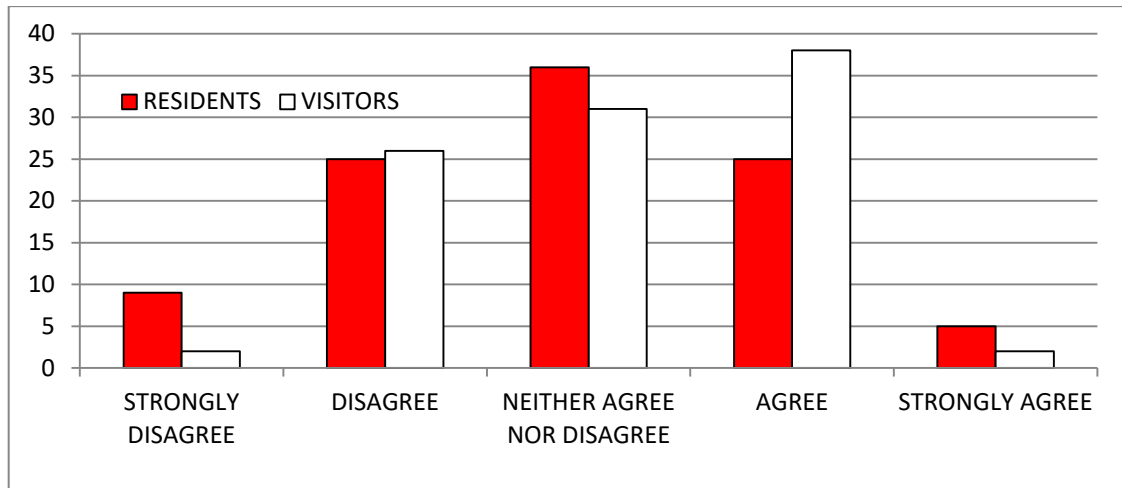
To the question about whether Ancient Olympia combines the provision of services-goods at affordable prices, 10 (10%) of the inhabitants of Olympia answered Strongly Disagree, 13 (13%) Disagree, 41 (41%) answered Neither Agree nor Disagree, 35 (35%) answered Agree and 1 (1%) answered Strongly Agree. On the other side, according to the visitors of Ancient Olympia about that question, 0 (0%) answered Strongly Disagree, 8 (8%) answered Disagree, 24 (24%) answered Neither Agree nor Disagree, 58 (58%) answered Agree and 10 (10%) answered Strongly Agree (Diagram 17).



**Diagram 17.** Ancient Olympia combines service-goods at reasonable prices.

### ***Ancient Olympia has Near Beaches***

At the question, about if Ancient Olympia has near beaches, 9 (9%) of the residents of Ancient Olympia answered Strongly Disagree, 25 (25%) answered Disagree, 36 (36%) answered Neither Agree nor Disagree, 25 (25%) answered Agree, and 5 (5%) answered Strongly Agree. According to the visitors, at the same question, 2 (2%) answered Strongly Disagree, 26 (26%) answered Disagree, 31 (31%) answered Neither Agree nor Disagree, 38 (38%) answered Agree and 2 (2%) answered Strongly Agree (Diagram 18).

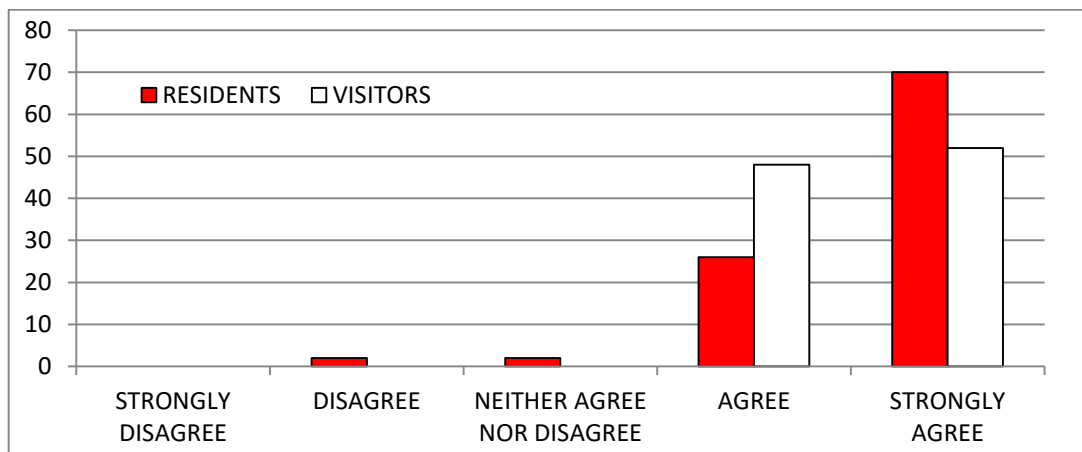


**Diagram 18.** Ancient Olympia has near beaches.

## TOURIST DESTINATION IMAGE

### *Ancient Olympia is a Safe Destination*

On the question whether Ancient Olympia is a safe destination from the inhabitants of Olympia 0 (0%) answered Strongly Disagree, 2 (2%) answered Disagree, 2 (2%) answered Neither Agree nor Disagree, 26 (26%) answered Agree and 70 (70%) answered Strongly Agree. According to the visitors of Ancient Olympia, at the same question, 48 (48%) answered Agree and 52 (52%) Strongly Agree (Diagram 19).



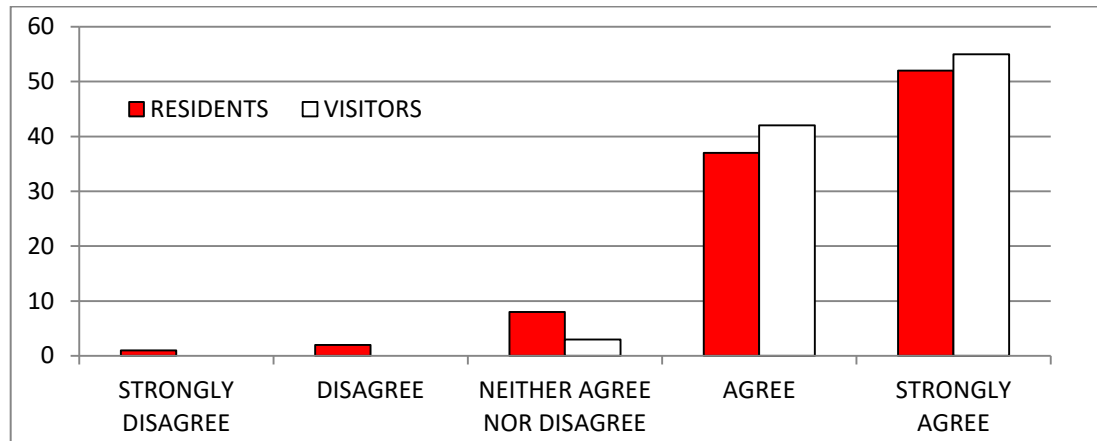
**Diagram 19:** Is Ancient Olympia a safe destination.

### *Ancient Olympia is a Pleasant Destination*

When asked if Ancient Olympia is a pleasant destination 1 (1%) of the residents answered Strongly Disagree, 2 (2%) answered Disagree, 8 (8%) answered Neither Agree nor Disagree, 37 (37%) answered Agree and 52 (52%) answered Strongly Agree. On the other hand, according to the visitors of Ancient Olympia and the question, if Ancient



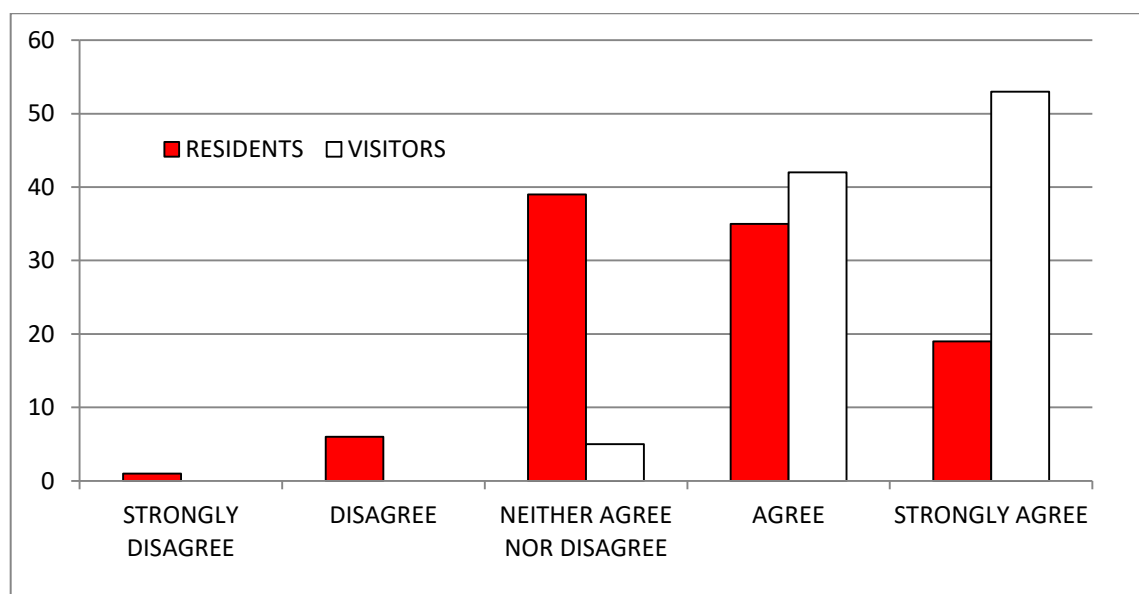
Olympia is a pleasant destination, 0 (0%) answered Strongly Disagree, 0 (0%) answered Disagree, 3 (3%) answered Neither Agree nor Disagree, 42 (42%) answered Agree and 55 (55%) answered Strongly Agree (Diagram 20).



**Diagram 20:** Is Ancient Olympia a pleasant destination?

***Ancient Olympia is a Clean City***

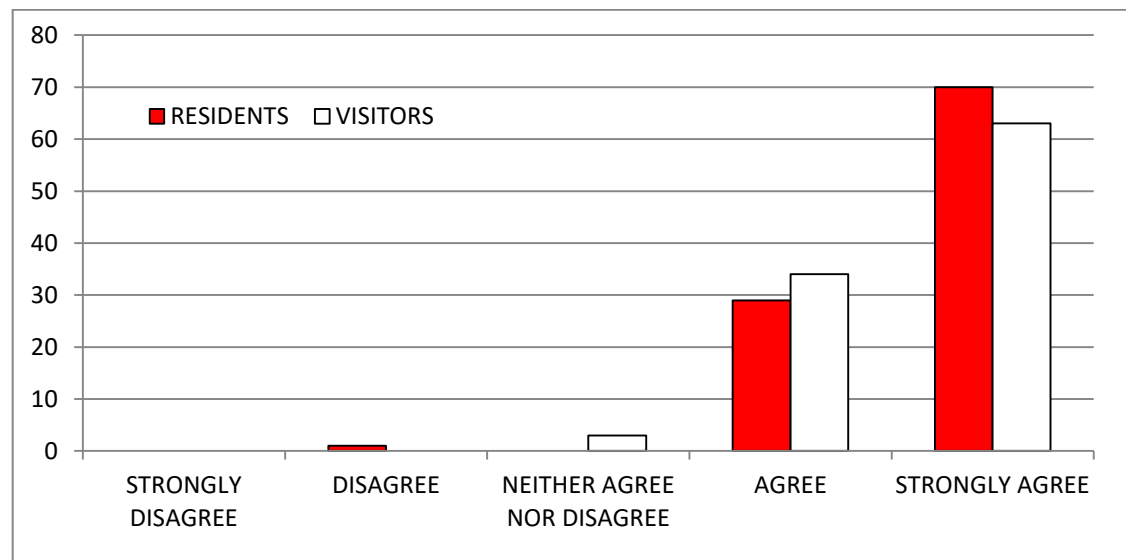
When asked if Ancient Olympia is a clean city, 1 (1%) of Olympia residents answered Strongly Disagree, 6 (6%) answered Disagree, 39 (39%) answered Neither Agree nor Disagree, 35 (35 %) answered Agree and 19 (19%) answered Strongly Agree. On the other hand, according to the visitors of Ancient Olympia and the question about, if Ancient Olympia is a clear city, 0 (0%) answered Strongly Disagree, 0 (0%) answered Disagree, 5 (5%) answered Neither Agree nor Disagree, 42 (42%) answered Agree and 53 (53%) answered Strongly Agree (Diagram 21).



**Diagram 21.** Is Ancient Olympia a clean city?

### ***Ancient Olympia is a Destination with Interesting Sights***

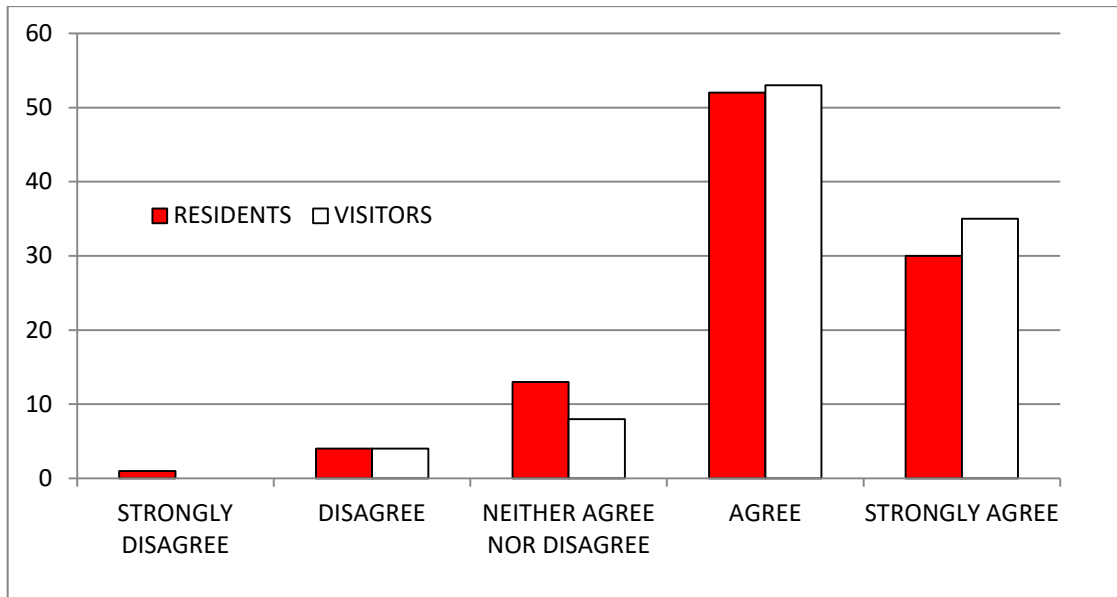
To the question whether Ancient Olympia is a destination with interesting sights, 0 (0%) of the inhabitants of Olympia answered Strongly Disagree, 1 (1%) answered Disagree, 0 (0%) answered Neither Agree nor Disagree, 29 (29%) answered Agree and 70 (70%) answered Strongly Agree. According the answers of the visitors of Ancient Olympia, at the same question, we have the results like, 0 (0%) of visitors answered Strongly Disagree, 0 (0%) answered Disagree, 3 (3%) answered Neither Agree nor Disagree, 34 (34%) answered Agree and 63 (63%) answered Strongly Agree (Diagram 22).



**Diagram 22.** Is Ancient Olympia a destination with interesting sights?

### ***Ancient Olympia is a Destination for Relaxation***

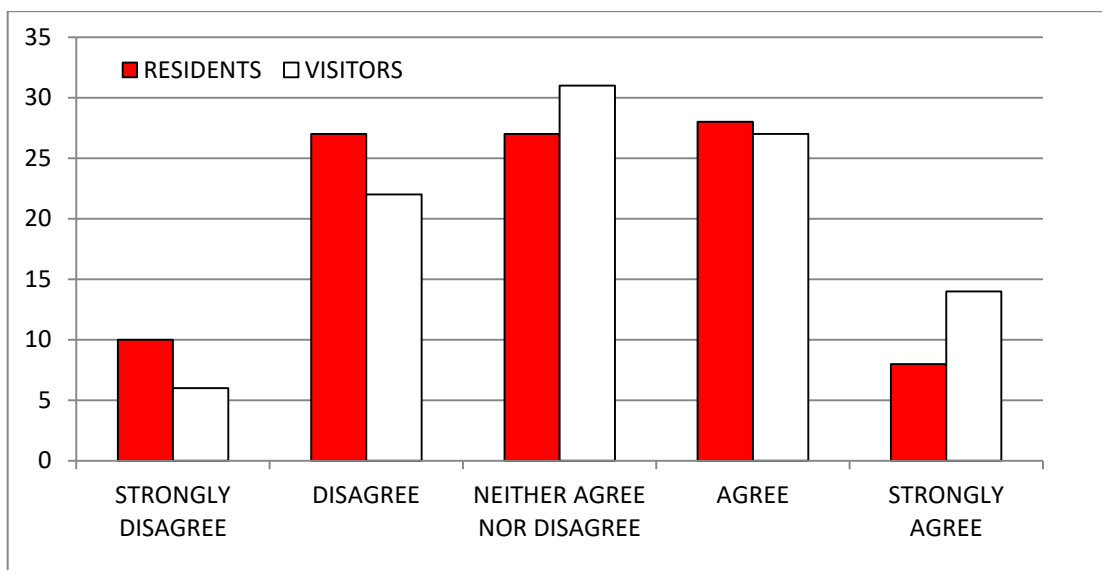
On the question of whether Ancient Olympia is a destination for relaxation 1 (1%) of the inhabitants of Olympia answered Strongly Disagree, 4 (4%) answered Disagree, 13 (13%) answered Neither Agree nor Disagree, 52 (52%) answered Agree and 30 (30%) answered Strongly Agree. On the side, according to the visitors of Ancient Olympia at the same question, 0 (0%) answered Strongly Disagree, 4 (4%) answered Disagree, 8 (8%) answered Neither Agree nor Disagree, 53 (53%) answered Agree and 35 (35%) answered Strongly Agree (Diagram 23).



**Diagram 23.** Is Ancient Olympia a destination for relaxation?

***Ancient Olympia is a Destination with Beautiful and Clean Beaches***

At the question, if Ancient Olympia has beautiful and clean beaches, 10 (10%) from the inhabitants of Ancient Olympia answered Strongly Disagree, 27 (27%) answered Disagree, 27 (27%) answered Neither Agree nor Disagree, 28 (28%) answered Agree and 8 (8%) answered Strongly Agree. At the same question, according to the visitors of Ancient Olympia, 6 (6%) answered Strongly Disagree, 22 (22%) answered Disagree, 31 (31%) answered Neither Agree nor Disagree, 27 (27%) answered Agree and 14 (14%) answered Strongly Agree (Diagram 24).

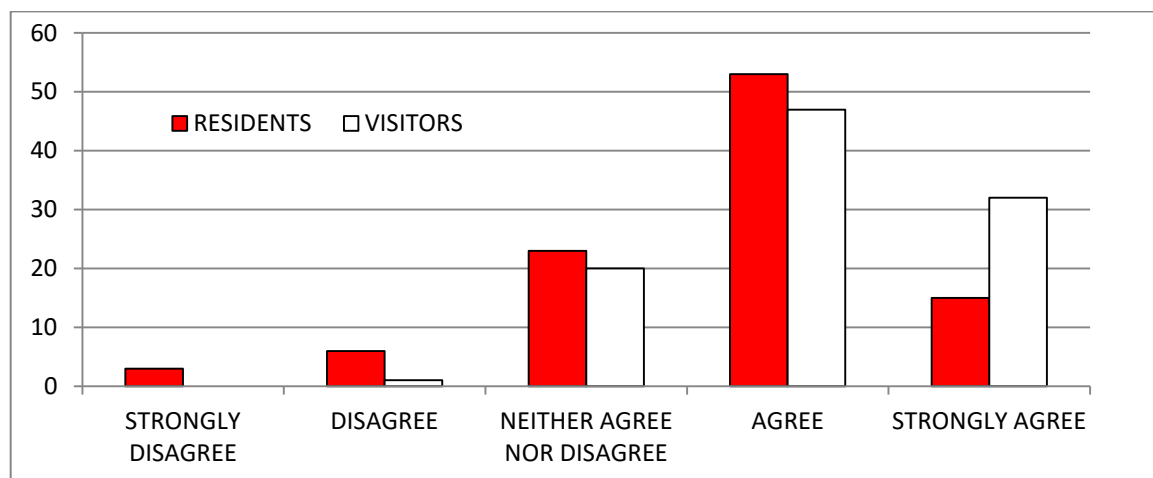


**Diagram 24.** Is Ancient Olympia a destination with beautiful and clean beaches?

## SATISFACTION

### *Ancient Olympia is a Better Destination than you Expected*

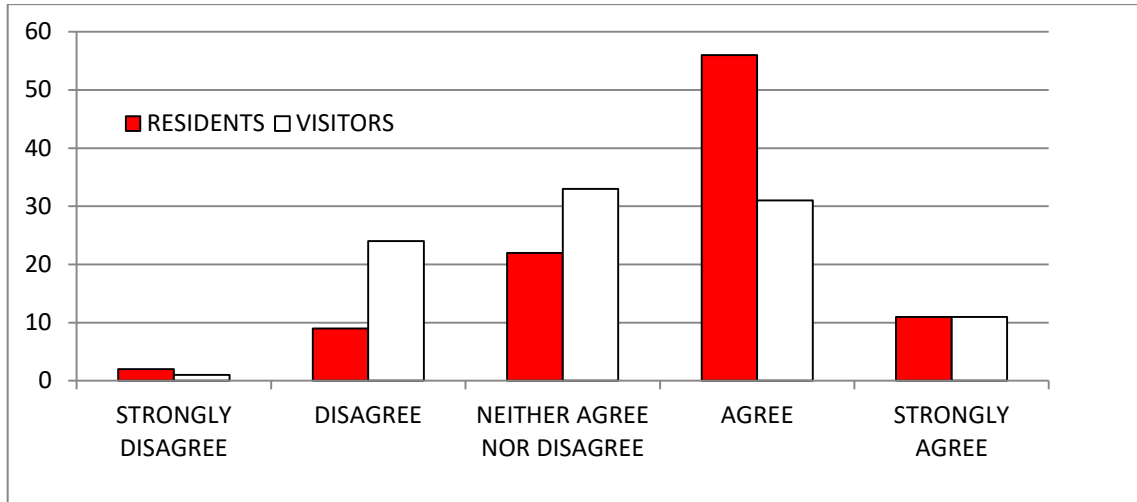
When asked if Ancient Olympia is a destination better than expected, 3 (3%) of the residents answered Strongly Disagree, 6 (6%) answered Disagree, 23 (23%) answered neither Agree nor Disagree, 53 (53%) answered Agree and 15 (15%) answered Strongly Agree. According to the visitors of Ancient Olympia, at the same question, 0 (0%) answered Strongly Disagree, 1 (1%) answered Disagree, 20 (20%) answered Neither Agree nor Disagree, 47 (47%) answered Agree and 32 (32%) answered Strongly Agree (Diagram 25).



**Diagram 25.** Is Ancient Olympia a better destination than you expected?

### *Ancient Olympia is the Best Destination relating to others*

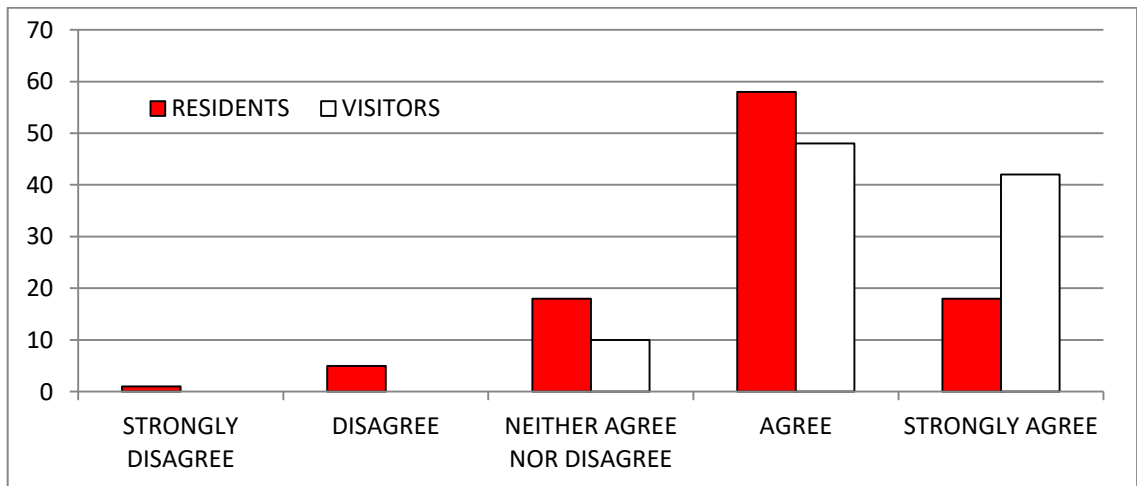
When asked if Ancient Olympia is the best destination compared to others, 2 (2%) of Olympia residents answered Strongly Disagree, 9 (9%) answered Disagree, 22 (22%) answered Neither Agree nor Disagree, 56 (56%) answered Agree and 11 (11%) answered Strongly Agree. On the other side, regarding to the visitors of Ancient Olympia, and the question about Ancient Olympia as the best destination relating to others, 1 (1%) answered Strongly Disagree, 24 (24%) answered Disagree, 33 (33%) answered Neither Agree nor Disagree, 31 (31%) answered Agree and 11 (11%) Strongly Agree (Diagram 26).



**Diagram 26.** Is Ancient Olympia the best destination relating to others?

***Does Ancient Olympia Offer more Positive than Negative Elements?***

At the question about if Ancient Olympia offers more positive than negative elements, 1 (1%) of the inhabitants answered Strongly Disagree, 5 (5%) answered Disagree, 18 (18%) answered Neither Agree or Disagree, 58 (58%) of the inhabitants answered Agree and 18 (18%) answered Strongly Agree. On the other hand, regarding to the visitors of Ancient Olympia, at the same question, 0 (0%) answered Strongly Disagree and 0 (0%) answered Disagree, 10 (10%) answered Neither Agree or Disagree, 48 (48%) answered Agree and 42 (42%) answered Strongly Agree (Diagram 27).

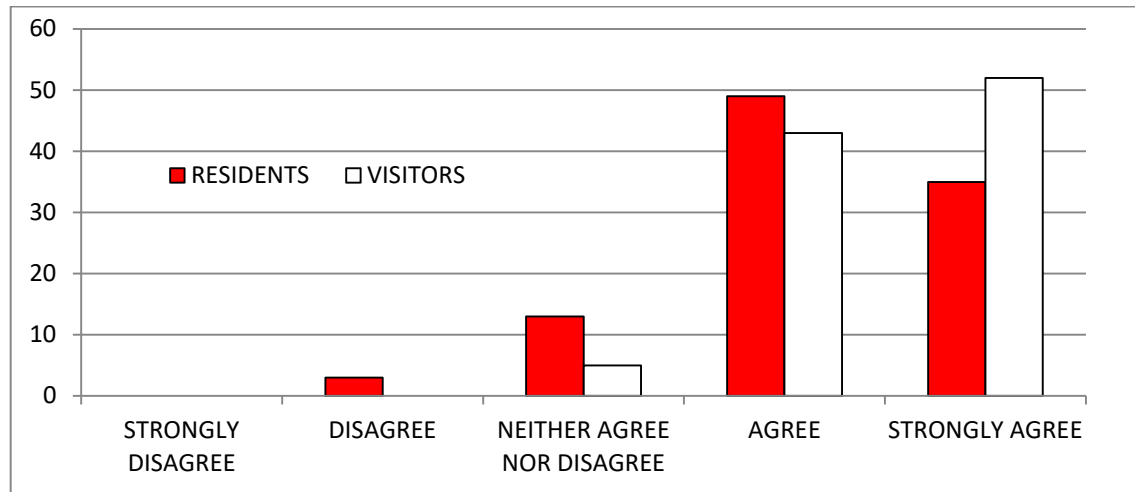


**Diagram 27.** Does Ancient Olympia offer more positive than negative elements?

***Were you Pleased after your Visit to Ancient Olympia?***

On that question 0 (0%) of the inhabitants of Ancient Olympia answered Strongly Disagree, 3 (3%) answered Disagree, 13 (13%) answered Neither Agree or Disagree, 49 (49%) answered Agree and 35 (35%) answered Strongly Agree. On the

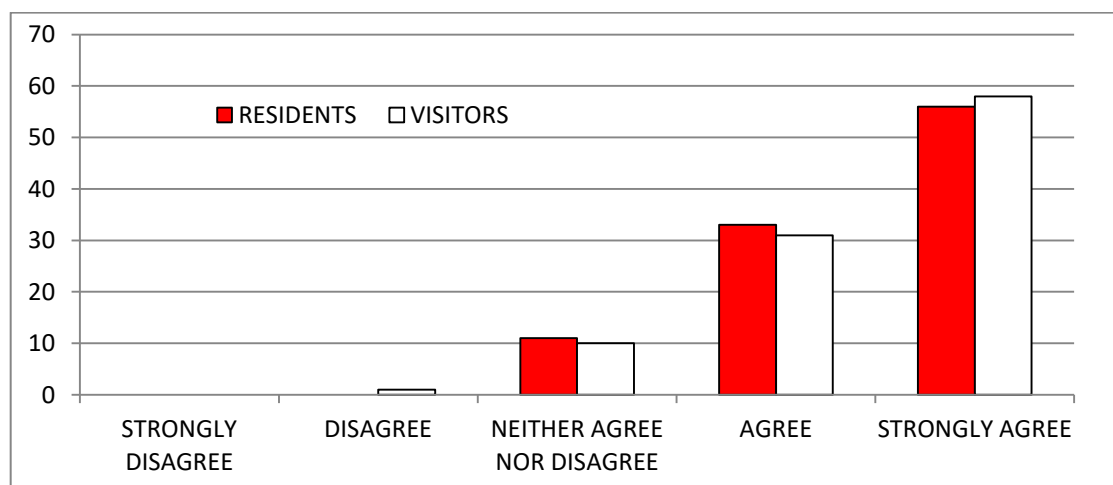
other hand, according to the visitors of Ancient Olympia, at the same question, 0 (0%) answered Strongly Disagree and Disagree, 5 (5%) answered Neither Agree or Disagree, 43 (43%) answered Agree and 52 (52%) answered Strongly Agree (Diagram 28).



**Diagram 28.** Were you pleasant after your visit to Ancient Olympia?

***Would you Recommend Ancient Olympia as a Destination to any Friend, Relative, etc.***

According to the inhabitants of Ancient Olympia, at the question about the recommendation of Ancient Olympia as a destination, to any friend, relatives, etc., 0(0%) answered Strongly Disagree and Disagree, 11 (11%) answered Neither Agree and Disagree, 33 (33%) answered Agree and 56 (56%) answered Strongly Agree. On the other hand, 0 (0%) of the visitors answered Strongly Disagree, 1 (1%) answered Disagree, 10 (10%) answered Neither Agree or Disagree, 31 (31%) answered Agree and 58 (58%) answered Strongly Agree (Diagram 29).



**Diagram 29.** Would you recommend Ancient Olympia as a destination to any friend, relatives, etc?

## CHAPTER V: CONCLUSIONS & RECOMMENDATIONS

### CONCLUSIONS

At this point of the present thesis, there is a summary of the results and conclusions from the research through questionnaires relating to Ancient Olympia. The conclusions arise out of the five sections of the questionnaire.

#### *Conclusions from the demographic data*

- Women who participated in the research are more than men to a small extent.
- The majority of residents in Ancient Olympia who participated in the research were aged 46 to 55 years old, while the majority of visitors were aged 26 to 35 years old.
- Regarding the education level of respondents, the majority of residents in Ancient Olympia hold a higher education degree, while the majority of visitors hold a title of postgraduate studies.
- As far as the employment status of respondents is concerned, the majority of residents in Ancient Olympia are civil servants, while the majority of visitors are employed in the private sector.
- When it comes to the income of respondents, the majority of residents in Ancient Olympia declare that they have an annual income up to \$25.000, while the majority of visitors declare that they have an annual income up to \$10.000.

#### *Conclusions on Tourist Destination Awareness*

As mentioned in the previous chapter, destination brands differ in awareness in two cases. In the first case, the destination data are mentioned, which, through appropriate stimuli, bring a destination to mind of tourists compared to others. The second case refers to the fact that the purpose of the trip is influenced due to appropriate stimuli that the visitor receives.

- Regarding the choice of Ancient Olympia as a tourist destination, the majority of residents and non-residents in Ancient Olympia answered “Strongly Agree”.
- Concerning the choice of Ancient Olympia as a tourist destination because of attractions offered, the views slightly deviated from each other. The majority of residents representing 60% answered “Strongly Agree” while the majority of visitors answered “Agree” at a rate higher than 50%.

- When it comes to the entertainment and, more specifically, the night life offered by Ancient Olympia, which was chosen as a tourist destination due to the above criterion, the results are not very pleasant. The residents in Ancient Olympia representing a rate higher than 80% answered negatively and, more concretely, 41% of them replied “Strongly Agree” and 42% answered “Disagree”. However, the situation is similar in the case of visitors. The rate of negative answers exceeded 60% and in particular 32% of visitors answered “Strongly Disagree” and 32% of them answered “Disagree”. It is evident that both sides believe that Ancient Olympia does not constitute a tourist destination because of the night life it offers.
- Regarding the choice of Ancient Olympia as a tourist destination due to its cultural heritage, the opinions of both sides are the same. More particularly, about 60% of residents in Ancient Olympia answered “Strongly Agree” and on the other hand, the majority of visitors answered positively with 48% of them replying “Agree” and 43% replying “Strongly Agree”.
- The distance of Ancient Olympia from the sea has been a concern since antiquity. The sea serves the passage of visitors, entertainment, relaxation and amusement of residents and non-residents in Olympia. The conclusions of the research on this issue would be characterized as negative from both sides. The majority of opinions of residents on whether Ancient Olympia is a tourist destination with nearby beaches, are negative, since 32% of respondents answered “Strongly Disagree” and 32% of them answered “Disagree”. On the other hand, the majority of visitors who answered “Neither Agree nor Disagree” corresponds to 37% and 32% of them answered “Disagree”.
- Regarding the choice of Ancient Olympia as an entertainment destination, the answers of respondents are not considered satisfactory. There is a deviation since the answers of residents present greater negativity compared to those of visitors. More concretely, the majority of residents in Olympia answered “Disagree” at a rate of 39% and the answer “Strongly Disagree” followed at a rate of 25%. On the other hand. The majority of visitors answered “Neither Agree nor Disagree” at a rate of 38% and the answer “Agree” followed at a rate of 26%.



In conclusion, the attribute of destination awareness that the city of Ancient Olympia has allows for a considerable scope for development since, as shown, some of the factors affecting destination awareness present several problems. On the contrary, visitors are particularly interested in and responsive to factors relating to culture.

### ***Conclusions on Tourist Destination Perceived Quality***

The perceived quality of a destination occupies a very important position in the future behavior of tourists. It is a factor which is directly linked to the recognition of a place. The positive perception of the quality entails advertising, repetition of visit, economic growth, strengthening of brand name and others. As mentioned in the previous chapter, the characteristics of a destination affect its perceived quality, which, in turn, is positively related to tourist satisfaction and consequently to their behavior.

- As for the statement that Ancient Olympia is easily accessible compared to other destinations, the answers between residents and non-residents differ. More particularly, the majority of residents in Olympia (47%) answered “Agree”, while the majority of visitors answered “Disagree” at a rate of 34% and the answer “Agree” followed at a rate of 29%.
- When it comes to uniqueness of cultural heritage of Ancient Olympia compared to other destinations, both sides supported to a great extent the choice “Strongly Agree” and more particularly, the majority of residents in Olympia answered “Strongly Agree” at a rate of 71% while the majority of visitors reached 58%.
- The activities offered by a destination play a very important role since they provide options to visitors, which entails brand name strengthening. Regarding the variety of activities offered by Ancient Olympia compared to other destinations, the majorities of both sides do not match. The majority of residents in Olympia answered “Disagree” at a rate of 39% and the answer “Neither Agree nor Disagree” followed at a rate of 34%. On the other hand, the majority of visitors to Olympia answered “Neither Agree nor Disagree” at a rate of 37% and then the answer “Agree” followed at a rate of 30%.
- A strong brand name of a destination is equivalent to the existence of high-quality tourist infrastructure. Accommodation spaces such as hotels, camping, areas of eating, amusement and entertainment such as restaurants, cafes, bars, as well as various shops which meet the basic - and not only - needs of visitors to a place, form the basic pillar of tourist infrastructure that require a strong

brand name. In the case of Ancient Olympia, the conclusions on whether it has high-quality tourist infrastructure compared to other destinations are not particularly positive. The majority of residents in Olympia answered “Agree” at a rate of 58%. However, on the other hand, the answers of visitors add a different perspective since there is a balanced distribution between the answers. The majority of visitors answered “Neither Agree nor Disagree” at a rate of 36% and the answer “Agree” followed at a rate of 34%.

- The provision of services-goods combined with affordable prices have a pivotal role in tourist satisfaction and brand name strengthening. On the one hand, the provision of services-goods is available and consequently quality and quantity factors are involved and, on the other hand, the pricing of services-goods, with the economic factor playing a primary role for tourists. is also significant. Therefore, with regard to this statement, i.e. whether Ancient Olympia combines the provision of services-goods with affordable prices compared to other destinations, the majority of residents answered “Neither Agree nor Disagree” at a rate of 41% and the answer “Agree” followed by a relatively small margin at a rate of 35%. On the contrary, the majority of visitors answered “Agree” at a rate of 58%.
- As it is known, the sea and its distance from a specific destination play a very important role in the choice of visitors. Many strong city brand names use the sea and the related provisions as their main element which is shown by the answers of respondents on whether Olympia has nearby beaches. The majority of residents answered “Neither Agree nor Disagree” at a rate of 36% and the answers “Agree” and “Disagree” followed at a rate of 25% each. Therefore, it is obvious that there is a balanced distribution between the answers, with neutral view prevailing. Almost the same situation is observed in the answers of visitors to Olympia. However, it seems that a more positive view predominates since the majority answered “Agree” at a rate of 38% and the answer “Neither Agree nor Disagree” followed at a rate of 31%.

Thus, in this section, despite the fact that the answers of both sides are on the same axis since they are distributed almost in the same way, the views differ from each other. For example, regarding the statement that Ancient Olympia combines the provision of services-goods with affordable prices, the answers of both sides have mainly been

distributed to answers “Neither Agree nor Disagree” and “Agree”. However, the majority of residents answered “Neither Agree nor Disagree” and the answer “Agree” followed, while, regarding visitors, the contrary predominated, with the majority answering “Agree” and then answer “Neither Agree nor Disagree” followed. This pattern of answers prevailed throughout the section.

### ***Conclusions on Tourist Destination Image***

The image of a destination is formed depending on the images and emotions that come to the mind of visitors; on the one hand, there are images such as the environment, architecture, buildings, colors, food, attractions and others, and on the other hand, emotions such as the security, awe, cleanliness and others. This section analyzed the emotions and images provoked by Ancient Olympia as a destination.

- As for the statement that Ancient Olympia constitutes a safe destination, the answers of residents are in line with those of visitors. More analytically, the majority of residents answered “Strongly Agree” at a rate of 70% and the answer “Agree” followed at a rate of 26%. Regarding the majority of visitors, they answered “Strongly Agree” at a rate of 52% and “Agree” at a rate of 48%. There are several positive results from both sides concerning the sense of security provided by Ancient Olympia.
- The next question deals with the sense of pleasure provided by Ancient Olympia. Regarding this statement, i.e. whether Ancient Olympia is a pleasant destination, the answers of residents and visitors coincide and provide us with a quite positive result. More particularly, the majority of residents and visitors answered “Strongly Agree” at a rate of 52% and 55% respectively. The answer “Agree” followed at a rate of 37 % and 42% respectively.
- The level of cleanliness of a city plays an important role since it affects the image and emotions of visitors. The answers on whether Ancient Olympia is a clean destination, there is a slight deviation between them. The majority of residents answered “Neither Agree nor Disagree” at a rate of 39% and the answer “Agree” followed at a rate of 35%. On the other hand, the majority of visitors answered “Strongly Agree” at a rate of 53% and the answer “Agree” followed at a rate of 42%. It therefore seems that a more positive view of visitors predominates when it comes to cleanliness of Ancient Olympia.

- The attractions that a destination promotes represent a very important part of its image. On the other hand, attractions cause emotions such as joy, admiration, awe and others. As shown by the answers of both sides on the statement that Ancient Olympia is a destination with interesting attractions, a very positive view of both parts of the population predominates. More particularly, the majority of residents in Olympia answered “Strongly Agree” at a rate of 70% and the answer “Agree” followed at a rate of 29%. The answers of visitors were similar. The majority of them answered “Strongly Agree” at a rate of 63% and the answer “Agree” followed at a rate of 34%. In both cases of answers, positive answers exceeded 90%.
- The sense of relaxation is a decisive factor in choosing a destination. Full holiday packages, travel programs and the entirety of destinations are formed in such a way so that they can provide relaxation and build a strong brand name. According to the answers of respondents, Ancient Olympia is recommended as a destination for relaxation. The majority of residents and visitors answered “Agree” on the statement that Ancient Olympia is a destination for relaxation at a rate of 52% and 53% respectively. The answer “Strongly Agree” followed at a rate of 30% and 35% respectively.
- Moreover, the respondents were called to answer if Ancient Olympia is a destination with beautiful and clean beaches. As previously mentioned, the sea provides a plethora of options and activities, provokes emotions and creates images. It is a very important factor for each tourist destination and every city that holds a strong image. The answers of both sides vary covering the whole range of options. More particularly, it would be mentioned that the majority of residents and visitors to Ancient Olympia was divided into three answers. Starting from the residents, 28% of them answered “Agree”, 27% answered “Neither Agree nor Disagree” and 27% answered “Disagree”. There is about the same distribution between the answers of visitors. The majority of them answered “Neither Agree nor Disagree” at a rate of 31%, the answer “Agree” followed at a rate of 27% and then the answer “Disagree” followed at a rate of 22%. It therefore seems that the sea and beaches divide not only the visitors but also the residents in Olympia.

Concluding this section which dealt with the image of a tourist destination, it has to be mentioned that the residents in a place have a different point of view, different images and different emotions towards the place compared to visitors since the latter are affected by third parties, such as advertising, social media, media and others.

### ***Conclusions on Tourist Destination Satisfaction***

Satisfaction is a concept derived from the combination of the above sections and mainly from the image of a destination and its perceived quality. It can be characterized as the final or last factor which affects the brand name of a place-destination since it is the conclusion of the visitor's experience.

- Regarding the statement that Ancient Olympia is a better destination than expected, the positive answers of both sides predominate. More particularly, the majority of residents and visitors to Olympia answered "Agree" at a rate of 53% and 47% respectively. The residents answered "Neither Agree nor Disagree" at a rate of 23% and the visitors answered "Strongly Agree" at a rate of 32%. It therefore seems that the visitors to Olympia enjoy their stay more than they expected.
- When it comes to the statement that Ancient Olympia constitutes the best destination, the answers of both sides were divided with the majority of residents differing substantially from the remaining opinions. More concretely, the answer of residents in Olympia that predominates is "Agree" at a rate of 56% and the answer "Neither Agree nor Disagree" followed at a rate of 22%. On the other hand, the answers of visitors are distributed in a different way. The majority of them answered "Neither Agree nor Disagree" at a rate of 33%, the answer "Agree" followed at a rate of 31% and the answer "Disagree" came last at a rate of 24%. Consequently, there is a difference of opinions with the residents of Olympia having an extremely positive view of their city.
- The answers are of particular interest regarding the statement that Ancient Olympia offers more positive than negative elements. Both sides seem to agree on this statement with the majorities of residents and visitors to Olympia answering "Agree" at a rate of 58% and 48% respectively. Moreover, concerning visitors, the answer "Strongly Agree" followed at a rate of 42%.
- The results of the statement "Are you pleased with your visit to Ancient Olympia" are particularly positive. Both groups answered positively with

residents in Ancient Olympia answering “Agree” at a rate of 49% and “Strongly Agree” at a rate of 52% and then the answer “Agree” followed at a rate of 43%. It therefore seems that the opinion of the local population that Ancient Olympia as a destination offers the necessary pleasure to the visitor, which is verified by the visitors themselves.

- The last but one of the most important questions is the one which refers to whether you would recommend Ancient Olympia as a destination to friends, relatives, etc. This statement forms a significant part of the research since a large proportion of marketing and promotion of a good or a service or of an entire brand name is mouth-to-mouth marketing and advertising. When it comes to this statement, the majority of residents in Olympia answered “Strongly Agree” and the answer “Agree” followed at a rate of 33%. The same situation exists in visitors since 58% of them answered “Strongly Agree” and then the answer “Agree” followed at a rate of 31%. It therefore seems that in both cases, the totals of population answered positively at a rate of 89%.

## **RECOMMENDATIONS**

As shown by the literature, the identity of a place-city is based on its history, roots and emotions caused to the residents and visitors. Through this research, it seems that Ancient Olympia provokes all the stimuli and emotions. On the other hand, it is a place with a strong historic identity. This combination constitutes the basic pillar for building a strong brand name.

Stagnation, characterizing a place in terms of development, is a factor that undermines and weakens its brand name. For this reason, new ways of renewal and development of the “image” of Olympia should be constantly found. This historic place has suffered this stagnation since the beginning of 21st century, when cruise tourism from the port of Katakolo was established as the main and maybe the unique form of tourism for this place. A plethora of tourists arrive in the place, spend little money while in the area and leave the place after two or three hours in order to enjoy the all-inclusive services provided by the cruise package. Due to this phenomenon, there is no need for overnights in hotels, meals in restaurants and entertainment in bars, clubs, etc.

Some recommended actions that would contribute further to the tourist development of Olympia, entailing brand name strengthening, is the systematic advertising of the place through media, social media and others, emphasizing not only

on the foreign visitors but also on the local population. Another very important plan is to turn to other forms of tourism. In this way, tourism and visitors are ensured throughout the day and year. The development of road network and the connection of Olympia with the highway “Olympia Odos” is a very significant project which will connect Olympia and Athens in less than three hours. Moreover, in accordance with the research, the connection of Ancient Olympia with the sea is a very crucial point which will boost the sectors of entertainment and activities.

To sum up, the competent bodies should realize the importance of city branding in order to contribute to the steady growth of Ancient Olympia. This can be achieved by the creation of a strategic planning, which shall contain the vision and developmental point which Olympia has to reach, as well as the short and long-term goals. All these have to be designed by the specialized staff through the cooperation of several bodies such as the Municipality of Ancient Olympia, the Region of Western Greece, the International Olympic Academy, the National Olympic Academy, the National Olympic Committee, the International Olympic Committee, the European Union, etc. Therefore, both theoretical and practical parts of this research prove that Ancient Olympia is a place with a great name and history which needs the implementation of City Branding procedure.

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