

A GeoCartographic Approach to the Value of Tourism in Greece Concerning the Luxury Tourism

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SUMMARY

Greece is one of the most popular tourist destinations in the world. Tourism is a major source of income in the country and contributes to its economic growth. Most of that income is generated by luxury tourism, which is preferred by the tourist population with the highest incomes. But in what way could someone evaluate the economic impact of tourism and how the various tourist facilities are allocated in Greece? This paper is trying to deal with these questions. The research object of this paper is therefore the luxury tourism, and especially the luxurious 5 star hotels of Greece. The aim of this paper is the geographic analysis, the mapping and the economic analysis of these accommodations. Using Geographical Information System, a geodatabase, which includes the luxurious hotels of Greece, their characteristics and the valuation of their market value, was created. The five star hotels were recorded, categorized, mapped and their market value was evaluated. More specifically, these are the steps of the paper. First of all, the hotels were recorded, information about the characteristics of each hotel, such as the number of rooms, the operation period and the daily cost of accommodation, was collected and the exact location of each hotel was mapped. The next step is about an attempt to estimate the market value of each hotel, considering three alternative economic scenarios. After that, a geo-economic analysis based on the characteristics listed above was made. The work studied the location of the hotels, their market value and their characteristics. As an example, it was studied if they are located in an island or near an airport and if the five star hotels are awarded an environmental certification. Finally conclusions were drawn and questions such as those raised in the beginning were answered. The result of this study was imprinting the image of Greece concerning the luxury tourism.