

---

**Journal of Tourism&Management Research**

**ISSN: 2149-6528**

**2020 Vol. 5, Issue.3**

<http://ottomanjournal.com/index.html>

---

---

## **Advantages & disadvantages of all-inclusive holidays for tourist and Hotels:Case study in all-inclusive Hotel-resorts in the island of Skiathos, Greece**

### **Abstract**

The purpose of the paper is to highlight the advantages and disadvantages of all-inclusive package tours for the tourist and the hotel enterprises. At the same time the primary research investigates the demographic profile and characteristics of all-inclusive package tourists, the tourist activities during the holidays and also the elements of satisfaction or dissatisfaction. The research was quantitative. The sample was made of 30 managers of hotels in Skiathos, who worked on different categories of hotels. The results of the research showed that the benefits of all-inclusive packages for the hotels are the attraction of new tourists and the increasing of hotel revenues. For the tourists the benefits are that they now in advance the amount of spending. The disadvantages of all-inclusive package tours are that the tourists do not spend amounts in other local businesses and remain confined to the narrow limits of the hotel, the massive tourism and all-inclusive packages can be implemented only in large hotels facilities. Regarding future research, subsequent surveys should focus on designing appropriate visibility of the tourist product and implementing a program to highlight the benefits of the island.

**Keywords:** *Tourism, all inclusive, package tour, hotel managers, Greece*

**JEL Classification:** Z32, L83, M10

**Submitted:** 17/08/2020; **Accepted:**19/11/2020

---

**Efstathios Velissariou, Professor.** Department of Business Administration, University of Thessaly, Larissa, Geopolis, 41500, Greece. Tel.+30 6977272730.

**Email:** belissar@uth.gr

**Belias Dimitrios, Assistant Professor** (Corresponding Author). Department of Business Administration, University of Thessaly, Larissa, Geopolis, 41500, Greece. Tel.+30 6972716980.

Postdoctoral Research Fellow, Core Department, at the National and Kapodistrian University of Athens, Greece.

### **ORIGINAL SCIENTIFIC PAPER**

Velissariou, E., Dimitrios, B. and Lazaros, R.

2020, Vol.5, No.3, pp. 717-731. DOI:10.26465/ojtmr.2018339538

Email: [dbelias@pe.uth.gr](mailto:dbelias@pe.uth.gr)

**Raptopoulos Lazaros, MSc.** Tourism Management. Hellenic Open University, Patra, Geopolis, 41500, Greece.

Email: [laryrpto@gmail.com](mailto:laryrpto@gmail.com)

## 1. Introduction

In recent years, more and more hotels have chosen to provide all inclusive tourist packages as a means of attracting new customers. A large number of tourists prefer to buy an all-inclusive package because it considers it to be cheaper, safer, and more efficient. Specifically, some special social groups, such as families with young children or people who want relaxed holidays, and they are enjoying all the comforts of a hotel, are the prospective buyers of an all-inclusive holiday package. Nonetheless, all inclusive packages have become popular also for luxurious destinations which aim into increasing the volume of bookings and hence their financial input, while they have a great importance for the destinations as a source of tourist inflow (Bilgili et al., 2016).

Understanding the importance of all inclusive for the tourist industry, those responsible for defining hotel marketing strategy should apply the appropriate techniques, evaluate the advantages and disadvantages of all inclusive and focus their efforts on attracting other prospective clients (Dujmović et al., 2010). If this particular project becomes targeted after studying an island destination such as Skiathos, the results are expected to be even more positive. At this point, it is crucial to mention that research in Greece indicates that despite of the advantages mentioned on the early years, during the past years there has been a growing segment of the academia but also from the local communities and the members of tourist industry which point out the disadvantages of all inclusive, including the fact that tourists are not encouraged to go outside of the hotels or buy from the local markets (Farmaki et al., 2017).

For this reason, this paper is making an exploration and evaluation of the advantages and disadvantages of all inclusive, especially considering the case of Skiathos, through an empirical research. This will allow for a better approach to new potential tourists. Taking into account the disadvantages and minimizing the impact of the disadvantages can increase the number of bookings, overnight stays and the fullness of holiday hotels on the island, while contributing to address the intense seasonality problem.

The Island of Skiathos is a popular tourist destination during the summer months, but its possibilities are not fully exploited. The exploration of new tourist packages such as the all inclusive and their promotion by specialized tour operators is the subject of the survey in order to exploit the exported elements for the benefit of hotel units and tourism in general for the island. Given that a successful paper, besides all other things, should contribute to the increase of already acquired knowledge, it is of great interest to explore the development of an all inclusive hotel model for Skiathos hotels. These hotel units could acquire a basic weapon in the battle of competition. In this regard, the current research is an empirical and new one. First, it will present the key theoretical review and it will move on the methods used. Then, it will analyze the finding of the research, while it will provide the key conclusion and practical use of the results. The expected outcome is to identify ways to improve the operation of tourism in Skiathos, especially of the all inclusive units.

## 2. Literature Review

### 2.1 Definition of All-Inclusive Package Tour

It is a fact that the concept of the all-inclusive tourism package has been approached with different interpretations, especially in the last decades where it shows significant dynamics,

worldwide. The main feature of the all-inclusive package is that it has a predetermined price, while it includes hospitality, catering and possibly drinks to be consumed by tourists, as well as other services, which are consumed within the hotel facilities (Ozdemir et al., 2012). One definition given for the all-inclusive package is defined as a vacation package where tourists have paid all the expenses they will make on them. This means that tourists may have paid for their accommodation, food, possible visits to museums and archeological sites, as well as for other possible activities they are going to do, mainly in the area of the accommodation that hosts them and in the wider area (Sotiriadis, 2014).

It should be noted that there may be significant differences in the composition of an all-inclusive package from region to region, while the provider also plays an important role in the formation of the package. Most commonly, the services provided in an all-inclusive package are: accommodation, full meals provided, such as breakfast, lunch and dinner, some selected spirits, as well as soft drinks or juices. The package also includes the daily program of activities, the use of sports facilities, as well as activities related to the evening entertainment of tourists. Finally, emphasize that the all-inclusive package can sometimes coexist in the same hotel, with other types of packages, such as breakfast only, or the package that includes half board or the package that includes full board (Ayik et al., 2013). An example of a remarkable development of all-inclusive tourism is Antalya, Turkey, where it is a holiday destination for those who prefer the sun and sea package, as well as for maritime tourism. This area has experienced in the last 20 years a huge tourism development associated with the all-inclusive packages (Woosnam & Erul, 2017).

## ***2.2 The Development of All-Inclusive Tourism and Their Composition***

The all-inclusive package tour is a special form of tourist packages that have begun to be promoted in the tourist market, especially after the end of the Second World War. According to Krippendorf (1971), the package tour is a comprehensive solution for the tourist needs, so that the Tourist does not need to make decisions for each service separately. These services can include transportation, transfer (from airport to hotel), accommodation (possibly in combination with meals) and other services such as guided tours, etc. (Schorcher, 1983). Krippendorf (1971) also notes that the advantages outweigh the disadvantages that may occur in some cases. The advantages are the ease (convenience), better cost control (cost control) and cost savings (cost saving) (Coltman (1989). The disadvantages are mainly the inability to diversify the choices they have made the Tour Operators in the composition of the tourist packages and so there is a commitment to the qualitative, quantitative and spatial data that make up the tourist package.

According to Middleton et al. (2009), the package is defined as a combination of individual components of the tourist product, which is marketed under a specific name and at a single price. The key feature of the tourist packages is that the tourist package is a combination of two or more tourist products which, although they can be sold separately, are available in a single product at a total price. All-inclusive tourism includes in a single price, services for the transfer of tourists, their accommodation, meals and the sightseeing tour, and sometimes even the tours of qualified staff (Morrison, 1989; Sheldon & Mak, 1987). The main purpose of all-inclusive travel is to take a full package of services at the holiday destination without having to pay extra money for its basic travel needs. In this context, the services are not limited to the basic elements of the package (transportation, transfer, accommodation, full board, but also complementary services such as guided tours, coffees, drinks, refreshments, ice creams) greatly reducing the possibility of extra costs.

The selection criteria for this type of tourism are different compared to those who choose the first type of tourism. A crucial selection criterion is the financial gains from an all inclusive. Indeed, all inclusive packages is considered as very attractive for a family with low and middle incomes. The fact that they will not have to spend extra money for food, drinks or

for entertainment, is a considerable motivation. Also, another motive is the security. Many tourists are anxious so to book a tourist package which will ensure them they will be in a safe environment of a hotel. This criterion is used for destinations which have some level of risk for the tourists such as the middle east destinations or destinations that have high crime rates. Nonetheless, besides the above mentioned criteria to choose all inclusive, it seems that this choice has several disadvantages for both the tourist and the communities. For the communities it is the many destinations who depend on tourism would like to see the tourists going out of the hotels and spending their money on local businesses something that all inclusive discourage them from doing it (Farmaki et al., 2017). Regarding the tourists, going to a destination means that the tourist is buying an experience. By staying within a hotel the tourist feels that he/she will not see the attractions of a destination or if the package includes some guided tours those are in a control environment where the tourist does not interfere with the local population and culture (Della Corte, 2012).

At this case, it is important to note that tourists have different incentives to choose a specific holiday destination. Sheldon and Mak (1987) reported that the incentives of US and Canadian tourists visiting the Hawaiian Islands are because of the ease (26%), the money they spend (22%), the lack of familiarity with the destination (%) and the ability to do more (12%). Similarly, Tourism Intelligence International (2000a) explored the incentives of UK tourists traveling abroad and opting for all-inclusive packages. 57% of tourists choose it because of the money they spend; they are suitable for families (39%) and facilities involved in these packages (37%). In addition, taking advantage of the risks that may arise during the holidays, Enoch (1996) has shown that holiday packages are safe and effective to travel abroad, particularly in countries characterized by their unreliable transport or dubious hygiene standards. Schuchat (1983), Quiroga (1990) and Wong and Kwong (2004) argued that tourists choose this type of vacation to avoid worrying about various aspects of their holiday. According to Buhalis (2000) and Wickens (1997, 2002) all-inclusive holiday packages offer guidance to tourists and make them feel safe even if something goes wrong. Wickens (2002) concluded that everything during an all-inclusive package takes place within the security margins and cannot go wrong. But even if it goes, there is always the solution to quickly deal with any problem. In a more recent research, Farmaki et al. (2017) have noted that all inclusive have become a complex phenomenon since the internet allows tourists to design their own package and find the best financial deal, while the selection criteria have become more complex than ever. For this reason, Farmaki et al. (2017) have constructed a model which helps to understand the criteria used for the selection of a all inclusive package from tourist which include variables such as convenience, comfort, budget control and holiday risk. Also, the research made from Farmaki et al. (2017) with interviews on tourist experts in Cyprus, concludes that there are many negative determinants for all inclusive (such as the isolation of host community, low quality of services, the environmental impact etc) which seems to demotivate a large number of tourists from using all inclusive packages but also it creates a hostile environment between the communities and the hotels which are using all inclusive.

One more reason why tourists choose all-inclusive packages is because they can move more people to a particular destination at a given time that they can travel more safely to distant countries avoiding difficulties in transporting them and in general the purchase of such a package is less expensive compared to organizing the particular trip individually. The ease in planning such a trip, departure dates, financial prices, friend recommendations and the desire for niche activities are some of the reasons tourists choose to buy an all-inclusive package (Middleton et al., 2009).

Motivation theories can help scientists understand the behavior of tourists and the decisions they take. The choice of the all-inclusive package has been linked to many factors, including the socio-demographic characteristics of tourists (gender, age, education, work,

etc.) and travel (length of stay, past travel experiences, etc.) (Anderson et al., 2009). One of the characteristics of tourists who choose this type of tourism is age. On the research made from Woosnam and Erul (2017) in the market of Antalya (Turkey) in a sample of 660 residences, the key findings was that the residences – including many business owners – had a negative view and perception for all inclusive packages. They also regard that the focus of all inclusive packages have shifted of seniors (60+ years old) who often do not have any interest on exploring the local markets nor they are willing to shop. A similar finding has been mentioned from Hwang and Lee (2019) who pointed out that the key clients of all inclusive packages are older tourists but also some niches such as single women, families who are going abroad for the first time or they have lack a lack of knowledge of foreign languages, while on most of the cases all inclusive packages re bought from tourists who have low income and they are not willing to spend extra money on the destination.

### ***2.3 The Development of Package Tour Tourism in Greece***

Before the 1970s, Greece was a distant destination only for wealthy tourists, who were more interested in the cultural and historical elements of the country, than in recreation and leisure (Belias et al, 2018). This was due to the high cost of fuel for the charter flights in Greece (Zacharatos, 2000). This situation has gradually changed in the 1980s and only a small percentage of tourist visit Greece for the history and the culture.

Since the 1970s, the offer of tourist packages to Greece has started to grow rapidly, especially in the markets of Germany, United Kingdom, France and Scandinavian countries. Evidence of the increased offer of tourist packages, was the increase in tourist arrivals by air and charter flights in Greece. In particular in 1970 the arrivals by plane in Greece were only 833,2 thousand, while 10 years later (in 1980) they amounted to 3,243 million, of which 2,004 million (61,8%) were charter flights passengers (ESYE, Statistic of Tourism, Year 1981, Athens 1983) to a total of 4,796 travelers in Greece. In the coming decades, the charter-flights arrivals continued to grow, amounted in year 1990, 4.6 million arrivals representing 73% of the total (6.3 million) arrivals by plane. The arrivals by plane are nowadays the main mean of transport for tourists due to the long distance from the main countries of origin of tourists in Greece, namely the United Kingdom, Germany, Holland, France, Austria, Scandinavian countries, Italy and Russia. Especially in 2000 the arrivals by plane amounted to 10,454 million and in year 2017 to 18,322.

Initially, the package tours for Greece included charter flight, transfer (from airport to hotel and vice versa), accommodation and breakfast, while the most expensive package tours included half board. According to the results of an extensive survey conducted in Crete in 1988 on tourists arriving in Crete on charter flights, more than 82% traveled with a package tour (Velissariou, 1999). The included services in a package tour varied depending on the Hotel category of accommodation. According to the results of the same survey, all the tourists staying in luxury hotels had half board, while the tourists of the A-class hotels had half board in a percentage of 86.4% and in hotels category B only 57.1%. In contrast, in low-class accommodation the rate of HB services was too low and only the breakfast was included in the package tour. Interestingly was the result of the survey.

All inclusive tourism grew during the 1990's and 2000's but during the past years there have been several changes on the tourist product offered from Greece. Greek tourism has shifted from mass tourism into quality and sustainable tourism. This does not mean that all inclusive vanished, but it was upgraded (Belias et al, 2016). The development of new resorts, mostly 5 star resorts such as Aldemar Olympian Village and several other resorts shifted the interest from low-quality all inclusive packages into more premium ones. Also, an interesting point is that the focus of all-inclusive tourism shifted from well-known destinations such as Kos, Rhodes, Corfu and Skiathos into new destinations often found in the mainland such as the resorts constructed on various parts of Peloponnese (Koronios et al., 2020). Similar

researches (Apsotolou, 2019; Belias et al., 2017) indicate that there is some kind of dissatisfaction for low costs all-inclusive packages from both the tourist experts and the local communities, while the development of premium all inclusive packages seems to provide high satisfaction from tourists but still the local communities and the tourist experts are expressing their reservations on the value of such packages for Greek tourism and for the development of the destinations.

### ***2.3 The Island of Skiathos and Tourism***

The island of Skiathos is in the Greek Aegean Sea and one of the Northern Sporades group of islands (together with the islands of Skopelos and Alonissos) and the closest to the Greek mainland. It is 41 nautical miles from the city of Volos. The island is 9 km wide and 12 km long and occupies 48 Square km. The main road runs along the south-eastern coast of the island and there are other concrete and dirt roads connecting to the north of the island and inland. There is one main town, the town of Skiathos and is located in the southeastern part of the island and has a population of 4,883 inhabitants, according to the 2011 census, while the island have 6088 inhabitants in total. There are six small islands off the coast of Skiathos with sandy beaches and access by small boats leaving daily from Skiathos town.



**Figure 1:** Location of the Island of Skiathos in Greece and Europe.

There are ferry/hydrofoil links to Skiathos from Volos, Thessaloniki and Aghios Konstantinos. The island also has an airport with regular flights from Athens and international charter flights in the summer season. Skiathos is a popular tourist destination with visitors returning year after year. There are over 60 sandy beaches and many pebbled beaches along the coastline. All surrounded by green forests. Most of the beaches are accessible by car and others by boat. Skiathos can be also explored by bicycle or by foot along the island's many hidden paths. For the lovers of sea-sports there are scuba-diving schools, ski schools, etc with instructors. The sea around Skiathos is clean and safe – ideal for swimming and snorkeling in the crystal clear water. Tourism and agriculture are the island's main source of income. Olives, walnuts and fruits grow in abundance and local wine and honey produced. The forests of Mandraki and Koukounaries are under the protection of Unesco and Skiathos is proud of its sparkling seas, clean beaches, lakes and forests (Skiathos-Services Inc., 2011)

The island gained very popular after the successful Hollywood film production by the Universal Studios MAMMA MIA (2008) with the wonderful songs by ABBA and famous actors, such as Meryl Streep, Pierce Brosnan, Colin Firth, Amanda Seyfried, Christine Baranski and many others. The filming was done on Skopelos and Skiathos in August and September of 2007. The actors, the producers and the other contributors enjoyed the beauties of Skiathos so much before as after filming.

#### **ORIGINAL SCIENTIFIC PAPER**

Velissariou, E., Dimitrios, B. and Lazaros, R.

2020, Vol.5, No.3, pp. 717-731. DOI:10.26465/ojtmr.2018339538



**Figure 2:** The Island of Skiathos.  
 Source: The beaches of Skiathos. ([www.skiathos.gr](http://www.skiathos.gr))

**3.2 Tourism in the Island of Skiathos**

Foreign tourists and, of course, tourists traveling with package tours arrive on the island by charter flights from April to early October. The growth of arrivals over the last 15 years is shown in Table 2. In 2017 arrivals by charter flights reached 182.660 which imply 30 times the population of the island.

**Table 2:** Charter passengers’ arrivals in the Skiathos airport (2004-2017).

Year Month	2004	2009	2013	2017
April	0	140	22	0
May	15.537	13.269	13.193	18.885
June	24.481	24.494	24.487	36.491
July	26.747	26.797	29.814	46.972
August	27.057	26.137	33.500	48.948
September	21.810	17.422	17.750	30.110
October	2.798	570	295	1.254
<b>TOTAL</b>	<b>118.431</b>	<b>108.829</b>	<b>119.061</b>	<b>182.660</b>

**Source:** Hellenic Civil Aviation Authority ([www.ypa.gr/en](http://www.ypa.gr/en)).

Table 3 presents the monthly arrivals of passengers by charter flights at Skiathos airport in year 2017, which makes it obvious that the majority of arrivals are made in June, July, August and September, while the majority of passengers arrive from the United Kingdom (43,17%) and Italy (16,93%). Other major countries of origin for Skiathos are Sweden, Germany, Norway, Serbia, Denmark and Poland.

**Table 3:** Charter flights arrivals by country of origin on the Skiathos airport (2017).

<b>Flights from Countries in 2017</b>									
<b>Months</b>	<b>Total (International flights arrivals - of all countries)</b>	<b>Flights from: UK</b>	<b>Flights from: Italy</b>	<b>Flights from: Sweden</b>	<b>Flights from: Germany</b>	<b>Flights from: Norway</b>	<b>Flights from: Serbia</b>	<b>Flights from: Denmark</b>	<b>Flights from: Poland</b>
May	<b>18.885</b>	13.385	185	1.535	694	809	0	919	0
June	<b>36.491</b>	17.372	3.688	2.940	2.379	1.945	1.419	1.510	1.400
July	<b>46.972</b>	15.764	10.395	3.341	2.658	2.201	2.419	1.673	1.781
August	<b>48.948</b>	17.364	13.592	2.770	2.295	2.040	2.316	1.717	1.392
September	<b>30.110</b>	14.276	3.065	2.400	2.160	1.582	1.155	1.029	1.320
October	<b>1.254</b>	221	0	0	617	133	0	0	0
<b>TOTAL</b>	<b>182.660</b>	<b>78.832</b>	<b>30.925</b>	<b>12.986</b>	<b>10.803</b>	<b>8.710</b>	<b>7.309</b>	<b>6.848</b>	<b>5.893</b>
%		<b>43,17%</b>	<b>16,93%</b>	<b>7,11%</b>	<b>5,91%</b>	<b>4,77%</b>	<b>4,0%</b>	<b>3,75%</b>	<b>3,23%</b>

**Source:** Skiathos Airport (2018).

In Year of the survey (2016) the Hotel capacity consists from 89 hotels offered 6781 beds. The number of hotels by category and capacity is shown in the table 4.

**Table 4:** Hotel capacity in Skiathos in the year 2016.

<i>Category</i>	<i>5 star</i>	<i>4 star</i>	<i>3 star</i>	<i>2 star</i>	<i>1 star</i>	<i>Total</i>
Hotels	3	16	11	41	18	89
Rooms	514	886	512	1180	360	3452
Beds	1040	1741	1003	2289	708	6781

**Source:** Hellenic Chamber of Hotels

### 3. Methodology

#### 3.1 Sampling and Data Collection

The survey was addressed to all hotels in Skiathos offering all-inclusive services. In the survey was conducted with 30 hotel managers of all-inclusive hotels in Skiathos and especially in the area of Agia Paraskevi, Megali Ammos, Koukounaries, Achladies, Vasilias and other locations. The survey included 2 of the 3 five star hotels in Skiathos, the 13 of the 16 four star hotels, the five of the 11 three star hotels and only seven of the 41 two star hotels and three of the 18 one star hotels in Skiathos. This is due to the fact that mainly 5 star and 4 star hotels are the hotels that offers all-inclusive packages and very limited and only selected hotels of 3 or 2 star hotels can provide all-inclusive services

The survey took place on May 2016. All-inclusive hotel managers were initially informed about the purpose and research inquiries of the survey. The researcher assured them that the questionnaires are anonymous and that their answers are confidential and would not be communicated to third parties. The answers to the questionnaires were used exclusively for the analysis of the research questions and will be destroyed after the end of their processing. This way no one will have access to them in the future.

#### 3.2 Measures and Data Analysis



The researchers had direct access to the managers of the hotels in Skiathos and the acceptance to the survey was particularly very high and reached about 80% of the selected hotels. The questionnaire was based on previous researches of Tomara (2004), Dimopoulos (2014) and Karkagia (2015). The questionnaire consisted of three sections. In the first part, information is collected for managers of hotels and hotel businesses (questions 1-7). The second part consisted of questions regarding the profile of tourists who choose the specific hotels for their holidays (questions 8-20). The third part consisted of questions concerning the identification of the advantages and disadvantages of the hotel units, the identification of opportunities and threats of Skiathos, the measures to be taken and the changes that should be made to increase the number of tourists in Skiathos and in addition there is a question asking them to fill in something else related to the research that is not already being asked (questions 21-31).

The analysis of the collected data was made in SPSS. The authors used descriptive statistics so to measure the results of the research.

## **4. Results**

The overall aim of the empirical part is to measure the perceptions of the participants for the use of all-inclusive packages from hotels in Skiathos. Overall, the analysis and the further discussion of the findings concentrate on the advantages and the disadvantages of all inclusive packages for Skiathos. Overall, the analysis indicate what are the views of the hoteliers on this issue.

### ***4.1 The Demographic Characteristics of All-Inclusive Hotel Tourists.***

The results of the study showed that the majority of tourists on the island of Skiathos are Greeks and English, while the percentage of Germans, Italians and Russians is smaller. Still there are Scandinavians, Poles, Romanians, French and Bulgarian tourists. Their average age is 36-55 years. To a large extent, tourists have visited this business again. Their average length of stay was one week. Usually they made a holiday with their companion, their children and their friends. They are informed about the island from the internet or from travel agencies and far less than relatives and friends or tourist guides. They arrive on the island through the airport. These results were not confirmed by the work of Tomaras (2004), which claimed that tourists visiting Skiathos are elderly or single-parent families. However, as has been shown by this work, the unique needs of each tourist should be taken in order to increase the total number of tourists. Still this survey has shown that most tourists on the island are Greek or English and not Europeans in general coming from other countries, as demonstrated in the Tomaras survey. Even the age of the tourists, which appeared in the present study to be 36-55 years, did not confirm the results of Anderson and Langmeyer (1982), Foster (1986), Sheldon and Mak (1987), Quiroga (1990) and Horneman et al (2002) claiming that the age of tourists choosing corresponding packages is above 50. The results of Duke and Persia (1996) have also not been confirmed, showing that satisfied tourists are returning again. Finally, tourists' activities during their stay on the island were mainly swimming, water sports, nightlife and excursions. Less involved in visiting archaeological sites / museums and attending cultural events. The majority of tourists participate in organized excursions on the island.

### ***4.2 The Services Offered by All-Inclusive Hotels***

Tourists seem to be satisfied from the island's infrastructure, the majority seems to be satisfied with the airport, the port, the accommodation and the electricity supply. Less satisfied are tourists from water, roads and transportation. Regarding their satisfaction from the natural and cultural environment they are more satisfied with the beaches, the landscape and the climatic conditions and less satisfied with the archaeological sites. As far as their satisfaction with other elements of the island are more satisfied with food, nightlife and hospitality and less

variety of activities and the market. However, the activities offered to tourists should be improved in order to increase their number, as shown by Fodness (1992), Josiam & Hobson (1995) and Lang et al. (1997). The inadequate tourist infrastructure of the island was confirmed by the work of Tomaras (2004). The roads of the island appear to be of poor quality, there is a lack of lighting in the streets, water problems and difficulties in accessing archaeological sites and monasteries. This is due to lack of satisfaction of tourists, according to the results of the present study, by visiting archaeological sites / museums.

The most important factors that affect the attraction of tourists in the hotel are the hotel's branding, the quality, the easy access, the location and the direct access to the beach. Neutral factors, is factors that do not affect the decision of tourists to decide whether to stay at a particular hotel is good cooperation with travel agents, the existence of a hotel website, food (meals / drinks etc) and swimming pools. The less important factors influencing the attraction of tourists to the hotel are the lack of competitors in the surrounding area, sports facilities and swimming pools.

The most significant threats to the tourism development of Skiathos are the reduction of the income of Greeks and the best trained personnel in tourism. The least significant threats to the tourism development of Skiathos are the highly competitive environment, the increase of competition from neighbouring countries through offers of attractive holiday packages (Balkans, Turkey), the delays we encounter in our country in implementing policies and legislation favorable to tourism and the economic and political instability of the country.

#### ***4.3 Advantages and Disadvantages of All-Inclusive Hotels***

Concerning the survey results, the benefits of all-inclusive packages concerns the economic benefits for the hotels and the tourist. Especially for the hotels means attracting tourists, increasing tourist arrivals and consequently increasing hotel revenues and profits. As far the economic benefits for the tourist, they are mainly determined by the fact, that almost all the tourists' needs can be met within the hotel and that they know the cost of their holidays in advance. Characteristics of the views were: "There is no charge other than the agreement", "The tourist can check his expenses", "All what the visitor needs can be found in the hotel" and "The visitors can find everything, rest and fun at the same place, all day long".

The disadvantages of all-inclusive packages are four: (1) tourists do not spend on other businesses on the island, so no revenue are generated for other businesses on the island and only the all-inclusive hotels benefits from tourism.(2) The tourists spend their time mostly within the hotel, so they do not know the local culture and they do not interact with the locals.(3) All-inclusive tourism is a mass tourism type and (4) finally all-inclusive tourism can be offered by few and especially large hotel enterprises.

In addition, the opportunities of all-inclusive packages are the economic benefits to tourists who know in advance the cost of their holidays, the intense demand, the intense interest of tourists in this type of package and the attraction of new customers and their growth, for example families with children. As far as the economic benefits of the tourists are concerned, the opinions were stated as: "With the economic situation many people want the packages because they know the exact holiday costs, so they can grow", "Many prefer because of the low cost in times of crisis" of these packages from tourists who want a strict budget "and" Attracting new tourists who do not want to spend more than a certain amount ".

As well, the strong demand from tourists is reflected in the following points such as: "There is a strong demand for tourist packages," "Demand has a strong interest" and "There is an interest that we have to take advantage of". The attraction and the increase of tourists are reflected in the opinions as: "Finding new customers due to controlled costs", "New attractive packages are offered at attractive prices", "More benefits especially in a family with children", "Some hotels can increase their customers"and "Win new customers in this category ".

#### ***4.4 Measures to Increase the Number of Tourists in All-Inclusive Hotels***

The results concerning the question about the appropriate measures to be taken by the local authorities to increase the number of tourists visiting Skiathos was the creation or improvement of infrastructures (roads, sewerage, water supply, marinas), the creation of local events in English or more general events that will attract new tourists, product visibility, low prices and other benefits, such as free transfers within the island.

The creation or improvement of infrastructure was described in the statements such as: "Creating infrastructure", "Improving infrastructures and free of charge for tourists", "Improvement - infrastructure creation", "Creation of infrastructure and facilities (marinas)", "Creation or improvement of infrastructures such as drainage - water supply - marinas" and few others. In addition, the creation of events was formulated in the following aspects: "Creating local events in English", "Creating events to attract tourists (e.g. sailing tournaments)", "Creating events to attract new tourists and addressing seasonality", "Creating events to attract tourists in English" and "Creating events to reduce seasonality". The better visibility of the island was expressed in the following statements: "Better visibility as a tourist destination", "Better view of Skiathos as a tourist destination", "More advertising - viewing the island", "More advertising" and "Better viewing". Low prices and other benefits to tourists were expressed in terms of: "Lower international tourism prices" and "Free benefits to help increase tourism (transport)".

With regard to the changes to be made to the hotel to attract more tourists, the views were expressed that no changes are needed or that new services should be created to meet more tourist needs, improve services and improve infrastructure. Typically, the views of participants who do not want changes to their hotel are: "No changes are required" and "I think no changes should be made".

The views on the creation of new services were: "Modernize and add new benefits", "New services", "New services for other categories of tourists", "New services for new clients", "New services for special categories of tourists such as "all-inclusive packages", "New services for new tourist categories", "Water sports and diving", "New services and services", "New services and services according to the wishes of customers" does not have" and "to offer new services to attract tourists for months".

In addition, the views on improving services were: "Improve services provided and combine with other tourism products", "Improving service delivery", "Improving infrastructure such as swimming pool and restaurant", "Improving services and new services", "Improvement of facilities through the construction of new ones, extension of facilities for additional benefits, extension of facilities and services, provision of other services, improvement of facilities and services and improvement of the room and communal of the sites".

However, there were people who supported both the improvement and the increase in services. Typically, the views include: "Improving and increasing services provided at the same cost", "Improving Infrastructure and Services", "Improving Infrastructure and New Services", "New Infrastructure Benefits and Improvements" and "Increasing Benefits and Services of the same Quality".

The airport as a means of arriving tourists plays a very important role in the tourist development of the island and for this reason the most important factor for tourism development in Skiathos are the approach of low cost airlines, the largest and more methodical attraction of cruise ships and the promotion of the island with the most appropriate and appropriate means. The least significant opportunities for the tourism development of Skiathos are the sophisticated tourist character of other areas, the development of alternative forms of tourism and the technological developments and their use in tourism. This did not confirm the results of Tomaras' work (2004), which claimed that the island's opportunity was to develop alternative forms of tourism.

Completing the chapter of the results, it is worth noting that about one-third of the participants supposed that all-inclusive tourism in Skiathos is less developed and therefore did not understand the scope for this research. They expressed this view in the last question of the questionnaire which was free for all participants.

## 5. Conclusion, Implications, and Limitations

Knowing the initial amount that tourists will spend on their holidays increases the all-inclusive package market, as demonstrated by this work. These results were confirmed by Anderson (2010), Sheldon and Mak (1987) and Tourism Intelligence International (2000a). As presented above, the disadvantages are that tourists do not spend money in other local businesses as they are limited to shopping within the hotel, the Mass tourism and All-Inclusive services can only be offered by large hotel units. The fact that tourists choosing all-inclusive packages do not interact with the locals in the area they visit proved by Anderson (2010). It is still difficult to develop relations between tourists and locals, and the expense of tourists in restaurants, local shops, souvenir shops, etc. is limited, as shown by the present study. Anderson (2010) showed that it is an advantage that tourists do not have to leave the hotel and thus carry out their activities within its premises. However, this work has shown that this is a disadvantage and consequently these results have not been confirmed.

The recommended actions for the further development of tourism in Skiathos concern the improvement of infrastructure (roads, sewerage, water supply and marinas), the creation of local events in English, the promotion, low prices and other benefits, such as free transfers within the island for the tourists.

Future surveys should focus on designing appropriate visibility of the tourist product and implementing a program to highlight the benefits of the island. The results of the work should be taken into account by all stockholders in tourism (Ministry of Tourism, Greek National Tourism Organization, Regional and Local Authorities) in order to make appropriate changes to the island's tourism.

Finally the professional burnout of the employees of these hotels could be considered, because there are researches that claim to be elevated as these employees are working long hours. Finally, a future research can also study the quality of services offered from all-inclusive packages.

A limitation of this study is that the satisfaction of tourists has been assessed not by the tourists themselves but by others, and this may not prove the reality. In other words, an ideal situation may occur. For this reason, further studies should include tourists in the sample or use the interview method to address these limitations.

## References

- Anderson, B. & Langmeyer, L. (1982), The under-50 and over-50 travellers: a profile of similarities and differences, *Annals of Tourism Research*, 22: 4, pp/338-348.
- Anderson, W. (2010), Determinants of all-inclusive travel expenditure. *Tourism Review*, 65(3), pp. 4-15.
- Anderson, W., Juaneda, C. & Sastre, F. (2009), Influences of pro all-inclusive travel decisions. *Tourism Review*, 64(2), pp. 4-18.
- Apostolou, A. (2019). All-inclusive Resorts, Cruises and Sustainability. The Perspective of the Corfu Community. *Almatourism-Journal of Tourism, Culture and Territorial Development*, 9(18), 73-103.
- Ayik, T., Benetatos, T., & Evagelou, I. (2013). Tourist consumer behaviour insights in relation to all-inclusive hotel resorts. The case of Anatalya, Turkey. *Journal of Tourism Research*, 7, 123-142.
- Belias, D., Velissariou, E., Kyriakou, D., Vasiliadis, L., Roditis, A., Varsanis, K., & Koustelios, A. (2017, June). The differences on consumer behavior between mass

## ORIGINAL SCIENTIFIC PAPER

Velissariou, E., Dimitrios, B. and Lazaros, R.

2020, Vol.5, No.3, pp. 717-731. DOI:10.26465/ojtmr.2018339538

- tourism and sustainable tourism in Greece. In *5 th International Conference on Contemporary Marketing Issues ICCMI June 21-23, 2017 Thessaloniki, Greece* (p. 176).
- Belias, D., Velissariou, E., Kyriakou, D., Vasiliadis, L., Aspridis, G., Mantas, C., & Koustelios, A. (2018). Greece as a sports tourism destination. In *Innovative Approaches to Tourism and Leisure* (pp. 507-519). Springer, Cham.
- Belias, D., Kyriakou, D., Vasiliadis, L., Koustelios, A., Bregkou, M., & Varsanis, K. (2016). Tourism Education in Greece: Development or Degradation?. In *Tourism and Culture in the Age of Innovation* (pp. 411-425). Springer, Cham.
- Bilgili, B., Özkul, E., & Candan, B. (2016). An Outlook on “all inclusive” system as a product diversification strategy in terms of consumer attitudes. *Procedia-Social and Behavioral Sciences*, 235, 493-504.
- Buhalis, D. (2000), Relationships in the distribution channel of tourism: conflicts between hoteliers and tour operators in the Mediterranean region. *International Journal of Hospitality and Tourism Administration*, 1(1), pp.113-139.
- Della Corte, V. (2012). The evolution of tourist product as expression of experience-based innovation. *Advances in Tourism Studies*, 1, 301-336.
- Dimopoulos, B. (2014), *Drawing up a strategic tourism marketing plan for the region of Thessaly and marking it to a named destination*, Bachelor's thesis, Patras: Hellenic Open University, Tourism Management.
- Dujmović, M., Radolović, O., & Vitasović, A. (2010). Sustainability of tourism in national parks through the timesharing contract models and" all inclusive" services. *International Journal of Arts and Sciences*, 3(12), 165-177.
- Duke, C.R. & Persia, M.A. (1996), Consumer-defined dimensions for the escorted tour industry segment: expectations, satisfactions, and importance, *Journal of Travel & Tourism Marketing*, 5(2), pp. 77-99.
- Enoch, Y. (1996), Contents of tour packages: across-cultural comparison, *Annals of Tourism Research*, 23: 3, pp. 599-616.
- Farmaki, A., Georgiou, M., & Christou, P. (2017). Growth and impacts of all-inclusive holiday packages: Echoes from the industry. *Tourism Planning & Development*, 14(4), 483-502.
- Farmaki, A., Georgiou, M., & Christou, P. (2017). Growth and impacts of all-inclusive holiday packages: Echoes from the industry. *Tourism Planning & Development*, 14(4), 483-502.
- Foster, G. (1986), South Seas cruise: a case study of a short-lived society, *Annals of Tourism Research*, 13(2), pp. 215-238.
- Hwang, J., & Lee, J. (2019). Antecedents and consequences of brand prestige of package tour in the senior tourism industry. *Asia Pacific Journal of Tourism Research*, 24(7), 679-695.
- Josiam, B.M. & Hobson, P.J.S. (1995), Consumer choice in context: The decoy effect in travel and tourism, *Journal of Travel Research*, 34(1), pp. 45-51.
- Koronios, K., Dimitropoulos, P., Kriemadis, A., Ioannis, D., Papadopoulos, A., & Manousaridou, G. (2020). Tourists Satisfaction with All-Inclusive Packages: The Moderating Impact of Income and Family Size. In *Cultural and Tourism Innovation in the Digital Era* (pp. 597-610). Springer, Cham.
- Mamma Mia (2008), [http://skiathosisland.com/skiathos/article/mamma\\_mia\\_skiathos](http://skiathosisland.com/skiathos/article/mamma_mia_skiathos)
- Morrison, M.A. (1989), *Hospitality and travel marketing*, New York: Delmar Publishers.
- Ozdemir, B., Çizel, B., & Bato Cizel, R. (2012). Satisfaction with all-inclusive tourism resorts: The effects of satisfaction with destination and destination loyalty. *International Journal of Hospitality & Tourism Administration*, 13(2), 109-130.

- Schorcher U. (1983), Marketing in Luftverkehr in: Haedrich G., Kaspar, C. Kleinert, H. Klemm, K. (Hrsg), *Tourismus Management: Tourismus Marketing und Luftverkehrsplanung*, Berlin & New York.
- Schuchat, M. (1983), Comforts of group tours, *Annals of Tourism Research*, 10: 4, pp. 465-477.
- Sheldon, P.J. & Mak, J. (1987), The demand for package tours: a mode choice model, *Journal of Travel Research*, 25: 3, pp. 13-17.
- Skiathos Airport (2018), Air Traffic Statistics, available on <https://www.jsi-airport.gr/en/jsi/air-traffic-statistics> (last access on 7/4/2018).
- Skiathos-Services Inc. (2011), <http://www.skiathos-services.com/allaboutskiathos/about>.
- Sotiriadis, M. D. (2014). Management and Operational Issues of Animation Services in Resort and All-inclusive Hotels: Evidence from Greece. *Mediterranean Journal of Social Sciences*, 5(20), 692.
- Tomara, E. (2004), *Tourism marketing research for tourism destinations - Skiathos tourism development axes*, M.Sc. Thesis, University of Piraeus, Department of Business Administration.
- Tour Operators Study Group (1982). *Study of the Greek tourism for tourists in the United Kingdom*, IFTO.
- Tourism Intelligence International (2000a), *How the British will travel 2005*, Bielefeld.
- Tourism Intelligence International (2000b), *How Germans will travel 2005*. Bielefeld.
- Velissariou E. (1991), «*Die wirtschaftlichen Effekte des Tourismus, dargestellt am Beispiel Kretas*», Frankfurt, Bern, New York, Paris: Peter Lang GmbH.
- Wickens, E. (1997), Licensed for thrill: risk-taking and tourism, in Clift, S. & Gabowski, P. (Eds.), *Tourism and health*, London.
- Wickens, E. (2002), The sacred and the profane, *Annals of Tourism Research*, 29: 3, pp. 834-851.
- Wong, C. & Kwong, W. (2004), Outbound tourists' selection criteria for choosing AI package tours, *Tourism Management*, 25(5), pp. 581-592.
- Woosnam, K. M., & Erul, E. (2017). Residents' perceived impacts of all-inclusive resorts in Antalya. *Tourism Planning & Development*, 14(1), 65-86.
- Woosnam, K. M., & Erul, E. (2017). Residents' perceived impacts of all-inclusive resorts in Antalya. *Tourism Planning & Development*, 14(1), 65-86.
- Zacharatos G.(2003), *Package Tour*, Athens: Propobos publishing.

### Author Biography



Efstathios Velissariou is Holder of Ph.D (Dr.oec.publ.) in Tourism Economics from Ludwig Maximilians University of Munich. He was Head of the Department of Tourism Business Administration at the T.E.I. of Larissa (2005-2013). He is an Professor in Tourism Economics of the Department of Business Administration, at the University of Thessaly, Greece. Since 2000 he is a Lecturer in the Postgraduate Program of Tourism Business Administration at the Hellenic Open University. He is a Professor of Tourism Economy at the Department of Business Administration, University of Thessaly, Greece.

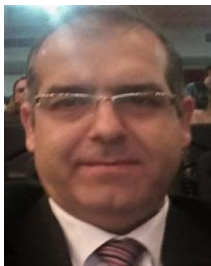
### ORIGINAL SCIENTIFIC PAPER

Velissariou, E., Dimitrios, B. and Lazaros, R.

2020, Vol.5, No.3, pp. 717-731. DOI:10.26465/ojtmr.2018339538



Dr. D. Belias is a Human Resource Management scientist. Holder of BSc, MSc, MEd, PhD, University of Thessaly. He is an Assistant Professor in Organization and Services Management in the Tourist Market, of the Department of Business Administration, at the University of Thessaly, Greece. He is a Postdoctoral Research Fellow, in Organization and Services Management, of the Core Department, at the National and Kapodistrian University of Athens, Greece. Since 2017 he is a Lecturer in the Postgraduate Program of Tourism Business Administration and in the Graduate Program of Tourism Management, at the Hellenic Open University. He is currently a member in many scientific and professional bodies.



Lazaros Raptopoulos is a Researcher and holder of M.Sc. in Tourism Business Administration from Hellenic Open University.