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**Why sailing when cruising? The motivations for choosing sailing tourism; A case study in Greece**

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MSc in Tourism Development & Culture

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## **Resumo**

O turismo de vela é um dos setores do turismo náutico que mais cresce na Grécia e uma das fontes de receita económica mais importantes, para as pequenas comunidades locais das ilhas, mas também a nível nacional. Com uma costa de mais de 13000 quilómetros e com milhares de ilhas, deparadas por poucas milhas náuticas que podem ser facilmente percorridas com barcos à vela com um impacto ambiental mínimo em comparação com outros meios de transporte. O turismo à vela tem um grande potencial de crescimento nos mares gregos.

O principal objetivo desta dissertação é investigar dos elementos relativos à segurança, empresas, instalações, tanto a bordo como em terra. Qual o impacto positivo ou negativo no turismo náutico, comparando a navegação à vela e os cruzeiros de massas.

Foi realizada uma revisão detalhada da literatura sobre vela e cruzeiros de massa, economias locais e questões de sustentabilidade. Foi realizada uma pesquisa quantitativa com uma amostra de 204 indivíduos, bem como uma pesquisa qualitativa com 5 participantes.

Esta dissertação pretende contribuir para responder por que razão o turismo de vela é importante para as economias e sociedades locais e porque deve ser escolhido como uma atividade turística sustentável. Pretende-se perceber porque é que as pessoas escolhem a vela em vez de outra experiência de cruzeiro, e que tipo de melhorias podem ser feitas, em termos de produtos e serviços, para aumentar a qualidade dos serviços e atrair mais potenciais clientes.

Palavras-chave: Vela, turismo, cruzeiros, sustentabilidade



## **Abstract**

Sailing tourism is one of the fastest growing sectors of nautical tourism in Greece and one of the most important sources of revenue, for the local small- island communities, but also for the national economy. With a coastline of more than 13 thousand kilometres and with thousands of islands, separated by a few nautical miles which can be easily covered by sailing boats with a minimum environmental impact when compared with other boats, it is evident that sailing tourism has a great potential in the Greek seas.

The main objective of this dissertation is to investigate some of the elements regarding safety, company, facilities, both on board and on shore, that either have a positive or a negative impact on sailing tourism, while comparing sailing and mass cruises.

A detailed literature review was carried out regarding sailing and mass cruises, local economies, and sustainability issues. A quantitative survey was conducted with a sample of 204 individuals, as well as qualitative research with 5 participants.

This dissertation intends to contribute to cover answering why sailing tourism is important for the local economies and societies and why it should be chosen as a sustainable tourism activity. It is indented to understand why people choose sailing instead of other cruising experiences, and what kind of improvements could be made, in terms of products and services, to increase the quality of services and attract more potential clients.

**Keywords:** Sailing, tourism, cruises, sustainability





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## 1. Introduction

Tourism is one of the most important sectors of the Greek economy and one of the most significant pillars to increase economic growth. More specifically, in 2019 the tourism sector accounted for 20.8% at the country's GDP. The direct and indirect employment in tourism related travel activities accounts for 21.7% of total employment in Greece (The EU Environmental Implementation Review, 2017). This is a significant amount especially since a great number of jobs require little or even no experience. Recruitments within the tourism sector became crucial to reduce the unemployment rate, which is almost 12%, one of the highest in Europe, mainly for young people (Clarck, 2021).

At the beginning, tourism in Greece attracted tourists interested in nature and cultural heritage, and the first organised cruise took place in 1833 by Thomas Cook in the Aegean Sea. After 1960 a turn to mass tourism had made an increase which was noticed in the number of tourists visiting Greece to enjoy the good weather, relax and enjoy the beautiful landscapes. Cruises increased as well, while more and more destinations emerged (Berg & Edelheim, 2012). The islands and coastal areas were the most visited places and those which developed fast to meet the demand for accommodation, food, beverage and other tourism related activities. At the same time some destinations became popular and were established as holiday brands, like the case of the Aegean Islands of Santorini and Mikonos (Buhalis, 1999).

As a nautical country with almost 6 thousand islands, from which approximately 220 are inhabited (VisitGreece, 2022), Greece has a significant number of sailing boats<sup>1</sup>. Almost 6000 yachts are registered for professional use, and 65% of this number are sailing boats (GTP Editing Team, 2019). Exploring and visiting the various islands is a popular activity for both Greeks and tourists.

The several different islands attract visitors to explore them and experience sailing in the deep blue waters of the Aegean Sea, or the green waters of Ionian Sea. The cultural differences and architecture between the islands, as well as the various natural landscapes, which offer a great variety of flora and fauna, and the small distances between islands, have

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<sup>1</sup> Sailing Boat is a relatively small boat with sails (Cambridge Dictionary, 2022), usually with a single mast, which uses the wind power to propel it forward (Vocabulary.com, 2022).

led to the development of a touristic activity, called ‘island hopping’ <sup>2</sup>(Miller, 2021), which means travelling from one island to the other with a sailing boat. This is not only a unique personalized experience for the travellers, but it also offers them a closer connection to nature and the opportunity to visit protected natural landscapes, like the Natura 2000 zones, in which engine boats face difficulties to approach (European Commission, 2019).



Picture 1.1: Greece territory. On the right side the Aegean Sea and on the left side the Ionian Sea, with various islands and its large coastline. (Source: Map of Greece cities: major cities and capital of Greece; NWC, 2022).

Concerning sailing tourism, it belongs to the wider term of nautical or marine tourism. Nautical tourism not only includes sailing and yachting for vacation purposes, but also sea sports and underwater activities, as well as other tourism activities in the sea, like scuba

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<sup>2</sup> Island hopping is the activity of taking ferry, sailing boat, or motorboat to go from one island to another with the purpose to visit various islands (Miller, 2021).

diving. Sailing is one of the fastest growing activities of nautical tourism and one of the most significant sectors for the generation of revenue for the Greek economy (Ioannidis, 2019). More specifically, marine tourism accounts for almost 2.3 billion euro for the Greek economy, while the employment due to nautical tourism accounts for almost 1.3% of national employment (Robinson, 2018). With 22 established marinas and more than 4000 sailing boats dedicated to tourism activities reported in 2018, sailing tourism seems to have become an established type of tourism for the Greek coastal areas and islands (Robinson, 2018).

### **1.1 Research Problem**

With a continuous increase in the number of sailing boats used for touristic activities at the level of 4.4% from 2017 to 2018 (GTP Editing Team, 2019), it seems important to understand the reasons that motivate people to sail on their vacation. The impacts of this commercial activity can be both positive and negative to the society, the economy and to the environment. Since tourism is one of the most relevant sources of revenue for the Greek economy, the Greek government has already introduced incentives aiming in the motivation of individuals to buy sailing boats and start or grow their business in the tourism field (Izyumova, 2018). With a constant increase in supply, the demand for sailing grows significantly as well, attracting more and more individuals to experience sailing tourism.

The literature available to understand the needs and expectations of sailing tourists is scarce (Christensen et al., 2021). Even though, sailing tourism grows notably and it is also expected to keep growing, there is little information available to understand the desires and expectations of tourists that are interested in this type of vacation. A gap can be identified between the products and services offered, and the needs of the existing, and the potential clients.

It is important to collect more information which can help to increase the quantity and the quality of the sailing tourism activities, which could contribute remarkably to the country's GDP. Taking into consideration the thousands of islands, a coastline of more than 13 thousand kilometres (WorldAtlas, 2017), as well as the small water distances that can easily be covered by sailing boats with a minimum environmental impact compared to other means of transport (World Sailing Team, 2022); it seems that sailing tourism is an activity with great potential in the Greek seas.

Understanding the deeper reasons that encourage or discourage some people to sail during their vacation is important to increase the demand, as well as the supply, for sailing tourism activities. Therefore, the questions that arises are:

- Why do people choose to experience sailing instead of other cruising experiences, like mass cruises<sup>3</sup>?
- What kind of marina facilities are highly important for sailing tourists?
- What improvements could be made to increase the quality of services and attract more potential clients?

To have a wider perspective of sailing tourism, it is important to illustrate the characteristics of these alternative tourists, as well as, to understand their needs and desires from this tourism experience. The needs and desires of sailing tourists will not only refer to the sailing experience, but also the marina amenities and infrastructure, and whether these elements influence individuals' decisions to sail. By understanding the motivations and expectations of people interested in a sailing vacation, the results can help companies and organizations to fill the gap and provide better services and more customised and organized experiences to their guests, which is one of the main objectives of this research. In addition, by increasing the demand for sailing, more businesses can offer sailing experiences and eventually, enter the market. This could contribute to the development of further tourism activities, which is in line with the principles of sustainability (World Sailing Team, 2022), offering thus a great advantage to the local societies.

For the present thesis, sailing tourism is presented as a tourism activity and its advantages and disadvantages are considered. The interaction of sailing activities with local societies, local natural elements and the issue of sustainability are analysed. The contributions of this tourism activity to the society will also be presented in the literature review, in order to have an inside of why sailing is a great means to cruise for both individuals, and the local society.

## **1.2 Structure of the dissertation**

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<sup>3</sup> Mass cruises mainly take place with huge cruise ships and refer to mass tourism activities and the mass tourism market in general (Ayvaz-Cavdaroglu et al., 2017).

This research will firstly focus on discussing the positive and negative aspects of sailing tourism in the local society, while taking into consideration economic and environmental features. The theoretical part of this research will aim in answering why sailing is an important and valuable tourism activity that can contribute to local economies in a sustainable way. Moreover, the profile and characteristics of sailing and mass cruise tourists, as well as their needs and desires of mass and alternative tourists will be mentioned, too. Concerning the research part, there will be both quantitative and qualitative research.

The quantitative research was conducted in order to find the motivations and expectations of individuals interested in sailing tourism, and thus the questions were answered by both individuals who have experienced sailing during their vacation, but also by individuals who have not experienced sailing but intend to experience it in the near future.

The qualitative research was based on interviews to owners, skippers or managers of sailing companies, in order to have a wider perspective about the sailing activity, what clients typically ask for and what are the services that are usually provided. Other aspects concerning costs and revenue were discussed and both questions and answers were included in a questionnaire completed during each interview.

Concerning the structure of the quantitative research, there are two different groups of participants. The first group of participants consists of people who have at least once tried sailing on their vacation, and they want to experience it again or have already experienced sailing various times. For this group, research focuses on the reasons that motivated them to experience sailing, but also on elements that added value during their sailing experience both on board and on shore. Concerning the second group, it consists of people who have not experienced sailing yet but feel that they would like to try, and that they are either highly motivated or are at some level uncertain. The questions that were asked in that case focused on understanding the elements that motivated them to choose sailing over other types of cruises, and secondly what are the negative aspects that discouraged them.

Lastly, with the qualitative research it is hoped that it is possible to gather information in relation to economic, technical and organizational aspects, from managers that have a wide experience on renting sailing boats customised for tourists. This information can contribute to add value to the research, while giving a more complete picture on what companies typically offer and what clients typically expect when renting a sailing boat for vacation.

The individuals called to participate in the quantitative research do not own a boat. This condition is chosen in order to focus on individuals, either locals or foreigners, that choose to sail for touristic reasons and not to participate in sports, to practice their hobby or any other reason that is not relevant to tourism activities. Moreover, in both quantitative and qualitative research, the participants were asked to answer the questions taking into account that sailing boats were rented with a skipper on board. This further condition aims to understand the needs of tourists and not of those who have a wide experience in sailing, since the majority of tourists do not have either the permission or the knowledge to rent a sailing boat by themselves (Nautal, 2022).

### **1.3 Research Objectives**

The present study aims to contribute for the understanding of the factors that influence or discourage people to sail in their vacation and why people choose sailing tourism instead of other types of cruises. Understanding the needs and desires of sailing tourists will help improve the sailing experience and the services offered on board, as well as in the marinas. Filling this gap, it is intended to help the companies to shift their offered services to meet the demands of the customers and also, to attract potential customers by eliminating the factors that discourage these individuals from experiencing sailing. Lastly, this research aims to provide information to managers interested in increasing their sailing tourism activities, which are in line with the principles of sustainability, as well as with the needs and desires of the clients.

This objective is reached through the analysis of elements related to safety, company, facilities, both on board and on shore, that either have a positive or negative impact on sailing tourism, while comparing sailing and mass cruises.



## 2. Literature Review

To begin with, it is important to examine some characteristics between sailing and mass cruises. Each type of vacation has different clients, and each group of tourists has some characteristics that help us understand and study each target group. In order to understand what sailing tourists expect, it is necessary to study the elements that make them choose this type of vacation instead of mass tourism products. Therefore, the issue of alternative or special interest tourism appears, since sailing is a customised type of vacation, which offers tourists the opportunity to discover and experience unique destinations and activities, while offering them flexibility and the opportunity to plan and make their own research for their vacation (Ioannidis, 2009). On the other hand, mass cruises offer a packaged vacation, well organised, in which clients have few decisions to make, while the interference with local communities is much smaller than in sailing tourism, as well as the time spend on shore. (Casado-Diaz et al., 2021).

In addition to that, it is relevant to study the impacts, both positive and negative, that each type of cruises has to local economies and societies. Although the economic revenue generated by cruises and nautical tourism in general is very important for the Greek coastal areas (GTP Editing Team, 2019) there is a need to study whether this revenue could offer a long-term prosperity to the local societies, or just a short-term economic advantage which conceals many negative impacts. This eventually could mean a decrease in revenues and lead to the degradation of the area. Therefore, the environmental impact of both sailing and mass cruises should be studied and considered in order to compare the negative and positive impacts of these tourism activities, while taking into account the necessity for a sustainable tourism development (Álvarez-García et al., 2019).

Consequently, it is important to compare sailing and mass cruises and focus not only on the characteristics of each type of vacation and each type of tourists, but also understand which type of tourism activity is more environmentally friendly. As a result, the study will show which type of cruise has a greater multiplier effect for the local communities, and thus, which one should be the pillar for a nautical tourism development that will be in line with the principles of sustainability (Ciacci et al., 2021).

## **2.1 Characteristics of Cruise Tourists**

Mass cruises are known for the all-inclusive packages, the abundance of food and beverages, the entertainment, the services and amenities. As soon as passengers embark in the all-inclusive huge cruise ships, they do not need to make decisions concerning vacation planning, search for information etc, since everything is already planned by the cruise companies (Ayvaz-Cavdaroglu et al., 2017).

On the other hand, sailing cruises require a certain amount of research and planning, while it offers passengers flexibility and independence at a great extent. Sailing tourists can be classified in the field of special interest tourism or alternative tourism, since it does not belong to the mass tourism model. These tourists focus on personalised experiences with emphasis on exploring natural and cultural elements (Ioannidis, 2019).

### **2.1.1. Understanding Mass Tourists**

Mass tourism refers to traveling in organized large groups of people, privileged by good accessibility to one or more destinations, as well as other organizational aspects which are taken care of by the travel companies (Vainikka, 2013). Tourists who choose cruise ships, can enjoy amenities and activities, from which many are family oriented, which plays an important role in their decision to book, together with the destination, and the brand of the cruise company (Douglas et al., 2010).

Perceived quality, word of mouth and weather conditions play an important role also (Ayvaz-Cavdaroglu et al., 2017). Additionally, the size of a vessel is an important factor that some people take into account when booking a cruise. Even though the gigantism of the new vessels offers further amenities, the large number of people lead to less satisfactory reviews, since the greater the number of passengers, the lesser the customer satisfaction (Castillo & Lopez, 2018).

### **2.1.2. Understanding Sailing Tourists**

Sailing tourists prefer to travel independently, or in small groups, while they look for authentic and natural destinations and, in many cases, they avoid touristic destinations. Many

chose to travel off season or to visit less touristic places so as to avoid overcrowded places by tourists, while they tend to spend more days at a destination than mass tourists usually do (Grilli et al., 2021). Sailing tourists are attracted by natural, cultural or historic places, usually non-commercial ones (Di Pietro et al., 2017). Moreover, alternative tourists are usually concerned about a destination and its particularities, respecting the cultural and natural elements of the places that they visit, while they look for value and authenticity (Grilli et al., 2021).

The attraction of sailing visitors and the development of alternative tourism products can give to local people, and other parties, the opportunity to develop various entrepreneurial activities and create value for their societies (Buhalis, 1999). The development of nautical types of tourism like sailing tourism carry sustainable characteristics which focus on the exploitation of local assets without destroying the identity or the natural habitat of the area. This adds value to the local societies and brings long-term benefits (Moscardo et al., 2001).

These characteristics, combined with the natural and calm environment of small islands, are a pull factor for concerned visitors who tend to respect the regulations and characteristics of the visited area. These visitors put emphasis on quality and are willing to pay more to have alternative experiences that employ high standards of sustainability (Font et al., 2021). Sailing tourists are considered high-value tourists who desire freedom, proximity to nature and flexibility while they tend to spend above-average (Shen et al., 2021)

Despite natural and cultural elements which form the pull factors, there are also push factors that influence sailing tourists. The desire to escape, explore, relax, meet new people and different cultures while spending time with friends and family are among the most frequent reasons that motivate people to travel and form the push factors (Timothy, 2006). As for the pull factors, they are the ones that motivate people to visit a specific destination and apart from nature and culture, the pricing policy, the available facilities and the quality of services in the marinas, the weather conditions, prestige and local people's attitude towards visitors are further pull factors that play a crucial role in choosing a destination (Paker & Vural, 2016).

## **2.2 Mass and Sailing Cruises: a socioeconomic perspective**

Even though tourism may appeal as an easy pillar for development especially in small islands, it is highly important to plan and develop it responsibly, so the local communities can benefit from tourism in the social, environmental and economic dimension (Grilli et al., 2021). As a result, it is significant to examine a great range of socioeconomic and ecological aspects, in a holistic perspective, in order to create a sustainable tourism product, especially since the futurity of the sector is of great importance.

The orientation needs to shift from short-term profit to long-term profit, respecting the local society, while emphasis should be put on examining alternative forms of tourism activities, and therefore examine the strengths and weaknesses of sailing, as well as the opportunities and threats of the sector (Jordan et al., 2020).

### **2.2.1 Economic Impacts of Mass Cruises**

Over the last 20 years, the global demand for mass cruises has increased significantly and is estimated to keep increasing (Vayá et al., 2017). According to UNWTO (United Nation's World Tourism Organisation), it is estimated that mass cruises generate the amount of 150 billion dollars to the global economy and support approximately 1.2 million jobs. (Young, 2020) Concerning the Mediterranean cruises, they account for almost 20% of the global mass cruise industry. (Vayá et al., 2017). Thus, many ports and coastal areas have gained the advantages of mass tourism, making cruises a pillar for tourism development and, generating high revenue and the creation of opportunities for further development and growth (Jordan et al., 2020).

The economic income generated by mass cruises can be either direct or indirect. Direct revenue refers to the money spent by passengers and crew members in activities such as trips, cultural activities, accommodation costs, beverage and food consumption on shore. Also transportation expenses and other purchases that they might make, such as souvenirs, clothing and other local products represent direct revenue (Brida & Zapata, 2010). Moreover, the money spent by the crew members is also counted in the direct revenue. On the other hand, indirect revenue refers to the money generated by expenses made by companies of the mass cruise industry, and it could refer to goods and services that are necessary for the operation of

the companies, like food provisions for the ships, cleaning services, mooring costs etc. (Vayá E. et al., 2017).

Furthermore, the increase of tourism led to the improvement of infrastructure, especially in the case of ports so as to be able to host these huge cruise ships. In addition, transportation improvements are observed in order to connect the ports with the main city and the points of interest for the tourists. An increase in businesses, jobs, entrepreneurial activities and innovation hubs, as well as a rise in income and improvements in local people's living conditions are noticed, too (Jordan et al., 2020). Especially in big ports, it is a common phenomenon to have a concentration of maritime companies and other shipping related businesses, as well as other businesses supportive to the cruise industry, which all together generate economies of scale and add value to the industry (Van Bets et al, 2017).

However, the number of passengers in mass cruises usually varies from 1 to 3 thousand people arriving to a destination at the same time, that results in congestions around the most important and touristic places on shore (Casado-Diaz et al., 2021). Since time on shore is very limited for these passengers, they eventually compete for space and activities with other visitors, thus leading to negative externalities for the tourism sector. Additionally, in many cases, cruise companies have strict regulations and passengers cannot buy alcohol or food and bring it on board, resulting in on board purchases, which therefore diminishes the money spend on shore (De Cantis et al., 2016). Furthermore, some important financial expenses are sometimes covered in foreign countries in which labour is way cheaper and regulations less strict. The money generated in the Mediterranean area is often sent overseas to other countries, thus leaving little economic revenue and many negative impacts to the Mediterranean coastal regions (Moscovici D., 2017).

### **2.2.2 Mass Tourism and its Impacts on Local Communities**

Mass tourism arrivals give the local people the opportunity to create their own businesses, while the businesses themselves, local or not, offer employment to the people. As a result, the unemployment rate decreases which is an important contribution for the local community, especially in the case of a country like Greece, where the unemployment rate has been high in the past years (Ekathimerini Editors, 2020). In some cases, the projects concerning the improvements of infrastructure are funded, either by the government or by funds from

political and economic unions, such as the case of funds provided by European Union (Guide on EU funding, 2016).

Consequently, the living conditions of local people improve and in order to provide amenities to visitors, reconstructions of public spaces are made, as well as improvements in various fields of everyday life. Roads are created, better connections with various regions are obtained, and better management and organization are implemented. Moreover, improvements are made concerning technology, which have positive impacts on a social and economic aspect, too (Font et al., 2021). Additionally, people become more aware and educated in order to adjust to the needs of the visitors, as well as more respectful to other cultures and lifestyles (Álvarez-García et al., 2019).

Local people experience some negative aspects when mass tourism grows fast, uncontrolled and unorganized. More specifically, lack of essential organization in tourism has proven to be threatening for the local heritage, while in many cases the phenomenon of “commodification”<sup>4</sup> of culture has been observed (Ruhanen & Whitford, 2019). Additionally, with the attraction of visitors, access to resources is usually decreased for the local people, while prices tend to increase and life rates become faster, which is a significant cultural difference for people living in islands since life there used to have calm and slow rhythms. The ambivalent feelings of the locals are noticed in many cases, while concern about cultural changes, mainly for future generations, is seen to be one issue of great concern for many inhabitants (Casado-Diaz et al., 2021).

Moreover, the attraction of visitors, especially in small islands, changes local peoples’ lifestyle and, therefore, their culture (Buhalis, 1999). More specifically, the development of mass tourism is estimated to cause problems to local communities, such as the erosion of the social values a community has, as well as other phenomena that did not exist in these communities before the attraction of tourism, like gambling, commercialization of culture and the adoption of foreign lifestyles (Duval, 2004). Even though the inhabitants of Greek islands were known for their healthy lifestyle and Mediterranean diet, nowadays, someone can find fast food in every island and in most of the shops, while locals’ gastronomy has been influenced by this type of food and the conveniences that it offers, like time and cost. An interesting study made by Sutton, examined that a significant “attack on tradition” is

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<sup>4</sup> Commodification of culture refers to the act of transforming elements of culture, either tangible or intangible, into products that can be sold in order to create profit. Cultural elements are transformed into commodities in order to be sold at the market, mainly to tourists (Ruhanen & Whitford, 2019).

connected to food and locals' perception about these changes, depending on their age and lifestyle (Sutton, 2008).

### **2.2.3. Sailing Tourism in Greek Islands**

The Aegean and Ionian Seas consist of more than 200 inhabited islands, which are all within a close distance to the mainland's coastline. The small sea distances provide a great opportunity and incentive for the development of nautical tourism, which is a sector that has met a great increase during the last decade in Greece (Ballis et al., 2018). The natural characteristics of the islands, the lack of big ports that can host cruise ships, as well as the lack of tourism development in terms of accommodation, infrastructure and other tourism related services, favour the appearance of more and more sailing boats cruising around the islands. More specifically, the infrastructure and services that sailing boats require is few, thus tourists can visit the less tourism developed islands while sailing, since sailing boats offer independence at a great extent (Shen et al., 2021).

Additionally, sailing offers to the passengers the opportunity to have proximity to nature, visit remote and unique natural places, combined with a pleasant climate. On the other hand, the costs at the marines vary a lot, from very low to very high, while infrastructure in many cases is poor and tourists might face difficulties. Another weakness is the fact that in many cases sailing tourism is not widely known among both locals and foreigners, thus there is a need for advertisement and promotion of this type of tourism (Chen et al., 2016).

Concerning the opportunities, island hopping is a great motivation for people in order to experience sailing during their vacation, since they will be given the opportunity to visit various destinations of their choice and experience the natural and cultural characteristics of each destination (Miller, 2021). Not only foreigners, but also Greeks could be potential clients and the promotion of sailing tourism should try to cover both markets.

On the contrary, other foreign markets, such as the case of Croatia or Italy, constitute a threat to the development of Greek sailing tourism, since these markets compete the Greek one and sometimes offer low prices or more organised marinas and further amenities (Paravantes, 2021). Lastly, the unplanned and uncontrolled development of tourism, even in the case of sailing tourism, can harm the natural environment and come across the principles

of sustainability, which has happened in many cases of coastal and especially mass tourism development (Berg & Edelheim, 2021).

<b>STRENGTHS:</b>	<b>WEAKNESSES:</b>
Unique landscapes	Varied marine costs
Many islands and huge coastline	Poor infrastructure
Pleasant climate	Lack of advertisement
<b>OPPORTUNITIES:</b>	<b>THREATS:</b>
Island hopping	Unplanned & unsustainable development
Home & foreign markets	Competition from foreign countries

Table 2.1: SWOT Analysis for Sailing Tourism in Greek Islands (source: Chen et al., 2016)

### 2.3 Sustainability in the case of Cruises

The economic growth associated with tourism does not necessarily contribute to the development of the society and the protection of the environment (Grilli et al., 2021). The development objectives need to be sustainable as well, in order to ensure the conservation of resources, and reassure the futurity of the sector.

Even though mass cruises have developed significantly and offer great advantages of scale, their environmental impact needs to be taken into account in order to study the outcomes of this tourism activity in the long-term (Vaya et al., 2017).



### **2.3.1 Environmental Impacts related to Mass Cruises**

The development of tourism has impacts not only on the society and economy, but also on the environment (Grilli et al., 2021). Especially in the case of mass tourism, the development usually takes place rapidly, without proper planning, leading to the degradation of the natural environment. The majority of cruises take place in unique and vulnerable natural places in order to profit from the stunning landscapes, while almost 70% of cruise ports are located in the ‘world’s biodiversity hotspots’ (Moscovici, 2017). Unfortunately, cruise ships, some of them with even more than 5000 passengers (Ayvaz-Cavdaroglu et al., 2017), tend to use the resources of the local environment and leave waste, sewage and other garbage that not only litter the local environment, but also result in changes to the biodiversity (Ciacci et al., 2021).

Moreover, the increased arrivals of tourists in the coasts demand facilities, products and other services, which adds pressure to the local communities to improve infrastructure and develop more tourism related activities. A rapid development that takes place without proper planning and adequate use of local resources results in vegetation damage, water pollution and other environmental hazards (Scherrer et al., 2011). During peak seasons, these negative externalities appear more intense and can, therefore affect the tourist’s perception negatively regarding the attractiveness of a destination, posing further threats for the continuity of the tourism activities (Niavis S., 2020).

Food is another highly important issue in the case of mass cruises, since cruise ships combine travel, accommodation, entertainment, excursions, all accompanied with a great range of food and beverage options (Ayvaz-Cavdaroglu et al., 2017). In many cases, packages are all-inclusive, thus passengers have an abundance of food and beverage during their cruise experience. Buffet restaurants are considered to increase food waste, due to their abundance and all-inclusive cost structure (Vaya et al., 2017).

It is estimated that food waste in cruise ships reaches the amount of 30%, which is a huge amount, especially if we consider that this waste is thrown in the water. According to the maritime law, to throw specific types of waste like food is allowed, beyond three miles from the shore (Ayvaz-Cavdaroglu et al., 2017). Even though, food might not appear to be that harmful for the environment in the first place, it can indeed be dangerous for the fauna and it can also lead to nutrient pollution of the water (Li & Wang, 2020).

### 2.3.2 Sailing VS. Mass Cruises: Emission Comparison

To begin with, cruise ships are one of the most pollutant modes of transport (Castillo S., 2017). More specifically, the two cruise mega corporations, which are Royal Caribbean Cruises Ltd and Carnival Corporation & PLC, account for three quarters of total global mass cruise tourism activity. During the last years, there has been an increase in both passenger capacity inside the ships, as well as demand for new cruise ships, which as a result has caused an increase in the amount of CO<sub>2</sub> emissions (Global Sustainable Tourism Dashboard, 2017).

Carnival company itself reported more than 10 thousand kilo-tonnes of carbon dioxide for the year of 2017, while the total mass cruise industry reported more than 21 thousand kilo-tonnes of carbon dioxide for the same year (Global Sustainable Tourism Dashboard, 2017). Therefore, the increase in cruise ships shifted the carbon dioxide emission to a completely new level in 2017, as it is also represented in the chart 2.1.

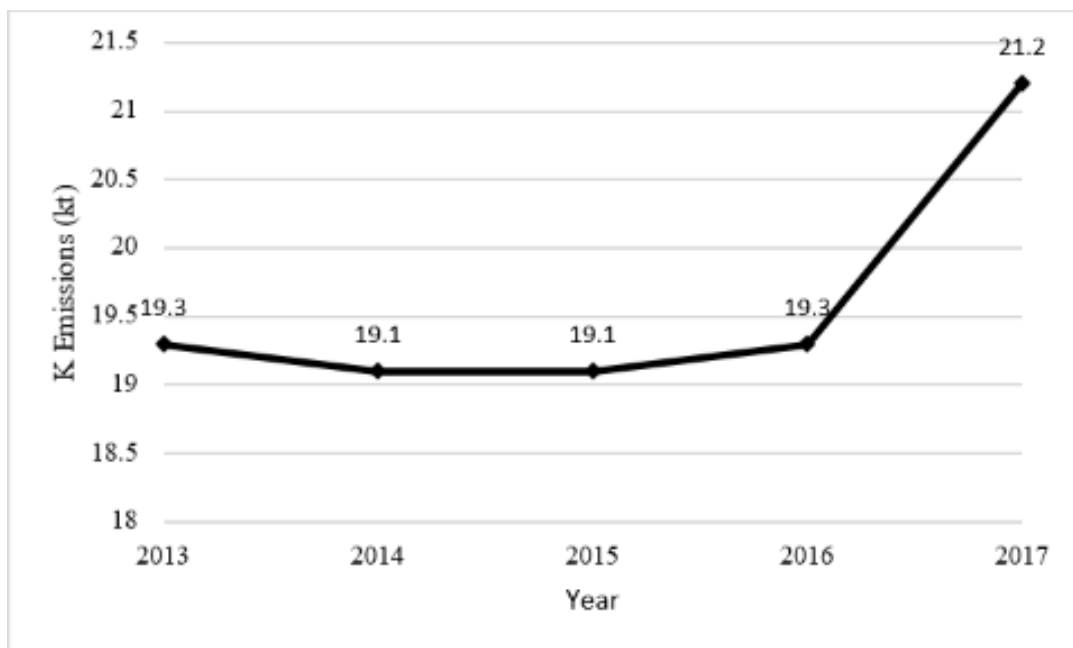


Chart 2.1. Carbon Dioxide emissions from cruise ships from 2013 to 2017 in a global scale. (Source: Global Sustainable Tourism Dashboard, 2017)

A cruise ship is estimated to consume 4,200 litres of fuel per hour on average (Castillo S., 2017). A sailing boat while moving with the engine operating, is estimated to consume 2,1 litres of fuel per hour (Hermann B., 2019). However, it is important to mention, that sailing boats use their sails to move, and that the average use of the engine per day is one hour only

(Hermann B., 2019). Concerning the carbon footprint of a cruise ship passenger, it is estimated to be 0.82 tonnes of carbon dioxide for an average cruise. This amount of carbon emission is equivalent to a return trip from London to Tokyo with an airplane in economy class. Taking into consideration that airplane travels are the most pollutant modes of travel, without taking into account cruise ships, the great environmental impact of mass cruises is obvious (Castillo S., 2017).

A sailing cruise has on average 6 passengers on board and the carbon footprint of each passenger per kilometre with the engine open is 17.6 g. of carbon dioxide, only (Hermann B., 2019). Even though, coach is considered as one of the most eco-friendly modes of transportation, with an average of 27 g. of carbon dioxide per passenger, sailing is way more environmentally friendly. In some cases carbon emissions on sailing trips can even be close to zero. A trip of 7,000 kilometres made by the activist Greta Thunberg with 4 other passengers in 15 days was close to zero with less than 1g. of carbon dioxide emitted per km for each passenger (Hermann B., 2019). Thus, sailing boats are proven to be the most environmentally friendly mode of transport. This can also be noticed while comparing the various transportation means in the chart 2.2.

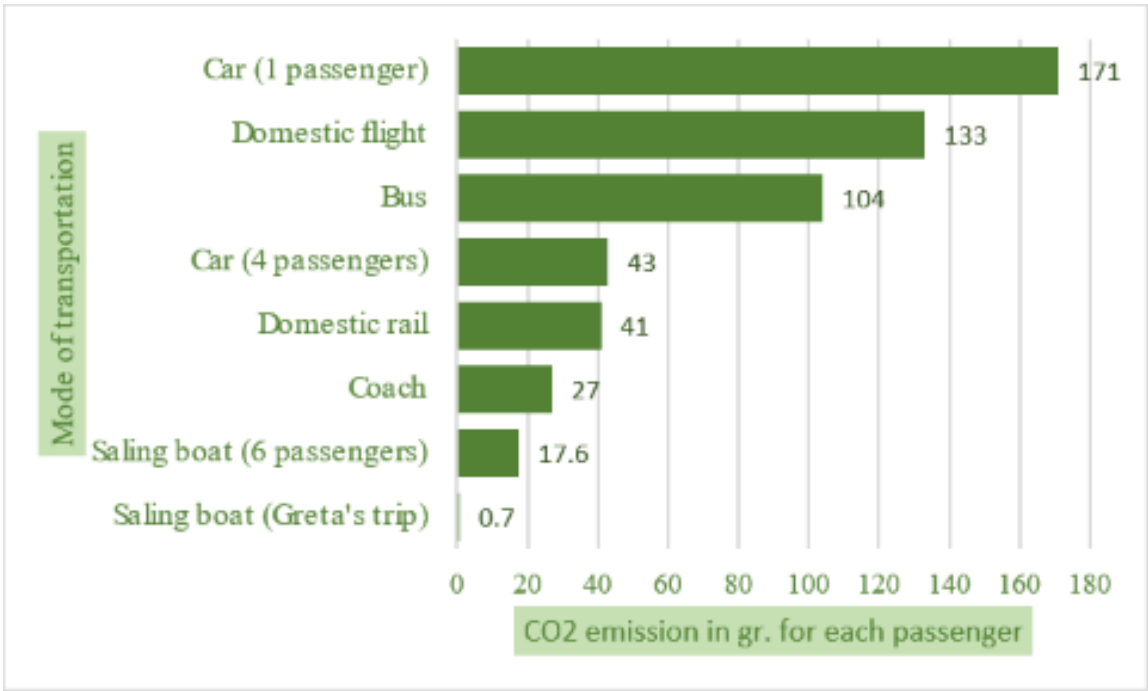


Chart 2.2. Carbon dioxide emissions per passenger per mode of transportation. (Source: 2019 Government greenhouse gas conversion factors for company reporting Methodology paper for emission factors Final report.).



### **3. Methodology**

A quantitative and a qualitative research was conducted in the present thesis in order to understand the tourist's perception about sailing and mass nautical tourism. The quantitative research focuses on tourists, while the qualitative research is focused on owners, managers or other employers that work in the sector of sailing tourism. These two different approaches aim to get a holistic perspective on the total research.

#### **3.1 Quantitative Research**

For the quantitative research, a survey was applied, since it offered the opportunity to reach a significant number of people, 204 in total, to answer it and give the necessary information. The survey was created in the Google Docs platform and sent online to people who were interested in sailing tourism and had either rented or intended to rent a boat, but also to people who were members of sailing clubs in Athens and also to groups related to sailing on social media platforms (e.g. Facebook).

Concerning the questions of the survey, it is important to mention that all the questions were close-ended, and the answers could either be multiple choice answers, or a number from a scale of 1 to 5, depending on each question. The respondents who took part in the research could only choose from the options available in the questionnaire. The survey was mainly sent through E-mail, and less through Facebook, Instagram and WhatsApp. Data was collected from February 2022 to March 2022 and analysed through IBM SPSS (version 28.0).

##### **3.1.1 Objectives**

The main objective of this study is to understand the importance of some elements that are linked with sailing tourism. Some aspects studied were related to the activity itself, such as some natural or technical elements, as well as facilities in the marinas and their perceived importance for the individuals who either sail or intend to sail. This information achieved is to contribute to the improvement of services provided by the sailing sector in general and sailing

tourism companies in particular. These factors can contribute to make sailing tourism more attractive.

Moreover, the comparison of sailing with mass cruises can help us distinguish what makes sailing or mass cruises more special for this audience. By comparing these two different tourism activities it is hoped that the data will give information on what makes sailing over mass cruises more special for individuals and whether environmental aspects influence their choices on vacation planning.

### **3.1.2 Sample**

The sample was constituted mainly by respondents from Greece and the other countries of the European Union. There are also people from USA, Australia, Asia, Africa, and Latin America who took part in the research. However, the number of European individuals is significantly larger than the one of non-Europeans. Regarding other demographic characteristics, such as age, gender, annual income, level of education and working condition, there is a great range of answers, which shows that individuals have different backgrounds. The survey was sent to people who were interested in sailing tourism and were members of sailing clubs in Athens and to people who were members in groups related to sailing on social media platforms, like Facebook, Instagram and WhatsApp.

All the people who participated in the study answered the same questions, from which all of them were mandatory. The respondents were people who have rented or intent to rent a boat, with a skipper on board, for touristic purposes only. Reasons like training lessons or sports were out of the scope of this work. In total, 204 answers were obtained, divided into 139 from respondents who have experienced sailing during their vacation and 65 who have not.

### **3.1.3 Survey**

The survey was constituted by 73 questions divided in nine sections and detailed in table 4.1. The first section refers to the socio-demographic characteristics of the respondents and it includes information regarding age, income, level of education, gender, nationality and current working conditions of the participants. The second section includes only one question,

which asks whether individuals have sailed for vacation or not. Therefore, depending on the answer, the individuals who have sailed move in section 3 and are segmented as experienced sailing tourists, while the rest move in section 4 and are segmented as potential sailing tourists.

In the third section, individuals are asked about how experienced and confident they feel to sail on their own, how they book their vacation, how long they book for, how many people are usually on board and if they find sailing vacation value for money. Moreover, they are asked if they have experienced mass cruises and therefore, they are asked if they prefer sailing or mass cruises and lastly if they would choose to sail again.

The fourth section refers to potential sailing tourists and they are asked to evaluate how motivated they feel to sail for vacation. Afterwards, all individuals move in the fifth section of the survey, which refers to general aspects and problems concerning sailing, like nausea, lack of space and amenities. They are therefore asked to evaluate these elements and their importance in people's decision or motivation to sail, on a scale of 1 to 5.

The sixth section studies the concept of safety and company. In this section of the survey, people are asked to evaluate how safe they feel to sail, to bring kids on board, to spend a week with family or with friends on board, or even with strangers, on a scale of 1 to 5. Regarding the seventh section of the questionnaire, it refers to marina facilities and the importance of each facility for the individuals on a scale of 1 to 5. The facilities mentioned are important and less important, like bar, restaurant, café, electric charging, public transportation to other areas, grocery store, library and workplace, area to work out and lastly, security.

The eighth section focuses on comparing mass and sailing cruises. The level of awareness of the individuals concerning the climate change is hoped to be measured, as well as the level to which they believe sailing and mass cruises are or are not sustainable. They are also asked to answer whether they would avoid mass cruises due to the environmental impact that this tourism activity has. Lastly, they are asked to evaluate some characteristics that may make, or not, sailing more attractive over mass cruises, like flexibility, proximity to nature, privacy, possibility to plan the route and visit unique destinations, all on a scale of 1 to 5.

The last section, which is part 9, refers to the activity of booking the vacation, the time people would like to spend sailing, the number of people they would prefer to share the boat with, as well as the cost that they are willing to pay. Moreover, individuals are asked to evaluate the importance of a properly organised website and the existence of reviews in their

decision to book. They are also asked to answer how they learnt about sailing tourism and how informed they feel about this type of tourism activity.

<b>SECTION OF THE QUESTIONNAIRE</b>	<b>NUMBER OF QUESTIONS</b>	<b>DESCRIPTION</b>
<b>1: Demographics</b>	6	Questions regarding age, gender, level of education, working condition, annual income and nationality.
<b>2: Introduction</b>	1	Individuals are asked to reply whether they have sailed or not.
<b>3: Experienced sailing tourists</b>	15	Individuals who have experienced sailing tourism are called to answer about their preferences and booking experience.
<b>4: Potential sailing tourists</b>	1	The level of motivation to sail for vacation is measured by those who have not experienced sailing before.
<b>5: General aspects and problems</b>	7	All individuals are asked to evaluate how some elements affect them, like: lack of space, nausea, lack of amenities.
<b>6: Safety and company</b>	6	Individuals are asked to evaluate how safe they feel to sail, and whether they prefer to spend time with family or friends on board.
<b>7: Marinas and facilities</b>	9	The importance of some marina facilities is measured, like: bar, cafe, restaurant, grocery store, electric charging.
<b>8: Sailing and mass cruises</b>	17	Individuals are asked to answer what type of cruise they prefer and the importance of climate change on decision making for vacation. Some further elements that distinguish sailing and mass cruises are evaluated, like: proximity to nature, privacy, flexibility, relaxation.
<b>9: Booking</b>	7	The booking method, amount of money and time are evaluated by the participants.

Table 4.1: Structure of the questionnaire.



### **3.2 Qualitative Research**

An open-ended question survey was used for the qualitative research, which was completed through the conduction of interviews with each respondent. The survey was created in the Google Docs platform and the replies were saved automatically and no further personal data was maintained from the respondents.

The qualitative survey aims to understanding which important aspects of sailing tourism can be identified from the perspective of the respondents who are individuals that offer services to sailing tourists. The interviews were carried out to  $\alpha$  manager of a yachting company, two owners of sailing boats dedicated to tourism activities and two skippers. All participants have different backgrounds and a significant level of experience in the sailing tourism industry.

The first section of the survey consists of some information about demographics, such as age, current occupation, years of experience in the sailing tourism industry, area of work and nationality. The second section of the questionnaire involves some aspects regarding travel duration, common routes and activities, costs and fuel consumption, but also some questions that require individuals' personal opinions. Individuals are called upon to answer what clients expect, what barrier they find in the sailing industry, what they would change in the business and what they would do to improve this type of tourism activity.



## **4. Results**

### **4.1 Quantitative Study**

The data was collected between February and March 2022, and the number of valid surveys were 204, from which 139 individuals have already experienced sailing tourism, while 65 have not. In the following part of the dissertation, the data will be characterised regarding socio-demographic aspects and therefore they will be analysed.

#### **4.1.1 Socio-demographic sample characterization**

The quantitative study is composed of 204 valid questionnaires, in which the first part refers to some socio-demographic aspects like age, gender, level of education, occupation, annual income and nationality. Starting with age, individuals were separated into five groups. The first group referred to individuals from 18 to 25 years old, the second group to individuals from 25 to 35 years old, the third group to people from 35 to 45, and the fourth group to people from 45 to 65, while the last group referred to people above 65 years old. The four first groups had similar number of participants at a percentage of 22 to 26, while the last group had the least responses, having 4% only of the total replies (Table 4.1).

Regarding gender, it can be noted that there is almost a balance in the sample, with approximately 40% of female and almost 60% of male participants (Table 4.1).

Concerning the level of education, individuals had four options. The first option was high school which consisted of 19% of the sample, the second was a bachelor degree and consisted of almost 37%, while the third and greatest percentage was a master degree with 38.7%. Lastly, individuals with a PhD were the smaller category with only 4.9% (Table 4.1).

		<b>N</b>	<b>%</b>
<b>Age</b>	18-25	46	22,5
	25-35	51	25
	35-45	46	22,5
	45-65	53	26
	More than 65	8	4
<b>Gender</b>	Male	121	59,3
	Female	82	40,2
	Other	1	0,5
<b>Level of education</b>	High school	39	19,1
	Bachelor	76	37,3
	Master	79	38,7
	PhD	10	4,9
<b>Working condition</b>	Employee	113	55,4
	Employer	39	19,1
	Retired	14	6,9
	Other	38	18,6
<b>Income per year</b>	Less than 15000€	60	29,4
	15000-25000 €	75	36,8
	25000-45000 €	49	24
	More than 45000€	20	9,8
<b>Country of origin</b>	Greece	148	72,5
	Other European	45	22
	USA	4	2
	Latin America	1	0,5
	Asia	4	2
	Australia	2	1

Table 4.1: Socio demographic data

Regarding the occupation of the participants there were four options. The first one was employee and it consisted of the majority of the sample with more than 55% of the individuals, while the second group was employer with 19% of the participants. The third group referred to retired individuals and accounted for almost 7% of the sample, while the last

group was referred to other occupations and it consisted of 18.6% of the participants (Table 4.1).

Furthermore, income was another aspect of the socio-demographic analysis of the sample. More specifically, individuals were segmented into four groups depending on their annual income. The first group with an income less than 15,000€ consisted of almost 29% of the participants, while the second group with an income between 15,000€ and 25.000€ was the biggest group with almost 37% of the participants. The third group gathered 24% of the participants with an income between 25,000€ and 45,000€, while the last group with more than 45,000€ of annual income was the smallest group with 9.8% of the sample (Table 4.1).

Lastly, and concerning nationality, the predominate group was the Greek one with more than 72% of the total participants followed by individuals from other European countries with 22.1% of participation. People from the USA and people from Asia each account for 2%, while Australian participants for 1% and lastly, individuals from Latin America account for 0.5% of the sample (Table 4.1).

#### **4.1.2 Safety and company on board**

Another of the questionnaire referred to elements regarding safety and company. Individuals were asked to evaluate these elements on a scale ranging from 1 to 5, with 1=completely disagree and 5=completely agree with the question. Having gathered the results, answers were split into two groups: those who have sailed and those who have no sailing experience. This was done in order, not only to notice the importance and influence of each of the above elements, but also to study the differences between the two groups. T-test analysis was carried out using IBM-SPSS (version 28.0) and the means were used to help study the results of the two groups.

The effect that nausea had on their decision to sail was one of the questions, followed by the lack of amenities and then the lack of space. Moreover, people were asked to evaluate how important they considered good health, as well as good physical condition in their decision to sail for a week. Additionally, they were asked to evaluate how safe they felt to sail, and how safe they felt to bring small kids with them. Lastly, the participants were called upon to answer how motivated they felt to spend a week sailing with family and with friends.

Regarding lack of amenities, there is statistically significant difference between the groups of experienced and inexperienced participants ( $M= 2.70$ ,  $SD=1.31$  and  $M=3.11$ ,  $SD=1.06$  respectively;  $t(152.48)=2.37, p<.05$ ), indicating that the group with experienced individuals shows less concern regarding amenities in comparison to those who have not experienced sailing yet (Table 4.2).

In the case of lack of space, between experienced and inexperienced participants ( $M=2.71$ ,  $SD=1.33$  and  $M=3.23$ ,  $SD=1.19$  respectively;  $t(202)=2.71, p<.05$ ), there are statistically significant differences. This indicates that the group with the experienced participants shows less concern than the inexperienced ones regarding the issue of space inside a sailing boat (Table 4.2).

Individuals who have sailed feel safer on board than those who have not experienced sailing. Taking into consideration the value of significance ( $M=4.53$ ,  $SD=0.74$  and  $M=1.31$ ,  $SD=1.29$  respectively;  $t(84.31)=7.08, p<.05$ ), there is statistically significant difference between the two groups in relation to safety (Table 4.2).

Another element regarded small kids on board. In that case, the group with experienced individuals feels safer to bring kids on board, while the group with inexperienced individuals, has doubts about bringing kids on board. This can be confirmed with the value of significance ( $M=3.55$ ,  $SD=1.24$  and  $M=2.43$ ,  $SD=1.11$  respectively;  $t(202)=6.19, p<.05$ ), which indicates that there is statistically significant difference between the two groups (Table 4.2).

The group with experienced individuals is more motivated to spend time with family on board than the group with inexperienced individuals, which is verified by the fact that there is statistically significant difference between the two groups ( $M=4.31$ ,  $SD=0.89$  and  $M=3.37$ ,  $SD=1.40$  respectively;  $t(88.75)=4.94, p<.05$ ). Although both groups feel motivated to spend time with friends on board, the group with experienced individuals seems more motivated than the other group. That can be confirmed by the value of significance ( $M=4.71$ ,  $SD=0.54$  and  $M=4.38$ ,  $SD=0.96$  respectively;  $t(83.68)=2.50, p<.05$ ), indicating that there is statistically significant difference between the two groups (Table 4.2).

Studying the means of the two groups concerning nausea we can see that there is no statistically significant differences between the two groups ( $M=2.60$ ,  $SD=1.43$  and  $M=2.94$ ,  $SD=1.21$  respectively;  $t(146.7)=1.73, n.s.$ ). Both groups had almost equal means concerning good health ( $M=4.01$ ,  $SD=0.98$  and  $M=4$ ,  $SD=1.07$  respectively;  $t(202)=0.09, n.s.$ ) and good physical condition ( $M=3.63$ ,  $SD=1.05$  and  $M=3.65$ ,  $SD=1.15$  respectively;  $t(202)=0.08, n.s.$ )

which can be confirmed by the fact that there is no statistically significant difference between the groups for both good health and good physical condition (Table 4.2).

Elements	Have you sailed?	N	Mean	SD	Sig
Lack of amenities	Yes	139	2.70	1.31	
	No	65	3.11	1.06	*
Lack of space	Yes	139	2.71	1.33	
	No	65	3.23	1.19	**
Safety	Yes	139	4.53	0.74	
	No	65	1.31	1.29	***
Safety and small kids on board	Yes	139	3.55	1.24	
	No	65	2.43	1.11	***
Motivation to spend time with family on board	Yes	139	4.31	0.89	
	No	65	3.37	1.40	***
Motivation to spend time with friends on board	Yes	139	4.71	0.54	
	No	65	4.38	0.96	*
Nausea	Yes	139	2.60	1.43	
	No	65	2.94	1.21	n.s.
Importance of good health	Yes	139	4.01	0.98	
	No	65	4.00	1.07	n.s.
Importance of physical condition	Yes	139	3.63	1.05	
	No	65	3.65	1.15	n.s.

Table 4.2: Comparing means between experienced and non-experienced individuals on sailing tourism for elements regarding safety and company. \*= p<.05, \*\*=p<.01, \*\*\*=p<.001, n.s.=p>.05

In this part of the research, the participants were not split into experienced and not experienced, in order to examine some general aspects regarding sailing. Individuals were

therefore asked to evaluate how important it was for them to bring their pet on board during their sailing vacation ( $M=2.75$ ,  $SD=1.54$ ) with the biggest frequency of responses showing that the pet on board is not an important aspect during sailing (Table 4.3).

<b>Question</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Mean</b>	<b>SD</b>
<b>Pet on Board</b>	N	69	25	41	27	42	2.75	1.54
	%	33.8	12.3	20.1	13.2	20.6		
<b>Remote work</b>	N	36	27	33	49	59	3.33	1.46
	%	17.6	13.2	16.2	24	29		
<b>Share the boat with strangers</b>	N	77	47	44	29	7	2.23	1.19
	%	37.7	23.1	21.6	14.2	3.4		

Table 4.3: Individuals' willingness to bring their pet on board, combine remote work while sailing and share the boat with strangers in order to share costs.

Therefore, individuals were asked to evaluate the level of motivation that they felt to combine remote work with sailing vacation ( $M=3.33$ ,  $SD=1.46$ ) with the majority of participants showing a positive attitude towards this statement (Table 4.3).

Lastly, individuals were asked to evaluate the level that they felt motivated to share the sailing boat with strangers in order to share the costs ( $M=2.23$ ,  $SD=1.19$ ). It can be noted that the majority of the participants had a negative attitude towards sharing the boat with strangers. More specifically, 124 people answered below 3, from which 77 chose 1. Only 7 individuals felt strongly motivated to share their sailing experience with strangers which is less than 3.5% of the sample (Table 4.3).



### 4.1.3 Results regarding climate change, sailing and mass cruises

In the eighth part of the questionnaire all participants regardless experience or not in sailing were asked to answer questions regarding climate change and whether they consider it a significant element during vacation planning. More specifically, they were called upon to answer if they take into consideration climate change in their decision to book their vacation. More than 67% of the sample replied that they take into consideration climate change, while approximately 33% do not (Table 4.4).

However, when the same individuals were asked whether they would avoid mass cruises due to the harmful effect that they have on the environment, the results were different. The results were almost divided, with 51% stating that they would avoid mass cruises while the rest declared that they would not avoid mass cruises due to environmentally related reasons (Table 4.4). Thus, even though 67% of the participants declared that they consider climate change before they plan their vacation, only 51% would indeed avoid a tourism activity that is not environmentally friendly.

<b>Question</b>		<b>Yes</b>	<b>No</b>
<b>Considering climate change when vacation planning</b>	<b>N</b>	137	67
	<b>%</b>	67.2	32.8
<b>Avoiding mass cruises due to their environmental impact</b>	<b>N</b>	105	99
	<b>%</b>	51.5	48.5

Table 4.4: Individuals' perception regarding climate change and vacation planning

Therefore, individuals were asked to evaluate the level at which they consider sailing is in line with sustainability and friendly for the environment (M=4.07, SD=0.86). As presented in Table 4.5, it seems clear that a great number of respondents consider sailing a sustainable tourism activity, with more than 71% of respondents giving a positive evaluation. At the same time, 25% of responses were in the middle of the scale, giving thus a neutral answer, while less than 3% consider sailing not to be environmentally friendly.

<b>Question</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Mean</b>	<b>SD</b>
<b>How environmentally friendly sailing is according to participants</b>	<b>N</b>	0	6	51	69	78	4.07	0.86
	<b>%</b>	0	2.9	25.1	33.8	38.2		

Table 4.5: Individuals’ perception regarding how environmentally friendly sailing is.

At the same part of the questionnaire, individuals were asked to evaluate some elements that distinguish sailing from mass cruises, and that, in most of the cases, add value to sailing tourism. Some of these elements are flexibility, customised vacation, privacy, proximity to nature, relaxation, unique destinations and environmental impact. Individuals were called to evaluate the importance of these elements in their decision to choose sailing over mass cruises, ranging from 1 to 5. Therefore, the results were analysed and compared in relation to the income of the participants in order to distinguish differences between preferences and income range, if they exist. (Table 4.6). An One-way ANOVA analysis by IBM-SPSS (version 28.0) was performed to examine and compare the means of the elements studied.

Firstly, privacy was examined, with a total mean of 4.38 (Table 4.6), with greater difference between the minimum and maximum means compared to the previous elements. It can be noted that the importance for privacy increases with the income, while in the case of the greatest income level, it drops again, at a small scale though. In that case, the results show a significant statistic difference ( $F(3,203)=2.725, p<.05$ ).

In the case of flexibility, we can see that the total mean is 4.16 (Table 4.6) while the difference between the minimum and maximum means is 0.21, which shows small differences between the groups. However, when taking into consideration the significance, it appears that there is no statistically significant difference ( $F(3, 203)=.649, n.s.$ ) between the income groups in relation to flexibility.

Customised vacation is another element, with a total mean of 4.39 (Table 4.6). It can be noted that people with annual income less than 15,000 euro and people with annual income greater than 45,000€, both consider customised vacation less important than people with other incomes do. Taking into account the results the differences are not significant statistically ( $F(3,203)=1.011, n.s.$ ).

In the case of proximity to nature, an increase in its importance can be noted as the income increases, with a total mean of 4.40 (Table 4.6). The results are not statistically significantly different ( $F(3,203)=.141, n.s.$ ).

Following, the element of relaxation appears with a total mean of 4.31 (Table 4.6) while the greatest interest for relaxation was shown by the group with annual income from 25,000 to 45,000 euro. In that case, as well, there was no statistically significant difference between the income groups in relation to relaxation ( $F(3,203)=.360, n.s.$ ).

Item	Annual salary	N	Mean	SD	Sig
Privacy	<15000 €	60	<b>4.18a</b>	0.96	*
	15000-25000 €	75	<b>4.35c</b>	0.89	
	25000-45000 €	49	<b>4.63b</b>	0.60	
	>45000 €	20	<b>4.50c</b>	0.76	
	<b>Total</b>	<b>204</b>	<b>4.38</b>	<b>0.85</b>	
Flexibility	<15000 €	60	4.10	1.03	n.s
	15000-25000 €	75	4.25	0.87	
	25000-45000 €	49	4.04	0.97	
	>45000 €	20	4.25	0.78	
	<b>Total</b>	<b>204</b>	<b>4.16</b>	<b>0.93</b>	
Customised Vacation	<15000 €	60	4.25	0.96	n.s.
	15000-25000 €	75	4.41	0.75	
	25000-45000 €	49	4.53	0.73	
	>45000 €	20	4.35	1.08	
	<b>Total</b>	<b>204</b>	<b>4.39</b>	<b>0.85</b>	
Proximity to nature	<15000 €	60	4.35	1.03	n.s.
	15000-25000 €	75	4.41	0.82	
	25000-45000 €	49	4.41	0.95	
	>45000 €	20	4.50	0.88	
	<b>Total</b>	<b>204</b>	<b>4.40</b>	<b>0.92</b>	
Relaxation	<15000 €	60	4.25	1.01	n.s.
	15000-25000 €	75	4.29	0.92	
	25000-45000 €	49	4.43	0.93	
	>45000 €	20	4.25	0.96	
	<b>Total</b>	<b>204</b>	<b>4.31</b>	<b>0.95</b>	
Unique destinations	<15000 €	60	4.40	0.84	n.s.
	15000-25000 €	75	4.60	0.63	
	25000-45000 €	49	4.69	0.61	
	>45000 €	20	4.55	0.88	
	<b>Total</b>	<b>204</b>	<b>4.56</b>	<b>0.73</b>	
Environmental Impact	<15000 €	60	<b>3.48b</b>	1.42	+
	15000-25000 €	75	<b>3.81c</b>	1.13	
	25000-45000 €	49	<b>3.76c</b>	1.10	
	>45000 €	20	<b>3.05a</b>	1.09	
	<b>Total</b>	<b>204</b>	<b>3.63</b>	<b>1.23</b>	

Table 4.6. The means, standard deviation of individuals' answers comparing elements that make sailing more preferable over mass cruises. \*= p<.05, \*\*=p<.01, \*\*\*=p<.001, n.s.=p>.05, +=.06 marginal value.

Concerning the importance that unique destinations play, it can be noticed that the total mean is the greatest of all and has the value of 4.56 (Table 4.6). However, there was no statistically significant difference between the income groups in relation to unique destinations ( $F(3,203)=1.599, n.s.$ ).

Finally, environmental impact seems to be the least important element with a total mean of 3.63 (Table 4.6). Nevertheless, there is a marginal value in relation to environmental impact and the income groups ( $F(3,203)=2.543, p=.06$ ) which shows a tendency regarding significance and statistical importance.

Lastly, and according to the total means, it appears that unique destinations are the most important element for the participants, followed by proximity to nature. Then customised vacation and privacy follow with a small difference, while relaxation, flexibility and environmental impact are the last in terms of importance (Table 4.6).

#### **4.1.4 Analysing results regarding facilities in the marinas**

In order to compare some relevant and common facilities that can be found in marinas, all individuals that took part in the research were asked to evaluate the importance of the existence of these facilities on a scale of 1 (min) to 5 (max), not taking into account whether they have sailing experience or not. Having gathered the results, the analysis was made with the Paired Sample T-test method in order to compare the means of these elements in pairs. As a result, it can be noticed that the most significant facilities according to the results is electric charging with a mean of 4.21, and grocery store with a mean of 4.10. Afterwards, restaurant appears with a mean of 3.84, and lastly, bar facilities with a mean of 3.40.

While comparing the first pair, it can be noticed that there is statistical significance between the element of a restaurant and a bar ( $M=3.84, SD=1.11$  and  $M=3.40, SD=1.25$ , respectively;  $T(203)=5.441, p<.001$ ). The second pair, a restaurant and a grocery store, has also statistical significance ( $M=3.84, SD=1.11$  and  $M=4.11, SD=1.08$ , respectively;  $T(203)=3.143, p<.01$ ), as well as the 3<sup>rd</sup> pair, a bar and a grocery store ( $M=3.40, SD=1.25$  and  $M=4.11, SD=1.08$ , respectively;  $T(203)=7.365, p<.001$ ). The 4<sup>th</sup> and 5<sup>th</sup> pairs, restaurant and electric charging for the 4<sup>th</sup> ( $M=3.84, SD=1.11$  and  $M=4.21, SD=1.11$ , respectively;  $T(203)=4.014, p<.001$ ) and electric charging and bar for the 5<sup>th</sup> ( $M=4.21, SD=1.11$  and  $M=3.40, SD=1.25$ , respectively;  $T(203)=7.277, p<.001$ ), seem both to have statistical

significance as well. However, it is important to mention that there is no statistically significant difference between a grocery store and electric charging facilities (M=4.11, SD=1.08 and M=4.21, SD=1.11, respectively; T(203)=.147,n.s.), which is the 6<sup>th</sup> pair (Table 4.7).

<b>Pairs</b>	<b>Facilities</b>	<b>Mean</b>	<b>N</b>	<b>SD</b>	<b>Sig</b>
<b>Pair 1</b>	Restaurant	3.84a	204	1.11	<b>***</b>
	Bar	3.40b	204	1.25	
<b>Pair 2</b>	Restaurant	3.84a	204	1.11	<b>**</b>
	Grocery store	4.11b	204	1.08	
<b>Pair 3</b>	Bar	3.40a	204	1.25	<b>***</b>
	Grocery store	4.11b	204	1.08	
<b>Pair 4</b>	Restaurant	3.84a	204	1.11	<b>***</b>
	Electric charging	4.21b	204	1.11	
<b>Pair 5</b>	Electric charging	4.21a	204	1.11	<b>***</b>
	Bar	3.40b	204	1.25	
<b>Pair 6</b>	Electric charging	4.21	204	1.11	<b>n.s.</b>
	Grocery store	4.11	204	1.08	

Table 4.7. Paired Sample Statistics for the elements; restaurant, bar, grocery store and facilities for electric charging. \*= p<.05, \*\*=p<.01, \*\*\*=p<.001, n.s.=p>.05

#### **4.1.5 Analysing results regarding booking sailing vacations**

An important element concerning sailing vacations is information, especially for potential tourists who have no previous experience. Thus, individuals who took part in the research were asked to evaluate, on a scale of 1 (min) to 5 (max), the level at which they feel informed about sailing cruises. The answers were divided into two groups; the ones who have already

experienced sailing tourism and those who have not experienced it yet. The difference between the two groups can be noticed from the application of the Independent Sample T-test analysis and the comparison of the means.

Regarding information, there is statistically significant difference between the experienced and inexperienced group (M=4.36, SD=0.86 and M=2.40, SD=1.42, respectively;  $t(86.996)=10.247, p<.001$ ), showing that those who have experienced sailing feel quite well informed, while the group with the potential tourists feel that there is a gap regarding information.

Moreover, individuals were asked to evaluate the importance of a well-organised website in their decision to book sailing vacations. In this case, the difference between the two groups showed statistically significant difference, with experienced showing less concern for a website than inexperienced participants (M=3.99, SD=1.11 and M=4.32, SD=0.92, respectively;  $t(202)=2.132, p<.05$ ).

Furthermore, the element of reviews was tested in the research and participants were called to evaluate the importance of reviews in their decision to book sailing vacations. There is no statistically significant difference between the experienced and inexperienced group (M=3.73, SD=1.11 and M=3.80, SD=1.06, respectively;  $t(202)=-.401, n.s.$ ).

Question	Have you sailed?	N	Mean	SD	Sig
<b>How informed you feel</b>	yes	139	4.36a	0.86	***
	no	65	2.40b	1.42	
<b>Importance of a website</b>	yes	139	3.99a	1.11	*
	no	65	4.32b	0.92	
<b>Importance of reviews</b>	yes	139	3.73	1.11	n.s.
	no	65	3.80	1.06	

Table 4.8. Group Statistics for both the group of those who have experienced sailing tourism and those who have not, for elements regarding information, website and reviews. \*=  $p<.05$ , \*\*= $p<.01$ ,

\*\*\*= $p<.001$ , n.s.= $p>.05$

In addition, individuals were asked to answer a question regarding the amount of money that they were willing to pay each, for one week on board ( $M=1.45$ ,  $SD=0.65$ ). They had three options, which were; less than 1,000 euro, 1,000 to 1,500 euro and lastly, more than 1,500 euro. The majority replied that they would spend less than 1,000 euro each, representing a 64% of the sample, followed by the second option with 27% of the sample (Table 4.9).

<b>Money for one week per person</b>	<b>N</b>	<b>%</b>	<b>Mean</b>	<b>SD</b>
Less than 1000€	130	63.7		
1000-1500€	56	27.5	1.45	0.65
More than 1500€	18	8.8		

Table 4.9. The amount of money that individuals are willing to pay for one week of sailing vacation, including boat rental and skipper costs.

Following, participants were asked to answer the way in which they prefer or would prefer to book their sailing experience ( $M=2.31$ ,  $SD=0.94$ ). From the Table 4.10 it is clear that a great percent of the sample, which is almost 43%, prefers to book from a person that they know. At the same time, the option of an online booking platform and the sailing company itself represent a 24% and a 26% accordingly.

<b>Preferred booking method</b>	<b>N</b>	<b>%</b>	<b>Mean</b>	<b>SD</b>
Online platform	53	26		
Sailing company	49	24	2.31	0.94
Person you know	88	43.1		
Other	14	6.9		

Table 4.10. The method with which individuals prefer to book their sailing trip.



Lastly, the preference regarding the number of people on board was another question that participants were called to answer. However, in that case only the participants that already had experienced sailing were called to answer, thus the responses in that case were 140 as the number of the responders that have experienced sailing ( $M=2.72$ ,  $SD=1$ ). From the results, it can be seen that participants prefer to be in large groups, of either 6 persons (31%), more than 6 persons (26%) or 4 persons (31%). On the other hand, small groups of 2 persons are less preferred, representing a 12% of the answers (Table 4.11).

<b>Preferred number of persons on board</b>	<b>N</b>	<b>%</b>	<b>Mean</b>	<b>SD</b>
2 persons	17	8.3		
4 persons	43	21.1		
5 persons	1	0.5	2.72	1
6 persons	43	21.1		
More than 6 persons	36	17.6		

Table 4.11. The preference of participants regarding the number of people on board.

## 4.2 Qualitative Results

The qualitative study had 5 participants who have experience in the field of sailing tourism and were either owners or managers of sailing rental companies, or skippers. There was a questionnaire at Google Docs platform with two parts that participants were called to fill. The completion of the questionnaire was made at a form of an informal interview with each participant in order to make sure that the questions were clear, and also, to motivate the participants to give additional information and details for each subject questioned. The interviews took part between the end of February 2022 and the beginning of March 2022. In the first part there were some questions concerning demographics, while the second part consisted of open-ended questions.

#### **4.2.1 Socio-demographic sample characterization**

Regarding demographics, the elements asked were about age, nationality, job position and years of experience that participants have in the field of sailing cruises, as well as the geographical area that they mainly work at. To begin with, 3 out of 5 of the participants are older than 45 years, while the remaining 2 are between 25 and 35 years old. Concerning nationality, the 4 of them are Greek, while 1 participant is Hungarian. Most of them operate in the Aegean Sea, while 2 of them stated that they might operate in other parts of Greece, too. Regarding their experience in sailing tourism, two of them have less than 5 years of experience, 1 participant has between 5 and 10 years of experience, while the last 2 participants have more than 10 years of experience each. Lastly, 2 participants own companies dedicated in sailing tourism, 1 participant is a manager on a company that rents sailing boats for cruises, and 2 participants are working as skippers during the summer months.

#### **4.2.2 Analysis of the qualitative results**

The first question was related to the flexibility given to clients to plan their trip. Surprisingly, all the 5 participants replied that they offer their clients the opportunity to choose the destinations that they would like to visit, and generally to plan their trip, while they advise them regarding their possible options. Concerning the route that tourists usually choose, there were various answers, while all of them mentioned Cyclades Islands. Saronic islands is also common, for shorter trips, while one of the participants mentioned Ionian islands as well, like Corfu, Lefkada and Zakynthos.

Another interesting element is that all participants mentioned that in most cases they offer a sailing cruise for 1 week, and in rare cases tourists choose to sail for a second week. Regarding costs and amount of fuels used, it depends on the boat and the machine that the boat has. One participant mentioned that fuel cost per week is between 50 and 150 euros, while another one said fuel costs range from 150 to 250. Another participant mentioned that fuel cost starts from 150 and can reach 300 euro, while the last participant said that it can also range from 250 to 500 euro. For the marina costs, again the prices depend a lot on the

destination, on whether the marina is private or public, on demand and supply, and on the facilities offered there. An average cost is 20 euro for stopping at one marina.

Individuals were also asked to reply on whether clients tip the skippers, and 4 out of 5 of the participants replied positively. Concerning skipper's payment in Greece, it is around 150 euro per day without tax, while in some cases it can reach 200 euro. Meals are also covered, as well as a private small cabin. The tips that they receive depend on the client and in some cases, they can reach a 10% of the whole charter party, as one participant mentioned. In terms on money needed for the whole sailing cruise, it is estimated that for a decent sailing boat, with all costs related to the cruise included, the price is from 5,000 to 6,000 euro, for a six persons capacity. Of course, prices can be lower and greater, as well, depending on the boat, the company and the season.

In most of the cases, people rent boats in groups of 6, but they can also rent for 2 or even 12 people according to the participants. Moreover, when participants were asked to evaluate what they believe clients expect the most from a sailing experience, most of them replied that clients seek for relaxation and exploring new destinations. Privacy, enjoying the good weather, learning to sail and party were further reasons mentioned. On the other hand, they were also asked what they believe clients find most annoying. The most common answer was the quality of the boat, the lack of space and therefore, the lack of knowledge regarding the skipper, the congestion in some marinas and nausea. Weather conditions and slow speed, that is also related to weather, were also mentioned in the answers.

Furthermore, participants were asked to describe a gap that they think exists in the industry, which they find crucial to be improved and how they would improve it. The main reply was related to marinas and poor infrastructure. In some cases, marinas do not even have running water and electricity, which causes great difficulties to tourists, especially if the skipper is not experienced enough and well-informed. Further amenities are also needed, accompanied by a clean environment, cleaning services and proper organisation. The idea of training inexperienced tourists before sailing is also mentioned, especially in terms of safety in order to enjoy the trip more and avoid unpleasant circumstances.

Finally, the participants were called to make further suggestions that could contribute to improve sailing cruises and attract more clients. One participant highlighted the impact of taxes, which in Greece is higher than competing countries like Croatia, Italy and Turkey. He suggested that tax could be diminished in order to be able to offer more competitive prices

and attract more tourists. Combining sailing tourism with other types of tourism activities is another suggestion, such as the case of heritage tourism, either in land or underwater, scuba diving and culinary tourism. Another participant mentioned that information is crucial, not only for safety reasons, but also to inform people that sailing tourism neither requires experience nor a great budget.

## **5. Conclusions**

This chapter is intended to present the main conclusions drawn from the analysis of the results of the survey. There will be discussion of the results, limitations and suggestions for future research.

### **5.1 Discussion and implications**

To begin with, it is relevant to mention that the literature available to understand the needs and expectations of sailing tourists is scarce (Christensen et al., 2021). Even though, nautical tourism, and especially sailing tourism keeps growing significantly in the Greek environment, there is a gap regarding information (Ioannidis, 2019). With this research it is hoped to contribute to providing information that can help understand the factors that influence or discourage people to experience sailing tourism.

The results of this research constitute new theoretical contributions for the tourism industry, and especially for nautical tourism. The obtained results gathered from both the quantitative and qualitative survey give a better insight into the needs and desires of sailing tourists regarding important elements, like safety on board, marina facilities, available information, booking method, company, as well as the deeper reasons that motivate people to choose sailing over other types of cruises.

In the case of the quantitative survey, participants were separated into those who have experienced sailing tourism and those who have not. Taking into consideration elements like safety, company and some on-board amenities, some relevant differences and similarities between the two groups could be noted. The impact of lack of space and lack of amenities is an issue of greater concern for those who have no sailing experience, as well as the level at which they feel safe to sail and bring small kids on board is lower than those who have already experienced sailing. On the contrary, it seems that there is no statistical importance between the experienced and inexperienced group regarding nausea and individuals' decision to sail.

The idea of combining remote work with sailing vacation, for which participants showed a positive attitude with almost one third of the sample declaring highly motivated, reveals new possibilities for the tourism industry. On the contrary, the idea of sharing the boat with

strangers with the purpose of sharing costs had a negative response for the majority of the individuals, with almost 40% of them declaring totally negative about this idea, indicating that the majority prefers to share the boat with people that they already know, like friends and family.

Sailing was compared with mass cruises in order to understand the characteristics that add value to sailing tourism, and thus, make it more preferable to other types of cruises. Almost all the respondents consider sailing to be environmentally friendly, while 67% of respondents stated that they take into consideration climate change when they plan their own vacation. Despite the fact that most of the respondents have said that they consider climate change when booking, almost 50% choose cruises, which shows an intention-behaviour gap.

Regarding the elements that make sailing more preferable, the possibility to visit unique destinations seems to be the most important, followed by proximity to nature. Customised vacation, privacy, relaxation and flexibility are further reasons, too. The only significant difference was observed in the case of privacy, in which individuals with income between 25,000 and 45,000 euro were those who valued the element of privacy the most. The individuals with annual income more than 45,000 euro and those with annual income between 15,000 and 25,000 euro follow in terms of need for privacy. Lastly, those with an income less than 15,000 euro find privacy less important than the other income groups, although it is still an important element in their decision to choose sailing over mass cruises.

The environmental impact was an element with marginal value in terms of significance, showing a tendency regarding statistical importance. More specifically, it seems that the largest income group with individuals earning more than 45,000 euro per year, show the least environmental concern regarding the environment. They are followed by the group with the least income, which is less than 15,000 euro annually. Those who seem to be more likely to choose sailing over other types of cruises due to environmental concern are those who earn between 15,000 and 45,000 euro annually. Apparently, individuals with higher income, which can easier afford mass cruises compared to individuals with lower income levels, seem less interested about the climate change.

In relation to marina facilities and according to the qualitative study it can be noticed that there is a necessity for improvements starting with implementing electric charging and running water in all the marinas, followed by proper organisation, close access to grocery stores, restaurants and bars. Taking into consideration the statistical significance of the results

in the case of the quantitative, it seems that the necessity for a grocery store and electric charging is of the same importance, followed by a restaurant and a bar.

Furthermore, and regarding booking sailing vacations, the lack of information is mentioned in both surveys, and it refers to the fact that individuals who have no sailing experience have the impression that sailing requires experience and a great budget. Thus, the importance of improving marketing and improving information availability is highlighted by both surveys and could contribute to attract more individuals to experience sailing tourism. More specifically, and according to quantitative data, it seems that there is a significant difference regarding information between those who have experienced sailing and those who have not. A difference is also noticed in relation to the importance of a website in individuals' decision to book a sailing experience. Especially for those who have no sailing experience, the importance of a website seems to be of great significance.

Regarding the amount of money that each individual is willing to pay for one week of sailing vacation including boat rental and skipper costs, almost 64% would pay up to 1,000 euro each. 30% of the respondents were willing to pay up to 1,500 euro each while the rest were willing to pay even more. Since more than 30% is willing to pay more than the usual price, it seems that there are opportunities to increase prices accompanied by quality of services. In terms of the booking method, 43% of the participants declared that they would prefer to book through a person that they know, while 26% prefers to book through an online platform and 24% through direct booking with a sailing company. The fact that almost half the respondents prefer to book through a person that they know shows that indeed there is lack of information regarding sailing tourism and that the websites available may not inspire credibility and trust to the potential clients.

The participants that have already experienced sailing tourism were asked to reply the ideal number of people that they prefer to share the boat with, excluding the skipper. From the results it seems that most of the participants prefer to have more than 2 people on board. More specifically, 21% of the participants prefer to be in a group of 4, and another 21% prefers to be in a group of 6, while almost 18% of the respondents would like to be in an even larger group. Apparently, the majority of respondents show preference in large groups.

Lastly, and in relation to business implications, this study could help businesses and organisations improve the services that they offer to their clients, both on shore and on board. By understanding the needs and desires of experienced and potential customers, the

businesses that operate in the sailing industry have a great advantage to make the necessary improvements and attract more individuals to experience sailing vacation. Moreover, and according to the qualitative results, sailing vacations could be combined with other types of alternative tourism activities, like heritage, culinary and scuba diving tourism, thus creating new paths for further improvements and development.

## **5.2 Limitations and future research**

The present research has some limitations that need to be considered, like the sample which has mainly Greek and European participants, thus it is difficult to make generalisations. The study focuses mainly on the Greek market and the people that took part in the survey have either sailed or are highly motivated to sail in Greece. Therefore, in both the qualitative and quantitative survey, the results refer mainly to characteristics of the Greek social, economic and natural environment.

Future research could focus on evaluating the level at which other alternative tourism activities, like heritage, culinary, scuba diving and water sports tourism could be compatible with sailing activities. Combining alternative and sustainable tourism activities with sailing tourism could add value to nautical tourism and attract more people to experience it. Therefore, research could focus on finding the types of activities that would attract individuals to visit the Greek seas and experience a more complete package of sailing vacation that would be in line with the principles of sustainability.



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## 7. Annexes

### Annex A: Qualitative Survey

#### Qualitative Research on Sailing Tourism

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This research is conducted for University purposes, helping me, Despoina Katsipi, to write my thesis with the subject: 'Why Sailing when cruising? The motivations for choosing Sailing Tourism'.

In collaboration with:

-University of Glasgow

-ISCTE- Lisbon University Institute

-University of Malta

#### Part 1: Demographics

1. How old are you? \*.

18-25

25-35

35-45

45+

2. What best describes your position in companies renting sailing boats (with skipper) for tourism related activities? \*

Owner

Manager

Skipper

Other

3. How many years of experience do you have? \*

<5 years

5-10 years

10+ years

4. In which part of Greece is your work? \*

5. What is your nationality? \*

#### Part 2: Main research

1. Do you offer to your clients the opportunity to choose their destination and plan their trip? \*

Yes

No

2. Please mention the most common route that sailing tourists take. \*
  
3. How long do they usually rent a sailing boat? \*
  - one week
  - less than a week
  - more than a week
  
4. What is the average cost and amount for fuels during the common sailing trips? Please mention other costs as well. \*
  
5. Do they usually tip the skippers? \*
  - Yes
  - No
  
6. What is the daily payment of the skipper? What about the tips?
  
7. How many people usually rent a boat? \*
  
8. How much is the cost for a common sailing tourism experience? \*
  
9. What would you consider a gap in the sailing industry? How would you fill this gap? \*
  
10. What do you think clients most expect? \*
  
11. What do you think clients find the most annoying when sailing? \*
  
12. Lastly, what do you think would attract more people to experience sailing during their vacation



## Annex B: Quantitative Survey

### Quantitative Research on Sailing Tourism

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This research is conducted for University purposes, helping me, Despina Katsipi, to write my thesis with the subject: 'Why Sailing when cruising? The motivations for choosing Sailing Tourism'.

In collaboration with:

-University of Glasgow

-ISCTE- Lisbon University Institute

-University of Malta

#### **Part 1. Demographics:**

1. How old are you? A. 18-25, B. 25-35, C. 35-45, D. 45-65, E. 65+
2. What is your gender? A. Female, B. Male, C. Other
3. What is your level of education: A. High school, B. Bachelor degree, C. Master degree, D. PhD, E. Other
4. What best describes your working condition? A. Employer, B. Employee, C. Retired, D. other
5. Which numbers best describe your income per year? A. <1500, B. 15000-25000, C. 25000-45000, D. 45000+
6. Where are you from?

#### **Part 2.**

1. Have you ever sailed for vacation? yes/no

#### **Part 3.**

1. Do you have a licence? yes/no
2. Would you rent without a skipper? yes/no
3. How confident you feel to sail on your own? scale from 1 to 5
4. How experienced you feel to sail on your own? scale from 1 to 5
5. How would you value the following elements on your decision to rent the boat without a skipper? A. Privacy, B. Money, C. Relaxation, scale from 1 to 5
6. How many times have you sailed for vacation? A. 1-3, B. 3-5, C. 5-10, D. 10+
7. How much time do you usually book the sailing boat? A. 1 week, B. less, C. more
8. For how many people you book? (without count the skipper) A. 2, B. 4, C. 6, D. 6+
9. How important is for you gain knowledge and experience while sailing? scale from 1 to 5
10. Have you experienced massive cruises? yes/no
11. Do you prefer sailing over massive cruises for vacation? Yes/no
12. How do you usually book? A. Platform, B. Direct contact to a company, C. Person you know, D. Other

13. How much do you usually spend to rent a boat with skipper for one week, per person? A. <1000, B. 1000-1500, C. 1500+
14. Do you find sailing vacation value for money? Yes/no
15. Would you sail again? Yes/no

**Part 4.**

1. How motivated you feel to try sailing during your vacation? *scale from 1 to 5*

Questions for all:

**Part 5. General aspects and problems:**

1. How important you find nausea on your decision to spend your vacation sailing? *scale from 1 to 5*
2. How important you find the lack of amenities on your decision to spend your vacation sailing? *scale from 1 to 5*
3. How important you find the lack of space on your decision to spend your vacation sailing? *scale from 1 to 5*
4. How relevant you consider good health is to decide sailing on vacation? *scale from 1 to 5*
5. How relevant you consider good physical condition is to decide sailing on vacation? *scale from 1 to 5*
6. How willing you are to try combine remote work with sailing? *scale from 1 to 5*
7. In your decision to book, how important you find the opportunity to bring your pet on board? *scale from 1 to 5*

**Part 6. Safety & Company:**

8. How safe you feel to sail for a week? *scale from 1 to 5*
9. How comfortable you feel to bring small kids on board? *scale from 1 to 5*
10. How comfortable you feel to share the boat with the skipper? *scale from 1 to 5*
11. How comfortable you feel to share the boat with strangers in order to share costs? *scale from 1 to 5*
12. How appealing do you find to spend your vacation sailing with your family? *scale from 1 to 5*
13. How appealing do you find to spend your vacation sailing with your friends? *scale from 1 to 5*

**Part 7. Marinas & facilities:**

14. How important you find access to the following services offered in marinas? A. Reliable Wifi, B. Café, C. Bar, D. Restaurant, E. Grocery store, F. Library and

workspace, G. Facilities for electric charge, H. Clean and safe environment, I. Transportation to other areas, J. Workout space. *scale from 1 to 5 for each*

**Part 8. Sailing & Massive cruises:**

15. If sailing and massive cruises had the same price, which one would you choose? A. *sailing*, B. *massive cruises*.
16. Do you consider climate change is such an important issue that it should be taken into account when planning our vacation? *yes/no*
17. In your opinion, how environmentally friendly you believe sailing is? *scale from 1 to 5*
18. Would you avoid massive cruises because of their environmental impact? *yes/no*
19. Please evaluate how important you find the following factors on your decision to choose sailing over massive cruises: A. Schedule flexibility, B. Customised vacations, C. Privacy, D. Proximity to nature, E. Possibility to plan your route, F. Relaxation, G. Unique destinations, H. Amenities, I. Cost, J. Safety, K. Gain knowledge, L. workout, M. Environmental impact. *scale from 1 to 5*

**Part 9. Booking:**

20. What amount of time you find more attractive to sail? A. *1 week*, B. *less*, C. *more*
21. How much would you be willing to spend to rent a boat with skipper for a week, per person? A. *<1000*, B. *1000-1500*, C. *1500+*
22. How informed you feel about this type of vacation? *scale from 1 to 5*
23. How did you learn about experience sailing tourism? A. *TV/Radio/Press*, B. *Friends*, C. *social media*, D. *Other*.
24. How important is a well-organised website on your decision to book? *scale from 1 to 5*
25. How do you prefer to book your sailing vacation? A. *Online platform*, B. *Company website*, C. *Person you know*, D. *other*.
26. At which level do reviews motivate you to book? *scale from 1 to 5*



## Annex C: Tables

### Annex C.1: Demographics

#### Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	46	22.5	22.5	22.5
	25-35	51	25.0	25.0	47.5
	35-45	46	22.5	22.5	70.1
	45-65	53	26.0	26.0	96.1
	>=65	8	3.9	3.9	100.0
	Total	204	100.0	100.0	

#### Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	121	59.3	59.3	59.3
	female	82	40.2	40.2	99.5
	other	1	.5	.5	100.0
	Total	204	100.0	100.0	

#### Level of education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	high school	39	19.1	19.1	19.1
	bachelor	76	37.3	37.3	56.4
	master	79	38.7	38.7	95.1
	phd	10	4.9	4.9	100.0
	Total	204	100.0	100.0	

#### Working condition

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	employee	113	55.4	55.4	55.4
	employer	39	19.1	19.1	74.5
	retired	14	6.9	6.9	81.4
	other	38	18.6	18.6	100.0
	Total	204	100.0	100.0	

### Income per year

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<15000	60	29.4	29.4	29.4
	15000-25000	75	36.8	36.8	66.2
	25000-45000	49	24.0	24.0	90.2
	>45000	20	9.8	9.8	100.0
	Total	204	100.0	100.0	

### Country of origin

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Greece	148	72.5	72.5	72.5
	European countries	45	22.1	22.1	94.6
	USA	4	2.0	2.0	96.6
	Latin America	1	.5	.5	97.1
	Asia	4	2.0	2.0	99.0
	Australia	2	1.0	1.0	100.0
	Total	204	100.0	100.0	

## Annex C.2: Tables for Chapter 4.1.2

**Group Statistics**

	have u sailed?	N	Mean	Std. Deviation	Std. Error Mean
Nausea	yes	139	2.60	1.438	.122
	no	65	2.94	1.210	.150
lack of amenities	yes	139	2.70	1.317	.112
	no	65	3.11	1.062	.132
lack of space	yes	139	2.71	1.332	.113
	no	65	3.23	1.196	.148
how important you consider good health to sail	yes	139	4.01	.985	.084
	no	65	4.00	1.075	.133
how important you consider physical condition to sail	yes	139	3.63	1.050	.089
	no	65	3.65	1.152	.143
safety	yes	139	4.53	.745	.063
	no	65	3.31	1.298	.161
how safe you feel to bring small kids on board	yes	139	3.55	1.246	.106
	no	65	2.43	1.118	.139
motivation to spend time with family on board	yes	139	4.31	.892	.076
	no	65	3.37	1.409	.175
motivation to spend time with friends on board	yes	139	4.71	.544	.046
	no	65	4.38	.963	.119

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						One-Sided p	Two-Sided p			Lower	Upper
Nausea	Equal variances assumed	9.072	.003	-1.623	202	.053	.106	-.334	.206	-.740	.072
	Equal variances not assumed			-1.728	146.699	.043	.086	-.334	.193	-.716	.048
lack of amenities	Equal variances assumed	10.152	.002	-2.196	202	.015	.029	-.410	.187	-.778	-.042
	Equal variances not assumed			-2.373	152.484	.009	.019	-.410	.173	-.751	-.069
lack of space	Equal variances assumed	3.715	.055	-2.711	202	.004	.007	-.526	.194	-.908	-.143
	Equal variances not assumed			-2.819	138.232	.003	.006	-.526	.186	-.894	-.157
how important you consider good health to sail	Equal variances assumed	1.966	.162	.094	202	.462	.925	.014	.152	-.286	.315
	Equal variances not assumed			.091	115.840	.464	.927	.014	.157	-.297	.326
how important you consider physical condition to sail	Equal variances assumed	1.312	.253	-.080	202	.468	.936	-.013	.163	-.334	.308
	Equal variances not assumed			-.078	115.403	.469	.938	-.013	.168	-.346	.320
safety	Equal variances assumed	42.734	<.001	8.529	202	<.001	<.001	1.225	.144	.942	1.508
	Equal variances not assumed			7.080	84.309	<.001	<.001	1.225	.173	.881	1.569
how safe you feel to bring small kids on board	Equal variances assumed	1.912	.168	6.193	202	<.001	<.001	1.123	.181	.766	1.481
	Equal variances not assumed			6.443	138.375	<.001	<.001	1.123	.174	.778	1.468
motivation to spend time with family on board	Equal variances assumed	29.189	<.001	5.778	202	<.001	<.001	.940	.163	.619	1.261
	Equal variances not assumed			4.936	88.751	<.001	<.001	.940	.190	.562	1.319
motivation to spend time with friends on board	Equal variances assumed	24.870	<.001	3.026	202	.001	.003	.320	.106	.112	.529
	Equal variances not assumed			2.501	83.684	.007	.014	.320	.128	.066	.575



**pet on board; it's effect on individual's decision to sail**

	Scale: 1(min) - 5(max)					Total
	1	2	3	4	5	
Frequency	69	25	41	27	42	204
Percent	33.8	12.3	20.1	13.2	20.6	100.0
Valid Percent	33.8	12.3	20.1	13.2	20.6	100.0
Cumulative Percent	33.8	46.1	66.2	79.4	100.0	

remote work; individual's motivation to combine it with sailing

	Scale: 1(min) - 5(max)					Total
	1	2	3	4	5	
Frequency	36	27	33	49	59	204
Percent	17.6	13.2	16.2	24.0	28.9	100.0
Valid Percent	17.6	13.2	16.2	24.0	28.9	100.0
Cumulative Percent	17.6	30.9	47.1	71.1	100.0	

**share the boat with strangers**

	Scale: 1(min) - 5(max)					Total
	1	2	3	4	5	
Frequency	77	47	44	29	7	204
Percent	37.7	23.0	21.6	14.2	3.4	100.0
Valid Percent	37.7	23.0	21.6	14.2	3.4	100.0
Cumulative Percent	37.7	60.8	82.4	96.6	100.0	

**Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
pet on board	204	1	5	2.75	1.542
remote work	204	1	5	3.33	1.461
share the boat with strangers	204	1	5	2.23	1.194
Valid N (listwise)	204				

### Annex C.3 Tables for Chapter 4.1.3

#### climate change; do you consider it while you plan your vacation?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	137	67.2	67.2	67.2
no	67	32.8	32.8	100.0
Total	204	100.0	100.0	

#### Would you avoid massive cruises due to their environmental impact?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	105	51.5	51.5	51.5
no	99	48.5	48.5	100.0
Total	204	100.0	100.0	

#### evaluation of how environmentally friendly sailing is estimated to be

	Scale: 1(min) - 5(max)				
	2	3	4	5	Total
Frequency	6	51	69	78	204
Percent	2.9	25.0	33.8	38.2	100.0
Valid Percent	2.9	25.0	33.8	38.2	100.0
Cumulative Percent	2.9	27.9	61.8	100.0	

#### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
sailing and cc	204	2	5	4.07	.865
Valid N (listwise)	204				

### Descriptives

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
flexibility	<15000	60	4.10	1.037	.134	3.83	4.37	1	5
	15000-25000	75	4.25	.871	.101	4.05	4.45	2	5
	25000-45000	49	4.04	.978	.140	3.76	4.32	1	5
	>45000	20	4.25	.786	.176	3.88	4.62	3	5
	Total	204	4.16	.939	.066	4.03	4.29	1	5
customised vacation	<15000	60	4.25	.968	.125	4.00	4.50	1	5
	15000-25000	75	4.41	.755	.087	4.24	4.59	2	5
	25000-45000	49	4.53	.739	.106	4.32	4.74	2	5
	>45000	20	4.35	1.089	.244	3.84	4.86	1	5
	Total	204	4.39	.855	.060	4.27	4.51	1	5
privacy	<15000	60	4.18	.965	.125	3.93	4.43	1	5
	15000-25000	75	4.35	.893	.103	4.14	4.55	2	5
	25000-45000	49	4.63	.602	.086	4.46	4.81	3	5
	>45000	20	4.50	.761	.170	4.14	4.86	3	5
	Total	204	4.38	.854	.060	4.26	4.50	1	5
proximity to nature	<15000	60	4.35	1.039	.134	4.08	4.62	1	5
	15000-25000	75	4.41	.824	.095	4.22	4.60	2	5
	25000-45000	49	4.41	.956	.137	4.13	4.68	1	5
	>45000	20	4.50	.889	.199	4.08	4.92	2	5
	Total	204	4.40	.923	.065	4.27	4.53	1	5
relaxation	<15000	60	4.25	1.019	.132	3.99	4.51	2	5
	15000-25000	75	4.29	.927	.107	4.08	4.51	1	5
	25000-45000	49	4.43	.935	.134	4.16	4.70	1	5
	>45000	20	4.25	.967	.216	3.80	4.70	2	5
	Total	204	4.31	.956	.067	4.18	4.44	1	5
unique destinations	<15000	60	4.40	.848	.109	4.18	4.62	2	5
	15000-25000	75	4.60	.637	.074	4.45	4.75	3	5
	25000-45000	49	4.69	.619	.088	4.52	4.87	3	5
	>45000	20	4.55	.887	.198	4.13	4.97	2	5
	Total	204	4.56	.730	.051	4.46	4.66	2	5
env impact	<15000	60	3.48	1.420	.183	3.12	3.85	1	5
	15000-25000	75	3.81	1.135	.131	3.55	4.07	1	5
	25000-45000	49	3.76	1.109	.158	3.44	4.07	1	5
	>45000	20	3.05	1.099	.246	2.54	3.56	1	5
	Total	204	3.63	1.231	.086	3.46	3.80	1	5

### ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
flexibility	Between Groups	1.725	3	.575	.649	.584
	Within Groups	177.255	200	.886		
	Total	178.980	203			
customised vacation	Between Groups	2.216	3	.739	1.011	.389
	Within Groups	146.191	200	.731		
	Total	148.407	203			
privacy	Between Groups	5.819	3	1.940	2.725	.045
	Within Groups	142.358	200	.712		
	Total	148.176	203			
proximity to nature	Between Groups	.366	3	.122	.141	.935
	Within Groups	172.673	200	.863		
	Total	173.039	203			
relaxation	Between Groups	.997	3	.332	.360	.782
	Within Groups	184.547	200	.923		
	Total	185.544	203			
unique destinations	Between Groups	2.536	3	.845	1.599	.191
	Within Groups	105.758	200	.529		
	Total	108.294	203			
env impact	Between Groups	11.305	3	3.768	2.543	.057
	Within Groups	296.381	200	1.482		
	Total	307.686	203			

## Annex C.4 Tables for Chapter 4.1.4

### Paired Samples Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	restaurant	3.84	204	1.116	.078
	bar	3.40	204	1.258	.088
Pair 2	restaurant	3.84	204	1.116	.078
	grocery store	4.11	204	1.082	.076
Pair 3	bar	3.40	204	1.258	.088
	grocery store	4.11	204	1.082	.076
Pair 4	restaurant	3.84	204	1.116	.078
	facilities for electric charging	4.21	204	1.118	.078
Pair 5	facilities for electric charging	4.21	204	1.118	.078
	bar	3.40	204	1.258	.088
Pair 6	facilities for electric charging	4.21	204	1.118	.078
	grocery store	4.11	204	1.082	.076

### Paired Samples Test

		Paired Differences					t	df	Significance	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				One-Sided p	Two-Sided p
					Lower	Upper				
Pair 1	restaurant - bar	.441	1.158	.081	.281	.601	5.441	203	<.001	<.001
Pair 2	restaurant - grocery store	-.265	1.203	.084	-.431	-.099	-3.143	203	<.001	.002
Pair 3	bar - grocery store	-.706	1.369	.096	-.895	-.517	-7.365	203	<.001	<.001
Pair 4	restaurant - facilities for electric charging	-.368	1.308	.092	-.548	-.187	-4.014	203	<.001	<.001
Pair 5	facilities for electric charging - bar	.809	1.587	.111	.590	1.028	7.277	203	<.001	<.001
Pair 6	facilities for electric charging - grocery store	.103	1.398	.098	-.090	.296	1.052	203	.147	.294

## Annex C.5 Tables for Chapter 4.1.5

### Group Statistics

	have u sailed?	N	Mean	Std. Deviation	Std. Error Mean
informed	yes	139	4.36	.868	.074
	no	65	2.40	1.423	.177
importance of website	yes	139	3.99	1.110	.094
	no	65	4.32	.920	.114
reviews	yes	139	3.73	1.114	.094
	no	65	3.80	1.064	.132

### Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						One-Sided p	Two-Sided p			Lower	Upper
informed	Equal variances assumed	33.191	<.001	12.127	202	<.001	<.001	1.960	.162	1.641	2.278
	Equal variances not assumed			10.247	86.996	<.001	<.001	1.960	.191	1.580	2.340
importance of website	Equal variances assumed	.902	.343	-2.132	202	.017	.034	-.337	.158	-.650	-.025
	Equal variances not assumed			-2.281	148.729	.012	.024	-.337	.148	-.630	-.045
reviews	Equal variances assumed	.555	.457	-.401	202	.344	.689	-.066	.165	-.392	.259
	Equal variances not assumed			-.408	130.532	.342	.684	-.066	.162	-.387	.255

money for 1 week per person

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<1000	130	63.7	63.7	63.7
	1000-1500	56	27.5	27.5	91.2
	>1500	18	8.8	8.8	100.0
	Total	204	100.0	100.0	

### Preferred method of booking a sailing boat

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	online platform	53	26.0	26.0	26.0
	company	49	24.0	24.0	50.0
	person you know	88	43.1	43.1	93.1
	other	14	6.9	6.9	100.0
	Total	204	100.0	100.0	

### how many persons on board?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	17	8.3	12.1	12.1
	4	43	21.1	30.7	42.9
	6	43	21.1	30.7	73.6
	>6	36	17.6	25.7	99.3
	5	1	.5	.7	100.0
	Total	140	68.6	100.0	
	Missing	System	64	31.4	
Total		204	100.0		

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
how you like booking	204	1	4	2.31	.935
how many persons	140	1	5	2.72	1.004
money for 1 week per person	204	1	3	1.45	.653
Valid N (listwise)	140				