



The Offer and the Importance of Culture and Art in the Business Tourism Sector

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Abstract

Hotel businesses often look for ways to differentiate themselves and offer a new experience to their guests. Partnering with the creative industry can play an important role. In this context, many hotels are closely linked to various forms of culture and are an important part of the creative industry. This relationship impacts on local cultures as tourism businesses act as an object to enhance and promote the culture of a community and provide a diverse and experiential experience for visitors. In this way, many hotels contain artwork and design elements within their premises, aiming to showcase local culture and encourage creativity. Guests can enjoy a pleasant atmosphere based on local art and design, and the inclusion of painting, music, theatre, music and dance events and gastronomy festivals seem to help occupancy and the possibility of high room rates in the hotel business.

Keywords: local cultures experiential experience, music and dance events, gastronomy festivals.

1. Introduction

Tourism is a multifaceted phenomenon, as different perspectives give different interpretations. The tourist intends to travel with the aim of relaxation and entertainment, and the destination he/she visits will have revenues from this activity; these revenues stimulate business activity in order to enhance economic inputs, while, at the same time, business activity affects the labor sector by providing new jobs (Laloumis, 2018). Tourism contributes to the development of the individual sectors with which it is associated and to the overall development of the country. Infrastructure projects (roads, airports, ports) are carried out to better serve tourists. The construction sector is significantly affected (building of hotels, accommodation, businesses), as well as all services linked to tourism (accommodation services, hotel equipment, etc.). The primary sector is equally affected, due to the increase in demand for agricultural products and raw materials, as well as the movement of their foodstuffs throughout the country. The economy is favored at all levels because jobs are increasing to fill positions in hotels, travel agencies, industries and souvenir and tour guides (Sergopoulos, 2021; Fragiadoulakis, 2019).

2. Hotels and culture

Hotels as a form of business provide temporary accommodation to travelers seeking comfort and services during their travels. They vary in size, luxury and the provision of services such as catering, leisure, conferences and events.

As businesses, they are closely related to various forms of culture as they function to enhance and promote the culture of a community and provide a diverse and experiential stay for guests. Each form of culture is unique and includes a multitude of aspects that make it particular in the way it expresses and evolves. Hotel businesses that exemplarily incorporate art into their services have a preference for the desires of guests, elevating the hospitality experience. We mention the following.

2.1 *Hotel Du Petit Moulin Paris*¹ | *Le Marais*²



Rated 9 - Excellent. Rated as excellent.

514 reviews Double room price 354-515 4star 100% value for money on booking

Impressive 17th century historic building designed by the French fashion designer Christian Lacroix. Its rich and evocative decoration reflects all the elements that make up the very special district of the Marais: history, art and culture. Each room has different art elements which change the atmosphere and aesthetics, creating theatrical, charming settings. Bold colors inspired by the 1960s, plush fabrics, leather sofas, green corridors covered with polka dot carpets, lead to rooms influenced by Baroque, Rococo and fashion, showcasing Lacroix's artistic eye. Accommodation at the hotel costs €460 per double and in the reviews, guests mention, among other things, its beautiful decoration.

¹

https://www.google.com/search?q=hotel+lou+pinet+saint+tropez&sca_esv=bf0162ff70821237&sxsrf=A_DLYWILIP8_b8dVmOjpYuOkbm74RICwQqw%3A1716654224274&ei=kBBSZqGt

² <https://www.booking.com/hotel/fr/du-petit-moulin.el.html?activeTab=photosGallery>.

2.2 *Domaine Des Etangs in Western³ France*



With a score of 9,5 - Excellent. Rated as excellent.

350 reviews Double room price 494-2254 5star 92% value for money on booking

A special journey through time and the Romantic era is offered by the Domaine des Etangs, a restored castle, with its turrets and the enchanting backdrop of a dense forest. On the neighboring Haute Charente lakes, visitors can go rowing, cycling and hiking. The bedrooms are divided into independent buildings around the perimeter of the garden. The dreamy yet dynamic décor combines luxurious elements with references to the Romanticism movement that prevailed in France at the end of the 18th century. The hotel also has a spa for wellness sessions, while the Dyades restaurant uses raw materials produced on the hotel's own land.

2.3 *Schlosshotel⁴ Kronberg⁵ in Frankfurt*



Rated 9.4 - Excellent. Rated as excellent.

1298 reviews Double room price 239-405 5star 84% value for money on booking

³ <https://www.booking.com/hotel/fr/domaine-des-etangs-massignac.fr.html?aid=311089&label=domaine-des-etangs-massignac-1sr7dclDFBhe5fRhQtwKQgS494894707171%3Apl%3Aata%3A>.

⁴ https://www.booking.com/hotel/de/schlosshotel-kronberg.de.html?aid=311092&label=hotel-72455-de-qSJak9H9q5vxGIq09v2*tgS388961545865%3Apl%3Aata%3Apl%3Aap21.093.000%3Aac.

An impressive castle with a long history built in 1893 and was the residence of the German Empress Victoria Friedrich (1840-1901). Today, visitors staying here have the opportunity to admire the collection of works by Rubens, Titian and Gainsborough as well as original antiques, Limoges porcelain, Venetian mirrors and impressive stained glass. The hotel has a golf course, an excellent restaurant, Beauty Cottage beauty salon and many other facilities and services. The 62 rooms and suites on the four floors of the hotel are exuberantly decorated with chandeliers and ornate tapestries. From their windows, the view of the Schlosspark is privileged. Guests can enjoy afternoon tea in the Empress's library, drinks in Jimmy's bar, dinner in the Castle Restaurant and relaxing on the terrace at the Schlosshotel Kronberg.

2.4 Galleria⁶ Vik⁷



With a score of 9,8 - Excellent. Rated as excellent.

1176 reviews Double room price 685-1140 5star 76% value for money on booking

With bold murals, imposing sculptures combine the hotel with the contemporary art gallery. Housed inside the Galleria Vittorio Emanuele II, an architectural landmark of Milan, it is inspired by the creative spirit of the city, transforming its 89 rooms and suites into unique exhibition spaces featuring the works of famous artists. All spaces contain the city's robust artistic heritage, offering a tour of its history, culture, architecture, past and present. Visitors can start from the Duomo and the famous La Scala, to then tour the Osservatorio Fondazione Prada and Massimo de Carlo galleries, which inspire the artistic side of Galleria Vik.

⁶ <https://www.booking.com/hotel/it/town-house-galleria.el.html?aid=311101&label=hotel-14877-it-zNn5JHDjuyORhDj17fwnzgS392961136001%3Apl%3Aata%3Aap1%3Aap2%3Aac%3Aap%3Ane>.

⁷

https://www.google.com/search?q=galleria+vik+milano+hotel&oq=+GALLERIA+VIK+&gs_lcrp=EgZjaHJvbWUqCAGCEAAYFhgeMgYIABBFgDkyCAGBEAAYFhgeMggIAhAAGBYHjIICAMQABg.

2.5 Hotel⁸ Lou Pinet⁹



With a score of 9,8 - Excellent. Rated as excellent.

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2.6 Hotel¹⁰ Lou Pinet¹¹



Rated 8.9 - Rated as excellent.

112 reviews Double room price 910-1834 5star 79% value for money on booking

⁸

https://www.google.com/search?gs_ssp=eJzj4tVP1zcoTMs2TssyMzE3YLRSMagwNEpOTTZPSO4zMrVISjS1tDKoSE4zSDIzs7AoNrRIM7VM9JLJyC9JzVHIyS9VKMjMSy1RKE7MzCtRKCnKLoitAgDm.

⁹ <https://www.loupinet.com/suites-rooms.>

¹⁰

https://www.google.com/search?gs_ssp=eJzj4tVP1zcoTMs2TssyMzE3YLRSMagwNEpOTTZPSO4zMrVISjS1tDKoSE4zSDIzs7AoNrRIM7VM9JLJyC9JzVHIyS9VKMjMSy1RKE7MzCtRKCnKLoitAgDm.

¹¹ <https://www.loupinet.com/suites-rooms.>

Surrounded by tall pine trees that protect it from prying eyes, Lou Pinet evokes the spirit of the French Riviera: culture, gastronomy, well-being. The owners' dream of reviving the glory days of St Tropez was made a reality by interior designer-architect Charles Zana. Elegant vintage references, artwork and sculptures throughout, and custom-designed furniture create a haven for eclectic tastes. Wood, stone, textiles, terracotta and wicker dominate the 34 rooms and suites. The stark image of natural materials is balanced by abstract colorful graphic designs on the walls, giving a lighter effect.

2.7 Byblos Art Hotel Villa¹² Amista¹³ in Verona



With a rating of 8.8 - Rated 8.8 - Rated as excellent.
347 reviews Double room price 301-1081 5star 82% value for money on booking

The palazzo that houses the eccentric Villa Amistà is built on the remains of a 15th century mansion. Its Venetian references, still preserved today, were added by the Italian architect Ignazio Pellegrini. Inside, traces of both periods can be seen, but what strikes the visitor is the marriage of old architectural elements with contemporary design, signed by Alessandros Mendini. The renowned architect and designer has created a “Furniture Salon” with creations by famous designers such as Ron Arad, Philippe Starck, Marcel Wanders, Ettore Sottsass, Eero Saarinen, Eero Aarnio and others. But apart from design, Byblos Art Hotel Villa Amistà also loves contemporary art. Each of the 58 rooms, as well as all the public areas, are decorated with paintings and sculptures by internationally renowned artists.

Music, gastronomy and cultural events are also forms of culture that are linked to the hotel business and make it particularly competitive in the tourism sector. Hotels often host musical events, concerts or other forms of entertainment that reflect the music and culture of the region. They cooperate with local organizations and provide support for social and cultural projects. They showcase local culture through gastronomy, offering local dishes and giving guests the opportunity to explore local flavors.

¹² <https://www.booking.com/hotel/it/byblos-art-villa-amista.el.html?aid=311101&label=hotel-83820-it-4jCqiaJan336CsjHoYfV1gS392397380378%3Apl%3Aata%3Apl%3Ap2%3Aac%3Aap%3Ane>.

¹³

https://www.google.com/search?q=BYBLOS+ART+HOTEL+VILLA+AMISTA&oq=BYBLOS+ART+HOTEL+VILLA+AMISTA&gs_lcrp=EgZjaHJvbWUyBggAEEUYOTIICAEQABgWGB4yCAGCEAAyFhgeMgg.

2.8 Elysium Resort & Spa¹⁴ in Rhodes¹⁵ -Local Gourmet Festival



Rated 9 - Rated excellent.

539 reviews Double room price 166-516 4star 82% value for money on booking

It held a gastronomy festival in 2018 which focused on the evolution of Rhodian cuisine and aimed at promoting and promoting local gastronomy. An important element was the participation of Rhodes producers as the ingredients used in the menu dishes came from the local market. The festival lasted 6 days with local Rhodian callings, a festival of Cretan specialties, from the fairytale gourmet from Macedonia, while the last day included a tasting event with a menu of 12 Rhodian dishes. Celebrity chefs from all over Greece attended and created dishes for guests (rodiaki.gr). Many hotels encourage guests to participate in local events and festivals, offering information and support for participation.

3. Ways of interacting with culture

Hotels influence and are influenced by local culture, contributing to the diversity and experience of their guests. Through these connections, they can offer a more authentic and interesting stay.

¹⁴ https://www.booking.com/hotel/gr/elysium-kallithea-rhodes.el.html?aid=318615&label=New_Greek_EL_GR_27026349385-QXtLJSPeIP_8oJobr3yCkwS217289183938%3Apl%3Aa%3Ap1%3A.

¹⁵

https://www.google.com/search?q=ELYSIUM+RESORT+%26+SPA+%CE%A3%CE%A4%CE%97+%CE%A1%CE%9F%CE%94%CE%9F&oq=ELYSIUM+RESORT+%26+SPA+%CE%A3%CE%A4%CE%97+%CE%A1%CE%9F%CE%94%CE%9F+&gs_lcrp=EgZjaHJvbWUyBggAEEUYOTIHCAEQIRigAdIBCTk1NjFqMGoxNagCCbACAO&sourceid=chrome&ie=UTF-8#lpg=ik:CAoSLEFGMVfpcEowTGxrZ3hHNFd4MnRjVFg3SEd5SlR4UFF6MlhJcGhEQULENnpV.

3.1 *Hotel¹⁶ to Kalesma¹⁷ Mykonos*



Rated 9 - Rated excellent.

21 reviews Double room price 820 4star 79% value for money on booking

In this context, in 2023 and every July it organizes and presents “The Light of Apollo” a performance that combines contemporary dance, music and movement. The show was an important and special cultural event for the Greek hotel business. The hotel receives many more guests after this initiative ¹⁸.

Some of the ways in which hotel facilities interact with culture and contribute to the creative industry are:

- The Promotion of Cultural Tourism. Many hotels offer cultural tourism packages to visitors such as visits to museums, historical monuments, cultural corridor packages, nature walks, traditional gastronomy courses and in this way, they promote the culture of the region while creatively engaging their customers (Li et al., 2022; Manola & Koufadakis, 2020).
- Collaboration with Local Artists and Arts. In this way they promote local arts within their facilities.
- Organization of Cultural Events. Many hotels organize cultural events such as music festivals, theatre performances and local art exhibitions.
- Combination of Architectural tradition and Culture. Architectural design can highlight local tradition.
- Education and Information. The hotels provide information about local culture. (Manola et al., 2022; Manola, 2019).

¹⁶ https://www.airnews.gr/wp-content/uploads/2023/06/Light-of-Apollo_03.jpg.

¹⁷ https://www.booking.com/hotel/gr/kalesma-mykonos.el.html?aid=356938&label=metagha-link-LUGR-hotel-6085384_dev-desktop_lo-1_bw-3_dow-Thursday_defdate-1_room-0_gstadt-2_r.

¹⁸

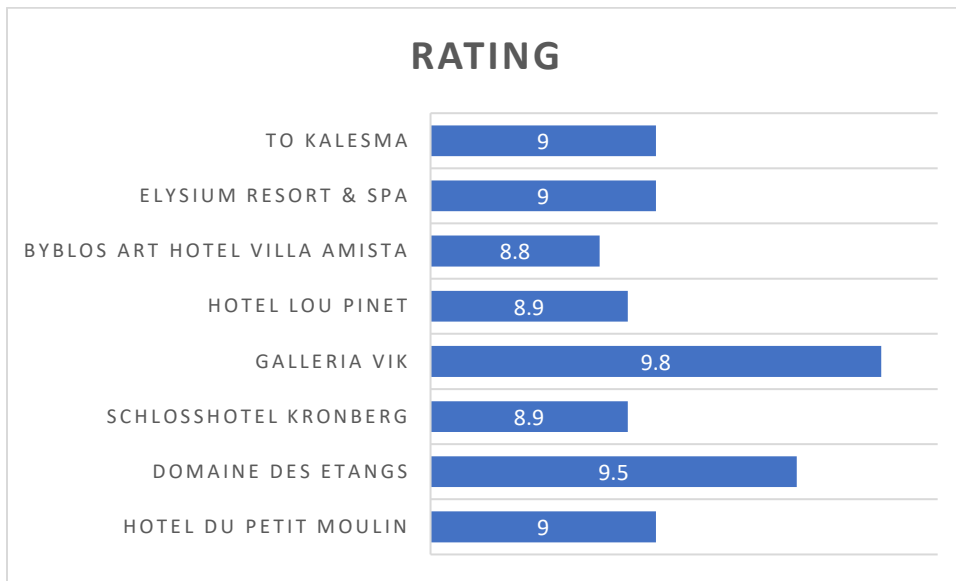
https://www.google.com/search?q=%CE%9E%CE%95%CE%9D%CE%9F%CE%94%CE%9F%CE%A7%CE%95%CE%99%CE%9F+%CE%A4%CE%9F+KALESMA+MYKONOS&sca_esv=274f1da98f794c68&hotel_occupancy=2&sxsrf=ADLYWIJmeMoWhqiZhrZvgCiw7KVq55xPNQ%3A1716.

4. Tables and charts for data comparison

4.1 Table 1. Data summary of the above hotels

Hotel	Location	Rating	Comments	Stars	Double room Price	Quality / price ratio
<i>Hotel du Petit Moulin</i>	Paris	9	514	4	354-515	100%
<i>Domaine des Etangs</i>	Western France	9.5	350	5	494-2254	92%
<i>Schlosshotel Kronberg</i>	Frankfurt	8.9	1298	5	239-405	84%
<i>Galleria Vik</i>	Milan	9.8	1176	5	685-1140	76%
<i>Hotel Lou Pinet</i>	Saint-Tropez	8.9	113	5	910-1834	79%
<i>Byblos Art Hotel Villa Amista</i>	Verona	8.8	347	5	301-1081	82%
<i>Elysium Resort & Spa</i>	Rhodes	9	539	4	166-516	82%
<i>To Kalesma</i>	Mykonos	9	21	4	820	79%

4.2 Chart 1. Comparison of ratings



The scores of the surveyed hotels range from 8.8 to 9.8, indicating that all hotels offer high quality accommodation services that satisfy their clientele. Therefore, it is reasonable to say that cultural characteristics are a determining factor with a positive sign in the accommodation evaluation process.

4.3 Chart 1. Quality and price comparison

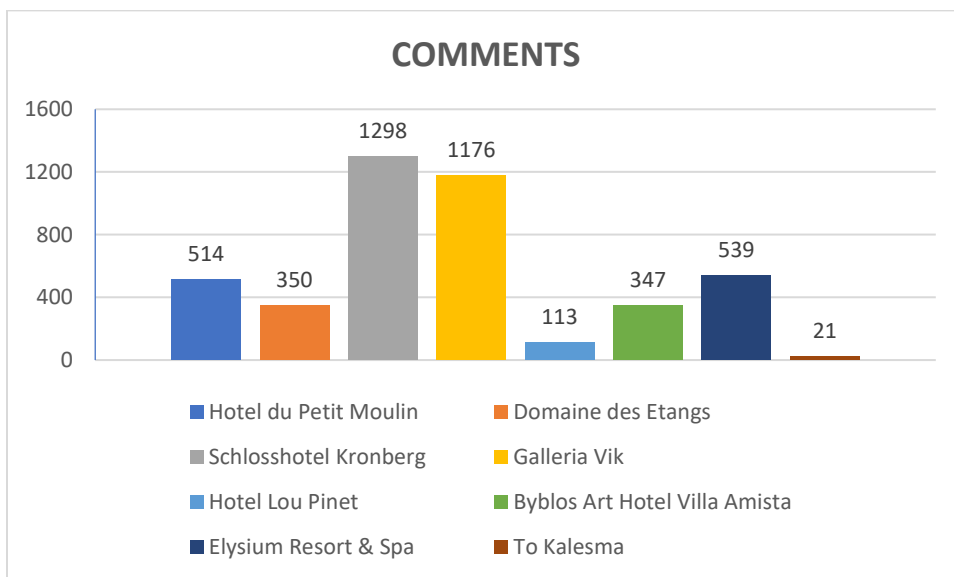


Hotel du Petit Moulin has an excellent value for money (100%), which guests feel they are getting excellent value for money.

Domaine des Etangs (92%), **Schlosshotel Kronberg** (84%), **Byblos Art Hotel Villa** (82%) and **Elysium Resort & Spa** (82%) also show good value for money.

Galleria Vik shows the lowest value for money (76%), which may suggest that its high prices are not always justified by the experience, and possibly that the value for money is not being returned with the quality of the services/goods provided.

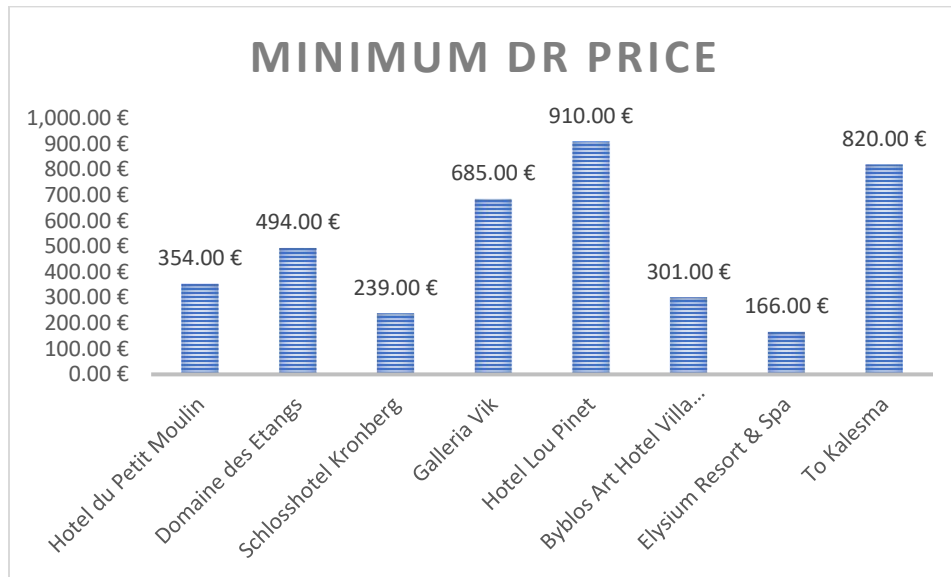
4.4 Chart 3. Comparison of comments



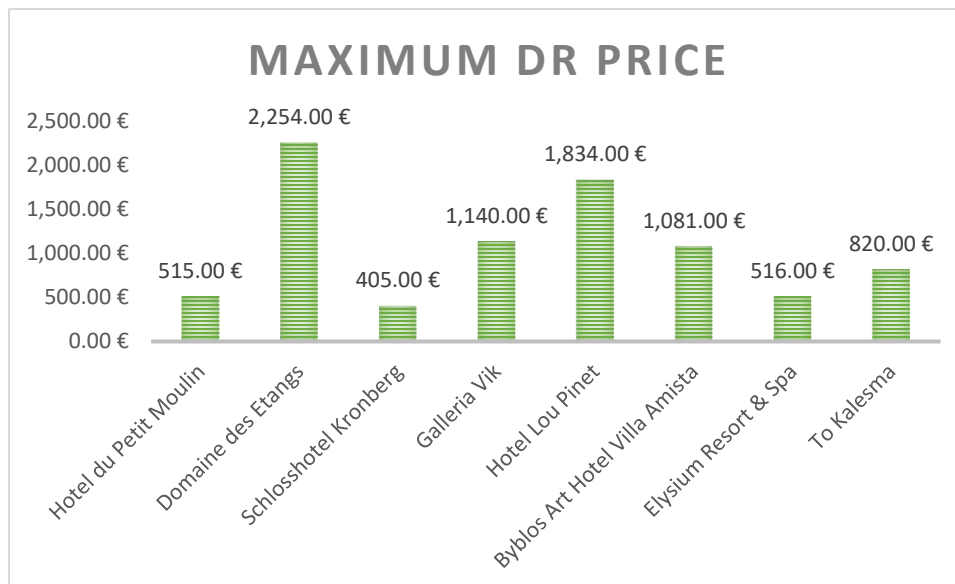
Hotel **Schlosshotel Kronberg** has the highest number of comments (1298), which indicates a high popularity and interest from visitors. At the same time, the **Galleria Vik**, which had the highest booking score and the lowest value for money comparison, receives an equally

significant number of comments (1176), making it popular. In theory, most of these hotel properties pique the interest of visitors and provide a trigger for them to convey their experience in the form of a review. **To Kalesma** with the lowest number of comments (21), while located in an area with high tourist arrivals – Mykonos – should implement practices to encourage guests to provide feedback on their stay at the accommodation.

4.5 Chart 2. Minimum double room price comparison



4.6 Chart 5. Maximum double room price comparison



- The highest prices are recorded at **Domaine des Etangs** (494-2254 €) **Hotel Lou Pinet** (910-2050 €) and **Galleria Vik** (685-1140 €), suggesting a luxurious and potentially unique accommodation experience.

- **Schlosshotel Kronberg** and **Elysium Resort & Spa** have the lowest prices (239-405 € and 166-516 € respectively), deeming them more affordable compared to other hotel accommodation.
- **To Kalesma** has a fixed price policy as the maximum and minimum price are identical at 820 €.
- While some others show a wide price variation **Hotel du Petit Moulin** and **Byblos Art Hotel Villa Amista**, characterizing them as medium priced and considering them attractive for different categories of visitors.

4.7 Conclusions of the above research

There is a clear correlation between the type of cultural experience on offer and rental prices. Luxury-focused hotels have higher prices, as they offer personalized services and unique experiences. Whereas, historic and traditional hotels typically offer affordable rates for luxury accommodation, making them attractive to visitors looking to combine history and luxury with a more affordable budget.

Additionally, although many properties have a relatively low value-for-money comparison rate, the ratings and reviews do not reflect any dissatisfaction. On the contrary, the ratings in the hotels surveyed are characterized as excellent, and in most of them, there is an abundance of comments. Therefore, the culture “justifies” the high rental prices of the accommodation.

To recapitulate, culture has a key role in upgrading the hotel business. The emphasis on history, tradition, art and wellness creates a superior level of accommodation that not only justifies higher prices but also enhances customer satisfaction and loyalty. Together, culture is emerging as a critical factor in the upgrading and success of accommodation.

5. Creative industries and new technologies

In the creative industry, businesses often produce products or services based on a high level of creative and artistic skills. The concept of the creative industry refers to a sector of economic activity that focuses on creativity, design, and innovation. This sector includes various industries such as art, fashion, communications, advertising, music, film, cinema, new technologies and other sectors where creative expression and innovation play a central role.

The creative industries combine with new technologies such as virtual reality, artificial intelligence, and others to create innovative products and experiences. It represents an important sector that combines the economy with art and innovation. Some ways in which hotels can combine their activities with the creative industry include:

- **Interior Design:** Working with interior designers and artists can enhance the design of rooms and public spaces, adding artistic elements and special details that make the hotel special.
- **Events and Cultural Programs:** Organizing cultural events, art exhibitions, concerts and other events can provide guests with a rich experience and enhance the hotel's reputation.
- **Collaboration with Local Artists:** Some hotels work with local artists to create unique works of art, while others showcase local talent through special exhibitions.
- **Technological Innovations:** Some hotels are implementing technological innovations, such as virtual reality, to provide a unique experience for their guests.

Technology today includes fast Wi-Fi in rooms and public areas, smart locks on doors that can be unlocked with a smartphone, technology for contactless payments, kiosks or mobile apps for digital check-in, video conferencing systems in meeting rooms and even robots that deliver room service.

The aim is to improve the guest experience, meet their needs to the maximum extent possible, optimize hotel operations, increase revenues and of course differentiate the hotel from the competition.

6. Technology and hotel business

The use of technology in a hotel is important because it can enable greater efficiency and reduce human error. Important in the hotel industry is the management system through which all hotel operations go through. Hoteliers use a PMS to manage reservations, check guests in and out, and perform billing. Also, important technological applications in hotel operations are contactless payments. Smart Rooms that allow guests to easily customize their room to their needs are a huge benefit to the guest experience as they also benefit hotels, due to the fact that they can reduce operating costs related to energy use. In addition, Internet of Things is considered one of the top new technology trends in the hospitality industry. as it allows various devices to be connected via the internet and controlled from a central source, such as a phone or tablet. Guests can thus control the temperature and lighting or coordinate the alarm clock, curtain opening, and lights together. Not to be omitted is Big data, which is a large collection of data that businesses can collect from consumers (Manola & Raftopoulos, 2024; Manola, 2024a).

In this way, a hotel can adapt its services according to the needs and interests of its guests. These trends and applications of hotel technology can free up employees' time to focus on higher quality and personalized services. Room sensors, which operate according to the movement in a room, and in this way the hotel saves on wasted energy and the corresponding costs. Another important application is the virtual tours of tourists to the locations they want to visit before they enter the process of realization (Manola, 2024b).

7. Local economy and sustainability

Entrepreneurship, tourism and culture are directly linked and interdependent concepts. Tourists are motivated to travel to a country taking into account both the cultural factor and their desire to come into contact with cultural elements of the destination country. Their visit and satisfaction with the services provided creates a positive experience and the desire to repeat the trip or motivate friends and acquaintances to travel (Maniou, 2024b; Maniou, 2024c). The needs of these travelers should be met by products and services enhancing the development of entrepreneurship and creating new jobs. The tourist who is interested in contact with the culture of the country is also a solution to the seasonality phenomenon, as he is willing to travel outside the summer months (Maniou, 2023; Maniou, 2024a; Manola & Balermipas, 2020; Argyros & al., 2024).

Working with local communities and local creators can boost the local economy and create an authentic experience for visitors based on personal contact and hands-on experience. Hotels are closely linked to various forms of culture and are an important part of the creative industry. This relationship influences both hotel institutions and local cultures (Mitoula & Astaras, 2012). Some ways in which hotel facilities interact with culture and contribute to the creative industry are: An important factor for a good accommodation is sustainability. Reducing waste, using renewable energy sources, adopting environmentally friendly practices and offering cultural activities are some key components contributing to the preservation of the environment and local

communities (Economou & Mitoula, 2018). Package tours and experiences that highlight local culture, gastronomy, nature help customers to have more authentic experiences often better than their expectations (Mitoula, 2014; Manola & Papagrighoriou, 2020).

8. Conclusion

Culture is an integral part of the tourism product and has shaped an entire market for services. The revenue generated by tourist arrivals is used for accommodation, catering, visits to archaeological sites and monuments, and more generally for their shopping (souvenirs, leisure activities, etc.), while at the same time promoting the development of entrepreneurship.

In conclusion, culture and art are an attraction for tourists with economic benefits for the country in all sectors and boosting entrepreneurship especially if there are accommodations that offer comfort and quality environment for travelers. The use of modern technology in tourist accommodation offers personalized experiences for visitors that help to provide better service.

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