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| Name of the Applicant:   | Γιώργος Απλαδάς – George Apladas  |
| Period of Studies:       | November 2019 – December 2022   |
| PhD Title (provisional): | The impact of local food on travelers' experience   |
| Summary:                 | <p>The proposed doctoral research programme aims to investigate the holistic (before, during the trip, and after its completion) effect of the value of Cretan local products on the perceptions, attitudes and experience of visitors (tourists) in Crete. Local products are considered a valuable resource in tourism, which can be used by service providers such as restaurants and hotels, as well as regional and national tourism development organizations for marketing activities related to the development and promotion of tourist destinations. "Local food" has the potential to enhance the visitor experience by connecting visitors to the destination area and its culture. The modern literature explores the connection of traditional and local products (food and beverages) with tourism and specifically with the experience of visitors.</p> <p>The thesis aims to show the underlying factors of the food image of the destination of Crete and the relationship between the image of the destination and the intention of the travelers. In essence, it seeks to define the importance of gastronomic tourism and how local products can be used as a tool to purchase a destination. In this context, individual research objectives will be set related to the impact of local products at each stage of visitors' purchasing behaviour process.</p> <p>The setting of the proposed research programme is defined as the wider region of Crete, one of the most popular tourist destinations in the Mediterranean, which produces local products of high nutritional value associated with the Mediterranean diet and are internationally recognized. The proposed dissertation is expected to contribute to the wider field of tourism marketing by providing results that on the one hand will verify existing theoretical models or propose new ones, and on the other hand will provide for the first time empirical data from the region of Crete, which are considered valuable for the reform of the Greek tourist product.</p> |
| Research output:         | <ul style="list-style-type: none"> <li>▪ Apladas G., Apostolakis A., Kourgiantakis M., (2021), "<i>First Time and Repeat Visitors' Spending on Local Food Products – The Case of Crete</i>", Presented at the 9<sup>th</sup> International Scientific Conference ICCMI 2021 – Naxos 3 – 5 September 2021</li> <li>▪ Apladas G., Apostolakis A., and Kourgiantakis M., (2022), "<i>Segmentation of Visitors to Crete Based on their Gastronomic Motivation</i>", 10<sup>th</sup> International Conference on Contemporary Marketing Issues, 8 – 10 July, Naxos, Greece</li> </ul>  |