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Table of Contents:

1	Designing an Adventure Tourism Package from the Preferences of the Visitors Mauricio CARVACHE-FRANCO, Wilmer CARVACHE-FRANCO, Orly CARVACHE-FRANCO, Aldo ALVAREZ-RISCO, Miguel ORDEN-MEJÍA, Xavier RECALDE-LINO	305
2	Stakeholders' Synergies in Developing Smart Tourism Destination. A Phenomenographic Study Nurdin HIDAYAH, Herlan SUHERLAN, Fajar Kusnadi Kusumah PUTRA	313
3	Antecedents of Tourists' Intentions to Visit in the Context of Coffee Tourism Usep SUHUD, Mamoon ALLAN, Vanessa GAFFAR	324
4	Theoretical and Methodological Fundamentals of the Modern Paradigm of Quality Management in the Field of Tourism Vadym Viktorovych BAYEV, Ivan Stepanovych BAKHOV, Tetiana Vitaliivna MIRZODAEVA, Olena ROZMETOVA, Nataliya BORETSKAYA	338
5	Tourism Sustainability Strategy during New Normal Period for "Balkondes" in Borobudur Area Andhatu ACHSA, Rian DESTININGSIH, Fitrah Sari ISLAMI, Ivo NOVITANINGTYAS, Budi RAHARDJO	346
6	The Impact of Revolutions and Terrorist Attacks on Tourism. Case Study: Egypt Daniel BAKOTA, Magdalena MORGA, Arkadiusz PLOMINSKI, Mariusz RZETALA	354
7	Assessment of Service Quality of Leisure Center and the Intention to Revisit a Destination Ahmed ALSHIHA	367
8	Tourist Attraction Satisfaction Factors from Online Reviews. A Case Study of Tourist Attractions In Thailand Vimolboon CHERAPANUKORN, Prompong SUGUNNASIL	379
9	Challenges to Tourism Development in Sub-Saharan Africa. A Case of Malawi Mathews LAMBULIRA, Felix G. BELLO	391
10	Analyzing the Factors that Influence the Entrepreneur Business Performance of Tourism Destination of Kuala Terengganu City Centre, Malaysia Muhammad Abi Sofian Abdul HALIM, Nurul Farahiyah AWANG, Khatijah OMAR, Jumadil SAPUTRA, Siti Nor Adawiyah Azzahra KAMARUDDIN, Hazman SAMSUDIN	403
11	Beach Area Development Strategy as the Prime Tourism Area in Indonesia HAILUDDIN, Mukmin SURYATNI, Imamudin YULIADI, Syarwani CANON, SYAPARUDDIN, ENDRI	414
12	Banking Risks and Lending to Tourism and Hotel Businesses amid the COVID-19 Pandemic Gulnur KOZHAMZHAROVA, Lutpulla OMARBAKIYEV, Oksana KOGUT, Saule ZHUMASHEVA, Anelya SAULEMBEKOVA, Gulnar ABDRAKHMANOVA	427
13	The Effect of Social Marketing Strategy on Urban Tourism Growth and Economic Development in Zanjan, Iran Toktam SALARI, Omar YOUSEFI, Hossein AZIMI	438

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14	A Literature Review of Efficiency Issues in Tourism Abylkair ASKEYEV, Raissa BAIZHLOVA	445
15	Cultural Tourism in Developed Island Tourist Destinations: The Development of an Alternative Tourism Model In Corfu Georgios KONTOGEOGRIS, Nikolaos VAROTSIS	456
16	Hotellogy - A New Branch of Philosophy of Science SUGIYANTO, Ardi SURWIYANTA, Hermawan PRASETYANTO, MUSOLI	466
17	Sustainable Tourism Recovery amid the COVID-19 Pandemic. The Case Study of the Phuket Sandbox Scheme Hongrui ZHU, Mehri YASAMI	477
18	Study of the Effects of Marketing Mix and Service Quality on Tourists' Decisions Dwi Septi HARYANI, Octojaya ABRIYOSO, Sri KURNIA	486
19	Evaluation of the Main Performance Indicators of 4 and 5-Star Hotels using the Example of the Nur-Sultan City, Kazakhstan Assem BEKBULATOVA, Bakyt SYZDYKBAYEVA, Rina AGYBETOVA, Zhanar DULATBEKOVA, Zhaxylyk AKIMOV	497
20	Topical Issues in the Field of Religious Tourism: Current Challenges Svitlana PANCHENKO, Olena KAROPOL, Oleksandr CHUCHALIN, Tetiana KOLISNYCHENKO, Kateryna SEFIKHANOVA, Ievgeniia DRAGOMIROVA	507
21	Modelling Tourist's Intention to Adopt Travel Applications during the Pandemic: A Bangladeshi Perspective S.M. Shariful HAQUE, Chhali UDDIN, Ashiful ISLAM, Mahedi HASAN	515
22	A Study Architectural and Intangible Environment Affecting Occupancy Rate of Five Stars Business Hotel in Amman Emad Al Dein Al FAHMAWEE, Omar A. A. JAWABREH	530
23	Villages' Revitalization Supports a Sustainable Agritourism in Albania Anila SULAJ, Arben TËRPOLLARI, Brunilda KONDI	546
24	Comparative Bibliometric Analysis of the Concepts of "Ecotourism" and "Agrotourism" in the Context of Sustainable Development Economy Oleh VYSOCHAN, Natalia STANASIUK, Mykhailo HONCHAR, Vasyl HYK, Nataliia LYTVYENKO, Olha VYSOCHAN	561
25	The Impact of COVID-19 Pandemic on Nature-Based Tourism in National Parks. Case Studies for Poland Mateusz ROGOWSKI	572
26	National and European Actions for the Development of Rural Areas - Stimulus for Ensuring the Sustainability of Economic Development Teodor Marian COJOCARU, Ramona PÎRVU, Sorin DINULESCU, Lili ȚENEA	586

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Cultural Tourism in Developed Island Tourist Destinations: The Development of an Alternative Tourism Model in Corfu

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Abstract:

The tourism model of 4s prevails as the dominant development model for tourist island destinations. Corfu following the 4s model of tourism development records negative effects which combined with increased environmental sensitivity result in the search for alternative forms of tourism. Cultural tourism based can emerge as an alternative tourism carrying capacity model. The development of the conditions of cultural tourism has not been sufficiently studied for its island destinations. The development of cultural tourism can have the effect of increasing tourism revenues and improving the standard of living in mature tourist destinations such as Corfu. Tourism policy and destination marketing should be devoted into an alternative model of cultural tourism.

This article examines a possible correlation between cultural tourism and accessibility, the sun - sea, attractions and sights. Key findings of the present study are that cultural tourism is strongly related with attractions and sights. In addition, there is a relatively small correlation between cultural tourism and accessibility. These research findings can help decision makers, the regional authority, the municipal authority, entrepreneurs involved, and any interested party related to tourism policies and destination marketing understand some of the conditions required for the development of cultural tourism.

Keywords: cultural tourism; developed island destination; alternative tourism; sights; tourism policy; destination marketing.

JEL Classification: Z32; Z19; Z38.

Introduction

Tourism is a very important productive sector of the global economy that contributes 4.4% of GDP, 6.9% of employment and 21.5% of exports of services to the countries of OECD (OECD, 2020). Tourism is one of the most important productive industries as it affects the global GDP by 10.2% and is estimated to grow by 3.9% by 2030 (World Travel & Tourism Council, 2017; De Ascaniis *et al.* 2018). Travel and tourism have shown an average growth of 3.6% globally in recent years (Statista, 2021). The contribution of tourism to GDP in Greece was 28.5 billion euros in 2012, 38.1 billion euros in 2019 and 14.8 billion euros in 2020 due to the outbreak of the pandemic COVID – 19 (Statista, 2022). This fact reveals the growing importance of tourism for the Greek economy.

The COVID-19 pandemic is an overall opportunity to redesign the forms tourism and there are risks that are significantly greater than the threat of the climate change (Pappas 2021). The effectiveness of management of the COVID-19 pandemic by Greece had as a result to reverse the bad image of the country due to the great economic crisis that faced the period 2010 - 2018 (Paraschi 2020). A new eminent image of the country can be

combined with the cultivation of quality forms of tourism. Alternative forms of tourism and in particular cultural tourism is a form of tourism that can go hand in hand with the greatest threat facing the world and that is climate change.

Cultural tourism is an alternative form of tourism that can help reduce the phenomenon of over tourism which has significant negative effects on developed tourist destinations. Corfu belongs to the Ionian Islands Region and is one of the most developed tourist destinations in the Mediterranean. Corfu is the most popular tourist destination in the Ionian Islands for the year 2020 (Statista, 2022). The region of the Ionian Islands has a number of cultural attractions, and the historic center of Corfu has been included in the list of UNESCO World Heritage Sites (INSETE, 2021). It is also one of the most important tourist destinations of both Greece and the Mediterranean and it could lead the development of alternative forms of tourism. The development of cultural tourism as an alternative tourism carrying capacity model could profitably highlight the cultural heritage of the island.

1. Mediterranean Sea Developed Destinations & Greek Tourism

The Mediterranean Sea has many traditional island destinations visited by millions of tourists for decades. The Mediterranean is a traditional tourist destination due to the good climate, but also the rich history. Spain, France, Italy, and Greece welcome almost 80% of Mediterranean tourists and occupy the 33% of the tourist proportion worldwide (European Union, 2012).

The marketing of the tourist destinations has communicated the 4s (sea, sun, sand and sex) for many years. The deeper meaning of 4s is that people choose to go on vacation in order to feel free, to rest and to have social contacts (Hobson and Dietrich 1995). The following table shows the 4s model components and some of the negative effects in relation with health of the tourists:

4S Model Components	Negative consequences
Sea and Sand	The sea and sand visited by a very large number of tourists are often sources of germs due to the impossibility of adequate cleaning, and as a result the easy transmission of diseases such as cholera or hepatitis occurs.
Sun	Excessive sun exposure leads to painful effects manifested in the form of skin cancer.
Sex	Tourism attracted by the desire for sex results in an increase in communicable diseases such as HIV and other sexually transmitted diseases.

Source: compiled by authors

The above effects concern tourists, however, there are significant negative effects from the model of 4s for the place of reception of tourists. The development of Greek tourism in the previous decades followed the model of 4s. The result was an increase in arrivals, a reduction in per capita expenditure, negative environmental impacts, negative social and cultural consequences and the inability of both private and public actors to adapt to tourism needs. Tourism policy makers seek ways to develop tourism that combines tourism and sustainability, increasing alternative forms of tourism and protecting locality (Tsartas 2003). Lessons from the mistakes of the past can be learned and preferably not allow anarchic urban planning, tourism development without a strategic plan and without a rational tourism policy. Tourists visiting Corfu are considered mass tourists and are mainly interested in the sun - sea and night life. This has negative effects not only on the city of Corfu, but on the general natural environment of the island, too (Vitouladiti 2010).

Greece has a long tradition in hospitality, as in ancient Greece foreigners. The great tourist development in Greece took place in the 60's and 70's and was associated with the emergence of mass tourism. Tourist traffic in Greece increased during the period 2017-2019 by 18%. Specifically, the number of tourists was approximately 28,376,000 in 2016, 36,643,000 in 2019 and 8,288,000 in 2020 (INSETE, 2021). Region of Ionian Islands is a popular tourist destination. The main features of the tourist product of Corfu, among others, are the high number of tourists in the summer months resulting in a large burden on infrastructure and the great dependence on the British tourist market.

2. Alternative Tourism

Countries in recent years have realized the growing need to understand the impact of tourism on the natural environment and local communities. Despite the increased efforts to reduce the negative effects of tourism activity, there are still negative effects on the environment, society and the society responsible for tourism activity. There are some key reasons that led to the different perception of tourism and the search for alternative forms of

tourism. The fact that economic development did not lead smoothing the problem of poverty, the environmental problems caused by mass tourism and due to political and social factors.

Alternative tourism emerged between the 1970s and the 1980s in an effort to address the negative effects of mass tourism development. The main characteristics of alternative tourism are presented in the table below:

Characteristics of Alternative Tourism
Small-scale tourist development and a large percentage of property to the locals
Reduced environmental and social impacts
Connection with other productive sectors such as agriculture, industry
Significant financial gain for the locals
Involvement of locals in decision making
The local community - not external parts - should decide on the form and pace of.

Source: Benson 2005

2.1 Cultural Tourism

Cultural Tourism is a model that combines traditional tourism products such as restaurants and entertainment with cultural heritage products such as museums, galleries and other cultural events (Kanten and Ulker 2013). Cultural tourism requires investment and care in the cultural attractions of a place, and is associated with the exploitation of local cuisine, monuments, cultural features, traditions and customs of a place (Spilanis and Vayianni 2004). The table below shows the position of cultural tourism in the types of tourism that exist:

Types of Tourism	
Conventional tourism	New types of tourism
Sea, Sun, Sand known as 3S	Alternative forms of tourism: Agrotourism Ecotourism Cultural Trekking Nature
Mountain (winter) tourism	Special interest tourism: Conference Business trips Maritime Religious Health/spa Educational Sport Adventure

Source: compiled by authors

Cultural tourism is a modern and alternative proposal for the tourist development of areas. It can be developed according to the above table in summer as well as in winter (through religious tourism and sightseeing tourism).

The need to develop sustainable tourism is a common assumption for national and international organizations. Cultural tourism is a type of tourism that is considered to contribute to sustainable development. The need to develop sustainable tourism is a common assumption for national and international organizations worldwide. There are some criteria about as to whether cultural tourism is sustainable or not. The World Tourism Organization defines cultural tourists as tourists who are interested in participating in cultural activities. It is estimated that 40% of the world's tourists are considered cultural tourists and this percentage is expected to increase (Adam *et al.* 2018). The table below shows the number of visitors to museums in Corfu in recent years:

Island	2015	2016	2017	2018	2019	2020	Percentage 2015-2020	difference
Corfu	53.855	52.603	54.464	61.686	66.836	16.920	25%	

Source: INSETE 2021

The table above shows a gradual increase in museum attendance, the percentage decrease in museum traffic for the period 2015-2020 reached 25% for the island of Corfu, due to the pandemic outbreak of COVID - 19. Museums are a major motivator for tourists interested in cultural tourism and according to the results, the

tourists of Corfu show increased interest. Important findings regarding the dynamics and prospects of Corfu in the cultural sector is the fact that 83% of visitors to museums in the Ionian Islands Region are in Corfu and 87% of visitors to archeological sites of the Region of Ionian Islands are in Corfu. There are types of cultural tourists based on motivation:

Types of cultural tourists

- The highly motivated cultural tourist.
- The sightseeing tourist (visiting only the main tourist attractions).
- The casual cultural tourist (conventional interest in culture).
- The incidental cultural tourist (interest in culture is secondary and superficial).
- The accidental cultural tourist (No interest in culture, but after culture conduct makes an impression)

Source: Triarchi & Karamanis 2017

2.2 Sights

Attractions are the main motivation for tourists who are characterized as cultural tourists. Attractions can be divided into natural, built, cultural and social. The categories of attractions with relevant examples are presented in the following table:

Attractions	Examples
Natural	beaches, flora and fauna, landscape
Built	architecture, marinas, buildings, parks, gardens, thematic shops
Cultural	festivals, religion, tradition, entertainment, events, art events, museums
Social	lifestyle, manners, customs, communication with locals

Source: Middleton *et al.* 2008

2.3 Alternative and Mass Tourism

The idea of alternative tourism is rooted in the opposition of people to the consumer society we live in and the effects of the industrial world on third-country national (Cohen 1987). It can significantly reduce the negative effects of mass tourism. Many problems caused by mass tourism have resulted the tourism analysts suggesting the development of alternative tourism. Some problems and results of the mass tourism are presented in the table below:

Problems	Results
Overcrowding	Negative effects on natural and historical monuments
Change in the daily life of the locals	Change of views regarding the value of tourism
	Bad behavior towards tourists

Source: OECD, 2020

Mass and alternative tourism have important differences regarding the philosophy for tourism development. The most important differences between mass and alternative tourism are presented in the table below:

Mass Tourism	Alternative Tourism
Large – scale development	Small – scale development
Internationally - owned developments	Locally- owned developments
No community participation	Community participation
Failure to achieve cultural and environmental sustainability.	Cultural and environmental sustainability

Source: Brohman 1996

3. Derivation of Hypotheses

As described in detail in the previous sections, the integration of alternative forms of tourism in developed tourist destinations includes different aspects that need to be explored. Cultural tourism may be an alternative sustainable model (McIntosh and Zahra 2007) to a developed island destination such as Corfu, which has been based for a decade on the model of classical Mediterranean sun and sea tourism. However, the findings of the literature review on the integration of cultural tourism as an alternative form of tourism in developed tourist island destinations, are limited to date.

Moreover, to date it is not clear whether the arrival of tourists in a developed tourist island destination is related at the same time at an alternative form of tourism such as cultural tourism, which may complement their initial desire for sun and sea tourism (Farmaki 2012). The large number of archeological monuments and timeless

attractions mainly in the city of Corfu in combination with the great demand for accommodation in accommodation near the old city, are key indications to further explore the relationship between the choices of tourists visiting the island for sea and sun and choice of the alternative form of cultural tourism (Ramkissoon *et al.* 2011) in Corfu.

Based on findings of previous researches, accessibility is an important factor for the development of tourist island destinations (Papatheodorou 2011). The continuous development of sea and sun tourism in these destinations, plays a key role in the development of accessibility infrastructures such as airports, ports and land transport stations of satisfactory occupancy (Le-Klahn and Hall 2015). These accessibility infrastructures, which serve the bulk of tourism in these destinations, may be an attraction for tourists looking for alternative forms of tourism such as cultural tourism (Yazdi and Khanalizadeh 2017). Based on these elements, we assume that accessibility strengthens and therefore is positively related to culture tourism and we suggest:

H1. Accessibility of developed tourism island destination is positively related to cultural tourism.

Moreover, the sea and sun tourism has been observed to be preferred from tourists that desire more relaxation and fun than a cultural tour. Obviously cultural excursions are a priority for tourists who are attracted by a tour that is enriched by education, training, history and culture (Martha and Kotsaki 2014). Consequently, tourists who prefer sun and sea destinations are not particularly attracted to the cultural attractions of the same tourist destination (Rutty and Scott 2015). Thus, we propose:

H2. Sea and sun model of tourism is negatively related to cultural tourism.

The cultural heritage of Corfu is emphasized by a series of cultural monuments related to either prehistoric times or modern European history. Corfu is prehistorically identified with the island of the Phaeacians in Homer's *Odyssey* (Whittaker 1999) and was a commercial and cultural center for centuries. Especially in modern European history it was a commercial and cultural center of the Venetians (Zeldes 2013), a colony of the French and the English, while in modern Greek history it played an important role with the first Ionian academy of the Greek state (Kastanis and Kastanis 2006). This cultural mosaic is reflected in the cultural attractions of the city which consist of historical temples, monuments, museums and buildings of high architecture that are as a whole a world tourist heritage and a world tourist attraction. An important part of the tourists who visit the island, are recurring visitors who are attracted by both the natural beauty, beautiful beaches, sunny weather and the cultural heritage of the island. Therefore, we assume that:

H3. Attractions of Corfu tourism is positively related to cultural tourism.

The developed tourist island destinations based on the development model of sun and sea tourism may face more competition than in the past, due to the rapid development of new tourist destinations in the last decade (Patsouratis *et al.* 2005). On the other hand, the developed tourist island destinations, due to the intense development activity in the previous decades, face issues of environmental pollution or the carrying capacity of the available economic and social resources (Rios-Jara *et al.* 2013). In these developed tourist island destinations, the development of alternative forms of tourism may improve their competitiveness while reducing their dependence on mass sun and sea tourism. Developed island destinations such as Corfu, which has a wealth of cultural monuments and attractions, have the opportunity to focus on cultural tourism which can be both a competitive advantage and an alternative form of tourism based on the attraction of the local culture and deviates from the local sun and sea tourism model. The wide variety of available cultural attractions in Corfu in combination with its cultural heritage encourages the global attraction of cultural tourism. This leads us to predict:

H4. Sights of developed tourism island destination as Corfu are positively related to cultural tourism.

4. Methodology

4.1 Sample and Data Methods

The sample of the survey consists of tourists arrived in Corfu for holidays during the high summer season. A survey identified the main reason for the travel, the possibility of combining it with other secondary activities as well as the main attraction for the selection of Corfu as their tourist destination. The data were collected between June - September 2019. The specific period was chosen because is the high season that the vast majority of tourists visit Corfu.

The questionnaire was written in English and distributed to tourists upon arrival at the airport or port of Corfu. The questionnaire was completed anonymously - without having to complete all the questions - during the arrival or departure of the tourists participating in the survey. The participants were informed that the main purpose of the research is to evaluate the tourist product of Corfu and to investigate the further expansion and promotion of the cultural tourism of the island.

4.2 Measures

To test the hypotheses, an empirical survey was conducted at arrival lounge stations (airport and port) through a questionnaire that was distributed to tourists on arrival for vacation on the island of Corfu. To test the hypotheses, an empirical survey was conducted at arrival lounge stations (airport and port) through a questionnaire that was distributed to tourists on arrival for vacation on the island of Corfu.

The survey was conducted through an anonymous questionnaire given to tourists upon their arrival at the airport and / or the port of Corfu. The sample of the research consists of new arrivals of tourists in Corfu. Survey participants were kindly invited upon arrival to complete by completing the anonymous questionnaire. A total of 334 participating tourists accepted on arrival to complete the questionnaire. The anonymous questionnaires were divided into two sections, the first containing demographic characteristics, the second 17 questions on a five-point Likert scale, and containing a built-in consent statement of participants who agreed to include survey responses in this survey.

The theoretical model was based on the inductive research method in which the research data were carefully reviewed, identifying the variables guided by models that have been identified from existing research literature (Thompson and Schofield, 2007; Kruger *et al.* 2013; Pagliara *et al.* 2020). Measurement scales based on Cultural tourism researches were used to measure the responses. The description of the survey measured variables is presented in the following table.

Type	Code	Description
Dependent	CT	Cultural Tourism
Independent	SG	Sights
	AC	Accessibility
	ST	Sea and Sun Tourism
	CT	Attractions of Corfu Tourism

Source: compiled by authors

Cultural tourism was measured by asking the participants to capture their point of view if their travel in Corfu is combined with their visit to cultural events, places and monuments. A sensitivity scale was developed with a minimum value 'none' and a maximum value 'keenly' and intermediate values from minimum to maximum respectively 'a little', 'enough', 'a lot'.

Sights variable was measured by asking the participants to capture their point of view if they consider that Corfu disposes a large number of attractive sights. A sensitivity scale was developed with a minimum value 'none' and a maximum value 'extremely many' and intermediate values from minimum to maximum respectively 'a little', 'enough', 'a lot'.

Sea and Sun Tourism was measured by asking the participants to declare if travel during their vacation to enjoy the sun and beach. A sensitivity scale was developed with a minimum value 'none' and a maximum value 'always' and intermediate values from minimum to maximum respectively 'a little', 'enough', 'a lot'.

Finally, regarding the attractions of Corfu Tourism variable was measured by asking the participants if the cause for their travel the vacation is due to attraction of beaches, sunny weather and sea holidays offered on the island during the summer months. Participants had the following possibilities to answer: 'none', 'little', 'much', 'too much', 'keenly'.

4.3 Data Analysis

Multiple regression analysis was applied between the dependent and independent variables in order to test the hypotheses. This method is considered appropriate to test the relationships of both culture tourism, sights, accessibility, and sea & sun tourism in developed island tourist destinations. From the Variance Inflation Factor (VIF) no variable showed a value higher than 1,334.

Possible bias might arise as an issue, in self-reported data surveys, was addressed by ensuring participant tourists about the confidentiality of their replies. The outlier analysis identified three participants with unacceptable outlier values whose replies were excluded from further analysis.

5. Results

The following table displays the descriptive statistics of the research. The participants in the survey were 334 tourists, the outliers were estimated in 3 participants and therefore the valid results of the sample amount to 331 participating tourists. Some statistics of the variables are presented in the table below:

Variables	Participants	Mean	Std. Dev.	Variance
<i>Independent variables</i>				
Sights	331	3.80	0.849	0.722
Accessibility	331	3.61	0.816	0.667
Sea & Sun Tourism	331	3.76	0.738	0.545
Attractions of Corfu Tourism	331	4.00	1.043	1.089
<i>Dependent variables</i>				
Cultural Tourism	331	3.81	0.817	0.669

Source: compiled by authors

The following table displays the Pearson correlations of the independent and dependent variables.

Variables	Sights	Accessibility	Sea & Sun Tourism	Corfu Tourism	Cultural Tourism
Sights	1				
Accessibility	0.436	1			
Sea & Sun Tourism	0.474	0.942	1		
Attractions of Corfu Tourism	0.318	0.317	0.617	1	
Cultural Tourism	0.932	0.455	0.414	0.360	1

Source: compiled by authors

To test the hypotheses multiple regression analysis was employed. The above table displays in two models by providing the standardized beta coefficients, the adjusted R2 values and the Durbin Watson indexes. The variance explained by the predicting variables in all the appearing models are acceptable (Adjusted R2 Model 1 = 0.434, Model 2 = 0.870) and statistically significant ($p < 0.05$). The Durbin-Watson indexes for the two models (DW Model 1 = 1.681, Model 2 = 1.802) were in acceptable values (between 1.5-2.5) and thus, the assumption of independent errors is supportable ($p < 0.05$).

Variables	Model 1	Model 2
<i>Independent variables</i>		
		Cultural Tourism
Sights		0.899
Accessibility	0.238	0.018
Sea & Sun Tourism		0.059
Attractions of Corfu Tourism	0.524	
Adjusted R ²	0.434	0.870
Durbin-Watson	1.681	1.802

Notes: N=331; Standardized Coefficients (Beta) shown; $p < 0.05$.

Source: compiled by authors

6. Discussion

The exploration of alternative forms of tourism in developed tourist island destinations is a critical factor both in maintaining the competitiveness of these destinations in a highly competitive environment where new tourist destinations are added and the utilization of available financial resources according to the carrying capacity (McCool and Lime 2001). This research explored the possibility of developing cultural tourism in Corfu, a developed tourist island destination based on the traditional Mediterranean model of sun and sea tourism (Buhalis 1999). The research hypotheses were tested using regression analysis of the independent variables applied to the dependent variable.

H1 posited that accessibility of developed tourism island destination is positively related to cultural tourism. The coefficient was positive in Model 1 ($\beta = 0.238$) but slightly positive in Model 2 ($\beta = 0.018$) significant at $p < 0.05$ in, thus not strongly supporting H1. This finding obviously reflects that accessibility is a key factor in cultural tourism for tourists who choose either attractions (model 1) or accessibility (model 1) as their tourist destination (Russo & van der Borg, 2002).

H2 posited that sea and sun model of tourism is negatively related to cultural tourism. The slightly positive coefficient ($\beta = 0.059$) of Model 2, rejected this hypothesis. These results probably indicate that cultural tourism is a second choice for tourists coming to the island for sun and sea (Ben-Dalia *et al.* 2012) or that it complements their tour of the island during their holidays (Cuccia and Rizzo 2011).

H3 proposed that attractions of Corfu tourism are positively related to cultural tourism. The results were positive as expected in Model 1 ($\beta = 0.524$) and thus are strongly support this hypothesis. Moreover, these results support previous findings that Corfu can be based on the culture tourism (Melewar & Skinner, 2020) as an

alternative of the sea and sun tourism that was dominated the tourist arrivals of the island the decades of high tourism development.

Finally, H4 predicted that sights of developed tourism island destination as Corfu are positively related to cultural tourism. A highly positive coefficient ($\beta = 0.899$) was found in the expected direction, that was strongly significant (adjusted $R^2 = 0.870$) in Model 2. Therefore, the hypothesis is strongly entirely supported. This finding highlights a competitive advantage of Corfu that can be a key factor in the development of a tourist island with an alternative model of tourism such as cultural tourism (Campa *et al.* 2019). The development of cultural tourism according to the finding of this research can be based on the cultural sights of the island that are the main attraction of tourists who choose cultural tourism (Wang *et al.* 2011).

7. Implications, Limitations and Future Research

This research innovates in exploring cultural tourism as an alternative model of carrying capacity in developed island tourist destinations. In particular, the research explores the feasibility of developing an alternative model of cultural tourism in the island tourist destination of Corfu that focuses on a 4s tourist model, by adapting the tourism policies and the destination marketing. In addition, the research innovates in the investigation of the relations of cultural tourism with the model of sun and sea tourism, in other words the sensitivity of attraction of tourists of model 4s from the cultural heritage as well as from the sights and archeological sites of Corfu.

The strategies of alternative tourism should focus on the individuality, the uniqueness and the unique advantages that each region has. Some suggestions for the development of cultural tourism are the number of museums and cultural attractions, the connection of people with the physiognomy of the city, opportunity for visitors to learn a different way of life, use of digital sightseeing tools and museum integration.

For a more accurate interpretation of the results, some limitations of the research need to be taken into account. In particular, the answers of the participating tourists to the anonymous questionnaire do not guarantee absolute accuracy and sincerity. Also, regarding the research sample, it was limited to the reception areas (airport and port) in Corfu, a developed tourist island destination in the Mediterranean. Therefore, future research is proposed to be carried out either regarding the tourist island destination of Corfu in other tourist gathering points such as e.g. in museums, archeological sites or even hotel accommodation, either in other geographical areas and industries to confirm the results of this study. In addition, the research was limited to the summer months when the main part of Mediterranean tourism takes place. Therefore, participants may have specific motivations for the tour they chose. Nevertheless, future research should verify the results in the application of cultural tourism as an alternative model for developed tourist destinations.

Conclusions

Nowadays, policymakers believe that mass tourism is not an option, and the focus is on quality in hospitality industry (Varotsis 2019) rather than quantity. The choice of alternative tourism is a good way in order to significantly reduce the negative effects of tourism and to upgrade the tourism product.

Cultural tourism can be an alternative to mass tourism for small island destinations (Croes and Semrad 2015). Corfu is an island tourist destination with rich cultural elements that can develop cultural tourism, and this will have a positive effect on the income of residents, but also on the quality of daily life. The development of alternative forms of tourism in Corfu is the solution for the diversification of the tourism product with which has a prerequisite the improvement of the existing infrastructure.

Based on the findings of the present study, we argue that the development of a diversified model of tourism product in Corfu based on cultural tourism requires a that primarily highlights the sights and archaeological sites of the islands. As a result, it is possible to highlight the cultural culture and heritage of the island, which are comparative advantages compared to other developed island tourist destinations.

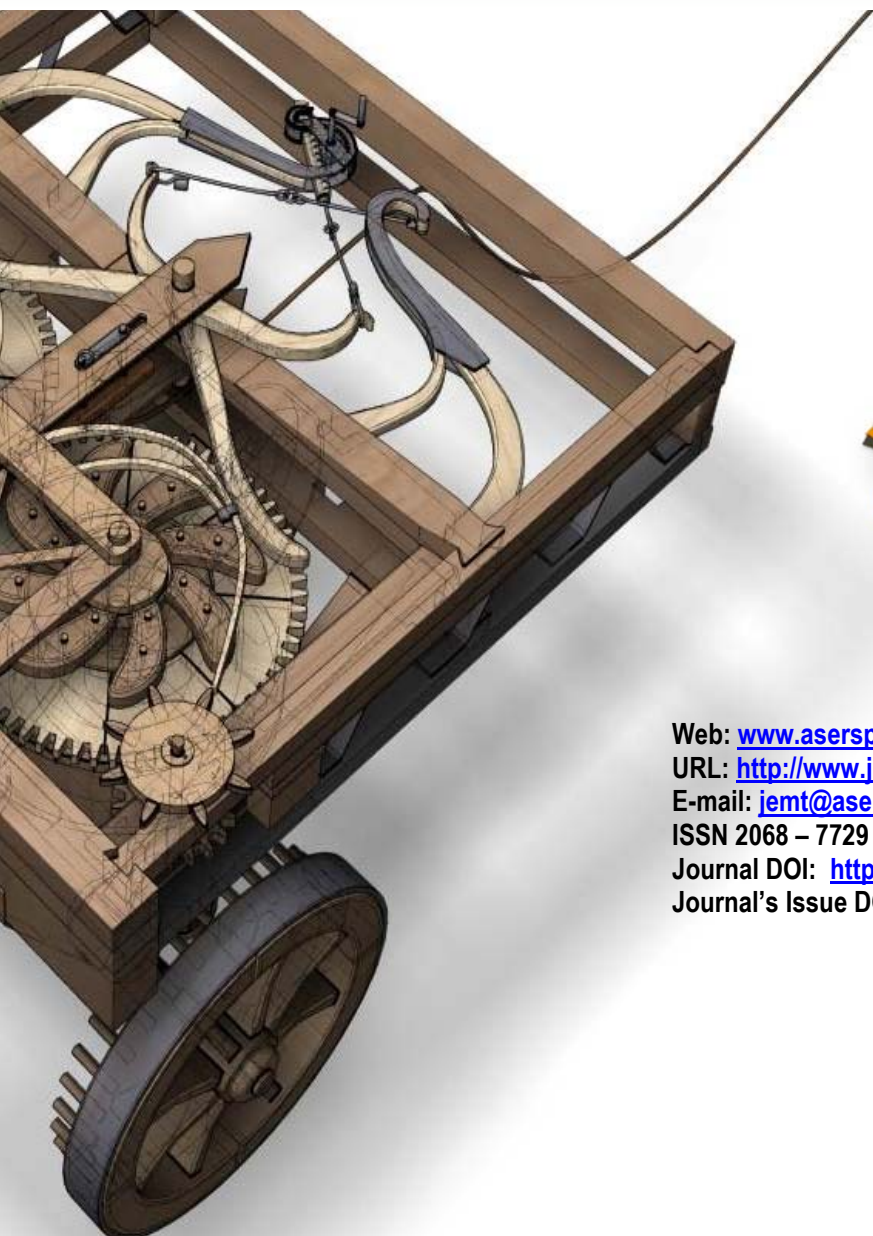
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