

Published based on [Tourism in Greece: The Right Way Forward](#)

Tourism in Greece: The Right Way Forward

Are you planning to spend your summer [holidays to Greece](#)? If yes, then congratulations, you are on the right track. Greece is a hot tourist spot in the Mediterranean, and it has been this way since the Roman Empire annexed the country. Upon annexation, there was a massive cultural exchange between the two civilizations, which resulted in big numbers Roman scholars visiting the legendary centers of Greek science, art, and philosophy such as Thebes, Athens, and Corinth.

Modern tourism in Greece started to increase between the 60s and 70s. During those decades, there were large-scale construction projects for airports, hotels, resorts, condominiums, convention centers, museums, and other facilities. Since then, the country has seen an enormous increase of visitors over the years. Major international events such as the 2004 Summer Olympic Games and the Eurovision Song Contest 2006 helped increase tourism in Greece.

Presently, Greece attracts more than 17.5 visitors per year, and tourism contributes more than 15% to the country's Gross Domestic Product. Visitors all over the world come to Greece for its pristine beaches, amazing ruins, geological sites, rural towns, and modern wonders. Many have also come to learn, appreciate, and even immerse in the country's rich and long history.

Because its earnings are quite dependent on tourism, Greece has a large plethora of facilities to house and serve tourists. Greece's infrastructures have significantly and rapidly improved since the 2004 Athens Olympic Games.

In addition, being a world hub of global culture and history, the Greek government has begun an initiative to advertise conference tourism, which is targeted at the academic, business, and cultural markets. With the massive support of local authorities and private institutions, the Greek government has offered cash grants, leasing, employment subsidies, and tax allowances to make new conference facilities and enhance existing ones. The initiative made Greece the number 8 country in the world when it comes to short-term stays for conferences. The Tourism Satellite Accounting Research conducted by the World Travel and Tourism Council said that there will be an increase in revenues in business travels to Greece from USD 1.51 billion in 2001 to USD 2.69 billion in 2011.

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