



**Enhancing Guest Experience of Business Travelers in Greece by
Implementing Local Hospitality Traits**

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Abstract

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The study investigated the factors of hospitality which affect business travellers when choosing Athens, Greece, both initially and in the future. Greece maintains a powerful tourism presence yet struggles to develop itself as a destination for business tourists. This research applied qualitative methodology and the SPIDER framework for systematic literature review to analyze six peer-reviewed academic publications. The study revealed three principal themes: guests' motives for culinary tourism and trip intentions, their Greece-related perceptions, and economic and practical priorities. Traditional Greek culinary traditions and local produce serve as vital factors that mould visitor happiness levels and back their return to Greece. The combination of cultural diversity with hospitable nature and historic sights increases Greece's emotional and aesthetic appeal, which leads travellers to return. These factors, including ease of access, budget-friendly rates, and nearby attraction locations, make Greece an appealing destination for business operations. Business-oriented hotels operating in Athens base their marketing strategies on localized dining features, using cultural activities and economical solutions to target corporate visitors. By applying such initiatives, hotels increase guest happiness levels as Greece strengthens its competitive standing within the business tourism industry. The study recommends that Greek hospitality use gastronomic offerings and cultural heritage alongside simple travelling procedures, such as travelling and maintaining business tourists. These elements will make Greece a top business destination while enabling long-term economic development.

Key words

Business Travelers, Local Hospitality, Guest Experience, Greek Gastronomy, Cultural Heritage, and Loyalty

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1 Introduction

Hospitality has been considered an essential part of many cultures worldwide for centuries, and specific traditions about welcoming guests have been established. Such a cultural background has also contributed to developing the modern tendencies of hospitality in different regions, both as a social phenomenon and a commercial occupation (Soni, Kaushik and Hussain, 2022, p. 2). Today, many countries exploit their hospitality culture to attract people for either business or tourism purposes. Whereas leisure tourism has always dominated the industry, the role of business travel as one of the lucrative segments of the tourism industry is getting widely recognized (Khan et al., 2020, p. 7). Business travelers specifically look for places and accommodations that meet their corporate requirements while at the same time ensuring they are enjoyably engaged as they execute their business (Soni, Kaushik and Hussain, 2022, p. 5). Thus, countries that wish to improve their business travelers' accommodation scenario must ensure that the characteristics of local hospitality are integrated into the business travel proposition effectively.

Knowing how to increase guest satisfaction is crucial to obligate business people to return to the hotel. They constitute a more demanding group due to their working schedules and certain expectations towards service, for example, transport, communication, and lodging. But overall, their interaction with a particular destination—beyond such amenities—may influence whether they seek more business or leisure in the same destination (Soni, Kaushik and Hussain, 2022, p. 2). Today's business travelers increasingly appreciate such consummate service and experiential communication opportunities, making the travel experience more engaging. Much of this research focuses on how local hospitality factors, including customized services, cultural assimilation, and genuineness, are a plus to counter other places popular for business travel (Khan et al., 2020, p. 8). Destination management organizations must understand these changes since they can help target business travelers' needs, thus enhancing corporate guests and the consequential sustainable economic impact on a destination.

In recent years, there has been a shift in business travelers' behavior about their work-related travels, which is the blurring of business and leisure, which is commonly referred to as leisure travel. Today, visitors on business trips also look forward to exploring cultural, historical, and tourism activities in the host country (Khan et al., 2020, p. 6). That has created a new prospect for the hospitality industry, especially for those who offer services to corporate executives, who are in a position to provide specialized services that will meet both the corporate and social needs of the executives. Whereas earlier forms of business travel focus on time and cost savings, there is a rise in demand for travel that provides meaning and cultural value (Chatterjee and Mandal, 2020, p. 13). In

this regard, destinations are advised to launch various services to ensure the business traveler can experience the social surroundings even when working actively. The issue is, therefore, to determine which of these components of local hospitality add the most value to the business traveler's experience and how to place these best to work systematically for hospitality services (Khan et al., 2020, p. 9). This way, destinations can enhance traveling's value for business purposes and attract professionals looking for productivity and culture.

The business travel market is one of the thriving aspects of the economy, with the expenses estimated to grow to \$ 1.8 trillion by 2027 (GBTA, 2023), suggesting a quick improvement after the COVID-19 outbreak. However, a significant share of business travelers focus on culture and leisure activities as their choice of destinations. For example, 64% of travelers' stays are influenced often or permanently by the locations' experiences, allowing them to tailor and immerse their business and leisure experiences and get more value from their travel time (Hilton, 2024). These trends reveal that efficiency with cultural interactions is fast gaining popularity as a trend to manage corporate travel. By recognizing these changes in preferences and focusing on services such as hospitality, areas can attract business travelers that help bring new investments, support micro-businesses, and encourage sustainable tourism.

1.1 Research Problem

Greece is a traditional tourist destination, yet it has not achieved a very significant branding in the business travel market compared to other European countries. While business travelers require convenience, punctuality, and service standards, they also look forward to comfort and can go for the real touch of a city or country. However, there is a dearth of literature on how the host country's positive attributes, like traditional Greek warmth, personal touch, and cultural appearance, influence business travelers' satisfaction and their likelihood of repeat business in Greece. This lack of specification creates essential questions on how Greece should step forward to market itself as an attractive business travel destination and differentiate itself from the others.

This study sought to address the following research question:

1.1.1 Main Research Question:

How do you make business travelers potential return customers?

1.1.2 Sub-questions:

- How can local hospitality traits encourage business travelers to explore the city?
- How does implementing local hospitality traits influence business guests' likelihood of returning to Greece?
- What types of local experiences are most appealing to business travelers?

1.2 Scope and Relevance of the Topic

This study targets business travelers in Greece, especially in the commercial cities of Athens and Thessaloniki. The survey will establish the extent to which local hospitality characteristics inform business travelers' decision to revisit a city. By analyzing critical drivers defined by service quality, cultural connections, and individualization, this study will strive to shed ideal light on the Greek government's improvement of the degree and relevance of business travelers. Also, the study will identify the expectations of business travelers from different origin segments to establish how proper customization of services impacts their satisfaction and likelihood of repeat patronage. The knowledge of such dynamics will make hotels and other hospitality companies adjust their services to satisfy the needs of this new target market.

This topic's importance is not limited to the hospitality industry context. Still, it will also positively impact the whole economy of Greece by having a better business travel sector. Corporate travelers' presence can be profitable for hotels, restaurants, car rental services, shops, and other establishments. Moreover, the good reputation for business travel can also help Greece to market itself as a unique venue for international conferences, corporate incentives, and other business meetings. The conclusions drawn from this research will be helpful to hotel managers, tourism authorities, government officials, and other stakeholders interested in enhancing their interaction with business travelers. The topic indicates that Greece can successfully combine pro-organizational perception of hospitality with commercial professional business travel requirements to position itself as a preferred business tourism destination. Moreover, the results of this research will also contain recommendations on how other sectors can engage efficiently with the hospitality industry and design experiences that will meet corporate travelers' requirements.

2. Business Travel and Local Hospitality in Greece

The conditions for business travelling have changed a lot over the recent past due to globalization, technological impacts and changes in the work environment. This led to an acceleration of change in the sector, by conditions as such as flexible business travels, working from home, and increased existing health precautions due to COVID-19. In recent years, more and more companies have realized the need to foster their workers' health and the importance of both work and personal life, and this is reflected in business travel where work and leisure objectives are combined (Chatterjee and Mandal, 2020, p. 10). As a result, integrated business environment with leisure activities is a distinct advantage in competition for corporate travelers. This paper therefore aims at identifying and describing the behavioral patterns of business travelers so as to help the hospitality industry continue to evolve such that it provides services that meet the needs of the client.

2.1 Business Travelers: Definition and Characteristics

Business travelers are people who travel for business-related activities including but are not limited to business meetings, conferences, site visits, clients' business and organization training (Metz, 2022, p.37). They work according to corporate calendar and hence demand facilities and services that can provide efficiency, reliability, and convenience (Soni, Kaushik and Hussain, 2022, p. 1). Business travel is widely recognized as a crucial aspect of corporate activities, which enables such processes as networking, cooperation, market penetration, and exchange of experience at the domestic and global levels (Ye and Xu, 2020, p. 9). Business travels have been on the rise for the past decades, this is because of increased globalization that has led to more and frequent corporate interactions across borders (Ivanov and Webster, 2019, p. 12). Also, the new forms of working known as hybrid work have contributed to the boost of business travel as people realized the value of meeting colleagues and partners in person and making deals.

From the time immemorial business travel has also been known to be a preserve of men. Time (2016, par 5) established that female business travelling population in the United States was approximately 10% more than 2015, and was at 30%. This is an evidence of the male domination in the workforce flexibility typical for executive positions that often require traveling (Soni, Kaushik and Hussain, 2022, p. 2). However, there is a closing down of the gap because female leadership is being proactively promoted and more women are being appointed into managerial positions (Soni, Kaushik, and Hussain, 2022, p. 449). From the data gathered, women account for 37 percent of business travellers which was a 14 percent increase from the year 2021 (Soni, Kaushik and Hussain, 2022, p. 3). It is in line with other current trends for gender equality in professional contexts (GBTA, 2018, para. 1). Some companies are adopting measures that promote women's par-

participation in business travels through increased safety measures, accommodative traveling structures and corporate women's mentorship (Soni, Kaushik, and Hussain, 2022, p. 448). Further, organizations are investing in diversity and diversity management and effective against prejudice, and other barriers at the workplace.

The age distribution of business travelers indicates career periods that compels one to travel frequently. According to Hollander (2024), par. 6, a significant part of business travelers is in the age group of people between 30 and 49 years, which corresponds to middle-aged working individuals with career-oriented employment that implies mobility. Specifically, more than half of business travelers are between 30 and 49 years old (Stratos Jet Charters, 2022, p. 1). Millennials and Gen Z are the most involved in business travels because remote and hybrid work models involve some face-to-face meeting sometimes (Morning Consult, 2024, p. 1). Specifically, the generation Y or the Millennials, born between 1981 and 1996, comprise 48% of the frequent business traveler population (Hotel Tech Report, 2023, p. 1). This is an indication of the professional duty as business travelers are mainly engaged in high skilled careers that demand professionalism, vocational training, and vocational education (Metz, 2022, p.38). At the same time, globalisation and digitisation of business require individuals to be able to travel across borders to support cross-border teams, manage overseas employees, and interact with international customers thus intensifying the value of business travel in today's world economy.

Behaviorally, business travelers are known to travel more than once in a year. From the information presented in this research elucidated that the average corporate traveler works on an approximate of 6.8 trips annually, though this is not universally constant and may depend on the industry and job responsibilities (Hollander, 2024, par. 9). For example, the travel frequency of consultants and sales personnel is normally higher, and they maybe make more than twenty trips per year, while, on the other hand, corporate managers travel less frequently, though they do so for longer periods of time (Metz, 2022, p.36). The business traveller choices the places are" finance cities, technology towns and cities and vital economic clusters where there are paramount MNE and commercial conventions (Soni, Kaushik and Hussain, 2022, p. 4). Moreover, the frequency of such traveling depends on aspects like industry requirements, organizational policies in terms of telecommuting and the existence of affordable ways of traveling (Metz, 2022, p.35). Thus, due to globalisation in business, organisations are also focusing on sustainable travel, where employees are advised to combine their journeys and implement virtual meetings and calls whenever possible so that they can work from one place when it is possible for them to do so without disrupting the efficiency of the business (Khan et al., 2020, p. 7).

It alters business travel patterns of traveler by enhancing digital tools and growth in travel technologies. Mobile applications, artificial intelligence (AI)-powered booking platforms, and various other digital nomad products and services have made the travel experience easier to navigate and more adaptable (Metz, 2022, p.35). Self-check-ins, intelligent virtual assistants, and fast internet connections in lodging facilities are some of the basic needs that corporate travelers cannot do without (Kim, Huh, Song and Lee, 2021, p.795). The use of technology in hotels is dictated by the institutional pressures meaning that hotels have progressed to improving the quality of services they offer to the end customers (Pencarelli 2020, p 460). Also, the technological advancement of the corporate travel management solutions that offer updates on travel risks, Alerts, and manage expenses, also enhances the business travels (Zeqiri, Dahmani and Youssef, 2020, p. 70). New technologies have already increased their importance in business travel and are likely to become even more advanced, as they react to the need of a modern business person (Metz, 2022, p.35).

It is also important to note that there are also other distinguishing features such as business travelers' inclination for rewards programs and first class services. Most business travelers sign up for loyalty programs where they get to enjoy privileges like early check in and boarding, free airport lounge access among others (GBTA, 2021, para. 1). Access to privileged business facilities like meeting rooms, shared office spaces, and private meeting halls are also a crucial decision when it comes to choosing a place to stay (Kim, Huh, Song and Lee, 2021, p. 800). Further, corporate travel managers have direct contacts with airlines and hotel companies to get best rates in order to receive a reasonable price and at the same time offer employees a comfortable stay (Soni, Kaushik and Hussain, 2022, p. 5). These loyalty programs not only increase overall traveller satisfaction but also help in travel budget optimization of a particular company through accumulated benefits and discounts (Chatterjee and Mandal, 2020, p. 13). Besides, targeted offers and promotions, using information on travel history and preferences, will become more effective to increase the efficiency of the loyalty program and to encourage frequent usage by corporate clients.

Knowledge of the characteristics and choice of business tourists is very important for the formation of the hospitality and tourism industry. Since business travelers' spending is responsible for a significant portion of global spending on travel—business travel spending is expected to be \$1.5 trillion in 2024 (World Travel & Tourism Council, 2024), hotels, airlines, and other performers must be keen on the trends in the market (Chatterjee and Mandal, 2020, p. 14). Due to work commitment, safety, comfort and efficient travel services are invaluable to this group because services that meet these needs will help to increase their satisfaction level and repeat booking thus increasing the rate of travel services loyalty (Li, Guo, Hua, and Li, (2024, p.38). Moreover, there is a rising level of consciousness regarding sustainability issues while business traveling, and thus, many organizations have adopted obligatory carbon-neutral traveling and offered environment-friendly traveling

options (Khan et al., 2020, p. 8). This change pertains not only to modern CSR initiatives but also to the rising customer awareness of environmentally friendly tourism in the business world (Sigala et al., 2021, p. 278). On the same note, green certifications of hotels, availability of EV rental services, and collaborations with sustainable airlines' will serve to increase business travelers' adoption of green options hence boosting the competition outcompeting other destinations (Ivanov and Webster, 2019, p. 11).

2.2 The Role of Local Hospitality in Enhancing Guest Experience

Local hospitality can be considered as one of the most critical aspects that influence attitudes of the business travelers. Apart from the functional goods and services that may be necessary for business functions, the friendly, genuine, and culturally diverse environment of a destination plays a role in a traveller's attitude and perception. In their study, Li, Guo, Hua and Li, (2024, p.36) showed that cultural identity influences the selection of culturally relevant accommodations as a way of improving travel satisfaction. Moreover, destinations that focus on local welcoming appear more attractive for repeated visits by businessmen who develop an attitude towards the place (Chatterjee & Mandal, 2020, P. 8). In addition, additional services and products – comprising of speaking several languages fluently, providing extra gifts, guiding the guests to relevant dining options or specific events as per directions from the guests, highlight guests' importance and satisfaction (Liu, Wang, Weber, Chan & Shi, 2022, p.24).

The positive elements of local theatres, including personality of service, cultural involvement, and being a tourist, can change an ordinary business trip into an extraordinary journey. For example, presenting the specialties of the regions, making arrangements for meeting the locals, or giving brief information on the culture of the region can add great value to the travelled experience. To unlock this trend, luxury hotels and boutique accommodations have aligned themselves with artisans, chefs, and historians (Soni, Kaushik, and Hussain, 2022, p. 447). Travel that involves food and language tours and trips which take travelers to culturally significant sites can help travelers to get an emotional connection to the place (Wong, Lai and Tao, 2020, p. 1779).

Local hospitality for business travelers is another important factor which has been identified to play a significant part in customer satisfaction and competitiveness of the destination. This implies that business travelers prioritize convenience, comfort and easy access to business and professional facilities hence destinations that are well connected to professional and business infrastructure are considered ideal (Kim, Huh, Song & Lee, 2021 p. 792). Additionally, decision making regarding the selection of new destinations is also influenced by the distance to finance related areas from potential business locations, airports, and convention centers to minimize disruptions and maximize productivity (Sigala et al., 2021, p.273). A destination's marketing and diversification, luxury hotel

developments, executive bilingual communication and IT infrastructure also increases its appeal to corporates.

Studies of the previous literature show that local hospitality has a strong impact on business travelers' decision and experience. Research concerning hotels' expectations and perceived disappointments suggest that value-added services like business center and business dining facilities significantly improve guest satisfaction (Paulose and Shakeel, 2022, p.450). Language help and recommendations in choosing an attractive program that would facilitate the stay, along with many other services, adapt to the needs of the meeting professional, thus enhancing the business trip experience (Kim, Huh, Song & Lee, 2021 p. 791). In addition, Huo et al. (2021) observed that the availability of quality food facilities and facility in the business hotels was associated with the physical health and productivity of the travelers. These also help in improving the morale of the employees as well as the efficiency and job satisfaction of each worker which is beneficial in their work-life balance (Goffi et al., 2022, p. 1630).

Thus one of the most compelling aspects of a destination is based on its potential to meet the needs of business travelers as this will determine its economic volatility. Their expenditures are higher compared to leisure travellers, and business travelling spending in the United States reached nearly \$ 201 billion in 2022 (Hollander, 2024, para. 1). They also pointed out that this boost expenditure impact the local economy in the long run through spending on local industries such as the hospitality industry, transportation and dining facilities among others (Khan et al., 2020, p. 7). Thus, through promoting smooth corporate events, local economies enjoy their development through corporate investments, improved international business connections, and continuous demand for luxury properties and services (Sigala et al., 2021, p. 275). For example, capital spending in public transportation has shown to contribute considerably to economic revenue, where every billion dollar invested in it creates concerns an estimate of approximately 49,700 job opportunities (American Public Transportation Association, 2020, p. 1). Such Destinations that continually improve the business environment improve itself, making these destinations as preferred locations of multinational corporations that promotes innovation, employment, and increased number of partnerships (Ivanov and Webster, 2019, p. 10).

2.3 Greece as a Business Travel Destination

Being traditionally considered as a tourist destination for leisure travellers, Greece possesses a long history, well-developed culture and beautiful scenery. Nevertheless, it is getting more recognition as a hub of business travel. This paper aims to discuss why Greece is an excellent destination for corporate and conference events and for executive meetings. A strong tourism brand of the country has contributed significantly towards ensuring that it emerges as a preferred destination for

business meetings especially in the areas of shipping, technology, and finance (Sigala et al., 2021, p.273). However, one reason is that Greece is part of the European Union which lowers the risks associated with the aspects of the regulatory environment that the MNC has little to no control over. The presence of luxurious resort, boutique hotels, and business conference facilities and centres contribute to the competitive advantage in the business travelers visiting the country in search of both working and leisure in a conducive environment.

The Greek travel and tourism sector plays a key role of supporting the economy since it contributed €28.5 billion to the entire GDP within 2023, which is 13.0% of the total GDP (INSETE, 2025, p. 2). Hotel and holiday accommodation industry of more than 44,000 businesses in this industry can offer a strong web to address the demand of the business travelers. (IBISWorld, 2024, 1). WTTC reports that Greek tourism is expected to reach over 1.02 million people in the next 10 years proving the constantly rising trend for tourism and assisting from the government efforts and Foreign direct investments FDIs for further advance and support of sustainable tourism and digital transformation (WTTC, 2023, p. 3). Business targeted facilities like the business traveler hotels, conference hotels, co-working spaces, and business lounges are capturing significant market shares in major cities. Additionally, Greece is among those European countries most sought after by companies that bring their employees to the country for incentive travel, board of directors' meetings, and leadership development programs due to the conducive environment created by historical sites, beauty, and strong organizational machinery, and excellent services. The factors above help to make it a favored travel destination for business purposes.

Some of the well-developed cities in Greece are Athens and Thessaloniki which very well support business events with professional conference facilities, sound telecommunication services and a wide range of accommodation facilities that meets corporate demands. With Greece now standing as a connection between Europe, Asia and Africa, it has further improved its incentives of attracting international business relations (NATO Parliamentary Assembly, 2023, para. 2). The major business hubs available for corporate use include the Athens Business Hub; these facilities offer modern working space, offices and meeting facilities for the business world (Athens Business Hub, n.d., para. 1). Thessaloniki has also become an important logistic centre because of the port and connections with Balkan countries and is encouraging logistic, technology start-up and cross-border businesses. Also, Greece's robust transport and communication facilities – developed airport facilities, fast-speed ferry services and well-connected highways effectively facilitate movements of the business travellers. Another factor is the government's effort in the advancement of 5G and smart city development, establishing Greece as a prime location for progressive business investment.

Recent points in the economic process have outlined Greece as recipient of increased business travelling. The economic growth of this country has been on an upward trend; this through enhanced tourism and large EU funds among them NextGenerationEU fund worth €800 billion (Financial Times, 2024, p.3). Such investments have enhance infrastructure and a change in energy from traditional to renewable sources making the environment conducive to business travellers and investors. Financial Times mention that Greece has achieved steady economic grounds, currently occupying one of most efficient places among EU countries in terms of the growth rate estimated for 2024 (Financial Times, 2024, para. 5). The diversification in energy production especially for renewable sources such as wind and solar power have opened new opportunities in sustainability and green investment. Also, the investment incentives offered to the foreign investors such as tax exemptions and licenses that are fast tracked have put Greece on the map as an ideal place for business expansion (UNCTAD, 2024, para. 1). Businesspeople going for investment meetings and trade shows in Greece have enhanced business networking prospects in dynamic sectors such as technology, finance and renewable energy.

The ever growing Greek hospitality industry indicates a commitment to producing only the best services. According to eKathimerini (2023), in 2023 the turnover increased to 23% than the previous year due to the increased tally of tourists and the higher prices for rooms. Three levels of the hospitality sector noted improved occupancy; specifically, luxury accommodations, five-star business hotels targeted business travelers who focused more on comfort, convenience and quality service delivery (Cushman & Wakefield, 2024, para. 3). Recent accommodation services include business lounges, conference rooms, and other professional services to cater for the corporate executive customers in Athens and Thessaloniki (Cushman & Wakefield, 2024, p. 3). Furthermore, due to remote and hybrid working models 'bleisure', or work-holiday trends are pushing people to spend more time in Greece while they continue to work. The Greek hospitality industry has responded to this development by increasing online presence, upgrading facilities that support work, and introducing business travel offers. All these strategic adaptations underlined the Greek adaptability to new necessities of the business tourists and capacity to keep on as a vital player of the global hospitality industry.

3.Impact of Local Hospitality on Business Traveler Experience

Local hospitality is one of the significant components that interact with the business traveler and impacts their experience, thereby affecting their perception of the location. Business travelers may have fixed itineraries and engage with multiple local services, from accommodation to food and beverages, transportation, and attraction services, which directly determines their satisfaction levels (Sigala et al., 2021, p.273). The efficient and warm professional services can complement their work trip and leisure, making their experience positive and culturally enriching. This chapter addresses how local hospitality enhances clients' touring around the business destination, customer retention, and overall economic development of the destination. By developing high-quality hospitality, cities are positioned well to capture the business travel market segment and fully unlock this highly valuable segment.

3.1 Encouraging Business Travelers to Explore the City

This is because such individuals usually move around for business purposes and cannot spend much time sightseeing because they are preoccupied with business meetings and other professional engagements. However, incorporating local hospitality elements into one's business travel service pushes such professionals into exploring other features of a city different from the corporate activities, making their travel more productive (Sigala et al., 2021, p.273). Additional services offering guest recommendations, arranging travel information, and easy access to cultural attractions that make the business traveler's trip more fulfilling and productive will be a plus for hotels and conference centers. A 2023 Global Business Travel Association survey showed that as many as 58% of business travelers enjoyed an additional vacation at the business trip destination at the same or even more often than before (GBTA, 2023, p. 1). Furthermore, according to Expedia (2022), 76% of business travelers intend to incorporate leisure time into their business travels. This trend stresses the need for cities' exploration to be as easy and entertaining as possible and as part of business travel services. This way, destinations can provide carefully selected and integrated business and leisure attractions to improve tourist income and satisfaction.

Transportation infrastructure is another critical factor in inspiring exploration since it fosters easier and more convenient transport for business travelers. In addition to ride-sharing services and corporate travel arrangements, relevant transportation services allow these professionals to travel between their work obligations and leisure without stress or inconvenience (Soni, Kaushik, and Hussain, 2022, p. 450). For instance, cities such as Singapore and Amsterdam have incorporated reasonable public transport solutions that satisfy business travelers' exploration needs for major city features while considering the environment. Also, offering a city pass that grants free or discounted admission and services to businesses, museums, restaurants, and entertainment places

would make business people expand their sight beyond the corporate sphere. Business travelers have a high probability of participating in destination experiences if they have availability, accessibility, and connectivity to transport services (Soni, Kaushik, and Hussain, 2022, p. 451). Accessibility of transit amenities improves the travel experience, and the business travel itself propels the destinations as preferred destinations for successive corporate visits.

Adopting innovative technology in the hospitality industry is crucial because digital technology has become popular in influencing the travel experience. Apps for personalized tips, notifications on events, or even personal AI assistants can help business travelers go off meeting for an enjoyable activity without spending much time on research (Kim et al., 2021, p. 791). For instance, Marriott and Hilton have implemented recommendation services into their loyalty platforms by assisting travelers in selecting where to dine, shop, or be entertained based on travelers' profiles and travel histories (Yun et al., 2020, p. 450). Besides, further advanced smart city features such as real-time transportation tracking systems, digital guides in multiple languages, and touchless payment methods contribute to the ease of business travelers' trips (Hua & Wondirad, 2020, p. 285). Thus, using technology and supporting services, local governments may attract attention to other aspects of the environment for business people to presumably have a better experience that will, in the long run, make the city more attractive for tourism (Soni, Kaushik, and Hussain, 2022, p. 451). Indeed, destinations that embrace advanced technologies to facilitate business travel experiences will have a competitive advantage in the organization's travel decision-making process (Ahn & Bessiere, 2022, p. 626).

Strategic corporate accommodations and collaborations between local establishments and travel management companies can enhance the likelihood of business travelers' exposure to the destination city (Ahn; Bessiere, 2022, p. 627). Various opportunities may include packaged city tours, which are arranged by the conference organizers in collaboration with the hotels, and entrepreneurial experiences, such as dining at specific restaurants during exhibitions at cultural sites (Lojo, Li, and Xu, 2020, p. 505). For instance, the city of Barcelona, at present classified as observing a strong business tourism industry, collaborates with local artisans and culinary specialists to create memorable, authentic experiences that represent the Catalan culture to the business travelers attending business meetings, conferences, or tradeshows (Yun et al., 2020, p. 455). Such partnerships also offer excellent reasons for professionals to go beyond existing business environments and to give the city a memorable experience (Alsharif, Isa, and Alqudah, 2024, p. 85). Additionally, these measures can be mutually advantageous since they bring people into businesses and give companies methods of fostering customer loyalty with improved guest experiences (Kim et al., 2021, p. 800). Incorporating cultural and leisure activities into business trips could ensure that busi-

ness travelers mingle with the community, thus boosting the economic growth of the city to the advantage of the city's tourism promotion towards rival destinations (Hua and Wondirad, 2020, p 290).

3.2 Influence of Local Hospitality on Customer Loyalty and Repeat Visits

The nature of hospitality services received in the city determines the loyalty and ability of a business traveler to return to the same place for other business in the future (Sigala et al., 2021, p.273). While leisure tourists are just occasional visitors who take a two or three-day trip, business travelers tend to benefit from repeat visits caused by events such as industry meetings, partnerships, or business expansion in a particular region (Ivanov and Webster, 2019, p.7). Business travelers' primary concerns include efficiency in services, including fast check-ins and outs and fast internet connection, among other means of transport (Ali et al., 2021, p.14). This is why cities need to invest in hospitality services that encompass the needs of businessmen and businesswomen to level up the competition in the global business travel market, as stated by Qiu et al. (2024, p.5). Enhancing hospitality also leads to increased efficiency in handling complaints and, thus, customer satisfaction, making the city more business-friendly and reliable (Sparks and Browning, 2011, p.1310). Extended stays can also contribute to business-minded hospitality as people can spend more time discovering what the business world has to offer in the city (Latif, 2021, p.1892). Extra services such as coworking business space, business service assistance, and networking event opportunities could also improve the city's corporate experience to attract potential business and more corporate meetings in the future (Xin and Choi, 2020, p.84).

The hospitality providers beyond the hospitality services that ensure that their houses provide business travelers with an intimate cultural experience develop a bond of satisfaction for business travelers (Wong et al., 2020, p.425). Self-check-in kiosks are locally sourced, and incorporating regional artwork in corporate lounges and city tours specific to the business traveler makes an impression (Foroughi et al., 2022, p.9). For instance, while foreign tourists are on business trips in Tokyo, luxury hotels have recently introduced servilities from Japanese culture, including tea ceremonies and personalized calligraph, to boost the visitor experience (Lee et al., 2020, p.137). They are also effective since they give clients memorable experiences, making them return (Sigala et al., 2021, p.275). Moreover, the services for traveler convenience, including services like multilingual employees, late check-in/out, or business services, add value to loyalty and make cities of interest in corporation events (Xin and Choi, 2020, pp.90). These aspects ensure that the business travelers are appreciated; thus, they are likely to come back for more and even recommend the destination to other business people (Latif, 2021, p.1900). As such, hospitality providers can enhance their

services with cultural and historical factors, making their services even more unique for consumers and distinguishing the city from its counterparts (Sparks & Browning, 2011, P.1315).

Customers are active technology users, which makes word-of-mouth marketing and online reviews enhance the influence of positive word-of-mouth communication on business travelers' loyalty (Wong et al., 2020, p.430). Colleagues often discuss their travel experiences with co-workers and even discussions through social media, whether personally on Trip Advisor or Business on Linked In, hence affecting the choices made by the corporate we (Lee et al., 2020, p.140). The testimonials from any city's hospitality services can help the city's reputation as a premier business destination that global corporations will continue to seek, hence creating a sustained demand for hospitality services (Ali et al., 2021, p.20). In addition, increased hospitality ratings lead to corporate events, sponsorships, and government relations, justifying cities' significance as the focal point for business initiatives (Qiu et al., 2024, p.7). Since business travel is a dynamic market, cities should embrace technology and uniqueness to ensure sustainable engagement with business travelers (Latif, 2021, p.1905). For instance, mobile check-ins, virtual concierge, and bright room solutions can enhance the hospitality experience and appeal to millennials and other collaborative business personalities (Xin and Choi, 2020, p.92).

The ability of a city to adapt to changes in the business travel market is also essential for retaining customers and subsequently creating a customer base for a town (Ivanov & Webster, 2019, p.10). According to Sigala et al. (2021, p.280), there is a growing emphasis on multi-purpose environments in various work models due to the continued hybrid and remote work arrangements. This suggests that cities that provide hospitality services with open-plan working environments, health and fitness facilities, and leisure activities will likely provide a more meaningful corporate trip (Sparks and Browning, 2011, p.1312). For instance, cities such as Austin and Lisbon have leveraged this trend by marketing the "workstation" – professional services during the day and a holiday the rest of the time. Such activities help acquire new business clients and maintain their loyalty by providing all-round services that enhance work performance and leisure (Lee et al., 2020, p.145). To do this, cities need to gauge the continuous change in traveler expectations and the provision of services to establish themselves as the most preferred business travelers' destinations, thus sustaining the business travel market (Foroughi et al., 2022, p.6).

3.3 The Economic Impact of Business Travelers Engaging with Local Hospitality

Aside from improving traveler satisfaction, several hospitality services are helpful in the economic development of a locality. Business travelers are one of the key contributors to the revenues of global tourism as a sector (Khan et al., 2020, p. 6). It pays off other small businesses, such as restaurants, art centers, boutiques, and other service providers, whenever business tourists dine in

local restaurants, book rooms in small hotels, and purchase regional products, as mentioned by Thommandru et al., 2023, p. 2901. This share not only revives local businesses but also encourages more investments in infrastructure, personnel, and marketing promotion of tourism to attract business tourists (Ivanov et al., 2022, p. 8). In the long run, hospitality development contributes to economic returns and the following benefits: increased tax collection, positive city infrastructure, and enhanced appeal for future investments in cities (Goffi et al. 2022, p. 1627). Also, services in the hospitality industry create employment in every sector; this makes the economy strong and stable in that it can survive even during the worst economic periods (Ye and Xu, 2020, p. 2).

Local hospitality forms a significant part of cities' business travel business infrastructure when its successful implementation leads to an uplift in visitor expenditure, employment opportunities, and long-term revenue. For instance, Las Vegas, a famous city in the United States of America that hosts many corporate events and conventions, gets more than 11 billion US dollars from business travelers. Business tourists largely prop up the city's economy by offering high-quality conference facilities and authentically local catering and leisure activities (Paulose and Shakeel, 2022, p. 450). Similar efforts in other contexts could similarly ensure higher economic development and improved viability of the hospitality industry (Goffi, Masiero, & Pencarelli, 2020, p. 1630). Moreover, the relations between local governments and private enterprises will help diversify the quality of hospitality services and maintain the development of the business travel market despite the turbulence (Ivanov et al., 2022, p. 18). Thus, by developing the local culture and premium experiences, cities can stand out from competitors, attract more domestic and international business tourists to the location, and improve their brand image internationally (Ye and Xu, 2020, p. 3).

Moreover, business travel fosters opportunities for international investment and economic expansion. Due to these reasons, conferences, trade expos, and industry summits are potential platforms for MNCs to identify new markets and forge business relationships (p. 2903). Destination cities provide a favorable climate for these interactions, enhancing the possibilities of developing more business engagements and FDI (Goffi, Masiero, and Pencarelli, 2022, p. 1633). In this way, by promoting themselves as business-friendly cities offering top-notch hospitality, cities can ensure a constant flow of corporate demand and consistent business prospects that would help them enhance their position in the global competition (Paulose and Shakeel, 2022, p. 456). Misinformed and untimely decisions at different city tiers can hinder high-value business tourism; however, strategic approaches like enhanced marketing and favorable government policies can push a town's recovery in the long run (Ivanov et al., 2022, p. 14). On the same note, engaging in business travel can strengthen relationships between local businesses, event planners, and tourist offices in the short and long term (Hoo Dong et al., 2020, p 7).

Moreover, in business travelers' interaction with local hospitality, the economic advantages are brought by the lobby improvements and by boosting community utility and amenities. The positive impact of business tourism on employment embraces the fact that the swelling needs of the business travelers and the activities they inevitably engage in generate job opportunities not only in the hospitality sector but also in adjoining trades, including transport, sales, and cultural facilities (Thommandru et al., 2023, p. 2902). For instance, increased business travel has also boosted products such as artisanal markets, F&B businesses, and entertainment from Berlin's economy (Ye & Xu, 2020, p.5). Further, business tourism can have a positive impact on the development of other public services and infrastructural investments, as well as cultural preservation projects, which mutually benefit the people of the city and make the city an attractive, well-rounded destination for tourists (Ivanov et al., 2022, p. 12). Customers who had a good encounter with the hospitality sector will return to the same place for leisure or recommend it to other business associates and friends, thus allowing for sustainable tourism (Paulose & Shakeel: 2022, pg. 459). These repeat visits and referrals increase the turnover, which boosts the economies both on a small scale and in a larger economy. Revisits and referrals enhance the overall economic return, contributing to the economic spin-offs for the local enterprises and large-scale economic development (Goffi et al., 2022, p1635). This strategy of incorporating ground broken experiences into business travel not only increases revenue but also works towards economic independence, hence bringing about sustainable development and stability in the community (Khan, Prashant, Achyut & Jatana 2020, p. 9).

4 Factors Influencing Business Travelers' Interaction with Local Experiences

Business travelers especially know they only have so much time to spare from work activities. However, the following factors affect their readiness and capability to embrace local experiences. Such insights can benefit hospitality stakeholders, local businesses, or policy-makers to improve the perceived business travelers' satisfaction and enable them to willingly immerse themselves in the cultural, economic, and social environment (Paulose & Shakeel, 2022, pg. 458). Right from the level of access to various attractions to the personal likes and perceived level of the realness of the location, everything goes into making the experience for the business traveler. This chapter explores aspects that may affect business travelers' contact with local experiences and implications for destinations. By addressing the above factors, cities and businesses can contribute to fulfilling customer guarantees and gain more from business tourism. As the travel industry becomes more saturated, one possible niche likely to generate good revenues is satisfying the needs of business travelers.

4.1 Convenience and Accessibility of Local Attractions

It was found that the accessibility of the attractions by the business travelers would determine the levels of participation they experienced. Busy business professionals require easy availability to places of interest, good restaurants, and good entertaining places. Hence, such facilities enhance the experience. A study on business tourists' behavior stated that the availability of tourist attractions is one of the reasons that compel business tourists to visit a particular destination (Huo et al., 2021, p. 2165). In addition, the study found that business tourists are inclined to visit tourist attraction sites during their trips to a particular destination (Huo et al., 2021, p. 2165). All these cities have effectively managed to respond to the needs of business travelers in that transportation networks interconnect business and tourism centers. Furthermore, places that enhance accessibility to sidewalks, bike-sharing schemes, and range solutions for the last mile, such as e-scooters, would help extend exploration. Easy access to key sites by timely, efficient, and cost-effective modes of transport is one requirement that needs to be met in making a city business travel-friendly so that visitors can optimally enjoy both business and leisure (Paulose & Shakeel: 2022, pg. 461). In addition, employing transportation applications that include schedule availability of available timetables, multilingual support, and intelligent routing can also improve convenience, helping business travelers move around strange places with relative ease (Metz, 2022, p.34).

Road and transport infrastructure are also critical for accessibility, especially for travelers. Properly illuminated roads, punctual and efficient public transport, and ride-sharing make the transport of visitors hassle-free when business travelers plan sightseeing trips or any other flexible activities. Also, offering city tourism passes, which grant the city access to different tourist destinations and

give discounted transport services, may prompt business travelers to explore fun activities within their limited spare time fully (Metz, 2022, p.36). For instance, 'CityPASS' in New York offers business travelers an easy way of visiting tourist attractions with special entry passes that save time whilst boosting local tourism within the constrained time of business trips. Similarly, cities targeting high-speed rail and express transit corridors to other large commercial centers increase convenience. Providing interpreters, sensible and comprehensible signs, and complete tickets can also help minimize barriers and create an appropriate environment for corporate visitors (Pencarelli, 2020, p. 470).

These have made it easier for business people to find their way around new places of business since technology has helped make traveling easier. Applications such as GPS navigation and apps that offer restaurant bookings and audible city tours allow the corporate visitor to avoid making prior bookings or planning. One research conducted in 2023 revealed that 850 million travelers employed travel applications for their planning purposes (Business of Apps, para. 3). For instance, cities such as Singapore and Barcelona offer travel synchronizes where one can easily make bookings for cultural tours, restaurants and tickets for the events with ease due to reduced hassle. Cities can enhance business travelers' participation in local experiences due to increased availability and ease of access and boost tourism for the area and business (Zeqiri et al., 2020, p. 76). Also, machine-learning travel agents and talking bots can benefit real-time traveler support and recommendation services when a traveler is in unknown territory. As technology advances, the application of these tools in business travel will increase since various destinations will work on developing technology solutions that can suit the needs of corporate travelers (Zeqiri et al., 2020, p. 75). Furthermore, privileges such as customized travel plans, 3D models of places of interest to be visited, and cashless purchasing options will help to make traveling more practical for working people and, thus, make such places more popular.

4.2 Cultural and Personal Preferences of Business Travelers

Culture and individualism come in different forms in the decisions made by business travelers when experiencing cultural attractions or events. It breaks down to culture, religion, or other issues such as food limitations, their travel experience, and perhaps their country of origin. For example, Liu et al. (2022, p.19) also note that cultural differences play a vital role in influencing tourists' preference for attractions, thus the need to align the service provision to the visitors' culture. As pointed out by Chatterjee and Mandal (2020, p.4), Travel goals and cultural class are the two factors that have a direct impact on the choice of destination and hospitality; this is why Jewish and Asian businessmen and businesswomen prefer places that offer kosher or halal foods, while Europeans – food that is organic and environmentally friendly. Knowledge of these preferences enables

hospitality developers to improve the satisfaction of hotel guests and customers in the industry. Soni, Kaushik, and Hussain (2022, p.5) point out that safety and dietary preferences are important to women business travelers, especially those traveling within domestic markets preferring personalized services, hence the need for targeted services. On the same note, Wong, Lai & Tao (2020, p.1776) argue that engaging, delightful, and memorable dining and recreational experiences shared on social media boost brand image and loyalty, explicating the role of culture-sensitive concepts in positive word-of-mouth.

Language, therefore, plays a significant role in the level of interaction of business travelers with the local environment, including the degree of confidence to venture outside formal business activities. Liu et al. (2022, p.18) state that destinations that provide language options enhance visitors' interactions. Li et al. (2024, p.5) also show that language barriers negatively impact older adults' self-determination needs. Liu et al. (2022, p.19) note that business centers such as Hong Kong and Singapore have bet on this by making it environment-friendly. Wong, Lai, and Tao (2020, p.1779) also provide evidence that communication breakdown is prevented through digital translations and multilingual content disseminated through mobile media, and travelers can actively engage in cultural experiences. In addition, Chatterjee and Mandal explained that purposeful language inclusion increases the trust and confidence levels of different tourists and can result in exploration and destination commitment (Chatterjee and Mandal, 2020, p.5).

Moreover, there are generation disparities as generation preferences affect expectations of travel accommodation, leisure activities, and work-life ratios. Li et al. (2024, p.6) noted that the motives of young business travelers are self-authority and competence. Therefore, young business travelers opt for experiential-creatively appealing travel experiences. Wong, Lai, and Tao (2020, p.1780) also establish that millennials and Generation Z are inclined to seek recommendations from their peers on social media, which entails offbeat experiences and spaces for coworking. However, it is relatively found that older travelers opt for safety, familiarity, and convenience (Soni, Kaushik, and Hussain, 2022, p.4). Chatterjee and Mandal also note (2020, p.6) that class and culture are also why the older generation of executives prefer premium business environments and international hotel brands. Liu et al. (2022, p.20) stated that it helps the destinations to attract and accommodate more than one generation with varying needs and wants, such as green accommodation options, luxurious comforts, etc., to encourage revisits and sustain tourism.

4.3 Perceived Value and Authenticity of Local Hospitality

The value placed on local hospitality and its genuineness affects the level of participation by business travelers in a destination. Experiences like eating in local home-grown restaurants, watching cultural troupes, or engaging in locally organized functions and events offer a rich understanding of

community culture (Zhao et al., 2023, p.263). Recent studies reveal that 64% of business travelers only prefer to dine in upscale casual restaurants. Thus, cultural experiences are more valuable for corporate visitors, and thus, their impressions will be more profound (Qiu et al., 2024, p. 4). Also, cities that advertise more intimate products like street markets and local craftsmanship, which appeal to new business travelers, can mix into the existing and continually intensifying competition (Song et al., 2024, p. 12). Consumption experiences are also supported by more personal services, for instance, itinerary customization, which brings out a unique touch of authenticity corresponding to the travelers' preferences (Michael and Fusté-Forné, 2022, p. 827). In addition, business travelers are also interested in making contact with people and getting to know the country's culture. Such influences can turn ordinary business travels into enjoyable experiences so that people will revisit the place and recommend it to their friends (Huang & Tsai, 2021, p. 10). Besides, destinations with consolidated and developed offer both commercial and entrepreneurial services, and cultural events are preferred in the corporate travel segment and create a competitive advantage for destinations (Liu et al., 2022, p. 26).

Another factor that is very central to engagement is the value perception. The notion is commendable, mainly because while organizations usually sponsor frequent travelers, they want to experience the best and readily available service cheaply, as Zhao et al. observed (2023, p. 270). Companies appear to select cities that have affordable and qualitative local experiences like food tours or organized cultural activities for corporate traveler participation (Qiu et al., 2024, p.4). For instance, Bangkok combines business travel with local experience, thus providing premium, affordable experiences that make it unique for corporate travel in Southeast Asia, as described by Song et al. (2024, p. 9). Moreover, the destinations offering networking within their hospitality services can also appeal to corporate travelers as that permits combining business and entertainment (Michael and Fusté-Forné, 2022, p. 830). For example, wine-tasting events in Napa Valley aimed at executives became a successful combination of business and regional involvement (Huang and Tsai, 2024, p. 11). Apart from improving satisfaction, it is also in line with today's corporate travel management, which emphasizes cost-cutting (Liu et al., 2022, p. 27). Furthermore, satisfactory business travelers' experiences also leave the guests willing to stay longer or return for leisure; they are more beneficial for the long-term sustained economic development of the destination (Zhao et al., 2023, p. 272).

Hospitality business practices, including sustainable and ethical tourism standards, are being incorporated. Business travelers from organizations with significant CSR policies likewise would trust corporations committed to sustainability and community involvement (Qiu et al., 2024, p. 4). The following sustainable hotels: Investing in environmentally friendly options for the food ordering service, including farm-to-table concepts; Addressing travelers' expectations of taking responsible

tourism throughout destinations (Song et al., 2024, p. 11). Thus, cities can support local offerings to match the business travelers' proportionate expectations and boost their impact and reputation among business visitors (Michael and Fusté-Forné, 2022, p. 832). Green-certified accommodations and sustainable conference facilities influence corporate travel buyers' decision-making criteria (Huang and Tsai, 2024, p. 13). This is especially so given that sustainable tourism practices create a strong perception towards environment-conscious business tourists, placing these destinations in a vantage point as sustainability gains traction (Liu et al., 2022, p. 26). In addition, these can be supported by marketing communication and tourism promotions and popularizing a destination's responsible tourism activities (Zhao et al., 2023, p.274). Financial rewards such as shaping customers' deals through incentives like reducing prices for staying in environmentally friendly hotels or engaging in ecologically conscious activities also elicit responses from business travelers (Qiu et al., 2024, p. 5).

However, adding technology to the features offered by hotels and restaurants in the local market can also add value to business travelers. Corporate travelers enjoy digital resources in the form of applications that assist with planning itineraries, virtual tours, and efficient connections to local activities (Song et al., 2024, p. 6). For instance, destinations that use AR solutions to guide tourists around historic landmarks or offer digital concierge services to business travelers would meet the expectations of guests who cherish convenience and interactivity (Michael and Fusté-Forné, 2022, p.834). Furthermore, engaging in leisure activities that enable networking and professional development on digital media surfaces can generate distinctive values (Huang and Tsai 2024, p. 16). Industries that set events, workshops, or casual meetings at local places must pursue working travelers by simultaneously addressing their business and tourism needs (Liu et al., 2022, p. 27). An example of this approach is when business travelers can attend tech conferences and seminars and be offered tours of culturally rich districts (Zhao et al., 2023, p. 276). Apart from increasing the perceived utility of the trip, such services also help extend the length of the visit and the frequency of the visitation (Qiu et al., 2024, p. 6). Technology-wise blending with locally sourced experiences is the key to corporate relationship building, thus supporting hospitality sales and overall appeal as a business travel hub (Song et al., 2024, p. 7).

5 Data and Methods

This section focuses on the research design, population and sampling approaches, data collection planning, and data analysis. A research design is an approach to answering research questions by collecting and exploring data (Ioannidis et al., 2015, p. 5; Kassa et al., 2024, p. 10). It gives how the research would be performed. There are distinctive research types. Nonetheless, the main ones are qualitative, mixed methods, and quantitative, which are categorized based on types (qualitative or quantitative data) of data (Ioannidis et al., 2015, p. 7). Quantitative research describes a process of gathering and assessing data. It is exploited to determine averages and patterns, make inferences, find casual relationships, and simplify a vast population.

On the other hand, qualitative research design defines a research technique that examines non-numerical data and sophisticated questions. Usually, it is employed to understand human experiences, beliefs, and social interactions (Kassa et al., 2024, p. 11). Furthermore, mixed research methods define the use of both quantitative and qualitative designs. It is fundamental when a researcher is interested in a comprehensive understanding of a specific phenomenon of interest. The present study utilized a qualitative research design (Kassa et al., 2024, p.13). It is suitable for this research because it requires a deep understanding of the experiences of business travelers (factors that influence their return to Greece, Athens). In this scenario, the research tries to answer "how" and "why" questions, thus justifying the significance of qualitative design.

5.1 Population and Sampling Approaches

The research population (or the target population) describes the whole group or set of people, events, or objects with particular characteristics, forming the basis of the research focus (Li et al., 2025, p. 15). As a result, it forms a more significant population where the researcher collects the research sample. A research sample is a set of objects, items, or individuals drawn from the population of interest. This implies that it acts as a representative of the larger population. On the other hand, sampling defines a process that allows information to be gathered for a small number of people or organizations within a population, eventually making decisions that address the research questions (Petre & António, 2024, p.68). There are various sampling techniques, which are broadly categorized into probability and non-probability sampling. Probability sampling is a research technique that involves choosing a sample from a larger population using random selection approaches. It is also referred to as random sampling.

On the other hand, non-probability sampling defines a sampling approach that involves choosing a sample using non-random or subjective approaches (Younas et al., 2025, p. 833). As a result, it does not require a comprehensive framework, implying it is a cheap approach to gathering data.

Probability and non-probability sampling are classified into distinctive groups or types based on their characteristics (Younas et al., 2025, p. 837). The present study focuses on purposive sampling, one of the non-probability sampling techniques. It is also called judgmental sampling, which entails choosing participants, items, or objects according to particular characteristics. As a result, the target population is business hotels in the capital city of Greece (Athens). Furthermore, the samples were journals focusing on Greece and discussing factors influencing business travelers to explore Athens, hospitality traits that encourage return visits, and preferred hospitality experiences.

5.2 Data Collection Planning

The data collection plan describes a framework for gathering the researcher's interest and the approaches to collecting and evaluating the data. Its primary role is to ensure that collected data is reliable, efficient, and targeted and offers expressive insights into the research objectives. For this reason, Systematic Research Review (SLR) was chosen as a technique for selecting the journals. SLR defines an independent academic technique that identifies and assesses comprehensive information from the literature on a specific subject to make conclusions based on the research questions. It was chosen because it provides a precise, rigorous, and replicable journal selection. Additionally, it employs proper exclusion and inclusion criteria to improve reliability. It also assists in obtaining themes of interest across various sources.

Furthermore, the SPIDER approach was incorporated. SPIDER describes a research approach that provides answers to qualitative research questions. In the word SPIDER, S stands for "Sample," PI signifies "phenomenon of interest," D denotes "Design," E is the "Evaluation," and R refers to "Research type." The peer-reviewed journals and dissertations published between zero and ten years and addressing the research objectives were included. Furthermore, the journals should focus on thematic analysis and associated concepts, published in English, and focus on Greece and Athens.

On the other hand, non-peer-reviewed journals, editorials, opinion pieces, and duplicates were excluded from the study. Proquest and Google Scholar were utilized as databases for search. Therefore, the research questions were classified according to the SPIDER approach to enable search strategy development, as demonstrated in Appendix 1.

5.3 Data Collection

Data collection defines a process of collecting and determining information of interest according to research variables in a manner that addresses research questions, examines hypotheses, and assesses outcomes. Therefore, the classification of research questions was used in developing a Boolean search strategy, in which the following search approaches were developed: "Business

travelers OR hotels OR tourists" AND "Local hospitality traits" AND "Purposive sampling OR thematic analysis" "Local experiences in Athens, Greece" AND Grounded theory OR "phenomenology." According to search criteria, six hundred previewed journals and dissertations were identified. Consequently, after removing duplicated sources, three hundred 350 articles were subjected to further scrutiny, and those sources with not more than two inclusion conditions were rejected from the research, leading to 150, which proceeded to the next review phase (Appendix 2). The re-scrutinizing of the sources led to the exclusion of one hundred and twenty, leaving 30 references. Moreover, sources that met only three inclusion conditions were excluded. As a result, twenty-two sources were excluded. References with more than four inclusion conditions were incorporated in the study (Appendix 2). Additionally, Appendix 3 shows the themes identified from these six sources.

5.4 Data Analysis

The thematic analysis describes a qualitative research technique that recognizes and showcases themes in data (Naeem et al., 2023, p.7). For this reason, it is a systematic approach to assessing data, especially when identifying phenomena of interest from research conducted in various studies. It is used in social sciences to identify reoccurring patterns in the specific data to display and distinguish them. It involves a careful reading process and conclusions to make recommendations concerning the study's objectives in conjunction with the materials. The method that has been followed in the thematic analysis involves the following steps, including data familiarization and transcript creation, keyword identification, code selection, theme development, and the final step, which is conceptualization out of the keywords, themes, and codes (Naeem et al., 2023, p. 12). The last step in thematic analysis is the development of a conceptual map. These steps apply as a guide for accurately analyzing qualitative data. Therefore, they enhanced the research approach and enriched their understanding of the results.

During this stage, the scholars attempt to seek themes from substance content. This is accompanied by a quote selection that gives data life and unique features and relationships with the objectives and patterns involved in the research. Next, the consecutive stage implies the subsequent analysis of data to pinpoint common patterns that define participants' perceptions and experiences. According to Naeem et al.(2023), data coding entails labeling the data in a way that represents the message or theme of the data (p.15). This one transforms complex textual text information into theoretical type. This assists in factors that are related to research questions. Keywords are essential in the coding process since they comprise the analysis framework, vital in converting raw data into research components (Arar, 2017 p. 2956). Creating themes entails rearranging codes into mean-

ingful categories to infer patterns and possible correlations, which provide intuitions to research objectives. In this phase, scholars move from a comprehensive assessment of codes and groups to a more non-concrete interpretation by developing themes (Elliott, 2018, p. 2853). The conceptualization phase involves defining and understanding perceptions from the data. It entails using different tools, such as models or diagrams, to understand the correlations between the concepts. Creating a conceptual model is critical in thematic analysis as it involves unique data representation controlled by existing theories. The developed model provides answers to the research questions.

The key statements in Appendix 3 helped the thematic analysis, as illustrated in Appendix 4. Based on the analysis, Appendix 4 demonstrates three themes: travel motivations, culinary tourism, traveler perceptions of Greece as a destination, and economic and logistic considerations.

6 Results

This section provides results from a thematic analysis of factors influencing business travelers to visit Greek Athens. The analysis revealed different factors influencing tourists' perceptions of visiting Greece. Three themes emerged as the primary influencers of business travelers or tourists visiting Greece. These factors encompass economic and logistic considerations, travelers' perceptions of Greece as a destination, travel motivations and culinary tourism. The tourism experience and decision-making practices between travellers and Greece as a destination depend on both economic and logistic elements, travellers' perceived destination qualities and motivations, and culinary tourism aspects. Travellers base their decision about visiting Greece on financial and logistical elements, including cost-efficiency of travel, seamless flight paths, convenient visa processes, and satisfactory local infrastructure standards. Favourable conditions in these elements enhance traveller accessibility and create better opinions about the country in the visitors' minds. Travellers develop their images of Greece through media and promotional materials and their real-life visiting experiences. Travellers who encounter reasonable prices, easy access, and friendly treatment have better impressions of Greece, so they choose the destination instead of other vacation spots. Travellers' fundamental reasons for destination selection converge with their observed conclusions about Greece as a tourism destination. Tourists come to Greece because of its diverse appeal, including its historical lineage, stunning scenery and cultural diversity, and the rising popularity of its culinary traditions. The experience customers receive when visiting becomes more enriching because of the distinctive role culinary tourism plays. Traditional Greek cuisine, wine culture, and authentic local dining are the predominant reasons tourists choose Greece as their travel destination and define what they most value during their visit. The wish to discover a nation's heritage through its dining habits guides some travellers as their main reason for discovery. Travel motivations are boosted by favourable economic and logistical conditions, creating favourable perceptions into another iteration of this influence cycle. Travellers' positive perceptions undergo reinforcement after their experience while travelling, prompting them to share their experiences with others interested in visiting the destination (Appendix 4).

6.1 Travel Motivations and Culinary Tourism

Gastronomy and food contribute to tourists visiting Greece for various activities, including business. The analysis revealed that authentic Greek cuisine and local foods motivate most tourists to visit Greece. Additionally, food choices and eating behaviors make food one of the influencers of tourists visiting Greece. For this reason, culinary tourism influences business travelers' perceptions by creating an inimitable and memorable destination experience.

6.2 Traveler Acuity of Greece as a Destination

This theme demonstrates how tourists consider their experiences in Greece. The findings indicate that they perceive Greece as culturally rich, exciting, and friendly. These factors make Greece the preferred destination for distinctive activities. Furthermore, cultural and social experiences, encompassing interacting with new individuals, traveling in groups, and visiting historical sites, trigger positive perceptions of tourists and influence their return visits. Therefore, the positive aspect of Greece enhances tourists' desire to revisit, leading to the long-term sustainability of the hospitality industry in Greece.

6.3 Economic and Logistic Considerations

This theme focuses on how financial aspects influence the frequency of tourists visiting Greece. Usually, the affordability of air tickets upsurges the number of tourists visiting Greece. Additionally, the findings established that the availability of airports makes it easier for travelers to reach Greece, leading to convenient travel. Moreover, the presence of various tourism services and excursions affects the general experiences of tourists as they strive for convenience and value. As a result, economics and logistics affect travel motivations. For instance, the accessibility of Greece and the affordability of transportation costs influence tourists to revisit Greece for different purposes, including business.

7 Key Findings and Implications

The study investigated business travelers who revisited Greece as potential customers. Therefore, to achieve this aspect, it focused on how local (Greek) hospitality traits entice guests to return to Greece and how to implement them to encourage tourists. Moreover, it addressed the local experiences that are most attractive to business travelers. Therefore, to align with these objectives, the study incorporated qualitative research design, systematic literature review, and SPIDER as data collection methods. As a result, six hundred journals and dissertations were considered for review. However, only six out of this number met the inclusion criteria, in which key statements were extracted and subjected to thematic analysis. Three themes were identified from the statements. They include travel motivations and culinary tourism, traveler perceptions of Greece as a destination, and economic and logistic considerations, which led to conceptual model development, as illustrated in Appendix 4.

Different elements establish the reasons why people choose Greece for their tourism activities. Gastronomic offerings and food experiences stimulate business-oriented tourists to select destinations in the country. The choices of tourists regarding Greece as their vacation destination heavily depend on their interest in authentic Greek recipes and local food ingredients. Tourists rely on genuine food encounters to acquire positive perceptions regarding selected regions, which develops their eventual understanding of these locations. Previous experiences and familiarities with specific areas directly affect the gastronomic journey of visiting travellers. The existing information tourists already possess influences their judgments about the dining quality of their travel destination. How a region prepares and offers food directly determines which tourist locations customers visit. People choose tourist destinations based on gastronomic motivations, resulting in different satisfaction levels. Strong gastronomic presentations to tourists elevate their satisfaction levels, improving loyalty toward the destination. Hospitality professionals understand how finance revolves around gastronomic events because they apply local products to help guests discover regional food and beverage options. The traditional food culture is a key driver in motivating tourists to choose specific travel destinations regarding tourism and business interests. Road travellers' intent to return to a destination is shaped by both functional and health-based attributes of local food and cultural, emotional and social values. Multiple elements emerging from the tourist experience determine decisions to return specifically to particular destination regions. Each factor comprises the impression of the tourist destination, its cultural elements, e provided services and perceived quality levels, and resonance from the experience itself. Tourists will visit particular destinations because of a social atmosphere combining welcoming characteristics, diverse cultural aspects, and interpersonal engagement. A positive tourist experience and a desirable destination image will directly increase visitor loyalty toward the destination. Tourists'

encounters within an area maintain a direct connection that bridges motivational factors to their loyalty decisions.

Previous trips that left strong memories increase individuals' desire to return. The emotional bond that develops between a person and a destination through nostalgia functions to explain the link between prior experiences and planning future journeys. Tourism activity growth in Greece receives support from these elements. The images tourists develop about their destinations play a strong role in determining their future trip intentions. Different elements shaping destination images include government backing, infrastructure quality, tourism facilities, and the country's natural beauty since these components drive regional tourism growth. The fundamental aspects of tourism growth include revisiting intentions, recommendations, and customer satisfaction. The key destination attributes that form tourist decisions are related to features like friendliness, local culture, and food quality and service standards. Tourist destination characteristics enhance the probability that visitors will return to visit again.

Additionally, economic and logistic considerations are fundamental in influencing tourists' intention to revisit certain regions. Generally, they affect tourists' perceived values and overall experience. For this reason, tourists would prefer destinations that offer value for their money and have seamless travel logistics.

In Greece, hotels have adopted some of these factors (identified themes) to encourage tourists to revisit their intentions. Some hotels include King George, Grande Bretagne, Electra Palace Athens, Herodion Hotel, and Athens Gate Hotel. Appendix 6 shows hospitality traits the hotels have incorporated into their services to encourage tourists to return to Greece.

Based on Appendix 6, all of the hotels have culinary tourism aspects in their services. Nonetheless, they have some similarities and differences. For instance, these hotels incorporate authentic cuisine and Mediterranean influences, making them appealing to travelers who are in local gastronomic experiences. Furthermore, they include fresh, high-quality food ingredients, focusing on local and seasonal farm produce, attracting guests who prefer authenticity. They also provide eminent dining experiences, with restaurants with conducive environments situated on rooftops and appealing menus. The hotels offer a comprehensive view of major interesting areas in Athens, like the Acropolis Museum, Acropolis, and Lycabettus Hills, which improve general dining experiences associated with dishes enriched with Greek history and culture. These hotels are carefully constructed to develop an immersive, socially rich experience, enabling tourists to appreciate Athens culture while enjoying their food. Again, the hotels emphasize sustainability and supporting Greek economies by sourcing ingredients locally. This approach allows them to reduce their prices to customers.

Apart from similarities, these hotels differ in how they attract customers. For instance, King George and Hotel Grande Bretagne put emphasis on luxury dining experiences. They provide hedonistic Greek cuisine. On the other hand, Electra Palace Athens mixes Mediterranean and Greek flavors with an innovative fusion approach, making its menu appealing to the target travelers. Athens Gate Hotel has a more straightforward but conventional Mediterranean menu, concentrating on Greek flavors rather than high-end or fusion gastronomy. On the other hand, Herodoin Hotel is best recognized in Greece because of its cocktail-pairing experiences.

King George and Hotel Grande Bretagne offer iconic, high-end rooftop partaking experiences that care for travelers seeking exclusivity. Herodion Hotel and Electra Palace Athens focus on rooftop dining with a less elegant ambiance, incorporating enjoyable dining in a casual setting. Athens Gate Hotel is more accessible than the other four, providing a rooftop view. Nonetheless, it has fewer formal dining styles than the other four hotels. Regarding logistic and economic considerations, Herodoin Hotel and Electra Palace Athens focus on farm-to-concepts, contributing to its sustainability, and local acquiring food ingredients as the primary facet of their dining experience. Hotel Grande Bretagne incorporates sourcing ingredients from Greek organic farmers and suppliers, which supports its ultra-premium focus. On the other hand, Athens Gate Hotel uses locally produced food ingredients. It provides traditional Greek meals and classic Greek breakfasts, making its prices affordable to many customers compared to other hotels that offer luxury options.

Therefore, the thematic analysis from the literature and comparison of how some of the hotels in Greece have incorporated these themes to encourage tourists (business travelers) to revisit intention, local hospitality traits such as locally sourced food ingredients, rooftop dining with a comprehensive view, and authentic Greek cuisine plays a fundamental role in developing immersive tourist experience that entices business travelers to interact with Athens beyond their restaurants. For this reason, hotels in Greece should focus on cultural and culinary immersion, as demonstrated by restaurants such as Hotel Grande Bretagne and Electra Palace Athens, which provide menus consisting of local flavors, providing tourists with the experience of Athens' gastronomy. This strategy allows business travelers to explore different types of food available in Athens. Moreover, incorporating scenic dining experiences is significant. As a result, hotels in Greece should embrace this approach. For example, the King George and Herodoin Hotel, which provides comprehensive rooftop views of Greece's surroundings, attracts tourists as they experience cultural sites such as Plaka and Acropolis museums. The visual association between historical sites and dining encourages tourists to these regions.

The strategy of sourcing local food ingredients and emphasis on traditional Greek ingredients, farm-table concepts, and regional products reduce the production costs and make the meals affordable to target customers. This approach is observed in hotels such as Herodion Hotel and Electra Palace Athens. It triggers curiosity among travelers about the agricultural heritage of Greece. These factors inspire business travelers to visit local producers such as olive groves, artisan markets, or olive groves. Generally, incorporating Greek hospitality features in hotel services allows tourists to enjoy a deep relationship with Athens, which promotes exploring the city.

Furthermore, authentic hospitality, cultural engagement, and personalized service improve tourists' satisfaction. Thus, it upsurges their probability of returning. Key factors contributing to this include balancing leisure and work, memorable dining experiences, ethical sourcing, and sustainability. Tourists prefer premium and appropriate dining options. Hotels should embrace this approach, as observed among hotels such as King George and Hotel Grande Bretagne, which provide stylish dining with conventional influences, contributing to an exclusive but culturally rich environment that encourages tourists excited to return. Restaurants that embrace conventional cuisine and a relaxed, professional environment, like Athens Gate Hotel, which provides a Mediterranean menu, or Herodion Hotel, which offers cocktail pairing, have an atmosphere where tourists can relax. This balance between leisure and work encourages loyalty. Tourists prefer hotels that encourage eco-friendly activities. Therefore, hotels in Greece should embrace this strategy. This approach is incorporated in hotel practices such as Herodion Hotel and Electra Palace Athens, where they use locally sourced food ingredients that align with the target guests' needs. As a result, this encourages them to consider Greece as their destination in their future tourist plans.

Based on the analysis, tourists hardly have free time. However, they prefer experiences that support their busy schedules. As a result, distinctive hotels in Greece consider these experiences by utilizing local flavors and fine dining, scenic rooftop dining, authenticity and culinary simplicity, and ethical sourcing and sustainability. King George and Hotel Grande Bretagne are some of the high-end restaurants in Greece. They provide a distinguished taste of Greece luxuriously but in a convenient environment. This strategy makes these hotels suitable for tourists who prefer enjoying local gastronomy. Electra Roof Garden and Herodion Hotel offer a comprehensive view of Athens, enabling the target customers to enjoy the beauty of Athens when dining. This is crucial for business travelers interested in free time from their duties. Athens Gate Hotel concentrates on classic Greek meals with fresh and local food ingredients, making it ideal for tourists who like high-quality meals. Furthermore, hotels should embrace eco-conscious strategies to attract environmentally sensitive tourists. This approach is adopted by hotels like Electra Palace Athens and Herodion Hotel, which incorporate a farm-table dining strategy and locally sourced food ingredients.

7.1 Recommendations for the Greek Hospitality Industry

According to thematic analysis and understanding of how five selected hotels incorporate the identified themes in Appendix 4, hotels in Greece can improve tourist engagement and retention by incorporating different strategies, such as enhancing the relationship between cultural tourism and businesses. Tourists always have busy schedules. Nonetheless, they strive to enjoy authentic local experiences. For this reason, hotels should focus on providing Greek culinary experiences that incorporate conventional flavors with innovative fine dining, as demonstrated in the approaches of King George and Hotel Grande Bretagne. Furthermore, rooftop dining aspects should be improved to provide comprehensive views of the landmarks of Athens. These approaches are significant because they encourage tourists to interact with the city's history city. Hotels should also consider partnering with markets and wineries to encourage tourists to Greek gastronomy.

When addressing the issue of work and leisure concerning business trips, offering quick and quality meals made from local products is essential since it helps the visitors taste traditional meals without wasting time. This strategy is implemented by hotels such as Athens Gate Hotel to suit a simple Mediterranean meal menu. Moreover, there is a need for hotels in Greece to enhance private dining for formal business meetings and make sure that businessmen and women find hotels very comfortable during their working meetings. Also, flexibility in meals is necessary to address various business schedules of international travelers. Sustainability is another important strategy that hotels that want to succeed in the hospitality industry should consider. This approach is realized in different ways, meaning the methods used by the Horodion Hotel, for example, the farm-to-table strategy and the approaches adopted by the Electra Palace Athens. This strategy helps buy fresh, locally farm-produced food products and assists in developing the agriculture sector in Greece.

Furthermore, incorporating sustainable menu planning is significant in reducing cases associated with food waste. Hotels supporting eco-friendly practices have better chances of attracting more business travelers than those not. Therefore, incorporating eco-conscious approaches in hotel activities is important for success in the hospitality industry.

Developing menus that consider aspects such as Greek culture, leisure, and work attracts business travelers. For instance, hotels providing business-class accommodations and dining experiences will likely receive more visitors. Therefore, hotels in Greece should consider this strategy. Again, providing unique services for local excursions enables tourists to enjoy Athens's surroundings distinctively. Creating work and relaxation motivations like rooftop dining vouchers and discounts for business travelers encourages more visitors to that hotel. The accessibility of hotels is another aspect that hotels need to focus. Inaccessible hotels are likely to receive fewer business

travelers than accessible ones. Hence, hotels should consider incorporating digital booking for transportation, meetings, and dining. Priority reservations enable VIP dining experiences, which suit business travelers in specific categories of business travelers. The partnership is one factor that fosters success in the hospitality industry. Hence, hotels should take this advantage and partner with local cultural institutions to provide discounted services and fast-track entry to attract more business travelers to Greece.

7.2 Limitations and Areas for Further Research

The study suffered from inadequate hotel selections. For instance, only five hotels were incorporated to determine how they incorporate the identified themes in their hotel services. Therefore, it is impossible to generalize the findings to different hotels in Greece. Furthermore, the literature focuses on food and dining experiences. A literature review and thematic analysis guided this. Hence, this focus excludes other factors such as technological amenities, transportation access, and conference facilities.

Additionally, the research objectives did not incorporate direct tourist feedback, making it difficult to understand precisely what influences their revisit intentions. For this reason, future research should consider collecting primary data from business travelers to justify their assumptions. The hotels included in the research focused on high-end customers who prefer premium dining experiences. Therefore, capturing travelers' views in different classes makes it challenging. Even though Athens acts as a business and tourism hub, other regions, such as islands and cities, are likely to have distinct strategies for businesses. For this reason, applying the findings across the regions in Greece is difficult. Based on these challenges, future research should focus on a comprehensive study of traveler preferences and business and investigate the use of technology in driving traveler revisit intentions.

7.3 Personal Learning Outcomes and Ethical Considerations

The research investigated business traveller decision factors for visiting Athens, Greece, and produced various essential learning outcomes. The research investigation demonstrated that culture connects intricately with gastronomy, infrastructure, and wellness analysis, which showed that traditional dining and local foods create satisfying travel experiences which motivate business tourists to return to a destination. Destination marketing strategies should highlight the business advantages of cultural identity fusion in hospitality services because this practice helps destinations stand out and fulfil current tourist needs. The actual accessibility of properties, along with their pricing structure and nearby exciting destinations, are fundamental factors influencing travellers when picking their destinations. A significant understanding from this experience was

how vital it is to create marketing plans that address distinct customer segments, particularly focusing on business-oriented tourists. A destination finds higher success in international tourism by integrating local dining services with cultural activities alongside efficient customer service models. The research observed ethical principles through a literature review using the SPIDER framework while only evaluating peer-reviewed academic sources of a credible nature. The research method meets ethical guidelines, promoting transparent reporting, scholarly standards, and proper information utilization. Since human subjects' involvement was absent, the research minimized participant abuse and inaccurate data representation. The discoveries from this study encourage ethical tourism growth by respecting regional customs, backing neighbourhood finances, and following sustainable travel practices. Furthermore, AI was incorporated into the research by generating key ideas. As a result, the researcher developed such ideas.

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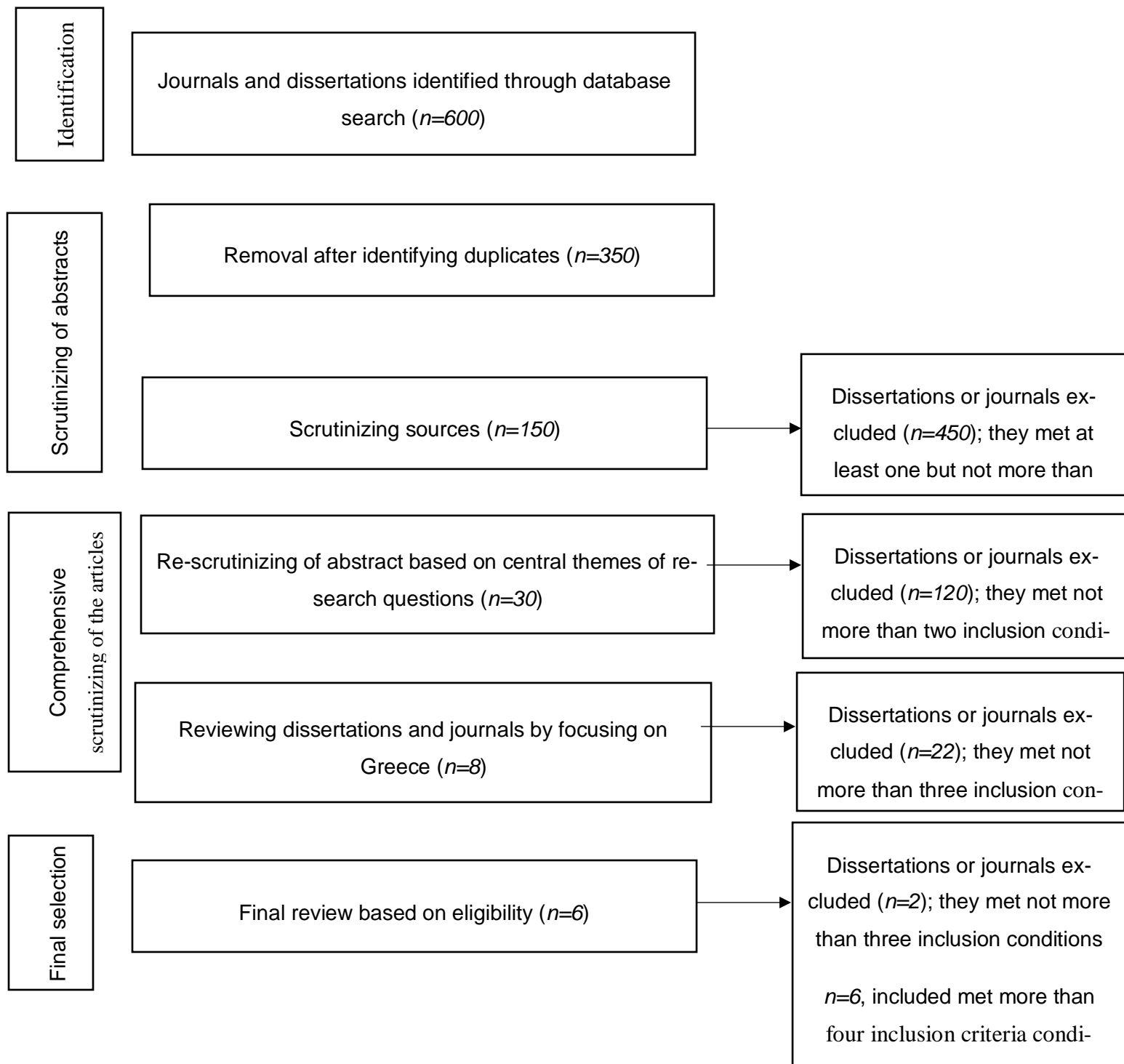
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Appendices

Appendix 1. The classification research questions based on the SPIDER approach

S	PI	D	E	R
Business travelers, hotels, OR tourists	Local hospitality traits	Purposive sampling OR Thematic analysis	Local experiences in Athens, Greece	Grounded theory OR Phenomenology

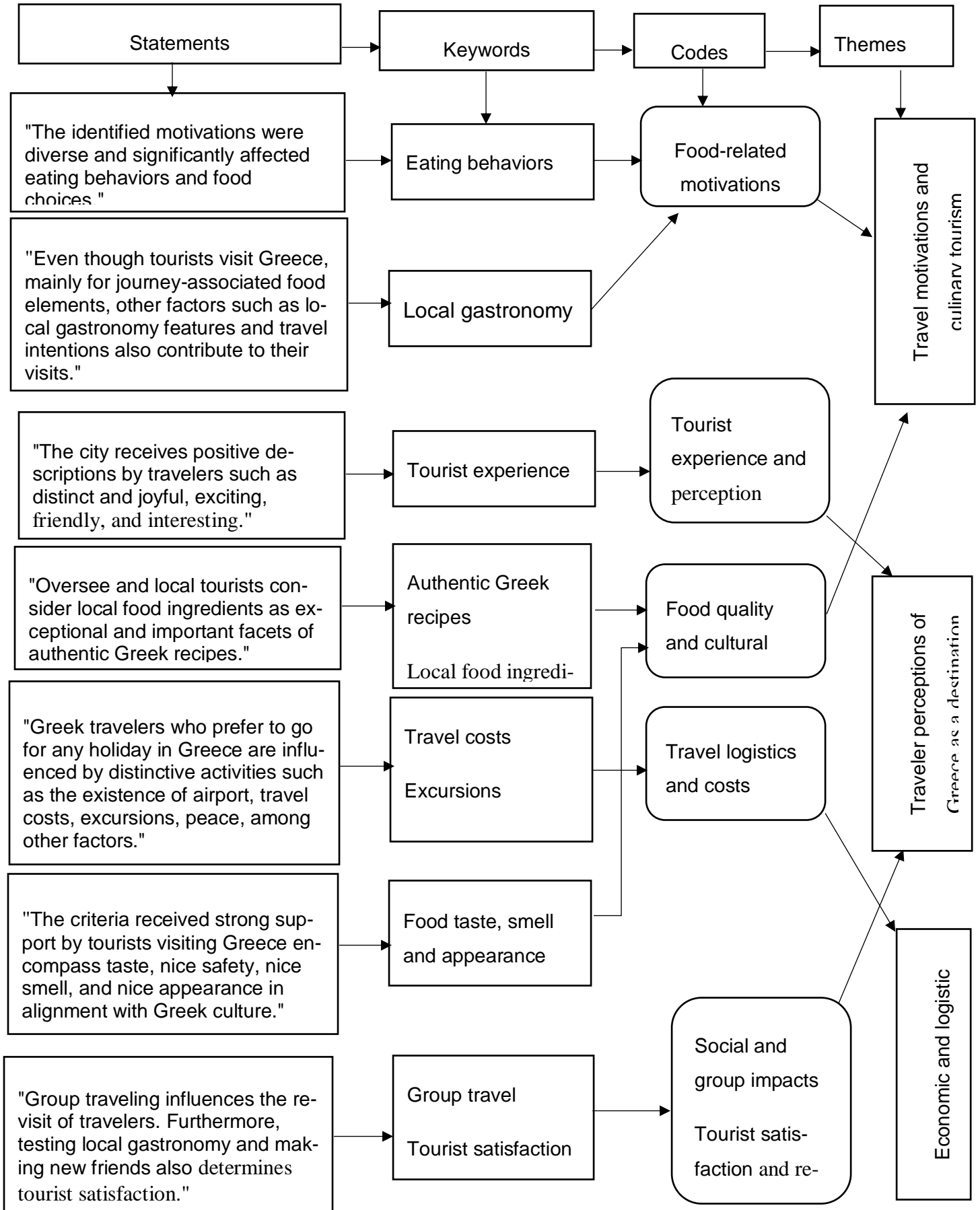
Appendix 2. The identification of six sources(journals or dissertations)



Appendix 3. The key statements from the selected six journals and dissertations

Author(s)	Year	Statements
Lazaridis et al.	2021	Lazaridis et al. (2021, p.46) argued that the identified motivations were diverse and significantly affected eating behaviors and food choices. Even though tourists visit Greece mainly for journey-associated food elements, other factors, such as local gastronomy features and travel intentions, also contribute to their visits (Lazaridis et al., 2021, p.47).
Qurania et al.	2018	Travelers describe the city as distinct, joyful, exciting, friendly, and interesting (Qurania et al., 2018, p. 53).
Angelopoulos et al.	2019	International and Local tourists consider local food ingredients an exceptional and important facet of authentic Greek recipes (Angelopoulos et al., 2019, p. 64).
Tsourigiannis et al.	2015	Greek travelers who prefer to go on any holiday in Greece are influenced by distinctive activities such as the existence of airports, travel costs, excursions, and peace, among other factors (Tsourigiannis et al., 2015, p. 343).
Tiganis et al.	2019	The criteria received strong support from tourists visiting Greece: taste, safety, smell, and appearance, which align with Greek culture (Tiganis et al., 2019, p. 4).
Gaki et al.	2016	Gaki et al. (2016, p.2) found out that group traveling influences the revisit of travelers. Furthermore, testing local gastronomy and making new friends also determines tourist satisfaction.

Appendix 4. Thematic analysis of key statements from Appendix 2



Appendix 5. The conceptual model for travel motivations and culinary tourism, economic and logistic considerations, and travelers of Greece as a destination



Appendix 6. How some hotels in Greece are implementing some of the hospitality traits (identified from the literature) to encourage business travelers to revisit

Hotels	Website	Travel and motivations for culinary tourism	Traveler acuity as a Greece as a destination	Economic and logistic considerations
King George	https://www.marriott.com/en-us/hotels/athgl-king-george-a-luxury-collection-hotel-athens/overview/?scid=f2ae0541-1279-4f24-b197-a979c79310b0	<p>The management of King George at Tudor Hall Restaurant offers a unique menu consisting of dishes that consider Greek touches, like lamb shoulder, served with a lemon-thyme sauce. Furthermore, they serve white asparagus, confit yolk, and Gruyere curds from Naxos.</p>	<p>This restaurant is on the seventh floor and offers excellent views of central Athens and the Acropolis. This location improves the dining experience by linking business travelers with the city's rich culture and history.</p>	<p>Incorporating local food ingredients demonstrates that hotel management is considering lowering production costs and making food prices cost-effective.</p>
Electra Palace Athens	https://www.electrahotels.gr/hotels/electra-palace-athens/	<p>The hotel location provides a superb view of the Acropolis,</p>	<p>It is situated on the rooftop, which is a strategic</p>	<p>The hotel management stresses sourcing local</p>

		<p>improving business travelers' dining experience interested in culinary and visual satisfaction. Its menu consists of Mediterranean fusion cuisine mixed with Greek flavors and incorporated with modern culinary approaches to develop innovative dishes that address the needs of travelers interested in authentic and existing Greek dining experiences.</p>	<p>location for guests to have a comprehensive view of the Acropolis, allowing them to immerse themselves in the city's rich culture and history. The location is best suited for travelers interested in authentic experiences that enable them to understand the quintessence of Greece as a destination.</p>	<p>food ingredients to lower their costs to customers. For instance, they obtain these ingredients from local fishermen, breeders, and farmers. As a result, they pride themselves on having a menu of Greek foods and support their cost-effective sourcing approaches.</p>
<p>Athens Gate Hotel</p>	<p>http://www.athensgate.gr/</p>	<p>The restaurant is situated on the rooftop and focuses on</p>	<p>The restaurant is situated on the 8th floor,</p>	<p>The hotel provides a breakfast buffet prepared from</p>

		<p>Mediterranean cuisine. It also provides travelers with a selection of the finest Greek wines, appealing to travelers seeking authenticity and innovative Greek experiences.</p>	<p>enabling customers to have panoramic views of the Acropolis alongside the Temple of Olympian Zeus. Additionally, it immerses travelers in rich Athens' culture and history. The location is fascinating to tourists who desire authentic experiences.</p>	<p>Greek ingredients, encompassing a Mediterranean diet like Greek fruits, pies, and fresh vegetables. This makes the hotel's dishes cost-effective for its customers.</p>
<p>Herodion Hotel</p>	<p>http://www.herodion.gr/?utm_source=google&utm_medium=MyBusiness&utm_campaign=gmb</p>	<p>The hotel is constructed to have a Point A Rooftop Bar and Restaurant together with Atrium Greek Bistrot. Point A enables travel-</p>	<p>The bar and restaurant are situated on the fifth rooftop, providing an excellent view of the Acropolis and the</p>	<p>The Atrium Greek Bistrot uses local and seasonal ingredients in its menu. This enables the management to lower the production</p>

		ers to experience a selection of appealing cocktails alongside delicious Mediterranean cuisine incorporated with traditional Greek influences.	Acropolis museum. The location immerses travelers in great Athens' culture and history.	costs and, eventually, the prices of its dishes.
Hotel Grande Bretagne	https://www.marriott.com/en-us/hotels/athlc-hotel-grande-bretagne-a-luxury-collection-hotel-athens/overview/?scid=f2ae0541-1279-4f24-b197-a979c79310b0	The GB Roof Garden Restaurant offers an extraordinary menu encouraging Greece's rich gastronomic culture. Furthermore, the management focuses on sourcing food ingredients locally and on organically produced farm produce. This encourages travelers who seek authenticity and try innovative Greek dining experiences.	It is located on the 8 th floor, enabling tourists to have a comprehensive view of landmarks like Lycabettus and the Acropolis while dining and immersing them in Athens's rich customs.	The hotel management encourages the use of organically produced food ingredients in preparing its dishes, leading to cost-effective prices and reducing production costs.