

# American Tourists in Greece



IMAGINATION AND EXPERIENCE

Jeffrey Melton, University of Alabama, U.S.A.

## How tourists see themselves



## How everyone sees tourists





# Tourism: Defining Place, Defining Self

---

What do tourists want?  
What do locals want?







How do locals “set the stage”?

How do tourists “perform”?

--as audience

--as actors

How do tourists define experience with narrative?



Greece:  
an  
all time classic

17.5 million  
tourists to  
Greece  
(2014)



# Collaboration

## Styliani (Stella) Kostopoulou

Faculty of Law, Economics and  
Political Science

Department of Economics

---

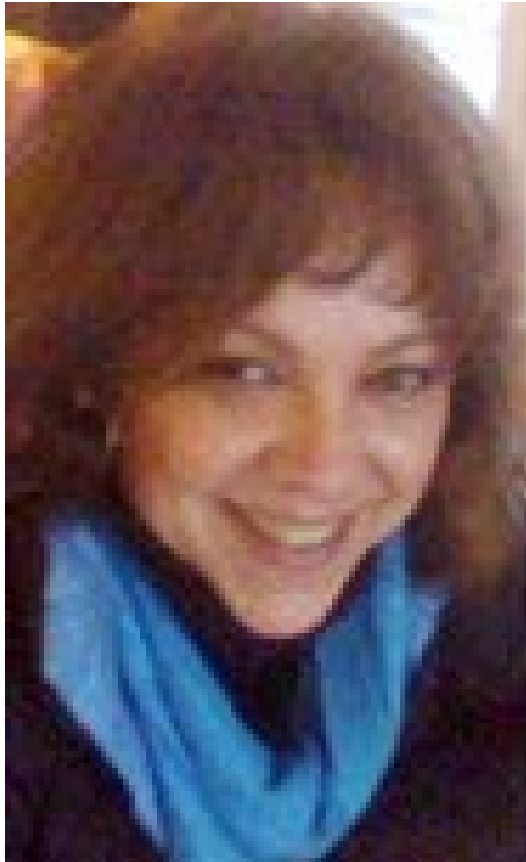
### Research Interests:

Tourism Development

Cultural Festivals and Regionalism

Sustainability and Coastal Tourism

Spatial Theory and Tourist Cultures





# Our Goals

## Edited book:

### “American Tourists in Greece: An Anthology”

- selected travel writing from two centuries of American tourism to Greece
- historical and literary background for texts
- historical and economic context for tourism industry in Greece.

## Article(s):

“Hellenistic Dreams: American Tourists and the Democratic Imagination”



**Joseph Allen Smith**  
--first American tourist to Greece mainland (1804)  
(the painting is of him in Italy, by the way)



**Jeffrey Alan Melton**  
--one of the most recent American tourists to Greece mainland (2015)