

The most important issue revealed with this study is the emergence of fast actions to be taken by all stakeholders involved in the development and growth of tourism, in order to bring prosperity to the destination. This kind of research should be taking place on a regular basis, not only in the area of Kassandra, but also in the larger area of Chalkidiki, in order to include not only more groups related to tourism, but also the public sector which could be and should be the motivating power for constant innovations and increasing competitiveness.

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