

ΚΕΦΑΛΑΙΟ 7
ΠΑΡΑΡΤΗΜΑΤΑ

ΠΑΡΑΡΤΗΜΑ Ι - ΠΙΝΑΚΕΣ ΜΟΝΗΣ ΕΙΣΟΔΟΥ

NUMBER_OF_VISITS_IN_THE_LAST_TWO_YEARS

ΠΙΝΑΚΑΣ 1		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 time	13	44.8	44.8	44.8
	2-3 times	12	41.4	41.4	86.2
	>5 times	4	13.8	13.8	100.0
	Total	29	100.0	100.0	

NUMBER_OF_EXCURSIONS_PER_YEAR

ΠΙΝΑΚΑΣ 2		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<2 times	8	27.6	27.6	27.6
	2-4 times	11	37.9	37.9	65.5
	5-6 times	3	10.3	10.3	75.9
	>6 times	7	24.1	24.1	100.0
	Total	29	100.0	100.0	

MAIN_PURPOSE_FOR_VISITING_ATHENS

ΠΙΝΑΚΑΣ 3		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Leisure-Cultural	23	79.3	79.3	79.3
	Business	5	17.2	17.2	96.6
	Other	1	3.4	3.4	100.0
	Total	29	100.0	100.0	

ALONE

TRAVEL TO ATHENS					Cumulative Percent
ΠΙΝΑΚΑΣ 4		Frequency	Percent	Valid Percent	
Valid	YES	6	20.7	20.7	20.7
	NO	23	79.3	79.3	100.0
	Total	29	100.0	100.0	

WITH_FRIENDS

TRAVEL TO ATHENS					Cumulative Percent
ΠΙΝΑΚΑΣ 5		Frequency	Percent	Valid Percent	
Valid	YES	14	48.3	48.3	48.3
	NO	15	51.7	51.7	100.0
	Total	29	100.0	100.0	

WITH_FAMILY

TRAVEL TO ATHENS					Cumulative Percent
ΠΙΝΑΚΑΣ 6		Frequency	Percent	Valid Percent	
Valid	YES	11	37.9	37.9	37.9
	NO	18	62.1	62.1	100.0
	Total	29	100.0	100.0	

WITH_A_GROUP

TRAVEL TO ATHENS					Cumulative Percent
ΠΙΝΑΚΑΣ 7	Frequency	Percent	Valid Percent		
Valid	YES	1	3.4	3.4	3.4
	NO	28	96.6	96.6	100.0
	Total	29	100.0	100.0	

NUMBER_OF_NIGHTS_PLANNING_TO_STAY

					Cumulative Percent
ΠΙΝΑΚΑΣ 8	Frequency	Percent	Valid Percent		
Valid	None	2	6.9	6.9	6.9
	1-3	9	31.0	31.0	37.9
	4-6	12	41.4	41.4	79.3
	More	6	20.7	20.7	100.0
	Total	29	100.0	100.0	

INTERNET

INFORMATION ABOUT ATHENS ΠΙΝΑΚΑΣ 9		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	20	69.0	69.0	69.0
	NO	9	31.0	31.0	100.0
	Total	29	100.0	100.0	

MASS_MEDIA

INFORMATION ABOUT ATHENS ΠΙΝΑΚΑΣ 10		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	4	13.8	13.8	13.8
	NO	25	86.2	86.2	100.0
	Total	29	100.0	100.0	

FRIENDS

INFORMATION ABOUT ATHENS ΠΙΝΑΚΑΣ 11		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	18	62.1	62.1	62.1
	NO	11	37.9	37.9	100.0
	Total	29	100.0	100.0	

BROCHURES

INFORMATION ABOUT ATHENS ΠΙΝΑΚΑΣ 12		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	3	10.3	10.3	10.3
	NO	26	89.7	89.7	100.0
	Total	29	100.0	100.0	

MONEY_WILLING_TO_SPEND_PER_DAY_PER_PERSON

ΠΙΝΑΚΑΣ 13	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <50 EURO	7	24.1	24.1	24.1
50-100 EURO	16	55.2	55.2	79.3
100-150 EURO	4	13.8	13.8	93.1
>150 EURO	2	6.9	6.9	100.0
Total	29	100.0	100.0	

FREE_TIME

ΠΙΝΑΚΑΣ 14	Frequency	Percent	Valid Percent	Cumulative Percent
Valid A lot	18	62.1	62.1	62.1
Some	11	37.9	37.9	100.0
Total	29	100.0	100.0	

BARS_CAFE

PREFERENCES IN FREE TIME_ ΠΙΝΑΚΑΣ 15	Frequency	Percent	Valid Percent	Cumulative Percent
Valid YES	19	65.5	65.5	65.5
NO	10	34.5	34.5	100.0
Total	29	100.0	100.0	

RESTAURANTS

PREFERENCES IN FREE TIME_ ΠΙΝΑΚΑΣ 16	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	YES	19	65.5	65.5	65.5
	NO	10	34.5	34.5	100.0
	Total	29	100.0	100.0	

ENTERTAINMENT_NIGHTLIFE

PREFERENCES IN FREE TIME_ΠΙΝΑΚΑΣ 17		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	8	27.6	27.6	27.6
	NO	21	72.4	72.4	100.0
	Total	29	100.0	100.0	

SPA

PREFERENCES IN FREE TIME ΠΙΝΑΚΑΣ 18		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	2	6.9	6.9	6.9
	NO	27	93.1	93.1	100.0
	Total	29	100.0	100.0	

MUSEUMS

PREFERENCES IN FREE TIME ΠΙΝΑΚΑΣ 19		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	24	82.8	82.8	82.8
	NO	5	17.2	17.2	100.0
	Total	29	100.0	100.0	

WALKS

PREFERENCES IN FREE TIME ΠΙΝΑΚΑΣ 20		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	23	79.3	79.3	79.3
	NO	6	20.7	20.7	100.0

Total	29	100.0	100.0
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MALLS_SHOPPING_CENTERS

PREFERENCES IN FREE TIME ΠΙΝΑΚΑΣ 21		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	9	31.0	31.0	31.0
	NO	20	69.0	69.0	100.0
	Total	29	100.0	100.0	

HOTEL_AMENITIES_AND_SERVICES

PREFERENCES IN FREE TIME ΠΙΝΑΚΑΣ 22		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	5	17.2	17.2	17.2
	NO	24	82.8	82.8	100.0
	Total	29	100.0	100.0	

HOTEL_ACCOMMODATION_AND_AMENITIES

LEVELS OF SATISFACTION ABOUT ATHENS ΠΙΝΑΚΑΣ 23		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all satisfied	3	10.3	10.3	10.3
	Very little satisfied	1	3.4	3.4	13.8
	Little	8	27.6	27.6	41.4
	Very satisfied	12	41.4	41.4	82.8
	No opinion	5	17.2	17.2	100.0
	Total	29	100.0	100.0	

TRASPORTATION_NETWORK

LEVELS OF SATISFACTION ABOUT ATHENS					
ΠΙΝΑΚΑΣ 24		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all satisfied	1	3.4	3.4	3.4
	Very little satisfied	5	17.2	17.2	20.7
	Little	7	24.1	24.1	44.8
	Very satisfied	12	41.4	41.4	86.2
	No opinion	4	13.8	13.8	100.0
	Total	29	100.0	100.0	

FOOD_AND_DINING

LEVELS OF SATISFACTION ABOUT ATHENS					
ΠΙΝΑΚΑΣ 25		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very little satisfied	2	6.9	6.9	6.9
	Little	7	24.1	24.1	31.0
	Very satisfied	18	62.1	62.1	93.1
	No opinion	2	6.9	6.9	100.0
	Total	29	100.0	100.0	

SHOPPING_CENTERS_MALLS

LEVELS OF SATISFACTION ABOUT ATHENS		Frequency	Percent	Valid Percent	Cumulative Percent
ΠΙΝΑΚΑΣ 26					
Valid	Not at all satisfied	1	3.4	3.4	3.4
	Little	5	17.2	17.2	20.7
	Very satisfied	11	37.9	37.9	58.6
	No opinion	12	41.4	41.4	100.0
	Total	29	100.0	100.0	

ENTERTAINMENT_AND_NIGHTLIFE

LEVELS OF SATISFACTION ABOUT ATHENS		Frequency	Percent	Valid Percent	Cumulative Percent
ΠΙΝΑΚΑΣ 27					
Valid	Very little satisfied	2	6.9	6.9	6.9
	Little	5	17.2	17.2	24.1
	Very satisfied	11	37.9	37.9	62.1
	No opinion	11	37.9	37.9	100.0
	Total	29	100.0	100.0	

MONUMENTS_MUSEUMS

LEVELS OF SATISFACTION ABOUT ATHENS		Frequency	Percent	Valid Percent	Cumulative Percent
ΠΙΝΑΚΑΣ 28					
Valid	Not at all satisfied	2	6.9	6.9	6.9

Very little satisfied	3	10.3	10.3	17.2
Little	5	17.2	17.2	34.5
Very satisfied	14	48.3	48.3	82.8
No opinion	5	17.2	17.2	100.0
Total	29	100.0	100.0	

TRADITIONAL_SCENERY

LEVELS OF SATISFACTION ABOUT ATHENS					
ΠΙΝΑΚΑΣ 29		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very little satisfied	3	10.3	10.3	10.3
	Little	9	31.0	31.0	41.4
	Very satisfied	9	31.0	31.0	72.4
	No opinion	8	27.6	27.6	100.0
	Total	29	100.0	100.0	

CULTURE_VILLAGES

LEVELS OF SATISFACTION ABOUT ATHENS					
ΠΙΝΑΚΑΣ 30		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all satisfied	2	6.9	6.9	6.9
	Very little satisfied	3	10.3	10.3	17.2
	Little	7	24.1	24.1	41.4
	Very satisfied	9	31.0	31.0	72.4
	No opinion	8	27.6	27.6	100.0
	Total	29	100.0	100.0	

GALLERIES

LEVELS OF SATISFACTION ABOUT ATHENS					
ΠΙΝΑΚΑΣ 31		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all satisfied	2	6.9	6.9	6.9
	Very little satisfied	1	3.4	3.4	10.3
	Little	7	24.1	24.1	34.5
	Very satisfied	5	17.2	17.2	51.7
	No opinion	14	48.3	48.3	100.0
	Total	29	100.0	100.0	

FESTIVALS_EVENTS

LEVELS OF SATISFACTION ABOUT ATHENS ΠΙΝΑΚΑΣ 32		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all satisfied	2	6.9	6.9	6.9
	Very little satisfied	2	6.9	6.9	13.8
	Little	6	20.7	20.7	34.5
	Very satisfied	4	13.8	13.8	48.3
	No opinion	15	51.7	51.7	100.0
	Total	29	100.0	100.0	

ATMOSPHERE_PEOPLE_HOSPITALITY

LEVELS OF SATISFACTION ABOUT ATHENS ΠΙΝΑΚΑΣ 33		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all satisfied	1	3.4	3.4	3.4
	Very little satisfied	2	6.9	6.9	10.3
	Little	6	20.7	20.7	31.0
	Very satisfied	16	55.2	55.2	86.2
	No opinion	4	13.8	13.8	100.0
	Total	29	100.0	100.0	

HISTORY_TRADITION

LEVELS OF SATISFACTION ABOUT ATHENS ΠΙΝΑΚΑΣ 34		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all satisfied	1	3.4	3.4	3.4
	Very little satisfied	1	3.4	3.4	6.9
	Little	6	20.7	20.7	27.6

Very satisfied	16	55.2	55.2	82.8
No opinion	5	17.2	17.2	100.0
Total	29	100.0	100.0	

SECURITY_SAFETY

LEVELS OF SATISFACTION ABOUT ATHENS ΠΙΝΑΚΑΣ 35		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all satisfied	3	10.3	10.3	10.3
	Very little satisfied	9	31.0	31.0	41.4
	Little	5	17.2	17.2	58.6
	Very satisfied	8	27.6	27.6	86.2
	No opinion	4	13.8	13.8	100.0
	Total	29	100.0	100.0	

CLEANLINESS_OF_ENVIRONMENT

LEVELS OF SATISFACTION ABOUT ATHENS ΠΙΝΑΚΑΣ 36		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all satisfied	4	13.8	13.8	13.8
	Very little satisfied	10	34.5	34.5	48.3
	Little	8	27.6	27.6	75.9
	Very satisfied	3	10.3	10.3	86.2
	No opinion	4	13.8	13.8	100.0
	Total	29	100.0	100.0	

ACTIVITIES_ADVENTURE_OUTDOOR_ETC

LEVELS OF SATISFACTION ABOUT ATHENS ΠΙΝΑΚΑΣ 37		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all satisfied	1	3.4	3.4	3.4
	Very little satisfied	6	20.7	20.7	24.1
	Little	6	20.7	20.7	44.8
	Very satisfied	1	3.4	3.4	48.3
	No opinion	15	51.7	51.7	100.0
	Total	29	100.0	100.0	

CONFERENCE_SERVICES

LEVELS OF SATISFACTION ABOUT ATHENS ΠΙΝΑΚΑΣ 38		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all satisfied	2	6.9	6.9	6.9
	Very little satisfied	2	6.9	6.9	13.8
	Little	4	13.8	13.8	27.6
	Very satisfied	2	6.9	6.9	34.5
	No opinion	19	65.5	65.5	100.0
	Total	29	100.0	100.0	

II_HOTEL_ACCOMMODATION_AMENITIES

IMPORTANT IN CHOOSING A PLACE ΠΙΝΑΚΑΣ 39		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	3	10.3	11.5	11.5
	Slightly important	6	20.7	23.1	34.6
	Important	5	17.2	19.2	53.8
	Very important	12	41.4	46.2	100.0
	Total	26	89.7	100.0	
Missing	6	3	10.3		
Total		29	100.0		

II_TRANSPORTATION_NETWORK

IMPORTANT IN CHOOSING A PLACE ΠΙΝΑΚΑΣ 40		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slightly important	6	20.7	21.4	21.4
	Important	6	20.7	21.4	42.9
	Very important	16	55.2	57.1	100.0
	Total	28	96.6	100.0	
Missing	6	1	3.4		
Total		29	100.0		

II_FOOD_DINING

IMPORTANT IN CHOOSING A PLACE ΠΙΝΑΚΑΣ 41		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	2	6.9	7.1	7.1
	Slightly important	1	3.4	3.6	10.7
	Important	8	27.6	28.6	39.3
	Very important	17	58.6	60.7	100.0
	Total	28	96.6	100.0	
Missing	6	1	3.4		
Total		29	100.0		

II_SHOPPING_CENTERS_MALLS

IMPORTANT IN CHOOSING A PLACE ΠΙΝΑΚΑΣ 42		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	7	24.1	28.0	28.0
	Slightly important	8	27.6	32.0	60.0
	Important	6	20.7	24.0	84.0
	Very important	4	13.8	16.0	100.0
	Total	25	86.2	100.0	
Missing	6	4	13.8		
Total		29	100.0		

II_ENTERTAINMENT_NIGHTLIFE

IMPORTANT IN CHOOSING A PLACE ΠΙΝΑΚΑΣ 43		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	3	10.3	12.0	12.0
	Slightly important	6	20.7	24.0	36.0
	Important	8	27.6	32.0	68.0
	Very important	8	27.6	32.0	100.0
	Total	25	86.2	100.0	
Missing	6	4	13.8		
Total		29	100.0		

II_MONUMENTS_MUSEUMS

IMPORTANT IN CHOOSING A PLACE ΠΙΝΑΚΑΣ 44		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	1	3.4	3.7	3.7
	Slightly important	3	10.3	11.1	14.8
	Important	8	27.6	29.6	44.4
	Very important	15	51.7	55.6	100.0
	Total	27	93.1	100.0	
Missing	6	2	6.9		
Total		29	100.0		

II_TRADITIONAL_SCENERY

IMPORTANT IN CHOOSING A PLACE ΠΙΝΑΚΑΣ 45		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slightly important	2	6.9	7.7	7.7
	Important	6	20.7	23.1	30.8
	Very important	18	62.1	69.2	100.0
	Total	26	89.7	100.0	
Missing	6	3	10.3		
Total		29	100.0		

II_CULTURE_VILLAGES

IMPORTANT IN CHOOSING A PLACE ΠΙΝΑΚΑΣ 46		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	1	3.4	3.8	3.8
	Slightly important	2	6.9	7.7	11.5
	Important	7	24.1	26.9	38.5
	Very important	16	55.2	61.5	100.0
	Total	26	89.7	100.0	
Missing	6	3	10.3		
Total		29	100.0		

II_GALLERIES

IMPORTANT IN CHOOSING A PLACE ΠΙΝΑΚΑΣ 47		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	4	13.8	18.2	18.2
	Slightly important	4	13.8	18.2	36.4
	Important	7	24.1	31.8	68.2
	Very important	7	24.1	31.8	100.0
	Total	22	75.9	100.0	
Missing	6	7	24.1		
Total		29	100.0		

II_FESTIVALS_EVENTS

IMPORTANT IN CHOOSING A PLACE ΠΙΝΑΚΑΣ 48		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slightly important	8	27.6	40.0	40.0
	Important	6	20.7	30.0	70.0
	Very important	6	20.7	30.0	100.0
	Total	20	69.0	100.0	
Missing	6	9	31.0		
Total		29	100.0		

II_ATMOSPHERE_PEOPLE_HOSPITALITY

IMPORTANT IN CHOOSING A PLACE ΠΙΝΑΚΑΣ 49		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Important	8	27.6	30.8	30.8
	Very important	18	62.1	69.2	100.0
	Total	26	89.7	100.0	
Missing	6	3	10.3		
Total		29	100.0		

II_HISTORY_TRADITION

IMPORTANT IN CHOOSING A PLACE ΠΙΝΑΚΑΣ 50		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slightly important	1	3.4	3.8	3.8
	Important	9	31.0	34.6	38.5
	Very important	16	55.2	61.5	100.0
	Total	26	89.7	100.0	
Missing	6	3	10.3		
Total		29	100.0		

II_SECURITY_SAFETY

IMPORTANT IN CHOOSING A PLACE ΠΙΝΑΚΑΣ 51		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	2	6.9	7.7	7.7
	Slightly important	3	10.3	11.5	19.2
	Important	6	20.7	23.1	42.3
	Very important	15	51.7	57.7	100.0
	Total	26	89.7	100.0	
Missing	6	3	10.3		
Total		29	100.0		

II_CLEANLINESS_OF_ENVIRONMENT

IMPORTANT IN CHOOSING A PLACE ΠΙΝΑΚΑΣ 52		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	2	6.9	7.7	7.7
	Slightly important	4	13.8	15.4	23.1
	Important	11	37.9	42.3	65.4
	Very important	9	31.0	34.6	100.0
	Total	26	89.7	100.0	
Missing	6	3	10.3		
Total		29	100.0		

II_ACTIVITIES_ADVENTURE_OUTDOOR_ECT

IMPORTANT IN CHOOSING A PLACE ΠΙΝΑΚΑΣ 53		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Slightly important	3	10.3	15.8	15.8
	Important	8	27.6	42.1	57.9
	Very important	8	27.6	42.1	100.0
	Total	19	65.5	100.0	
Missing	6	10	34.5		
Total		29	100.0		

II_CONFERENCE_SERVICES

IMPORTANT IN CHOOSING A PLACE ΠΙΝΑΚΑΣ 54		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all important	5	17.2	33.3	33.3
	Slightly important	4	13.8	26.7	60.0
	Important	4	13.8	26.7	86.7
	Very important	2	6.9	13.3	100.0
	Total	15	51.7	100.0	
Missing	6	14	48.3		
Total		29	100.0		

ACROPOLIS

VISITED MONUMENTS AND ATTRactions ΠΙΝΑΚΑΣ 55		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	23	79.3	82.1	82.1
	NO	5	17.2	17.9	100.0
	Total	28	96.6	100.0	
Missing	3	1	3.4		
Total		29	100.0		

SYNTAGMA

VISITED MONUMENTS AND ATTRactions ΠΙΝΑΚΑΣ 56		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	25	86.2	89.3	89.3
	NO	3	10.3	10.7	100.0
	Total	28	96.6	100.0	
Missing	3	1	3.4		
Total		29	100.0		

PLAKA_THISEION

VISITED MONUMENTS AND ATTRactions ΠΙΝΑΚΑΣ 57		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	26	89.7	92.9	92.9
	NO	2	6.9	7.1	100.0
	Total	28	96.6	100.0	
Missing					
Total					

Missing	3	1	3.4	
Total		29	100.0	

OTHER

VISITED MONUMENTS AND ATTRACTIONS ΠΙΝΑΚΑΣ 58		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other	7	24.1	87.5	87.5
	Monastiraki	1	3.4	12.5	100.0
	Total	8	27.6	100.0	
Missing	4	21	72.4		
Total		29	100.0		

DETAILED_MAPS

PREFERENCE FINDING TOURIST INFORMATION ΠΙΝΑΚΑΣ 59		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	20	69.0	74.1	74.1
	NO	7	24.1	25.9	100.0
	Total	27	93.1	100.0	
Missing	3	2	6.9		
Total		29	100.0		

TRAVEL_GUIDE

PREFERENCE FINDING TOURIST INFORMATION ΠΙΝΑΚΑΣ 60		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	18	62.1	66.7	66.7
	NO	9	31.0	33.3	100.0
	Total	27	93.1	100.0	
Missing	3	2	6.9		
Total		29	100.0		

HISTORICAL_BROCHURES

PREFERENCE FINDING TOURIST INFORMATION ΠΙΝΑΚΑΣ 61		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	16	55.2	59.3	59.3
	NO	11	37.9	40.7	100.0
	Total	27	93.1	100.0	
Missing	3	2	6.9		
Total		29	100.0		

III_OTHER

PREFERENCE FINDING TOURIST INFORMATION ΠΙΝΑΚΑΣ 62		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	2	6.9	100.0	100.0
Missing	2	27	93.1		
Total		29	100.0		

FAMILIAR_WITH_AREA_OF_DOURGOUTI

ΠΙΝΑΚΑΣ 63	Frequency	Percent	Valid Percent	Cumulative Percent
Valid NO	29	100.0	100.0	100.0

ANNOYANCE_DURING_THE_VISIT

ΠΙΝΑΚΑΣ 64	Frequency	Percent	Valid Percent	Cumulative Percent
Valid NO	11	37.9	61.1	61.1
My wallet was been stallen in the metro	1	3.4	5.6	66.7
Police officers all over the place	2	6.9	11.1	77.8
Traffic	1	3.4	5.6	83.3
A man speaking on his mobile the whole time	1	3.4	5.6	88.9
A little bit dirty city	1	3.4	5.6	94.4
Trouble in the metro-Not safe	1	3.4	5.6	100.0
Total	18	62.1	100.0	
Missing 3	11	37.9		
Total	29	100.0		

SEX

ΠΙΝΑΚΑΣ 65		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	18	62.1	62.1	62.1
	Female	11	37.9	37.9	100.0
	Total	29	100.0	100.0	

AGE

ΠΙΝΑΚΑΣ 66		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	6	20.7	20.7	20.7
	26-35	11	37.9	37.9	58.6
	36-50	5	17.2	17.2	75.9
	51-65	3	10.3	10.3	86.2
	>65	4	13.8	13.8	100.0
	Total	29	100.0	100.0	

PROFESSIONAL_EMPLOYMENT_STATUS

ΠΙΝΑΚΑΣ 67		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	3	10.3	10.3	10.3
	Self Employed	4	13.8	13.8	24.1
	Government Employee	3	10.3	10.3	34.5

Private Sector Employee	13	44.8	44.8	79.3
Military	1	3.4	3.4	82.8
Retired	4	13.8	13.8	96.6
Out of work	1	3.4	3.4	100.0
Total	29	100.0	100.0	

EDUCATION

ΠΙΝΑΚΑΣ 68		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school graduate	3	10.3	10.3	10.3
	Associate degree	2	6.9	6.9	17.2
	Bachelor's degree	11	37.9	37.9	55.2
	Master's degree	11	37.9	37.9	93.1
	Doctorate degree	2	6.9	6.9	100.0
	Total	29	100.0	100.0	

CAR

MEANS OF TRANSPORT USED DURING VISIT ΠΙΝΑΚΑΣ 69		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	4	13.8	100.0	100.0
Missing	2	25	86.2		
Total		29	100.0		

BIKE

MEANS OF TRANSPORT USED DURING VISIT ΠΙΝΑΚΑΣ 70		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	1	3.4	100.0	100.0
Missing	2	28	96.6		
Total		29	100.0		

WALK

MEANS OF TRANSPORT USED DURING VISIT ΠΙΝΑΚΑΣ 71		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	21	72.4	100.0	100.0
Missing	2	8	27.6		
Total		29	100.0		

PUBLIC_TRANSPORTATION

MEANS OF TRANSPORT USED DURING VISIT ΠΙΝΑΚΑΣ 72		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	11	37.9	100.0	100.0
Missing	2	18	62.1		
Total		29	100.0		

TAXI

MEANS OF TRANSPORT USED DURING VISIT ΠΙΝΑΚΑΣ 73		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	15	51.7	100.0	100.0
Missing	2	14	48.3		
Total		29	100.0		

I_OTHER

MEANS OF TRANSPORT USED DURING VISIT ΠΙΝΑΚΑΣ 74		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	1	3.4	100.0	100.0
Missing	2	28	96.6		
Total		29	100.0		

ΠΙΝΑΚΕΣ ΔΙΠΛΗΣ ΕΙΣΟΔΟΥ

Very important (Demand) * Level of satisfaction? Crosstabulation

**II_ATMOSPHERE_PEOPLE_HOSPITALITY * ATMOSPHERE_PEOPLE_HOSPITALITY
Crosstabulation**

		ATMOSPHERE_PEOPLE_HOSPITALITY	
		TALITY	
		Not at all satisfied	Very little satisfied
II_ATMOSPHERE_PEOPLE	Important	Count	
		0	0

_HOSPITALITY		% within II_ATMOSPHERE_PEOPLE _HOSPITALITY	0.0%	0.0%
		% within ATMOSPHERE_PEOPLE_H OSPITALITY	0.0%	0.0%
		% of Total	0.0%	0.0%
	Very important	Count	1	2
		% within II_ATMOSPHERE_PEOPLE _HOSPITALITY	5.6%	11.1%
		% within ATMOSPHERE_PEOPLE_H OSPITALITY	100.0%	100.0%
		% of Total	3.8%	7.7%
Total		Count	1	2
		% within II_ATMOSPHERE_PEOPLE _HOSPITALITY	3.8%	7.7%
		% within ATMOSPHERE_PEOPLE_H OSPITALITY	100.0%	100.0%
		% of Total	3.8%	7.7%

**II_ATMOSPHERE_PEOPLE_HOSPITALITY * ATMOSPHERE_PEOPLE_HOSPITALITY
Crosstabulation**

		ATMOSPHERE_PEOPLE_H OSPITALITY	
		Little	Very satisfied
II_ATMOSPHERE_PEOPLE_	Important	Count	
		4	3

HOSPITALITY		% within II_ATMOSPHERE_PEOPLE_ HOSPITALITY	50.0%	37.5%	
		% within ATMOSPHERE_PEOPLE_HO SPITALITY	80.0%	21.4%	
		% of Total	15.4%	11.5%	
	Very important	Count		1	11
		% within II_ATMOSPHERE_PEOPLE_ HOSPITALITY		5.6%	61.1%
		% within ATMOSPHERE_PEOPLE_HO SPITALITY		20.0%	78.6%
		% of Total		3.8%	42.3%
	Total	Count		5	14
		% within II_ATMOSPHERE_PEOPLE_ HOSPITALITY		19.2%	53.8%
		% within ATMOSPHERE_PEOPLE_HO SPITALITY		100.0%	100.0%
% of Total			19.2%	53.8%	

**II_ATMOSPHERE_PEOPLE_HOSPITALITY * ATMOSPHERE_PEOPLE_HOSPITALITY
Crosstabulation**

		ATMOSPHERE_PEOPLE_HOSPITALITY		
		No opinion	Total	
II_ATMOSPHERE_PEOPLE_H	Important	Count	1	8

OSPITALITY		% within II_ATMOSPHERE_PEOPLE_H OSPITALITY	12.5%	100.0%
		% within ATMOSPHERE_PEOPLE_HO SPITALITY	25.0%	30.8%
		% of Total	3.8%	30.8%
	Very important	Count	3	18
		% within II_ATMOSPHERE_PEOPLE_H OSPITALITY	16.7%	100.0%
		% within ATMOSPHERE_PEOPLE_HO SPITALITY	75.0%	69.2%
		% of Total	11.5%	69.2%
	Total	Count	4	26
		% within II_ATMOSPHERE_PEOPLE_H OSPITALITY	15.4%	100.0%
		% within ATMOSPHERE_PEOPLE_HO SPITALITY	100.0%	100.0%
		% of Total	15.4%	100.0%

Crosstab

CULTURE_VILL
AGES
Not at all
satisfied

II_CULTURE_VILLAGES	Not at all important	Count	0
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	% within II_CULTURE_VILLAGES	0.0%
	% within CULTURE_VILLAGES	0.0%
	% of Total	0.0%
Slightly important	Count	0
	% within II_CULTURE_VILLAGES	0.0%
	% within CULTURE_VILLAGES	0.0%
	% of Total	0.0%
Important	Count	1
	% within II_CULTURE_VILLAGES	14.3%
	% within CULTURE_VILLAGES	50.0%
	% of Total	3.8%
Very important	Count	1
	% within II_CULTURE_VILLAGES	6.3%
	% within CULTURE_VILLAGES	50.0%
	% of Total	3.8%
Total	Count	2
	% within II_CULTURE_VILLAGES	7.7%
	% within CULTURE_VILLAGES	100.0%
	% of Total	7.7%

Crosstab

		CULTURE_VILLAGES		
		Very little satisfied	Little	
II_CULTURE_VILLAGES	Not at all important	Count	0	1
		% within II_CULTURE_VILLAGES	0.0%	100.0%
		% within CULTURE_VILLAGES	0.0%	14.3%
		% of Total	0.0%	3.8%
	Slightly important	Count	0	1
		% within II_CULTURE_VILLAGES	0.0%	50.0%
		% within CULTURE_VILLAGES	0.0%	14.3%
		% of Total	0.0%	3.8%
	Important	Count	0	3
		% within II_CULTURE_VILLAGES	0.0%	42.9%
		% within CULTURE_VILLAGES	0.0%	42.9%
		% of Total	0.0%	11.5%
	Very important	Count	2	2
		% within II_CULTURE_VILLAGES	12.5%	12.5%
		% within CULTURE_VILLAGES	100.0%	28.6%
		% of Total	7.7%	7.7%
Total	Count	2	7	

	% within II_CULTURE_VILLAGES	7.7%	26.9%
	% within CULTURE_VILLAGES	100.0%	100.0%
	% of Total	7.7%	26.9%

Crosstab

			CULTURE_VILLAGES	
			Very satisfied	No opinion
II_CULTURE_VILLAGES	Not at all important	Count	0	0
		% within II_CULTURE_VILLAGES	0.0%	0.0%
		% within CULTURE_VILLAGES	0.0%	0.0%
		% of Total	0.0%	0.0%
	Slightly important	Count	1	0
		% within II_CULTURE_VILLAGES	50.0%	0.0%
		% within CULTURE_VILLAGES	12.5%	0.0%
		% of Total	3.8%	0.0%
	Important	Count	1	2
		% within II_CULTURE_VILLAGES	14.3%	28.6%
		% within CULTURE_VILLAGES	12.5%	28.6%
		% of Total	3.8%	7.7%
	Very important	Count	6	5

	% within II_CULTURE_VILLAGES	37.5%	31.3%
	% within CULTURE_VILLAGES	75.0%	71.4%
	% of Total	23.1%	19.2%
Total	Count	8	7
	% within II_CULTURE_VILLAGES	30.8%	26.9%
	% within CULTURE_VILLAGES	100.0%	100.0%
	% of Total	30.8%	26.9%

Crosstab

			Total
II_CULTURE_VILLAGES	Not at all important	Count	1
		% within II_CULTURE_VILLAGES	100.0%
		% within CULTURE_VILLAGES	3.8%
		% of Total	3.8%
	Slightly important	Count	2
		% within II_CULTURE_VILLAGES	100.0%
		% within CULTURE_VILLAGES	7.7%
		% of Total	7.7%
	Important	Count	7
		% within II_CULTURE_VILLAGES	100.0%
		% within CULTURE_VILLAGES	26.9%
		% of Total	26.9%
Very important	Count	16	

	% within II_CULTURE_VILLAGES	100.0%
	% within CULTURE_VILLAGES	61.5%
	% of Total	61.5%
Total	Count	26
	% within II_CULTURE_VILLAGES	100.0%
	% within CULTURE_VILLAGES	100.0%
	% of Total	100.0%

Crosstab

		FOOD_AND_DINING		
		Very little satisfied	Little	
II_FOOD_DINING	Not at all important	Count	0	1
		% within II_FOOD_DINING	0.0%	50.0%
		% within FOOD_AND_DINING	0.0%	14.3%
		% of Total	0.0%	3.6%
	Slightly important	Count	0	0
		% within II_FOOD_DINING	0.0%	0.0%
		% within FOOD_AND_DINING	0.0%	0.0%
		% of Total	0.0%	0.0%
	Important	Count	0	2
		% within II_FOOD_DINING	0.0%	25.0%
		% within FOOD_AND_DINING	0.0%	28.6%
		% of Total	0.0%	7.1%

	% of Total	0.0%	7.1%
Very important	Count	2	4
	% within II_FOOD_DINING	11.8%	23.5%
	% within FOOD_AND_DINING	100.0%	57.1%
	% of Total	7.1%	14.3%
Total	Count	2	7
	% within II_FOOD_DINING	7.1%	25.0%
	% within FOOD_AND_DINING	100.0%	100.0%
	% of Total	7.1%	25.0%

Crosstab

		FOOD_AND_DINING		
		Very satisfied	No opinion	
II_FOOD_DINING	Not at all important	Count	1	0
		% within II_FOOD_DINING	50.0%	0.0%
		% within FOOD_AND_DINING	5.9%	0.0%
		% of Total	3.6%	0.0%
	Slightly important	Count	1	0
		% within II_FOOD_DINING	100.0%	0.0%
		% within FOOD_AND_DINING	5.9%	0.0%
		% of Total	3.6%	0.0%
	Important	Count	5	1
		% within II_FOOD_DINING	62.5%	12.5%
		% within FOOD_AND_DINING	29.4%	50.0%

	% of Total	17.9%	3.6%
Very important	Count	10	1
	% within II_FOOD_DINING	58.8%	5.9%
	% within FOOD_AND_DINING	58.8%	50.0%
	% of Total	35.7%	3.6%
Total	Count	17	2
	% within II_FOOD_DINING	60.7%	7.1%
	% within FOOD_AND_DINING	100.0%	100.0%
	% of Total	60.7%	7.1%

Crosstab

			Total
II_FOOD_DINING	Not at all important	Count	2
		% within II_FOOD_DINING	100.0%
		% within FOOD_AND_DINING	7.1%
		% of Total	7.1%
	Slightly important	Count	1
		% within II_FOOD_DINING	100.0%
		% within FOOD_AND_DINING	3.6%
		% of Total	3.6%
	Important	Count	8
		% within II_FOOD_DINING	100.0%
		% within FOOD_AND_DINING	28.6%
		% of Total	28.6%
	Very important	Count	17

	% within II_FOOD_DINING	100.0%
	% within FOOD_AND_DINING	60.7%
	% of Total	60.7%
Total	Count	28
	% within II_FOOD_DINING	100.0%
	% within FOOD_AND_DINING	100.0%
	% of Total	100.0%

Crosstab

			HISTORY_TRADITION	
			Not at all satisfied	Very little satisfied
II_HISTORY_TRADITION	Slightly important	Count	0	0
		% within II_HISTORY_TRADITION	0.0%	0.0%
		% within HISTORY_TRADITION	0.0%	0.0%
		% of Total	0.0%	0.0%
	Important	Count	0	0
		% within II_HISTORY_TRADITION	0.0%	0.0%
		% within HISTORY_TRADITION	0.0%	0.0%
		% of Total	0.0%	0.0%
	Very important	Count	1	1
		% within II_HISTORY_TRADITION	6.3%	6.3%

	% within HISTORY_TRADITION	100.0%	100.0%
	% of Total	3.8%	3.8%
Total	Count	1	1
	% within II_HISTORY_TRADITION	3.8%	3.8%
	% within HISTORY_TRADITION	100.0%	100.0%
	% of Total	3.8%	3.8%

Crosstab

		HISTORY_TRADITION		
		Little	Very satisfied	
II_HISTORY_TRADITION	Slightly important	Count	0	1
		% within II_HISTORY_TRADITION	0.0%	100.0%
		% within HISTORY_TRADITION	0.0%	7.7%
		% of Total	0.0%	3.8%
	Important	Count	1	6
		% within II_HISTORY_TRADITION	11.1%	66.7%
		% within HISTORY_TRADITION	16.7%	46.2%
		% of Total	3.8%	23.1%
	Very important	Count	5	6
		% within II_HISTORY_TRADITION	31.3%	37.5%

	% within HISTORY_TRADITION	83.3%	46.2%
	% of Total	19.2%	23.1%
Total	Count	6	13
	% within II_HISTORY_TRADITION	23.1%	50.0%
	% within HISTORY_TRADITION	100.0%	100.0%
	% of Total	23.1%	50.0%

Crosstab

		HISTORY_TRADITION		
		No opinion	Total	
II_HISTORY_TRADITION	Slightly important	Count	0	1
		% within II_HISTORY_TRADITION	0.0%	100.0%
		% within HISTORY_TRADITION	0.0%	3.8%
		% of Total	0.0%	3.8%
	Important	Count	2	9
		% within II_HISTORY_TRADITION	22.2%	100.0%
		% within HISTORY_TRADITION	40.0%	34.6%
		% of Total	7.7%	34.6%
	Very important	Count	3	16
		% within II_HISTORY_TRADITION	18.8%	100.0%

	% within HISTORY_TRADITION	60.0%	61.5%
	% of Total	11.5%	61.5%
Total	Count	5	26
	% within II_HISTORY_TRADITION	19.2%	100.0%
	% within HISTORY_TRADITION	100.0%	100.0%
	% of Total	19.2%	100.0%

Crosstab

		MONUMENTS_MUSEUMS			
		Not at all satisfied	Very little satisfied	Little	
II_MONUMENTS_MUSEUMS	Not at all important	Count	1	0	0
		% within II_MONUMENTS_MUSEUMS	100.0%	0.0%	0.0%
		% within MONUMENTS_MUSEUMS	50.0%	0.0%	0.0%
		% of Total	3.7%	0.0%	0.0%
	Slightly important	Count	0	0	0
		% within II_MONUMENTS_MUSEUMS	0.0%	0.0%	0.0%
		% within MONUMENTS_MUSEUMS	0.0%	0.0%	0.0%

	% of Total	0.0%	0.0%	0.0%
Important	Count	0	2	2
	% within II_MONUMENTS_MUSEUMS	0.0%	25.0%	25.0%
	% within MONUMENTS_MUSEUMS	0.0%	100.0%	40.0%
	% of Total	0.0%	7.4%	7.4%
Very important	Count	1	0	3
	% within II_MONUMENTS_MUSEUMS	6.7%	0.0%	20.0%
	% within MONUMENTS_MUSEUMS	50.0%	0.0%	60.0%
	% of Total	3.7%	0.0%	11.1%
Total	Count	2	2	5
	% within II_MONUMENTS_MUSEUMS	7.4%	7.4%	18.5%
	% within MONUMENTS_MUSEUMS	100.0%	100.0%	100.0%
	% of Total	7.4%	7.4%	18.5%

Crosstab

			MONUMENTS_MUSEUMS		
			Very satisfied	No opinion	total
II_MONUMENTS_MUSEUMS	Not at all important	Count	0	0	1

UMS		% within II_MONUMENTS_MUSE UMS	0.0%	0.0%	100.0%
		% within MONUMENTS_MUSEU MS	0.0%	0.0%	3.7%
		% of Total	0.0%	0.0%	3.7%
	Slightly important	Count	2	1	3
		% within II_MONUMENTS_MUSE UMS	66.7%	33.3%	100.0%
		% within MONUMENTS_MUSEU MS	15.4%	20.0%	11.1%
		% of Total	7.4%	3.7%	11.1%
	Important	Count	3	1	8
		% within II_MONUMENTS_MUSE UMS	37.5%	12.5%	100.0%
		% within MONUMENTS_MUSEU MS	23.1%	20.0%	29.6%
		% of Total	11.1%	3.7%	29.6%
	Very important	Count	8	3	15
		% within II_MONUMENTS_MUSE UMS	53.3%	20.0%	100.0%
		% within MONUMENTS_MUSEU MS	61.5%	60.0%	55.6%
		% of Total	29.6%	11.1%	55.6%
Total	Count	13	5	27	

	% within II_MONUMENTS_MUSE UMS	48.1%	18.5%	100.0%
	% within MONUMENTS_MUSEU MS	100.0%	100.0%	100.0%
	% of Total	48.1%	18.5%	100.0%

Crosstab

			SECURITY_SAFETY	
			Not at all satisfied	Very little satisfied
II_SECURITY_SAFETY	Not at all important	Count	0	1
		% within II_SECURITY_SAFETY	0.0%	50.0%
		% within SECURITY_SAFETY	0.0%	14.3%
		% of Total	0.0%	3.8%
	Slightly important	Count	0	0
		% within II_SECURITY_SAFETY	0.0%	0.0%
		% within SECURITY_SAFETY	0.0%	0.0%
		% of Total	0.0%	0.0%
	Important	Count	1	3
		% within II_SECURITY_SAFETY	16.7%	50.0%
		% within SECURITY_SAFETY	50.0%	42.9%

	% of Total	3.8%	11.5%
Very important	Count	1	3
	% within II_SECURITY_SAFETY	6.7%	20.0%
	% within SECURITY_SAFETY	50.0%	42.9%
	% of Total	3.8%	11.5%
Total	Count	2	7
	% within II_SECURITY_SAFETY	7.7%	26.9%
	% within SECURITY_SAFETY	100.0%	100.0%
	% of Total	7.7%	26.9%

Crosstab

		SECURITY_SAFETY		
		Little	Very satisfied	
II_SECURITY_SAFETY	Not at all important	Count	1	0
		% within II_SECURITY_SAFETY	50.0%	0.0%
		% within SECURITY_SAFETY	20.0%	0.0%
		% of Total	3.8%	0.0%
	Slightly important	Count	0	2
		% within II_SECURITY_SAFETY	0.0%	66.7%
		% within SECURITY_SAFETY	0.0%	25.0%
		% of Total	0.0%	7.7%

Important	Count	0	0
	% within II_SECURITY_SAFETY	0.0%	0.0%
	% within SECURITY_SAFETY	0.0%	0.0%
	% of Total	0.0%	0.0%
Very important	Count	4	6
	% within II_SECURITY_SAFETY	26.7%	40.0%
	% within SECURITY_SAFETY	80.0%	75.0%
	% of Total	15.4%	23.1%
Total	Count	5	8
	% within II_SECURITY_SAFETY	19.2%	30.8%
	% within SECURITY_SAFETY	100.0%	100.0%
	% of Total	19.2%	30.8%

Crosstab

		SECURITY_SAFETY		
		No opinion	Total	
II_SECURITY_SAFETY	Not at all important	Count	0	2
		% within II_SECURITY_SAFETY	0.0%	100.0%
		% within SECURITY_SAFETY	0.0%	7.7%
		% of Total	0.0%	7.7%
Slightly important	Count	1	3	

	% within II_SECURITY_SAFETY	33.3%	100.0%
	% within SECURITY_SAFETY	25.0%	11.5%
	% of Total	3.8%	11.5%
Important	Count	2	6
	% within II_SECURITY_SAFETY	33.3%	100.0%
	% within SECURITY_SAFETY	50.0%	23.1%
	% of Total	7.7%	23.1%
Very important	Count	1	15
	% within II_SECURITY_SAFETY	6.7%	100.0%
	% within SECURITY_SAFETY	25.0%	57.7%
	% of Total	3.8%	57.7%
Total	Count	4	26
	% within II_SECURITY_SAFETY	15.4%	100.0%
	% within SECURITY_SAFETY	100.0%	100.0%
	% of Total	15.4%	100.0%

Crosstab

			TRADITIONAL_SCENERY	
			Very little satisfied	Little
II_TRADITIONAL_SCENER	Slightly important	Count	0	0

Y		% within II_TRADITIONAL_SCENER Y	0.0%	0.0%	
		% within TRADITIONAL_SCENERY	0.0%	0.0%	
		% of Total	0.0%	0.0%	
	Important	Count		0	2
		% within II_TRADITIONAL_SCENER Y		0.0%	33.3%
		% within TRADITIONAL_SCENERY		0.0%	22.2%
		% of Total		0.0%	7.7%
	Very important	Count		2	7
		% within II_TRADITIONAL_SCENER Y		11.1%	38.9%
		% within TRADITIONAL_SCENERY		100.0%	77.8%
		% of Total		7.7%	26.9%
	Total	Count		2	9
% within II_TRADITIONAL_SCENER Y			7.7%	34.6%	
% within TRADITIONAL_SCENERY			100.0%	100.0%	
% of Total			7.7%	34.6%	

Crosstab

TRADITIONAL_SCENERY

Very satisfied | No opinion

II_TRADITIONAL_SCENER Y	Slightly important	Count	1	1
		% within II_TRADITIONAL_SCENER Y	50.0%	50.0%
		% within TRADITIONAL_SCENERY	14.3%	12.5%
		% of Total	3.8%	3.8%
	Important	Count	1	3
		% within II_TRADITIONAL_SCENER Y	16.7%	50.0%
		% within TRADITIONAL_SCENERY	14.3%	37.5%
		% of Total	3.8%	11.5%
	Very important	Count	5	4
		% within II_TRADITIONAL_SCENER Y	27.8%	22.2%
		% within TRADITIONAL_SCENERY	71.4%	50.0%
		% of Total	19.2%	15.4%
Total	Count	7	8	
	% within II_TRADITIONAL_SCENER Y	26.9%	30.8%	
	% within TRADITIONAL_SCENERY	100.0%	100.0%	
	% of Total	26.9%	30.8%	

Crosstab

			Total
II_TRADITIONAL_SCENERY	Slightly important	Count	2
		% within II_TRADITIONAL_SCENERY	100.0%
		% within TRADITIONAL_SCENERY	7.7%
		% of Total	7.7%
	Important	Count	6
		% within II_TRADITIONAL_SCENERY	100.0%
		% within TRADITIONAL_SCENERY	23.1%
		% of Total	23.1%
	Very important	Count	18
		% within II_TRADITIONAL_SCENERY	100.0%
		% within TRADITIONAL_SCENERY	69.2%
		% of Total	69.2%
Total	Count	26	
	% within II_TRADITIONAL_SCENERY	100.0%	
	% within TRADITIONAL_SCENERY	100.0%	
	% of Total	100.0%	

Crosstab

TRASPORATI
ON_NETWORK

Not at all
satisfied

II_TRANSPORTATION_NET WORK	Slightly important	Count	0
		% within II_TRANSPORTATION_NET WORK	0.0%
		% within TRASPORATI ON_NETWORK	0.0%
		% of Total	0.0%
Important	Important	Count	0
		% within II_TRANSPORTATION_NET WORK	0.0%
		% within TRASPORATI ON_NETWORK	0.0%
		% of Total	0.0%
Very important	Very important	Count	1
		% within II_TRANSPORTATION_NET WORK	6.3%
		% within TRASPORATI ON_NETWORK	100.0%
		% of Total	3.6%
Total	Total	Count	1
		% within II_TRANSPORTATION_NET WORK	3.6%

	% within TRASPORTATION_NETWO RK	100.0%
	% of Total	3.6%

Crosstab

		TRASPORTATION_NETWO RK		
		Very little satisfied	Little	
II_TRANSPORTATION_NET WORK	Slightly important	Count	0	1
		% within II_TRANSPORTATION_NET WORK	0.0%	16.7%
		% within TRASPORTATION_NETWO RK	0.0%	14.3%
		% of Total	0.0%	3.6%
	Important	Count	0	3
		% within II_TRANSPORTATION_NET WORK	0.0%	50.0%
		% within TRASPORTATION_NETWO RK	0.0%	42.9%
		% of Total	0.0%	10.7%
	Very important	Count	4	3
		% within II_TRANSPORTATION_NET WORK	25.0%	18.8%

	% within TRASPOTATION_NETWORK	100.0%	42.9%
	% of Total	14.3%	10.7%
Total	Count	4	7
	% within II_TRANSPORTATION_NETWORK	14.3%	25.0%
	% within TRASPOTATION_NETWORK	100.0%	100.0%
	% of Total	14.3%	25.0%

Crosstab

		TRASPOTATION_NETWORK		
		K		
		Very satisfied	No opinion	
II_TRANSPORTATION_NETWORK	Slightly important	Count	5	0
		% within II_TRANSPORTATION_NETWORK	83.3%	0.0%
		% within TRASPOTATION_NETWORK	41.7%	0.0%
		% of Total	17.9%	0.0%
	Important	Count	2	1
		% within II_TRANSPORTATION_NETWORK	33.3%	16.7%
		% within TRASPOTATION_NETWORK	16.7%	25.0%

	% of Total	7.1%	3.6%
Very important	Count	5	3
	% within II_TRANSPORTATION_NETWORK	31.3%	18.8%
	% within TRANSPORTATION_NETWORK	41.7%	75.0%
	% of Total	17.9%	10.7%
Total	Count	12	4
	% within II_TRANSPORTATION_NETWORK	42.9%	14.3%
	% within TRANSPORTATION_NETWORK	100.0%	100.0%
	% of Total	42.9%	14.3%

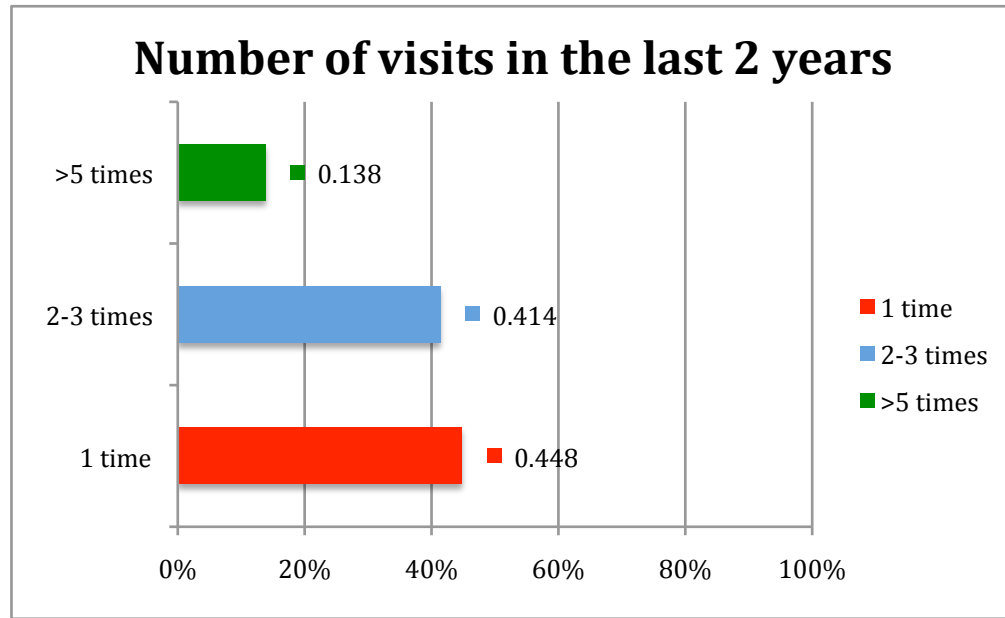
Crosstab

			Total
II_TRANSPORTATION_NETWORK	Slightly important	Count	6
		% within II_TRANSPORTATION_NETWORK	100.0%
		% within TRANSPORTATION_NETWORK	21.4%
		% of Total	21.4%
K	Important	Count	6

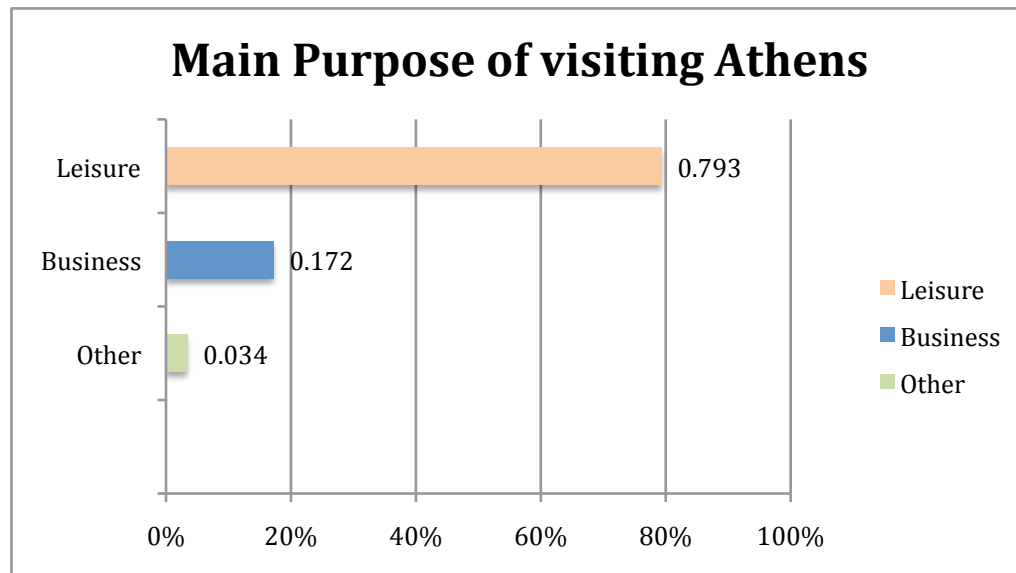
	% within II_TRANSPORTATION_NETWORK	100.0%
	% within TRANSPORTATION_NETWORK	21.4%
	% of Total	21.4%
Very important	Count	16
	% within II_TRANSPORTATION_NETWORK	100.0%
	% within TRANSPORTATION_NETWORK	57.1%
	% of Total	57.1%
Total	Count	28
	% within II_TRANSPORTATION_NETWORK	100.0%
	% within TRANSPORTATION_NETWORK	100.0%
	% of Total	100.0%

Παράρτημα II – ΔΙΑΓΡΑΜΜΑΤΑ

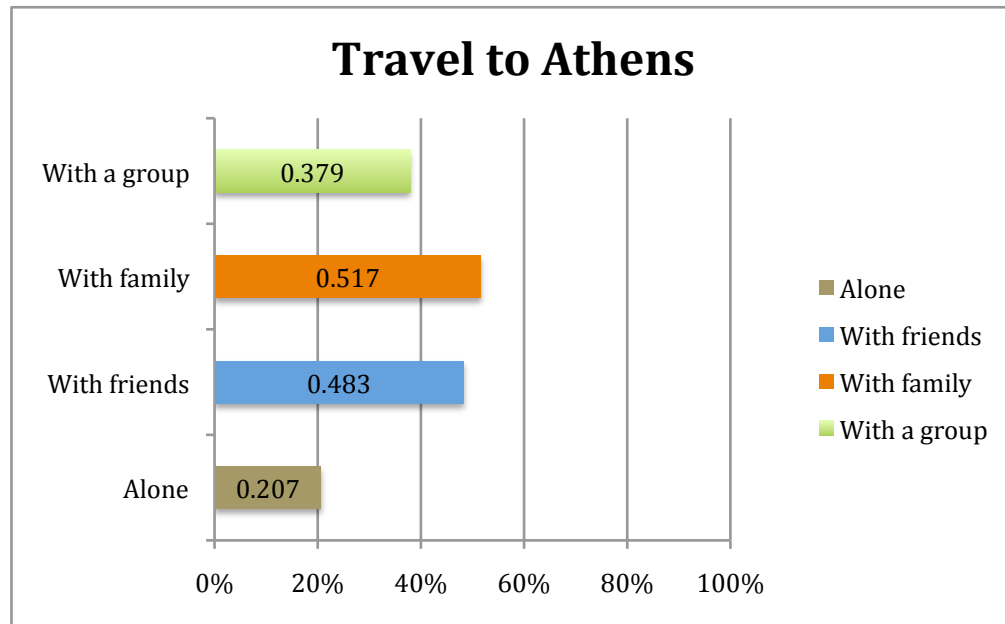
ΔΙΑΓΡΑΜΜΑ 1



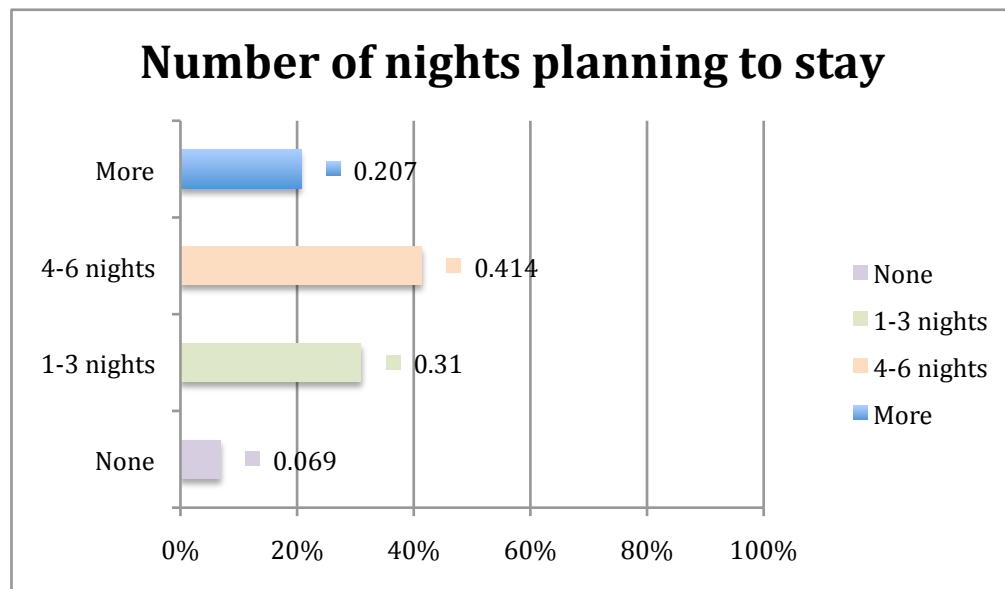
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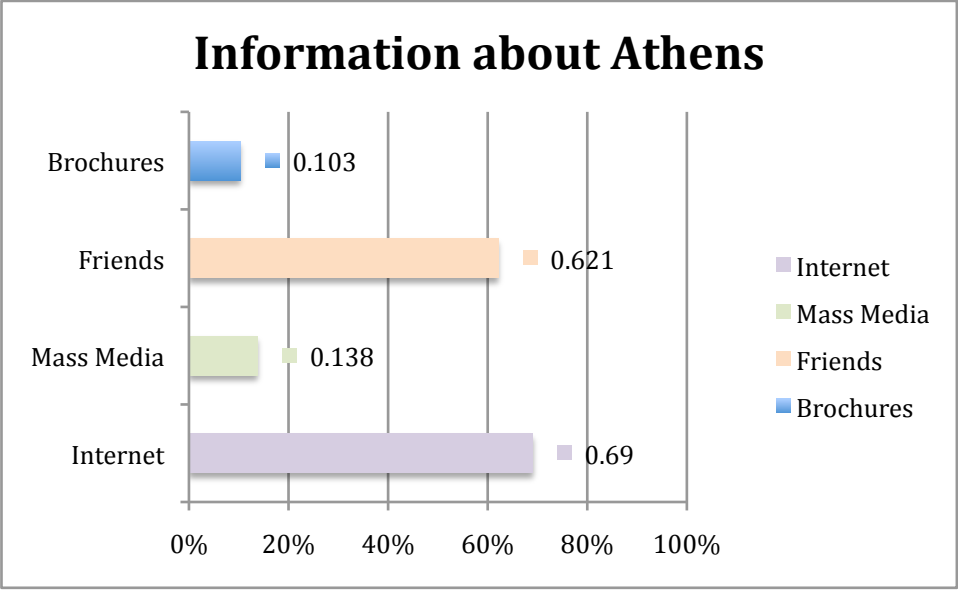
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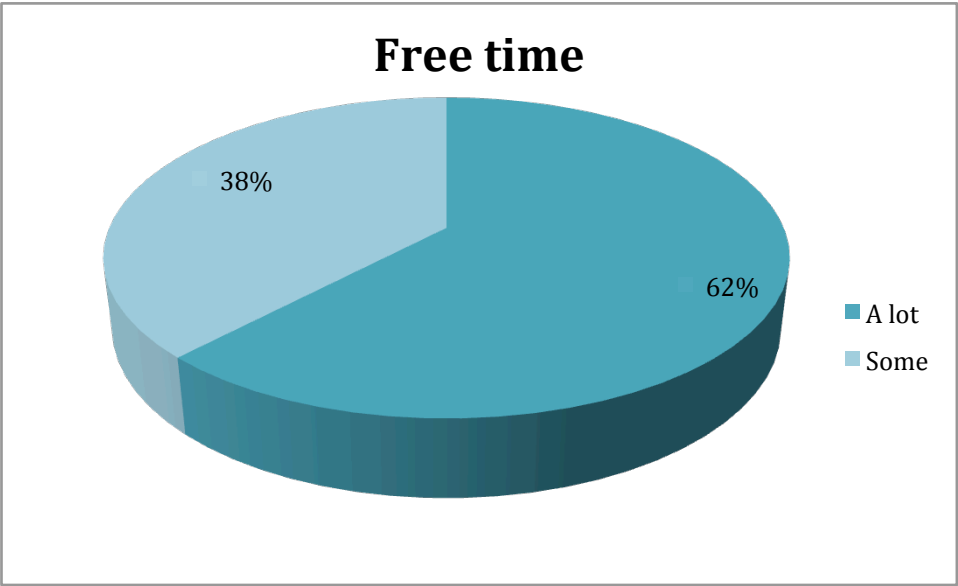
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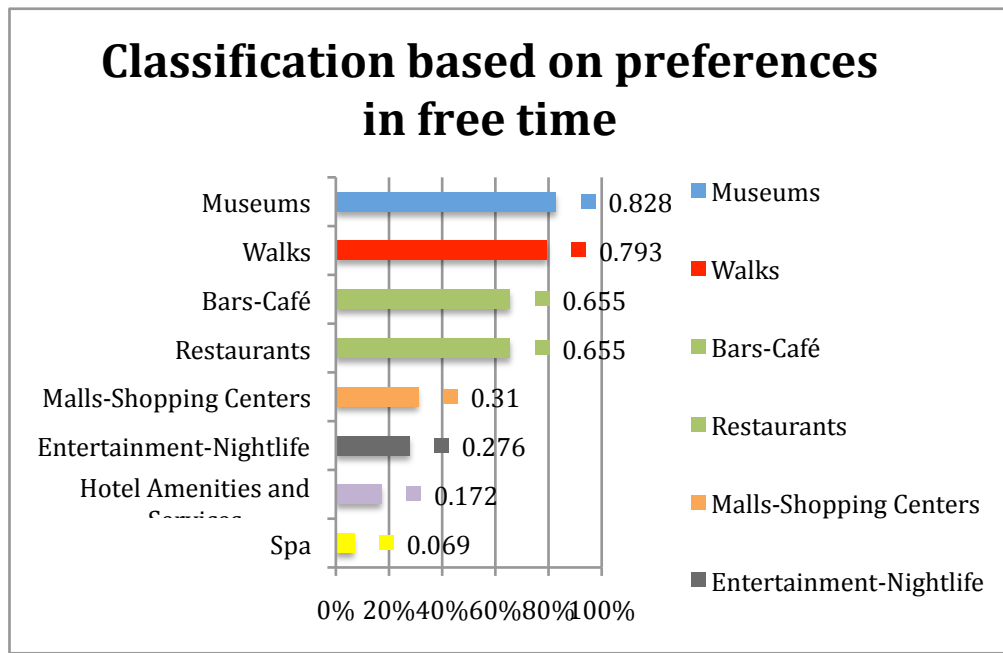
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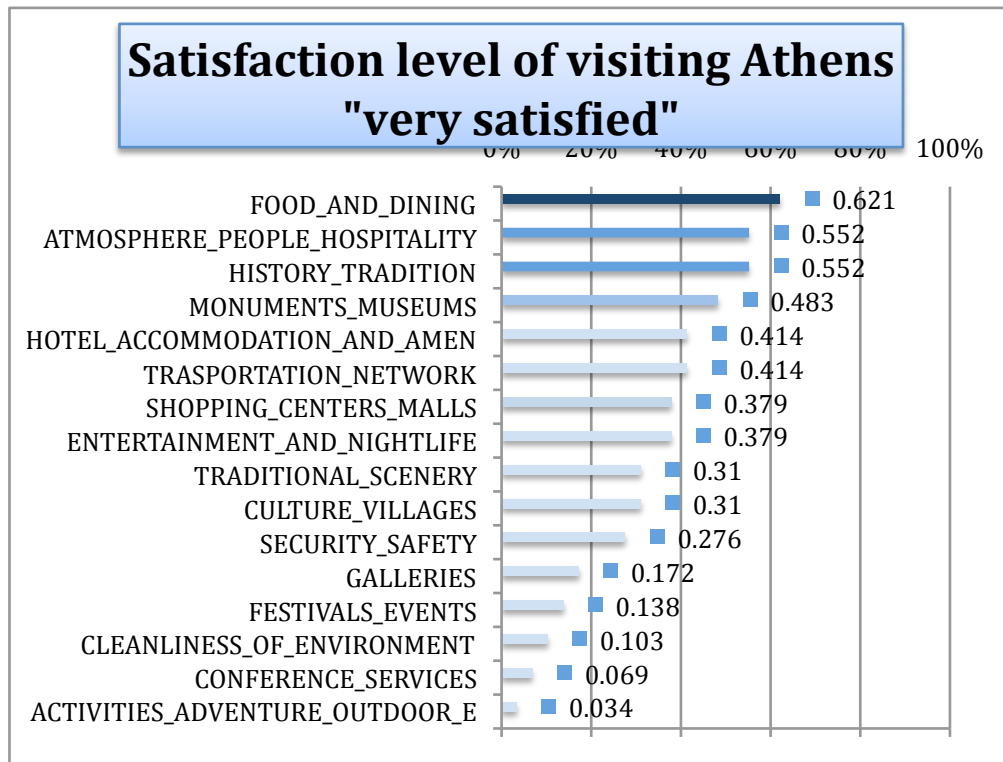
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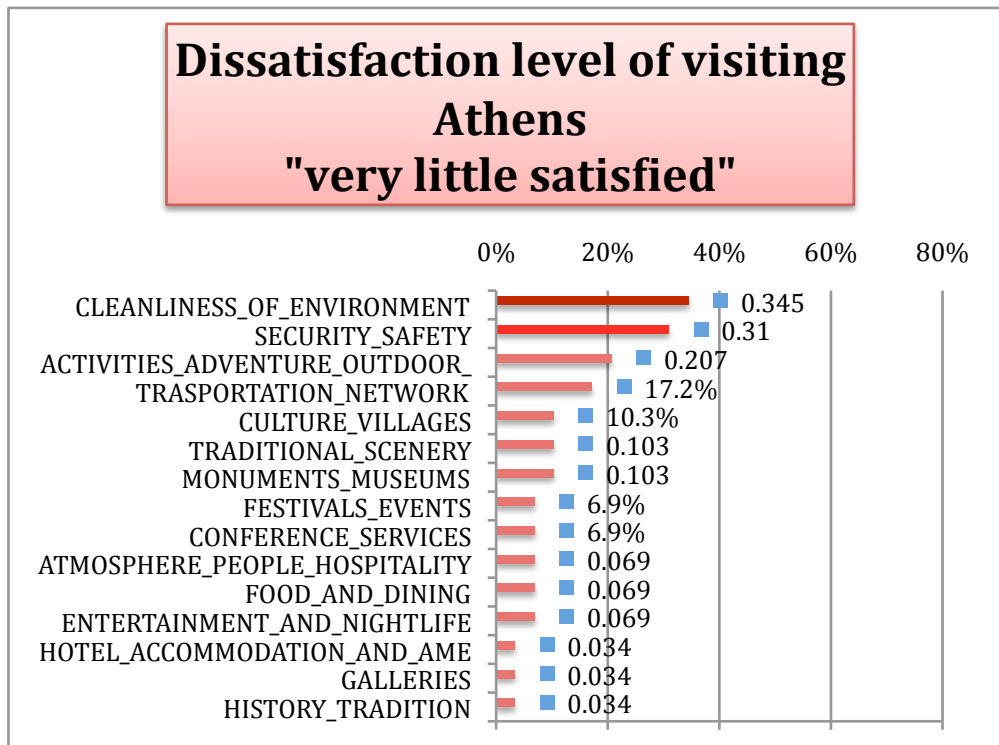
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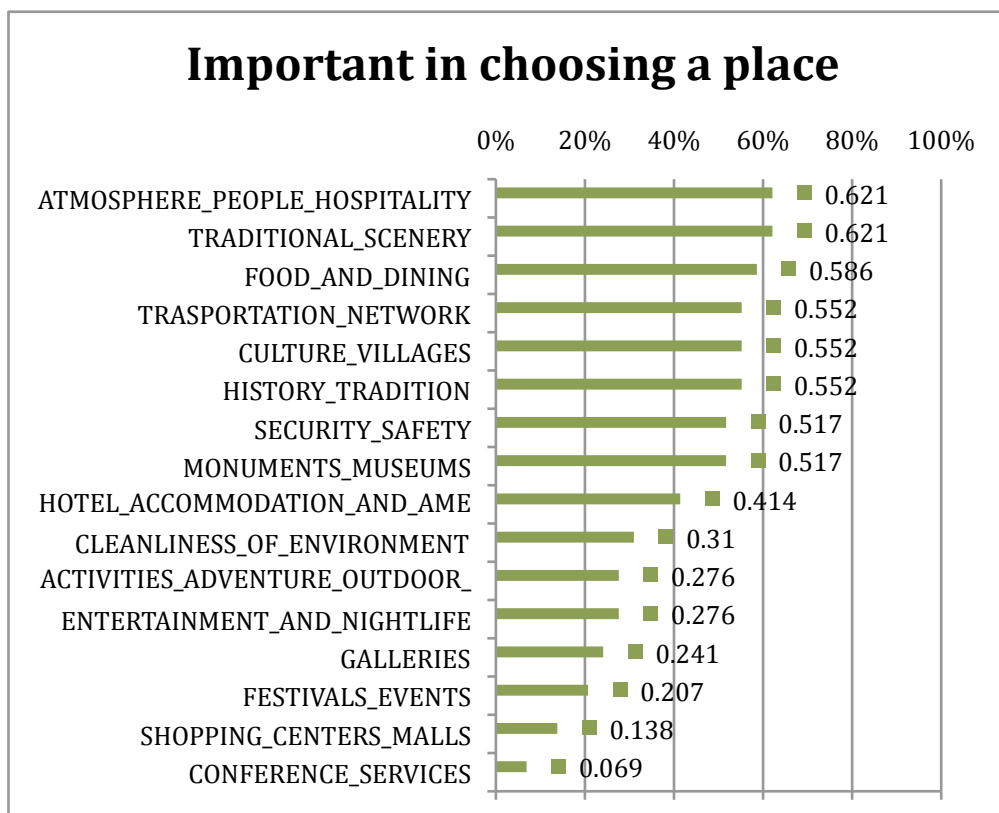
ΔΙΑΓΡΑΜΜΑ 8



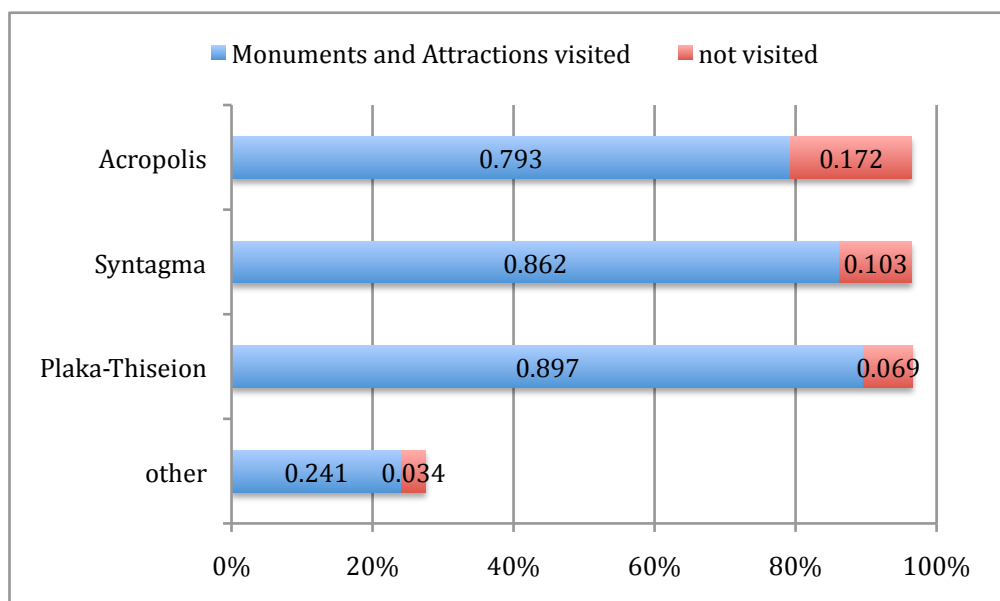
ΔΙΑΓΡΑΜΜΑ 9



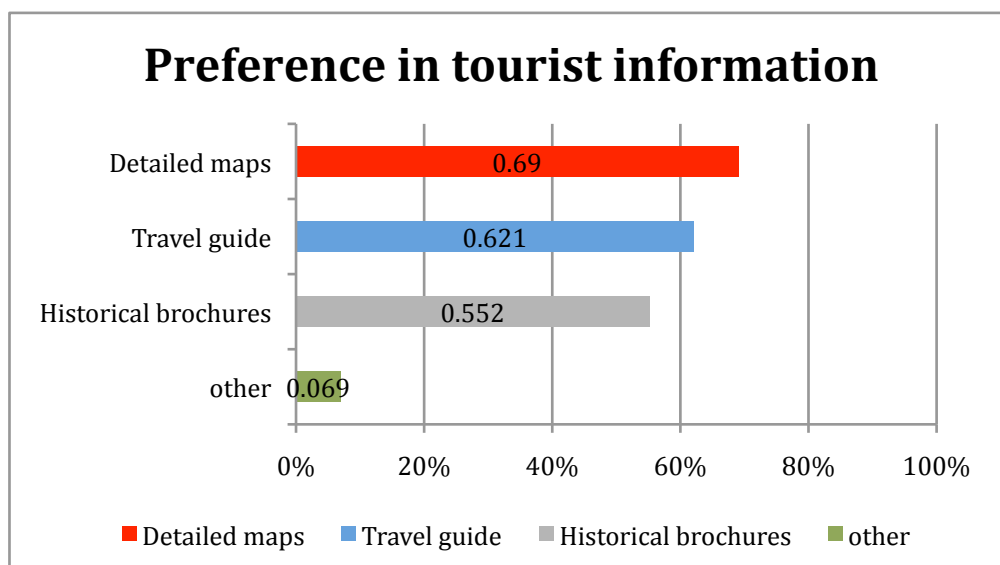
ΔΙΑΓΡΑΜΜΑ 10



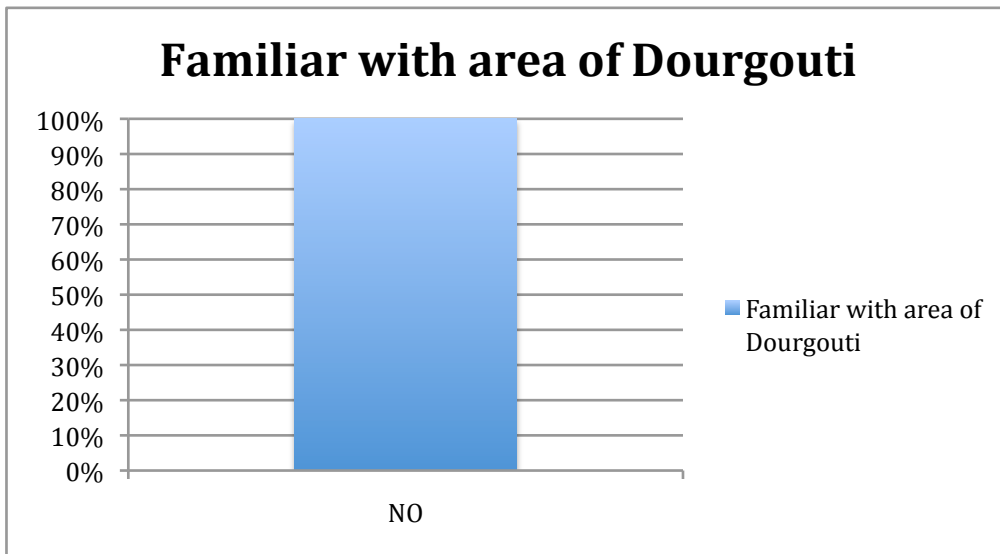
ΔΙΑΓΡΑΜΜΑ 11



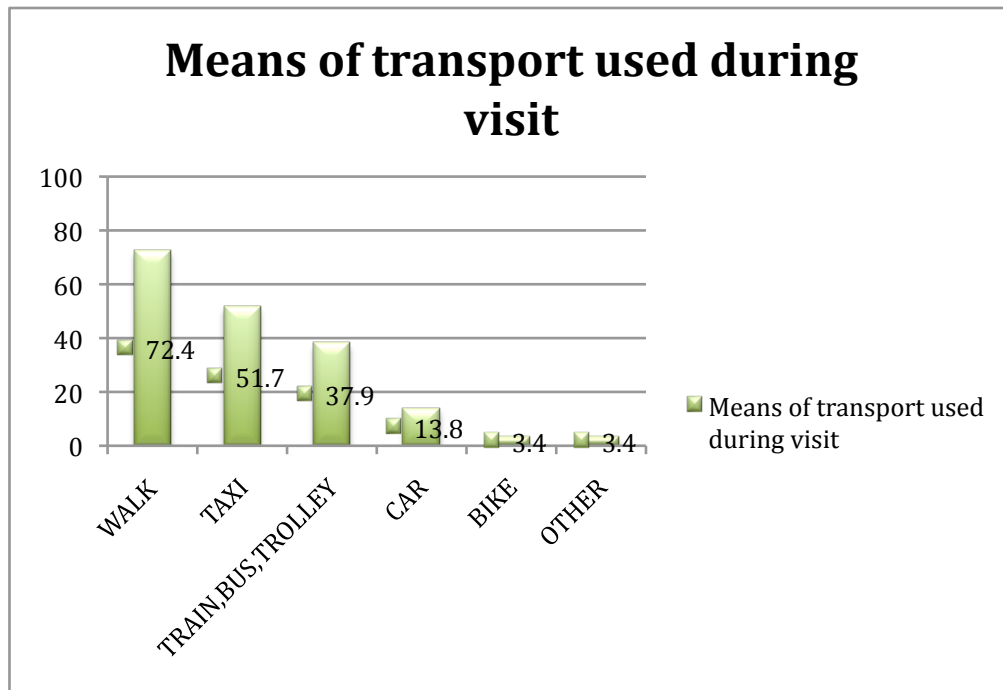
ΔΙΑΓΡΑΜΜΑ 12



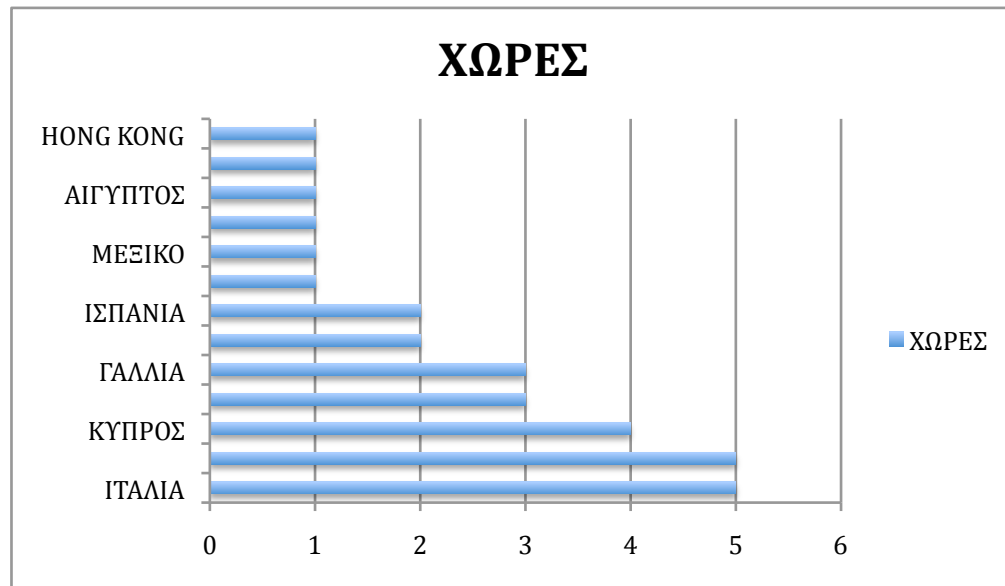
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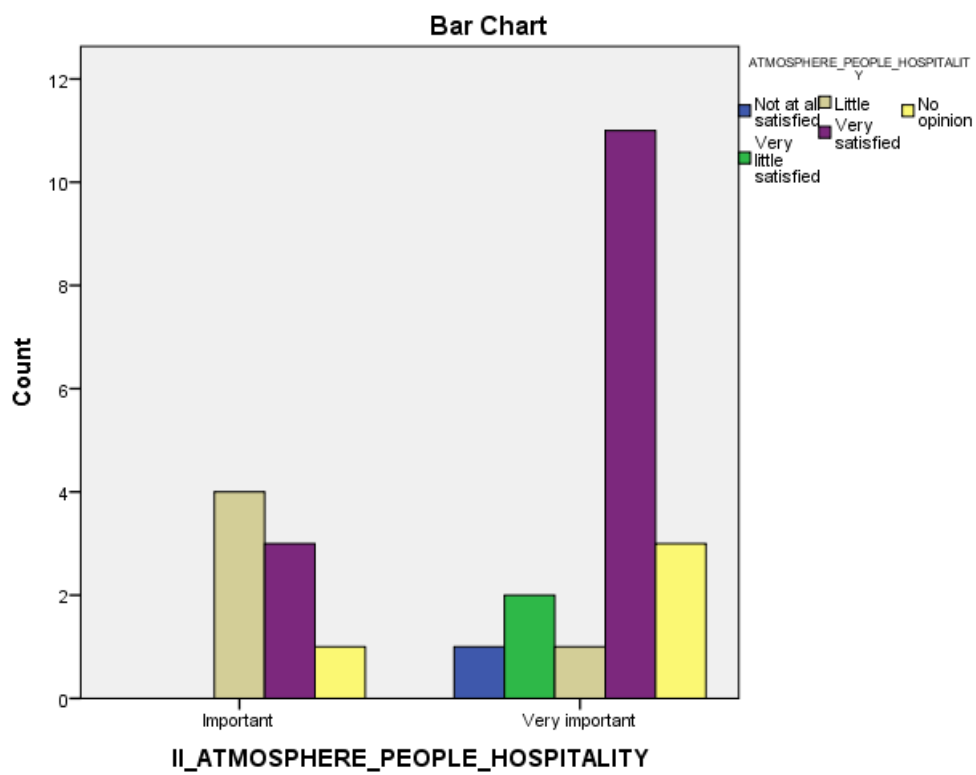
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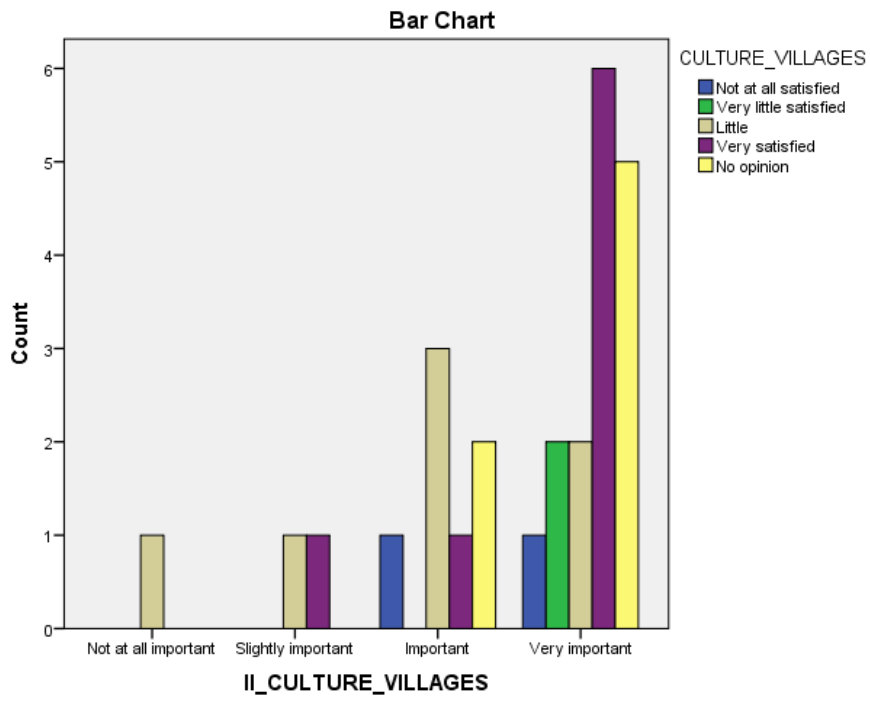
ΔΙΑΓΡΑΜΜΑ 15



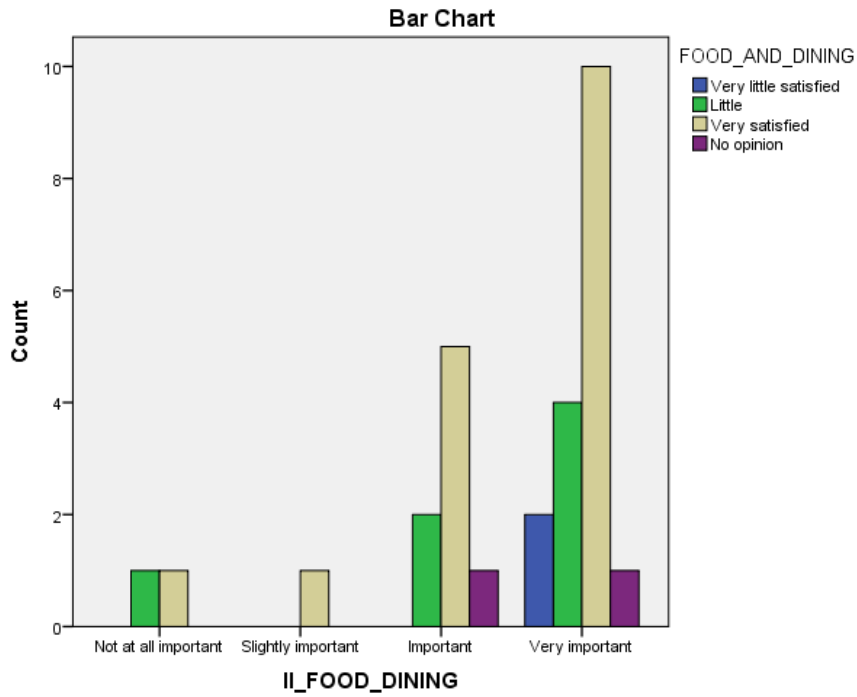
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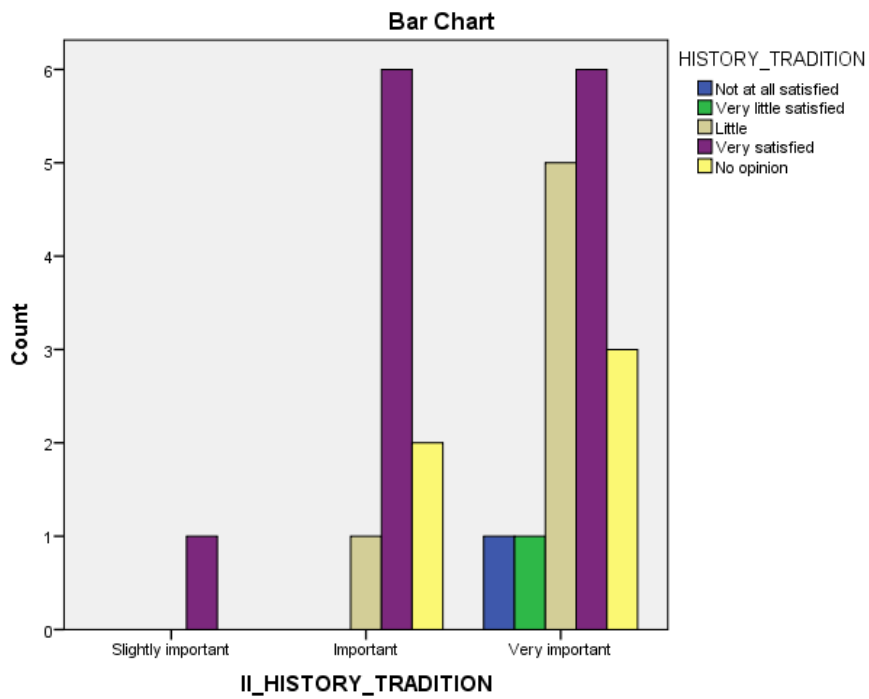
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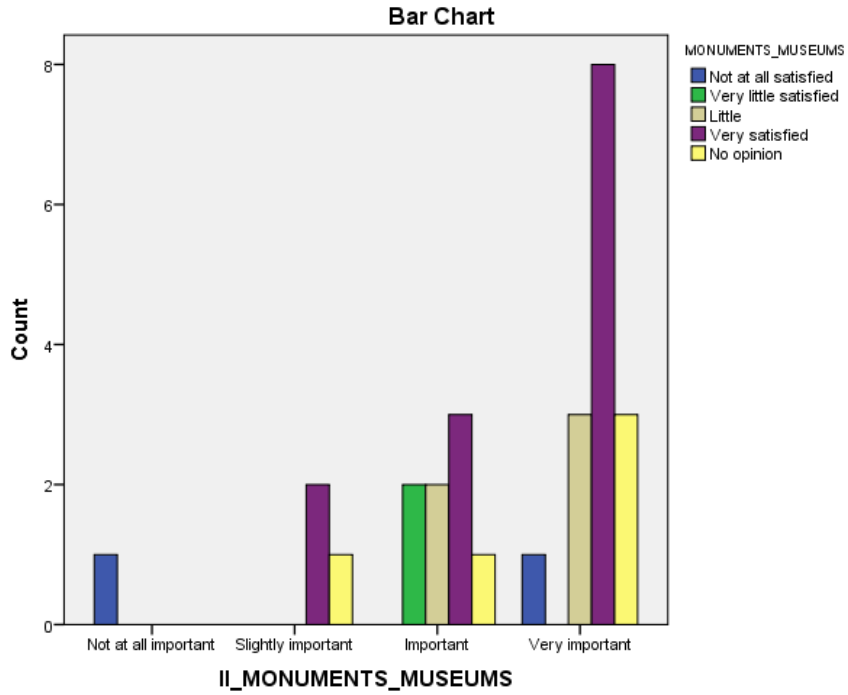
ΔΙΑΓΡΑΜΜΑ 18



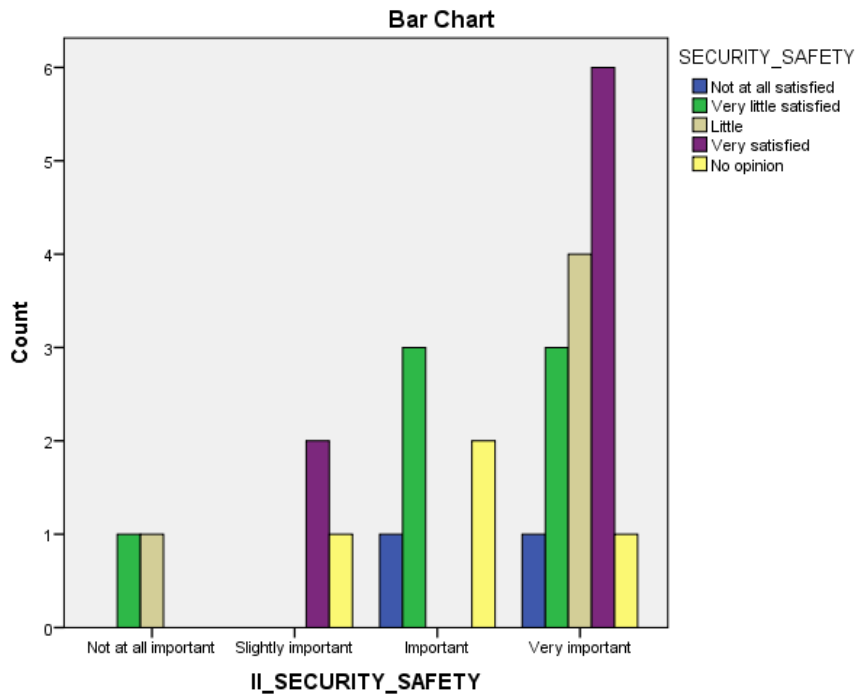
ΔΙΑΓΡΑΜΜΑ 19



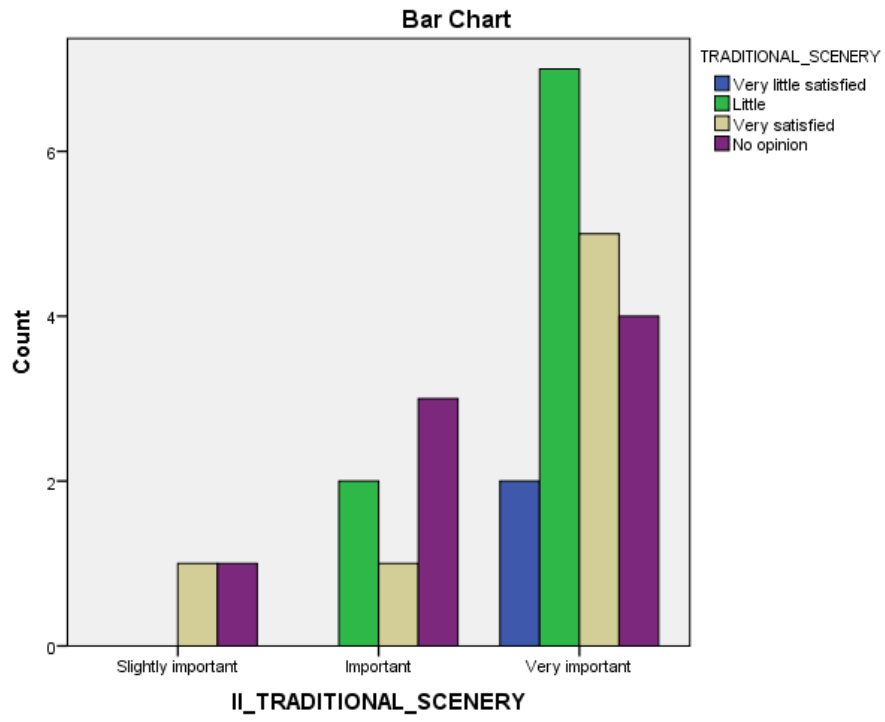
ΔΙΑΓΡΑΜΜΑ 20



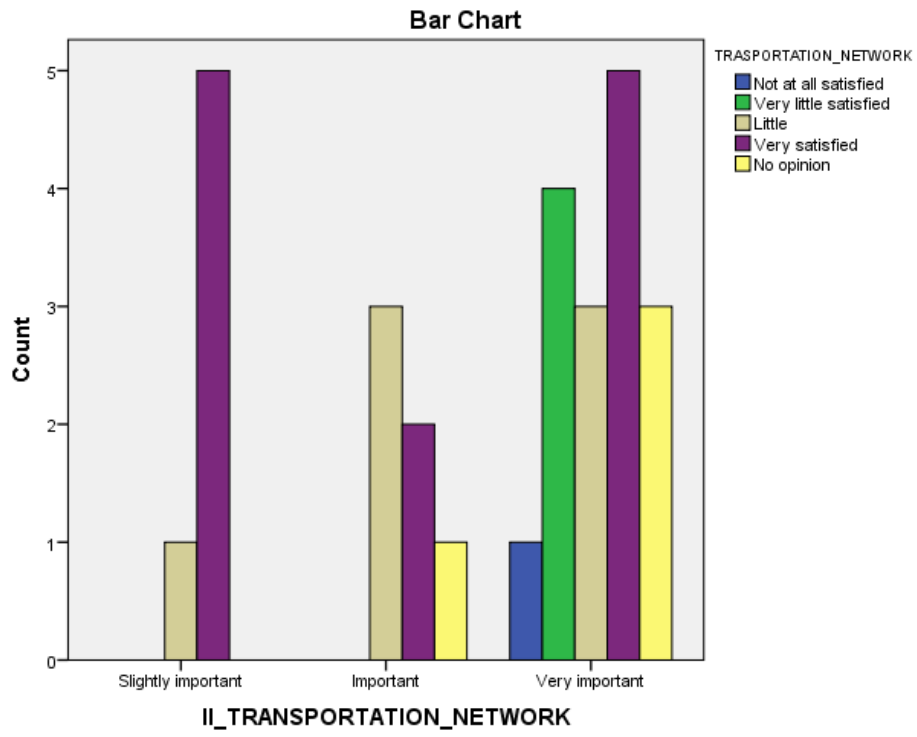
ΔΙΑΓΡΑΜΜΑ 21



ΔΙΑΓΡΑΜΜΑ 22



ΔΙΑΓΡΑΜΜΑ 23



Παράρτημα ΙΙΙ - ΕΡΩΤΗΜΑΤΟΛΟΓΙΟ

MBA - Tourism Management

Τμήμα Οργάνωσης και Διοίκησης Επιχειρήσεων

Πανεπιστήμιο Πειραιώς



Questionnaire: Athens as a travel destination

1. How many times have you visited Athens in the last 2 years?

1 time	2-3 times
4-5 times	>5 times

2. How many times per year you go on excursions?

< 2 times	2-4 times
5-6 times	>6 times

3. What is the main purpose of your visit to Athens?

Leisure	Business
Cultural	other

4. With whom did you travel to Athens?

Alone	With friends
With family	With a group

5. How many nights are you planning to stay?

None	1-3
------	-----

4-6	More
-----	------

6. How did you find information about Athens?

Internet	Mass Media
Friends	Brochures

7. How much money are you willing to spend per day per person?

<50€	50-100€
100-150€	>150€

8. How much free time do you have during your stay?

A lot	Some	None
-------	------	------

9. How would you rather spend your free time?

Bars-Café	
Restaurants	
Entertainment- Nightlife	
Spa	
Museums	
Walks	
Malls/Shopping Centers	
Hotel Amenities and Services	
Other	

10. How would you rate your travel experience in Athens in the following aspects (level of satisfaction from 1-4) and how important do you

consider them in choosing a travel destination.

	Level of Satisfaction (1-4)			
	Not at all satisfied			Very satisfied
	1	2	3	4
Hotel Accommodation and Amenities				
Transportation Network (Accessibility)				
Food and dining				
Shopping Centers/Malls				
Entertainment and Nightlife				
Monuments/Museums				
Traditional Scenery				
Culture Villages				
Galleries				
Festivals/Events				
Atmosphere/people (Hospitality)				
History/Tradition				
Security/Safety				
Cleanliness of environment				
Activities (Adventure, outdoor etc)				
Conference Services				

	Important in choosing a place as travel destination (1-4)			
	Not at all important			Very important

	1	2	3	4
Hotel Accommodation and Amenities				
Transportation Network (Accessibility)				
Food and dining				
Shopping Centers/Malls				
Entertainment and Nightlife				
Monuments/Museums				
Traditional Scenery				
Culture Villages				
Galleries				
Festivals/Events				
Atmosphere/people (Hospitality)				
History/Tradition				
Security/Safety				
Cleanliness of environment				
Activities (Adventure, outdoor etc)				
Conference Services				

11. Which of these monuments and attractions have you visited in Athens?

Acropolis (Parthenon and Acropolis Museum)	
Syntagma	
Plaka/Theseion	
Other	

12. What kind of brochures/tourist information would you like to find in the area?

Detailed Maps	Travel Guide (Sightseeing tips)
---------------	---------------------------------

Historical Brochures?	Other
-----------------------	-------

13. Are you familiar with the area Dourgouti?

YES	NO
-----	----

If you answered "no" to question 13, continue to question 18

14. How did you find information about this area?

Internet	Mass Media
Friends	Brochures

15. If yes, what is your opinion of the area?

.....

16. Which of the following activities would you like to see more of in this area?

Modernization of the current amenities	
Cultural events and festivals	
Outdoor activities	
Other	

17. Are you planning to visit the area again?

YES	NO
-----	----

Information of Participant:

Sex:	Male	Female
-------------	------	--------

Age:	<18	18-25	26-35
	36-50	51-65	>65

Professional or Employment Status:	Student	Self-Employed
	Government Employee	Private Sector Employee
	Military	Homemaker
	Retired	Out of work

Education:	No schooling	High school graduate	Associate degree
	Bachelor's degree	Master's degree	Doctorate degree

Which of the following is your means of transport during your stay in Athens?

Car	Bike	Walk
Train/Bus/Trolley (Public Transportation)	Taxi	Other

Thank you for your participation!

Τελική κωδικοποίηση Ερωτηματολογίου

Ερώτηση 1 (αριθμός επισκέψεων)

1=1 time

2=2-3 times

3=4-5 times

4=>5 times

Ερώτηση 2 (αριθμός εκδρομών το χρόνο)

1=<2 times

2=2-4 times

3=5-6 times

4=>6 times

Ερώτηση 3 (λόγος επίσκεψης)

1=Leisure-Cultural

2=Business

3=Other

Ερώτηση 4 (με ποιόν έκανε την επίσκεψη)

Για κάθε περίπτωση 1 έως 4 δημιουργήθηκαν χωριστές μεταβλητές με κωδικούς:

1=YES (αν σημειώθηκε)

2=NO (αν δεν σημειώθηκε)

Ερώτηση 5 (αριθμός διανυκτερεύσεων)

1=None

2=1-3

3=4-6

4=More

Ερώτηση 6 (πληροφορίες για την Αθήνα)

Για κάθε περίπτωση 1 έως 4 δημιουργήθηκαν χωριστές μεταβλητές με κωδικούς:

1=YES

2=NO

Ερώτηση 7 (χρηματικό ποσό διάθεσης για δαπάνη ανά άτομο και ημέρα)

1=<50 €

2=50-100€

3=100-150€

4=>150€

Ερώτηση 8 (ελεύθερος χρόνος)

1=A lot

2=Some

3=None

Ερώτηση 9 (προτιμήσεις στον ελεύθερο χρόνο)

Για κάθε περίπτωση 1 έως 9 δημιουργήθηκαν χωριστές μεταβλητές με κωδικούς:

1=YES

2=NO

Ερώτηση 10 (βαθμός ικανοποίησης κατά την επίσκεψη)

Κάθε επιμέρους πρόταση αποτέλεσε μία μεταβλητή η οποία ακολούθησε τους κωδικούς (1-5) στην κλίμακα ικανοποίησης:

1=Not at all satisfied

2=Very little satisfied

3=Little

4=Very satisfied

5=No opinion

Ερώτηση 10 (παράγοντες επιλογής ενός προορισμού)

Κάθε επιμέρους πρόταση αποτέλεσε μία μεταβλητή η οποία ακολούθησε τους κωδικούς (1-4) στην κλίμακα σπουδαιότητας:

1=Not at all important

2=Slightly important

3=Important

4=Very important

Ερώτηση 11 (επίσκεψη μνημείων και αξιοθέατων)

Για κάθε απάντηση 1 έως 4 δημιουργήθηκαν χωριστές μεταβλητές με κωδικούς:

1=YES

2=NO

*4=Other με κωδικούς:

1=Other

2=Monastiraki

Ερώτηση 12 (προτίμηση ενημέρωσης για τον προορισμό)

Για κάθε απάντηση 1 έως 4 δημιουργήθηκαν χωριστές μεταβλητές με κωδικούς:

1=YES

2=NO

Ερώτηση 13 (αν γνωρίζουν το Δουργούτι)

1=NO

Ερώτηση 18 (ενόχληση κατά τη διάρκεια της παραμονής τους)

1=NO

2=My wallet was been stallen in the metro

3=Police officers all over the place

4=Traffic

5=A man speaking on his mobile the whole time

6=A little bit dirty city

7=Trouble in the metro – Not safe

Φύλο

1=Male

2=Female

Ηλικία

1=18-25

2=26-35

3=36-50

4=51-65

5=>65

Επάγγελμα

1=Student

2=Self Employed

3=Government employee

4=Private Sector Employee

5=Military

6=Homemaker

7=Retired

8=Out of work

Εκπαίδευση

1=No schooling

2=High School graduate

3=Associate degree

4=Bachelor's degree

5=Master's degree

6=Doctorate degree

Μέσα Μεταφοράς που χρησιμοποίησαν

Για κάθε απάντηση 1 έως 6 δημιουργήθηκαν χωριστές μεταβλητές με κωδικό:

1=YES

ΠΑΡΑΡΤΗΜΑ IV: Συνέντευξη βάρους

ΣΥΝΕΝΤΕΥΞΗ ΣΤΟΥΣ ΚΑΤΟΙΚΟΥΣ ΤΟΥ ΔΟΥΡΓΟΥΤΙΟΥ

1. **Ερώτηση: Είστε μόνιμος κάτοικος στο Δουργούτι?** (μόνιμος κάτοικος)
Πόσα χρόνια μένετε στην περιοχή? (Εμμεση ερώτηση: Ήταν επιλογή σας να μείνετε εδώ ή έχετε κάποιο πατρικό?) (Διάρκεια διαμονής)
2. **Ερώτηση: Αν σας έλεγα να μου χαρακτηρίσετε το Δουργούτι με δύο λόγια τι θα ήταν αυτό που θα μου λέγατε?**
για την ιστορία του, ότι είναι ένα φιλικό ή ασφαλές περιβάλλον, ένα μέρος που δεν έχει αξιοποιηθεί? (άποψη-εικόνα περιοχής)
3. **Ερώτηση: Μελλοντικά, κάποια αλλαγή στην περιοχή του Δουργούτιού πώς θα σας φαινόταν?**
να ανοίξουν παραδοσιακά μαγαζιά όπως κουρεία, τσαγκάρης? Θα σας προκαλούσε μια ευχάριστη έκπληξη? Ναι ή όχι και γιατί? (μελλοντική ανάπτυξη)
4. **Ερώτηση: Πιστεύετε ότι λείπει κάτι από την περιοχή?**
Σε περίπτωση που απαντήσουν όχι τους ρωτάς αν θα ήθελαν κάποιο φούρνο εδώ κοντά για να παίρνουν το πρωί γάλα και ψωμί. Αν τους βολέψει να πηγαίνουν κάθε πρωί μέχρι το Νέο Κόσμο κ.λ.π. (ελλείψεις στην περιοχή)
5. **Ερώτηση: Είστε ευχαριστημένοι από τη συμβολή του Δήμου Αθηναίων στην περιοχή?**
Πιστεύετε ότι κάνει κάτι περισσότερο ή κάτι λιγότερο από αυτό που χρειάζεται η περιοχή? (ενδιαφέρον από δήμο)
6. **Τα νέα παιδιά πως αντιμετωπίζουν τη διαμονή τους στο Δουργούτι?**
είτε από προσωπική εμπειρία είτε μέσω της παρατήρησης – αποδέχονται το μέρος ή θέλουν να μετακομίσουν όταν μεγαλώσουν? (συμπεριφορά νέων)
7. **Όλα αυτά τα χρόνια που μένετε στο Δουργούτι έχετε παρατηρήσει κάποια αλλαγή είτε ευχάριστη είτε δυσάρεστη?**
αύξηση μεταναστών, να κλείνουν μαγαζιά, να μετακομίζουν οι μόνιμοι κάτοικοι.. (αλλαγές στη γειτονιά)
8. **Πώς θα σας φαινόταν η ιδέα να αναπτυχθεί τουριστικά το Δουργούτι για να γίνει γνωστή η ιστορία 2του?** (επίπεδο στάσεων-απόψεων για τουριστική ανάπτυξη)
9. **Θα θέλατε να προτείνετε κάποια ιδέα που πιστεύετε ότι θα βοηθούσε στο να υπάρξει βιώσιμη ανάπτυξη στην περιοχή?** (προτάσεις)
10. **Θα θέλατε να προσθέσετε κάτι άλλο που δεν αναφέρθηκε στη συνέντευξη?** (σχόλια)

Επεξεργασμένο κείμενο και κωδικοποίηση απαντήσεων

1. Κύριος στο ψιλικατζίδικο
 - Είναι από το '87 στη περιοχή (1)
 - Αγόρασε σπίτι (1)
 - Θεωρεί ότι είναι το καλύτερο μέρος (2)
 - Θα του άρεσε να ανοίξουν μαγαζιά ,όπως κουρείο, τέχνη του τσαγκάρη (9)
 - Του αρέσει το πράσινο στη πλατεία (2)
 - Θα ήθελε καλύτερη καθαριότητα-συντήρηση της περιοχής (5)
 - Πολλά λείπουν από το Δουργούτι (4)

2. “Ταβέρνα του Βασίλη”
 - Τονίζει το θέμα ασφάλειας (7)
 - Θα του άρεσε να ανοίξουν άλλα μαγαζιά (9)
 - Μαγαζιά του Δήμου έχουν υψηλά ενοίκια (10)
 - Παιδιά στην περιοχή δεν υπάρχουν πολλά (6)
 - Θεωρούν ότι δεν έχουν πώς να έρθουν οι τουρίστες στη περιοχή αφού υπάρχει το θέμα της ασφάλειας και δεν έχουν τι να δουν (10)
 - Ξένοι –μετανάστες αγοράζουν σπίτια στη περιοχή (7)
 - “Λαϊκά υπνωτήρια” (2)

3. Καφενείο
 - 1^{ος} κύριος
 - Μόνιμος κάτοικος (14 χρόνια)- Ήταν επιλογή του να μείνει (1)
 - Το Δουργούτι βρίσκεται σε έναν κόμβο , όπου και να θες να πας έχει μέσα, έχει πολλά μαγαζιά (2)
 - Το Δουργούτι είναι ο “αφαλός της Αθήνας” (2)

 - Εδώ έρχεται η παρέμβαση του 2ου κυρίου κ.Χρήστου που γεννήθηκε στο Δουργούτι...
 - Υπήρχανε μαγαζιά αλλά κλείσανε (7)
 - Θα θέλανε να ξανά ανοίξουν μαγαζιά αλλά να μην είναι ακριβά (9)
 - Παλιά, υπήρχε ασφάλεια (7)
 - Γονείς από Μ.Ασία, είχανε κάποια προνόμια (10)
 - Πολλά μαγαζιά λείπουνε (φούρνος όμως υπάρχει) (4)
 - Έχει μέσα μαζικής μεταφοράς (10)
 - Δουλειά δεν υπάρχει (10)

- Συνεχίζει λέγοντας...

- υπάρχει το θέμα της ασφάλειας, ο κόσμος που φοβάται (7)
 - ο Δήμος θα μπορούσε να κάνει περισσότερα (5)
 - Τα παιδιά του μένουν στη γύρω περιοχή (6)
 - Ο τουρισμός φέρνει χρήμα (όφελος) (9)
 - Έρχονται λίγοι τουρίστες και τρώνε στο καφενείο (8)
 - Θα τους άρεσε το παραδοσιακό (9)
4. Ντίνα (cafe) νέα κοπέλα- Δεν μένει στη περιοχή (1)
- Δεν θυμάται ότι το μέρος λέγεται Δουργούτι (2)
 - Φιλική και ήσυχη περιοχή (όχι φόβο) (2)
 - Το παραδοσιακό θα της άρεσε (9)
 - Οι τουρίστες από το ξενοδοχείο δεν τη γνωρίζουν τη περιοχή (10)
 - Ο Δήμος Αθηναίων θα μπορούσε να κάνει πολλά πράγματα όπως φωτισμός (5)
 - Δεν έχει παρατηρήσει κάποια αλλαγή στη περιοχή τους μήνες που δουλεύει (7)
 - Θα της άρεσε η περιοχή να αναδειχθεί μέσω της ιστορίας της (9)
 - Αντίφαση Ξενοδοχείου-Δουργούτιου της έχει κάνει εντύπωση (10)
5. Οδηγός Intercontinental (45 ετών)
- Δεν γνωρίζει πολλά πράγματα για τη περιοχή (2)
 - Εγκαταλελειμμένη περιοχή (2)
 - Θα τόνιζε την αγορά και τη περιοχή το παραδοσιακό στοιχείο αν και πιστεύει ότι γενικά η περιοχή δεν τραβάει κάτι τέτοιο γιατί ο κόσμος που μένει είναι χαμηλής οικονομικής τάξης και μετανάστες (9)
 - Θα τραβούσε το ενδιαφέρον του τουρίστα το παραδοσιακό γιατί ο τουρίστας ψάχνει να βρει το παραδοσιακό (9)
 - Η περιοχή πρέπει να αξιοποιηθεί για τους τουρίστες (3)
 - Φαρμακεία έχει
 - Δεν θα συνιστούσε στους τουρίστες να πάνε στα δημοτικά ιατρεία της περιοχής, δεν τους το αναφέρουνε καθόλου, φέρνουνε ιδιωτικούς γιατρούς (10)
 - Οι τουρίστες επισκέπτονται την περιοχή αλλά δεν έχουν και τις καλύτερες εντυπώσεις (10)
6. Φύλακας Intercontinental (23 ετών)
- Δεν ξέρει σαν όνομα το Δουργούτι αλλά σαν Ν.Κόσμο (2)
 - Έχει γεννηθεί στη περιοχή του Ν.Κόσμου (1)
 - Δεν θα του άρεσε να ανοίξει κάτι παραδοσιακό, θα ήθελε κάτι πιο σύγχρονο (9)
 - Θα ήθελε μαγαζιά για γρήγορο φαγητό (9)

- Ο Δήμος Αθηναίων δεν έχει κάνει τίποτα ,θα μπορούσε να φτιάξει τους δρόμους (5)
- Τα παιδιά που έχουν μεγαλώσει στη περιοχή δεν θέλουν να φύγουν (6)
- Έφτιαξαν κάποιες καφετέριες κοντά στο μέτρο (10)

**Κανένας μόνιμος κάτοικος δεν θέλει να φύγει από τη περιοχή.