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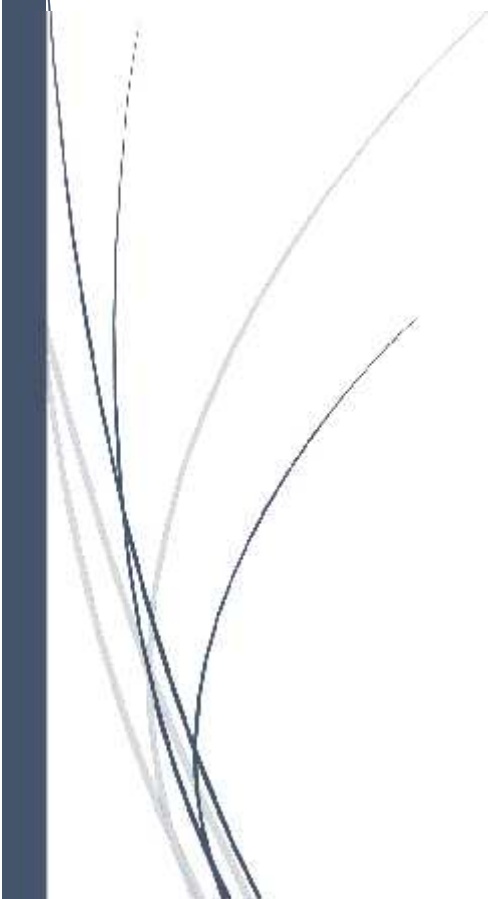
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Περίληψη

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μ (Online hotel distribution) . .

(Online Travel Agencies, . . .)

(Online Reviews). μ μ μ

μ μ O.T.A μ μ μ

μ μ μ

μ

(website) . , μ

μ μ μ

μ μ μ (Content Analysis) 80

Booking.com μ 4* 5*

μ 2 μ μ

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(,) (μ

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Abstract

This research is about E-tourism and specifically aims to answer what kind of strategy a modern hotelier should follow to enhance the brand-awareness of the business on the internet, while increasing hotel revenue. Thus, to begin with we conduct an in-depth research of the ecosystem of e-tourism in order to clarify those entities that have a leading role in online hotel distribution such as e.g. Online Travel Agents (O.T.A.) and Online Reviews (Online Reviews). Moreover we will analyze the advantages and disadvantages of OTA's system and find out how hoteliers should handle E-tourism entities individually so that they will achieve an efficient and profitable online presence.

One of the most important assets the hotelier has in his hands for the online presence of the company is the hotel's website. So, through the research we conducted, we tried to map those features that make the website competitive and attractive to the visitor. Therefore, we have applied the *Content Analysis* technique to 80 hotels, in Athens that were selected from *Booking.com* to be 4 and 5 star hotels. Subsequently, we address the content of the websites to two well-trained judges that took part in the survey based on selected features related to functionality, interactivity, marketing and navigation on the site. We try to evaluate these distinct dimension of the hotels and clarified the current situation on the hotel's website . The dimensions that are selected for content analysis are divided into two categories, based on a literature review (*Basic Evaluation*) and on current trends (*Specialized Evaluation*) prevailing on the hotel industry websites. Finally, the current research, is portrayed as the stepping stone so that the hotelier will have the adequate knowledge in the area of the online tourism and the ability to have a competitive online presence.

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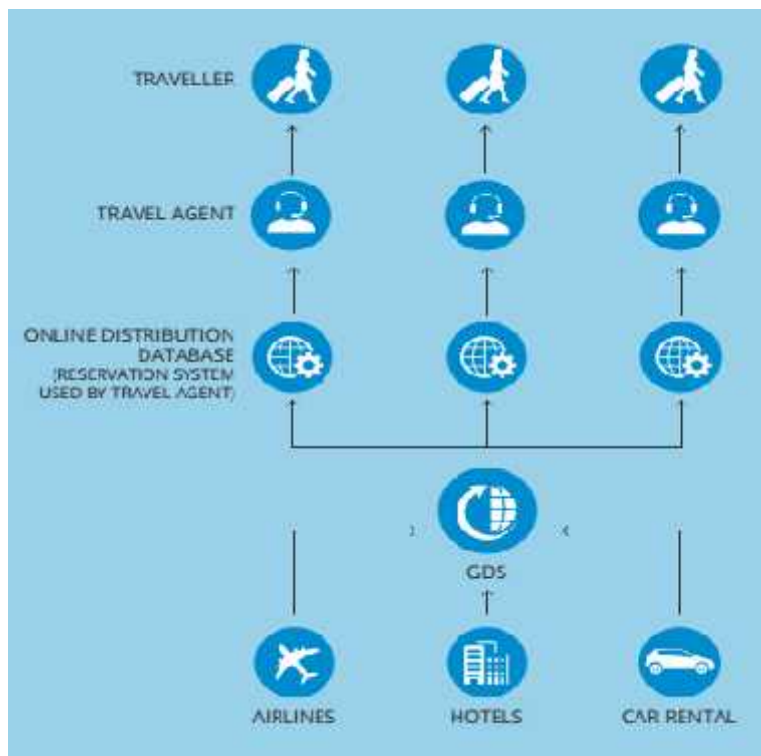
μ μ . sete.gr,
μ μ 2014.

μ 2014	
μμ	17,3% [WTTC]
μμ	18,3% [WTTC]
	699.000 [WTTC]
	13 . € (μ) []
	22 . (μ)
	590 € (μ)
	1,8% μ , 3,8%
	56% μ - - μ
	70% 4 []
μ	9.851 / 792.304 []
Top 5	μ (2.459.228), . (2.089.529), (1.463.159), (1.250.174), (1.117.711) []
Top 5 μ ((3.388.647), (2.595.702), (1.926.675), (1.569.814), (1.074.289) [& .]

1: μ , 2014

3.3 Παγκόσμιο σύστημα διανομής Global Distribution System (G.D.S.)

μ , Global Distribution System (G.D.S.)
 (Tour Operators)
 , μ , . G.D.S.
 μ 1950 μ μ
 (Brandon, Dennis, Technical Marketing Manager buuteeq,
 Inc. buuteeq, 2012). μ μ *TravelClick.com* μ GDS
 5,3% 2014. μ GDS,
 μ GDS. GDS
 μ μ μ
 μ μ μ (Computer Reservation
 Systems) .



2: Global Distribution System

μ μ
 μ ,
 μ μ (business) (leisure). ,
 μ “ ” μ
 μ μ .
 μ μ μ μ
 μ μ μ μ
 . , μ μ μ
 μ mobile booking,
 μ μ μ mobile friendly
 μ μ μ
 μ μ μ
 μ μ μ
 μ μ μ
 μ μ μ

3.5.5 Διαφήμιση μέσω διαδικτυακού ταξιδιωτικού πράκτορα

μ μ μ μ
 μ μ μ , μ
 μ (brand.com) , μ
 μ μ *Billboard Effect.* μ μ μ
 μ “ ” μ
 μ μ μ .
 μ μ μ
 μ μ μ
 μ μ (. . Google AdWords campaign)
 μ μ

μ μ . μ
 (,). , ,
 μ μ , ,
 μ . μ μ
 μ (), μ μ μ
 μ Google 52% μ
 μ μ .
 μ μ *Billboard Effect* ,
 μ .
 μ μ μ () μ μ
 ,
 μ μ μ
 μ . μ
Billboard Effect
 μ μ μ .

3.5.6 Πληρωμή με την κράτηση

μ μ , μ
 15%-20% μ μ .
 μ , μ μ μ
 - μ
 (μ μ), μ
 μ μ μ .

Πολιτικές και τέλη

Πολιτικές ξενοδοχείου


Check-in
Το check-in εκτελείται στις 4 π.μ.

Η ελάχιστη ηλικία για check-in είναι 21


Το check-in ξεκινάει στις 4 π.μ.

Check-out
Η καθορισμένη ώρα παράδοσης (check-out) είναι 12 το μεσημέρι

Μέθοδοι πληρωμής



Ωραίες φωτογραφίες



Δείχνε Δωμάτιο, 1 King Κρεβάτι

300 τετραγωνικά πόδια

1 King Κρεβάτι

(Επιπλέον κρεβάτια που είναι διαθέσιμα: Παιδικό κρεβατάκι)
Το δωμάτιο είναι για 2 άτομα

Παροχές

Παροχές ξενοδοχείου

Παροχές ξενοδοχείου

- Επαγγελματικό κίνητρο Σπίνας Αποκρίμας
- Διαρτήν Άνωφοράο για ταπικός μπουκίησας
- Υπερικό σπερμόκοσμο σπρικόμπ κωπηρικό
- Γυμναστήρας

Προβλεπόμενα των παροχών ξενοδοχείου

Τετάρτη

Δείχνου με ένα το δωμάτιο δωμάτιο WiFi

Χώρος μπάμμουσας

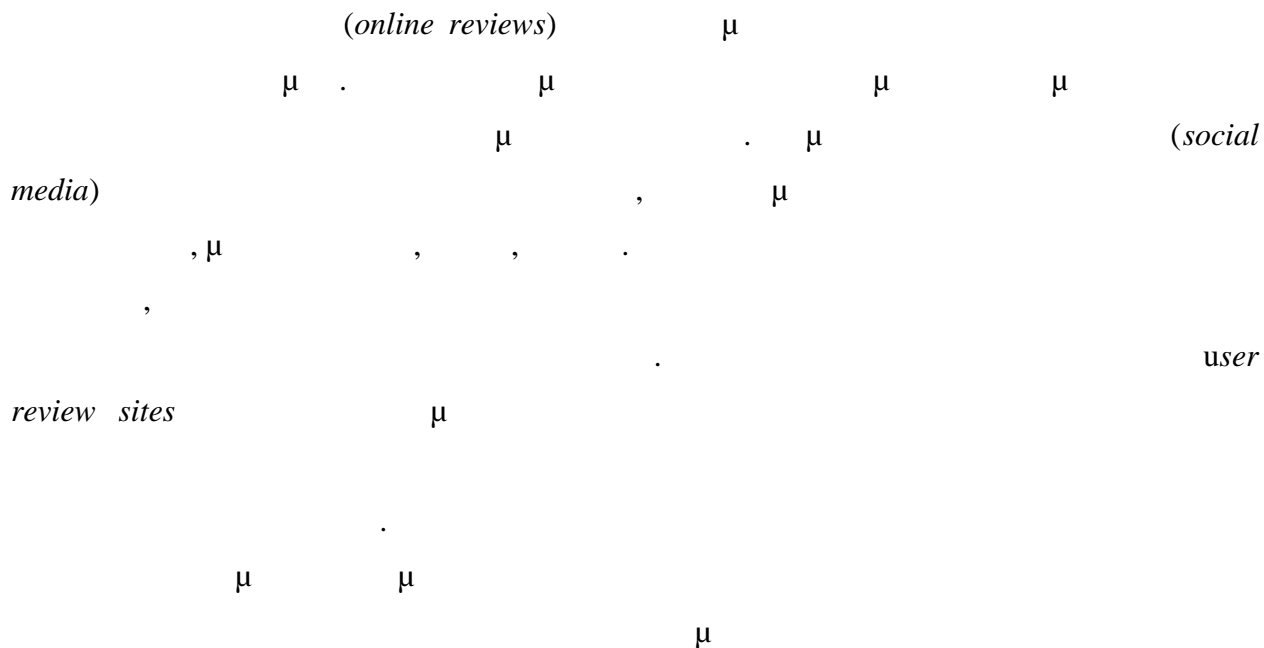
Πάρκο για όπου παρικόσι μόνο σας (απυρόβεσση γείωση)

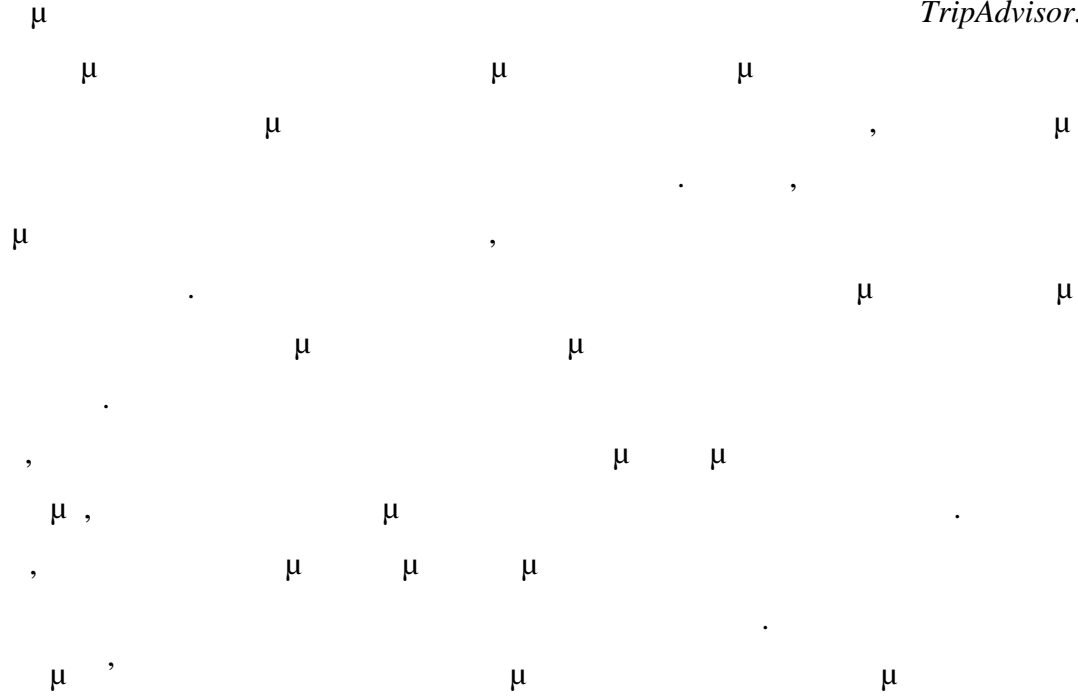
Λεπτομέρειες δωματίου

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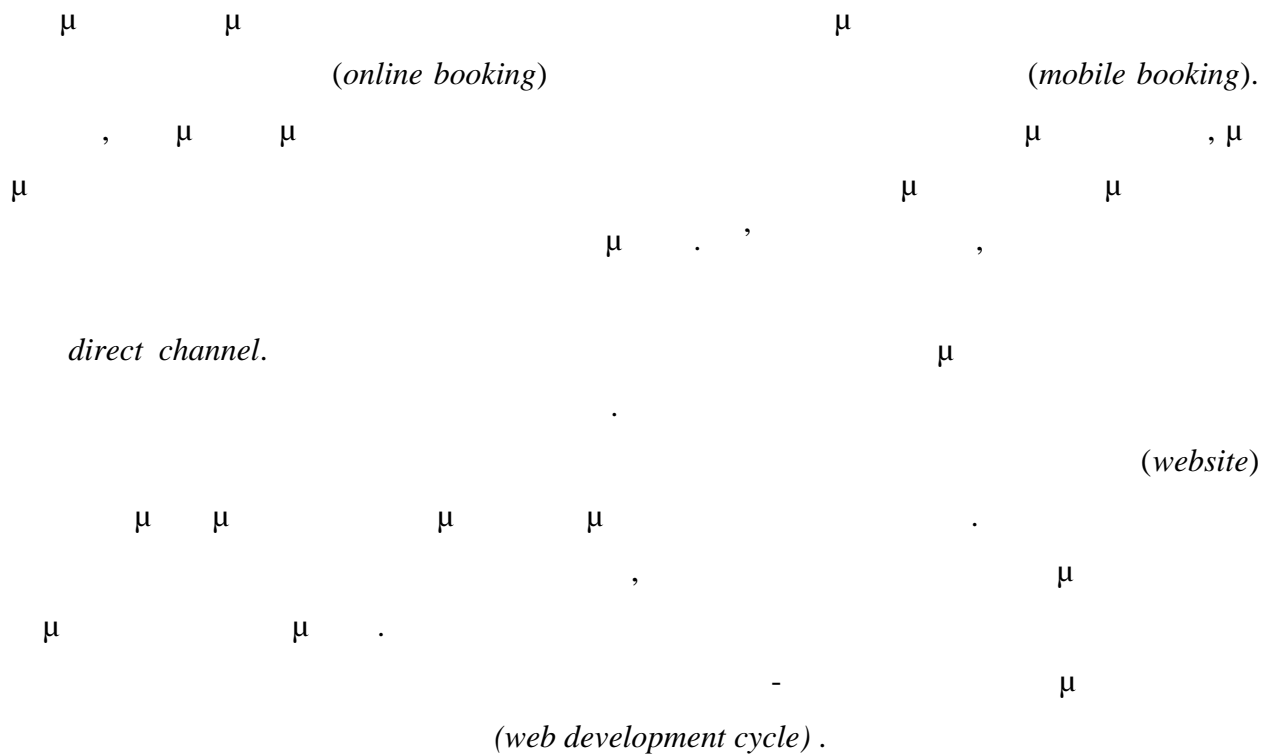
6 : Expedia reservation system

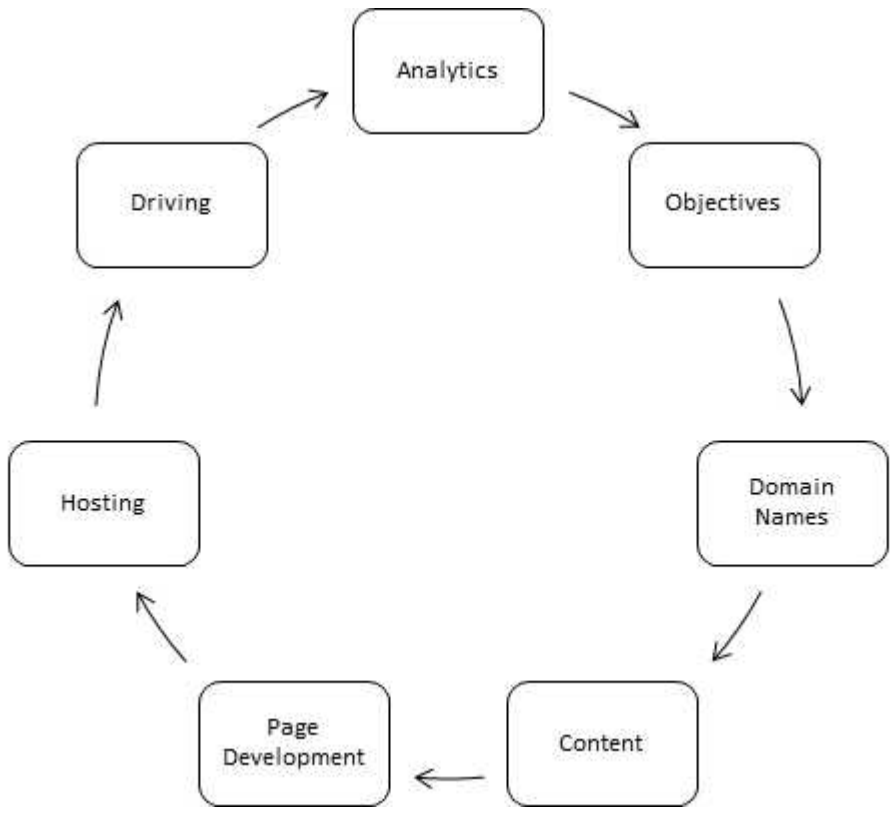
3.6 Διαδικτυακά σχόλια





3.7 Ιστοσελίδα του ξενοδοχείου





7: (Web development Cycle)

(objectives) μ .

μ μ

μ μ μ μ μ

μ .

- μ μ μ μ

μ μ Domain Name. μ μ

μ Brand.com μ μ

μ

μ (Content) μ
 μ (Web Marketing) μ
 μ μ μ (Conversion).
 , μ μ μ
 (. Google Search) μ μ
 μ (Page) μ
 (Social Media) μ μ
 μ (Engagement) μ μ
 μ μ μ (Brand) (Brand). μ
 μ μ μ μ μ
 μ , μ
 μ μ μ

μ μ μ ,
 μ 2014 :

- 23,1%
- 22,5%
- 16,2%
- 14,2%

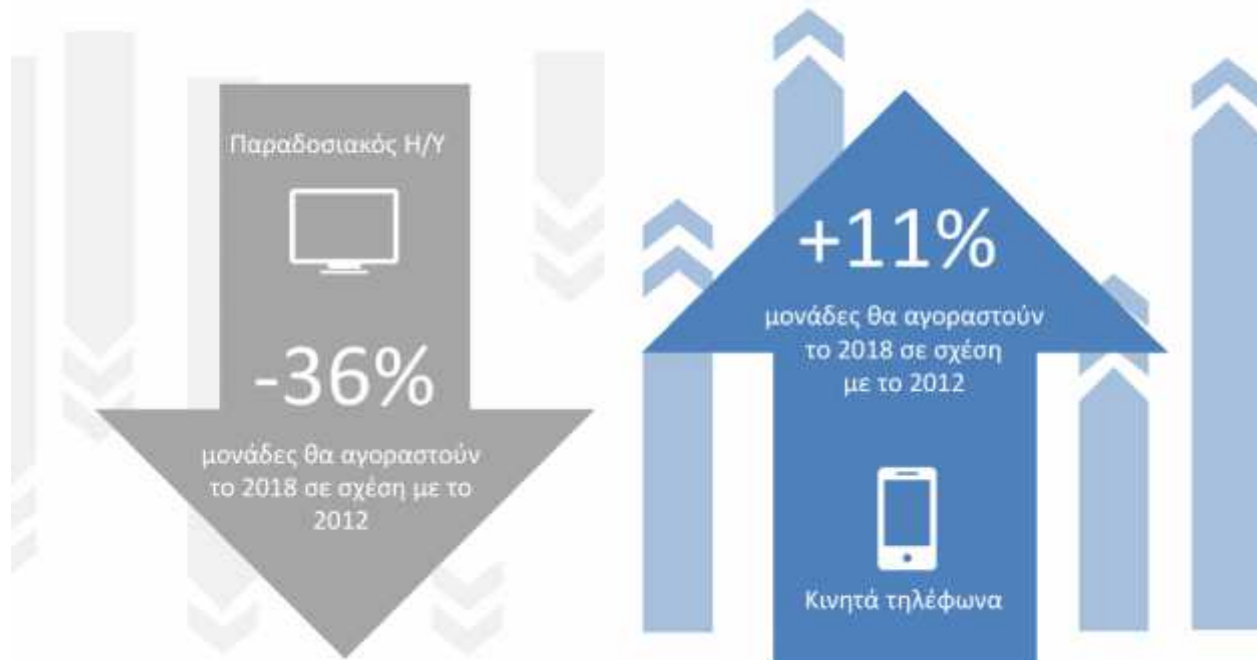
TripAdvisor.com
 OTA's

μ

3.9 Η επίδραση των κινητών τηλεφώνων στο διαδικτυακό τουρισμό

“hype” . μ μ
μ *World Travel Market Global Trends 2014*, μ
μ 35% 2018. ,
μ μ online ,
μ μ (mobile-friendly). ,
μ μ μ μ
μ μ μ μ
μ μ μ *Kayak.com* 35 μμ
30 20 .
, , μ , μ
μ μ . μ
μ μ (mobile responsive)
, μ μ
on-the-go .

Οι κινητές συσκευές αλλάζουν το τοπίο



Πηγή: Αγορές συσκευών Gartner Worldwide, Ιαν. 2016
 © Expedia, Inc. All rights reserved. Confidential and proprietary.

9:

μ

3.10 Κύριοι δείκτες αξιολόγησης της απόδοσης στο ηλεκτρονικό τουρισμό

(Key performance Indicators, KPI)

μ

μ

μ

μ

μ

,

.

, μ

μ

μ

μ

$$\frac{\mu}{\mu} \cdot \mu = \mu$$

(%)

$$\mu = \mu \cdot \mu$$

$$\% = \left(\frac{\mu}{\mu} \right) \times 100$$

$$\frac{\mu}{\mu}$$

$$\mu = \mu \cdot \mu$$

$$\mu \cdot \mu \% = \left(\frac{\mu}{\mu} \right)$$

$$\frac{\mu}{\mu}$$

$$\mu \cdot \mu = \mu \cdot \mu$$

$$\mu \cdot \mu = \left(\frac{\mu}{\mu} \right)$$

3.11 Τεχνικές Προώθησης Ιστοσελίδας (Online Marketing)

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μ , μ , μ .
(Online Marketing) μ μ
μ μ
μ . ,
μ .
μ μ μ μ μ
μ , μ μ μ .

3.11.1 Τεχνικές προβολής ενός ξενοδοχείου στις μηχανές αναζήτησης

μ μ
μ (Search Engine Marketing, SEM). μ (. .
Google) μ μ μ
μ μ . ,
μ .
μ
(Keywords) , μ μ μ
μ μ μ μ μ μ
μ μ μ μ μ μ μ

SEARCH ENGINE & HOTEL BOOKINGS



79% of guests that book on hotel websites specifically searched for the Hotel on a Search Engine



96% of travelers start planning a trip with a Google Search



63% of travelers say Search Engines are the "Go To" source of travel information



45% of potential guests see brand listings and ads on the front page of a Google search and then proceed for a

STATISTICS PROVIDED BY PROGNOSIS DIGITAL

10 : μ

3.11.2 Διαφήμιση στη μηχανές αναζήτησης μέσω πληρωμής

Το μ μ SEM μ μ
μ , μ μ Google,
μ μ . , - μ Pay
Per Click(PPC) – μ (keywords) μ
μ μ . μ
μ μ μ μ μ (traffic
website) .

3.11.3 Βελτιστοποίηση ιστοσελίδας στις μηχανές αναζήτησης

Search Engine Optimization(SEO), μ
μ
μ . μ μ μ
μ . SEO
μ , μ
μ (μ μ) . μ μ μ
– μ μ – μ μ
μ .

3.11.4 Μάρκετινγκ μέσω ηλεκτρονικού ταχυδρομείου

Email-Marketing(μ μ)
μ .
μ μ μ – .
μ , μ μ
email μ μ μ
μ , μ μ email (,
) μ μ ,
(Landing Page) .

3.12 Δείκτες αξιολόγησης απόδοσης της ιστοσελίδας

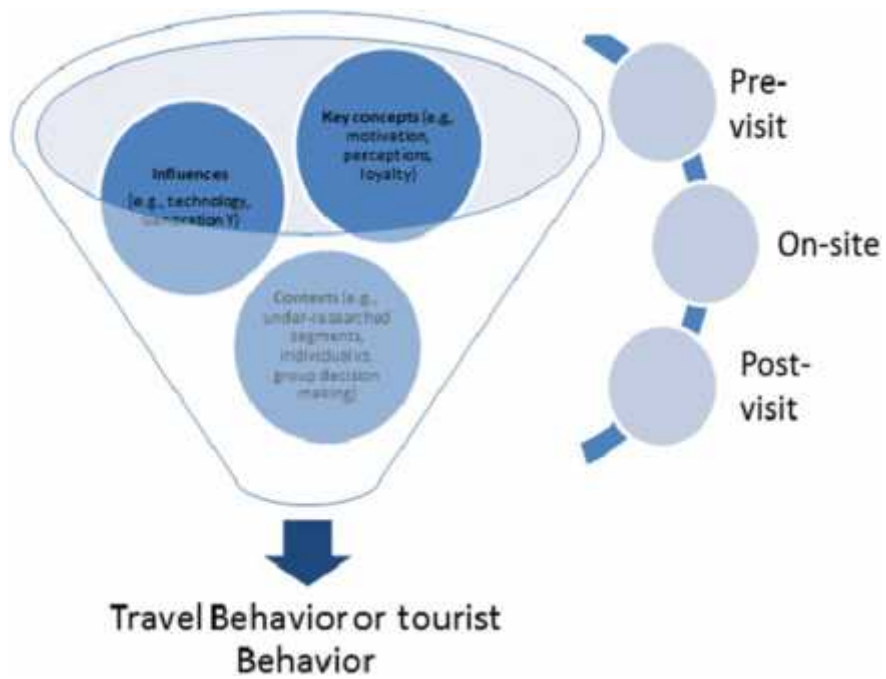
μ μ μ μ
web analytics (. . Google Analytics) μ
μ μ μ μ
μ . μ web analytics
μ :

- (Bookings and Revenue)
- μ (Booking Requests)
- Newsletter Subscribers
- μ (Booking Engine Visits)

ΚΕΦΑΛΑΙΟ 4 – ΗΛΕΚΤΡΟΝΙΚΗ ΔΙΑΔΡΟΜΗ ΤΟΥ ΤΑΞΙΔΙΩΤΗ

4.1 Αναδρομή στην διαδικτυακή διαδρομή του ταξιδιώτη

Η αναδρομή στην διαδικτυακή διαδρομή του ταξιδιώτη (Cohen, Moital, & Prayang, 2013).



11: μ μ

μ , μ

μ

μ

μ

μ

μ

μ . R.Verma (Verma, Stock & McCarthy 2012) ,
 μ , μ
 's, *TripAdvisor* μ
 μ 's.
 μ ,
 . X.Y. Skadberg (Skadberg & Kimmel,2004) μ
 μ ο
 μ , μ μ μ ,
 μ . D. Fodness & B. Murray (Fodness,
 Murray,1999) μ
 μ , μ μ ,
 μ μ , μ
 μ . Q. Ye (Ye, Law, Gu &Chen,2011)
 μ μ , μ
 μ 10% μ
 μ 5%.
 , μ μ
 μ

4.2 Προσδιοριστικοί παράγοντες στις διαδικτυακές κρατήσεις

, μ μ μ
 μ μ μ μ μ ,
 μ μ

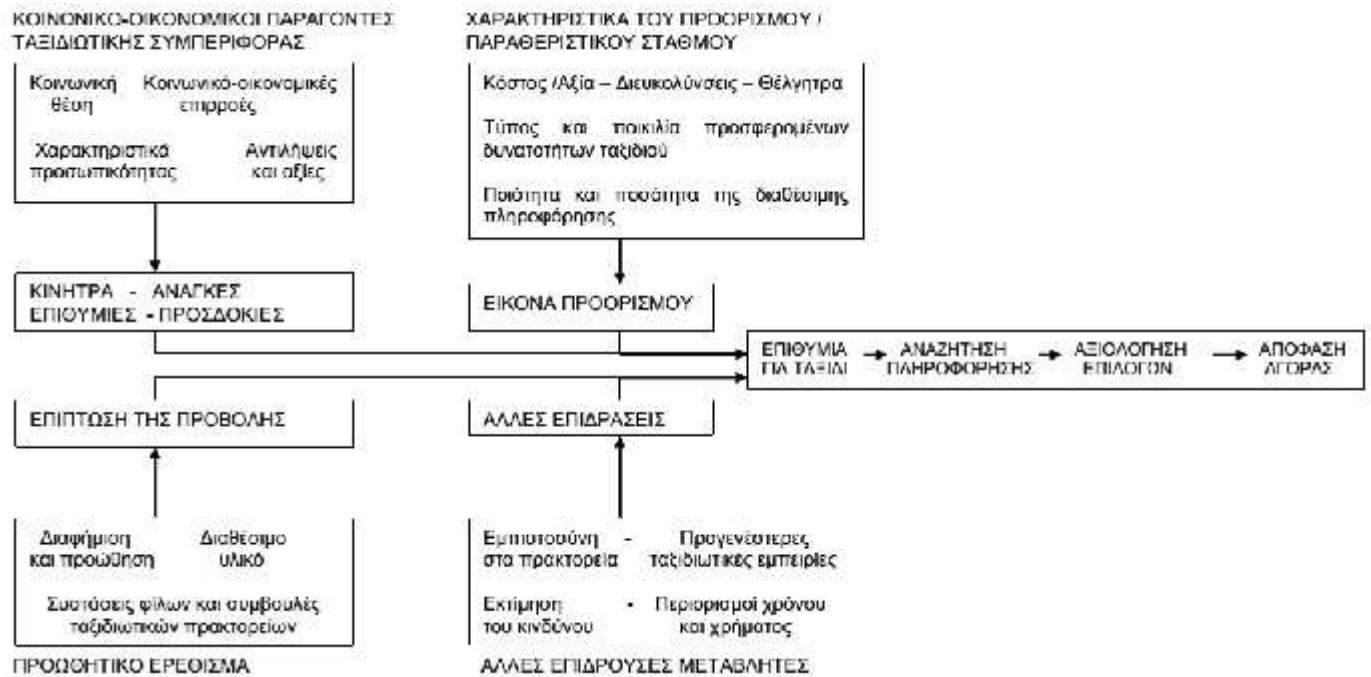
, μ μ ,
 μ μ ,
 μ μ μ μ
 μ μ . ,
 , μ μ
 .

4.5 Η φάση που προηγείται της απόφασης αγοράς

μ μ μ ,
 . , μ μ
 μ , μ
 P.Schul J.Crompton, (Schul & Crompton, 1983)
 , μ
 μ . μ ,
 μ , μ μ .

4.6 Η απόφαση της αγοράς

μ μ μ , μ
 μ , : μ
 •
 •
 •
 • μ



12:

(Heinze & Hu, 2006)

(Kimel & Stoel, 2004).

Law & Cheung. 2006; Law & Hsu. 2006). H

(Murphy, Olaru, Schegg, & Frey, 2003) (Scharl, Wober, & Bauer, 2004; Schegg, Steiner, Frey, & Murphy, 2002)

(electronic marketing) (e-commerce), (hospitality and tourism)

5.2 Καθορισμός των κύριων χαρακτηριστικών μιας ιστοσελίδας ξενοδοχείου

(dimensions) *content analysis*.

(literature review) μ μ

μ .

2006 μ μ μ

- Google Scholar (Jacso, 2005), JSTOR, ProQuest International, PsycINFO, Business Source Premier, Wiley Interscience and Science Direct – 17 9

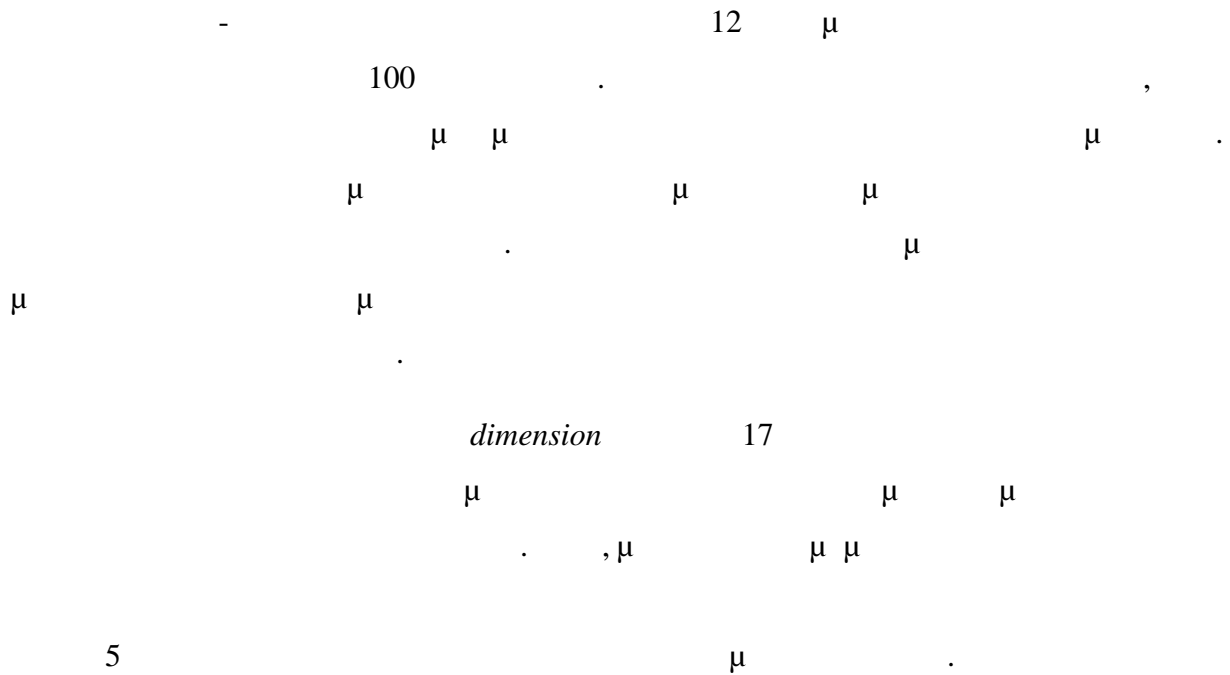
μ journal μ 1997-2005

‘ μ ’ (dimension) μ .

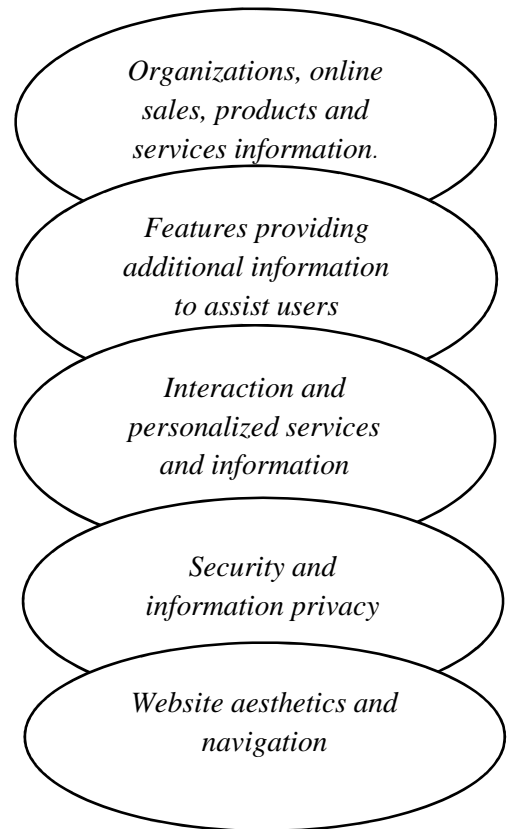
Authors	Dimensions and features
Liu, Amett, Capella & Beatty (1997)	Products/services, overview, feedback, what's new, financial, customer service, search, employment, guest book, index/directory, online business, other sites, CEO messages and FAQs
Ho (1997)	Matrix of purpose (promotion, provision and processing) by value (timely, custom, logistic and sensational)
Chen & Wells (2002); Chen et al.,(1999)	Entertainment, informativeness, and easy to use and understand
Johnson & Mistic (1999)	Functional/navigational issues, content and style and contact information
Lin & Lu (2000)	Information quality, response time, and system accessibility
Liu & Arnett (2000)	Quality of information and service, system use, playfulness, and system design quality
Zhang & von Drand (2001)	Information content, cognitive outcomes, enjoyment, privacy, user empowerment, visual appearance, technical support, navigation, organization of information, credibility, and impartiality
Cox & Dale (2002)	Ease of use, customer confidence, on-line resources, and relationship services.
Palmer (2002)	Download delay, navigability, site content, interactivity and responsiveness
Ranganathan & Ganapathy (2002)	Information content, design, security and privacy
Aladwani & Palvia (2002)	Technical adequacy, content quality, specific content, and appearance
Wolfenbarger & Gilly (2003)	Fulfillment and reliability, website design, privacy and security and customer relationship
Kim & Stoel (2004)	Information, transaction, ease of use, entertainment, trust, consistent image

Hong & Kim (2004)	Structural robustness (Internal reliability and external security), functional utility (useful content and usable navigation) and aesthetic appeal (system interface aid communication interface)
Tsai & Chai (2005)	Impression, download and switch speed, accessibility and convenience, web page content, service function and compatibility with common browsers

4 : Website quality dimensions and features across studies

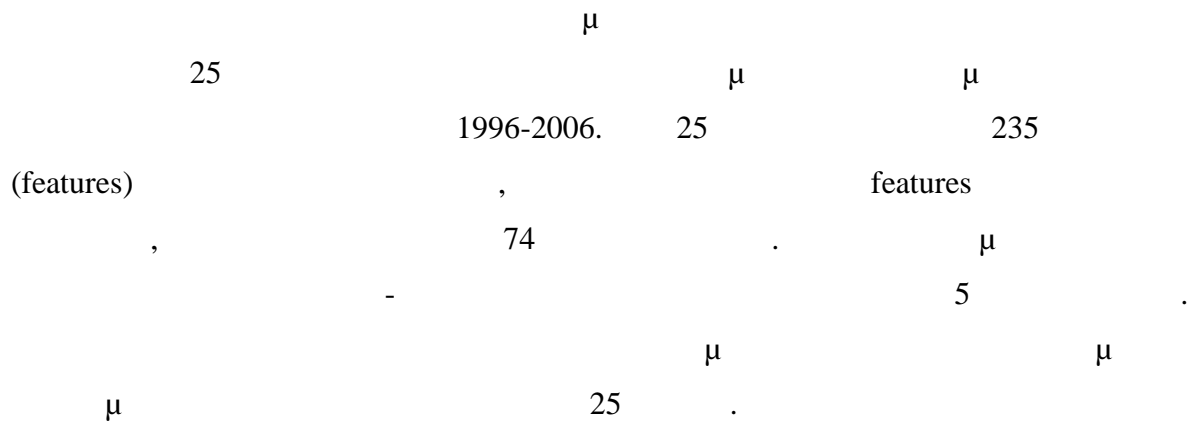


<p style="text-align: center;">Information and Process</p> <p style="text-align: center;">(Sub dimensions: Contact info, About the hotel, Goods and services. Sales and reservation)</p>
<p style="text-align: center;">Value Added</p> <p style="text-align: center;">(Sub dimensions: Entertainment, visual & audio, travel related information, information gathering)</p>
<p style="text-align: center;">Relationships</p> <p style="text-align: center;">(Sub dimensions: Segmentation, Loyalty, Communication, Personalization, CRM)</p>
<p style="text-align: center;">Trust</p> <p style="text-align: center;">(Sub dimensions: Branding, Timeliness, Copyright, Security)</p>
<p style="text-align: center;">Design and Usability</p> <p style="text-align: center;">(Sub dimensions: Navigation, Popularity, size. Downloading time)</p>



5: Dimensions of Hotel Website Quality

5.3 Ομαδοποίηση των χαρακτηριστικών της ιστοσελίδας



<p>Information and Process (125)</p> <ul style="list-style-type: none"> • Sales or reservation (35) Search capability (14) Online reservation (9) Secure payment (8) Online cancellation (3) Booking confirmation (1) • Contact info (35) Email (14) Physical address (7) Phone (7) Map (4) Fax (3) • Sales promotions (23) Special promotions (8) Groups (5) Family/kids (5) Business travel (2) Honey mooners(1) Gift certificate (1) Bonus/coupons (1) • Goods and services (23) Download and printable(8) Room classifications (5) Facilities information (4) In-room photo (3) Technical information (1) Room infrastructure (1) View out of the room(1) • About the hotel (9) Short hotel description (3) Mission or purpose (2) Opening period (1) Organization (1) People (1) Shareholder info (1) 	<p>Value Added (55)</p> <ul style="list-style-type: none"> • Travel information (34) External links (11) Events calendar (5) Transportation (5) Local sites (5) News (3) Climate/weather (2) Exchange rate (2) Interactive map (1) • Entertainment (21) Video or animation (11) Contest (4) Send an e-card (4) Viral Marketing (2) Relationships (55) • Loyalty/CRM (27) Guestbook (8) Newsletter subscription (6) Permission marketing (3) Membership/Club (2) Restricted area for loyal guest/personal login (2) Frequent visitor program (2) Data collection for profiling (2) Cookies (2) • Personal interest (28) Comments/Feedback (11) Online chat (6) Brochure request (5) Customized packages (3) Survey (3) 	<p>Design and Usability (49)</p> <ul style="list-style-type: none"> • Navigation (31) Multilingual site (11) Sitemap (9) FAQs (9) Consistent theme (2) • Technical (13) Website or Web page size (9) Browser compatibility (3) Option of browser versions (1) • Success metrics (5) Popularity ranking (4) Number of incoming links (1) Trust (27) • Copyright and security (10) Privacy statement (5) Copyright (2) Corporate identity (2) Site usage term (1) • Timeliness (9) Date last update (6) Current and timely info (3) • Branding (8) Branded URL (4) Branded email (3) Trademark (1)
---	---	---

6: Dimesion, Sub Dimension and Feature Frequency Counts

μ , μ
 « ;» « μ μ ()».

6.2 Αξιοπιστία

μ μ μ
 μ μ μ (human coders), μ intercoder
 reliability μ μ (level of agreement) μ .
 content analysis . , μ
 - - μ μ μ
 μ .
 , μ μ μ μ μ
 μ μ μ
 μ . ' μ
 μ μ μ μ μ
 μ . μ μ (coding),
 coding scheme (coder).

6.3 Συντελεστής Cohen's Kappa (κ)

Content Analysis μ μ
 , μ μ μ μ μ μ
 . Cohen's Kappa(κ) μ μ
 μ . μ
 μ , μ μ μ μ
 0.00 1.00 (Perfect Agreement).

μ Cohen's Kappa(k) μ content analysis
:

1. μ μ μ μ
(Nominal Scale) μ μ , μ μ
2. μ μ
μ (μ) .
3. μ μ
(Cross tabulation) μμ .
4. μ μ
,
(bias) .
5. , μ
μ μ μ .

6.4 Παρουσίαση και επεξεργασία δεδομένων

Booking.com

80, 27 5-star, 53 4-star

μ μ 2 μ

μ μ

μ

6.5 Κριτήρια Βασικής Αξιολόγησης

μ	:	μ	μ
μ		μ	μ
δ	α προσφέρει	μ	
(. .)			
μ	()		
μ			
μ			
μ			

7: Dimensions for Content Analysis

80, 1 μ 5 (Wan, 2002), μ 2 μ μ

1= ‘ ,

2= ‘ ,

- 3= ‘ , ’
- 4= ‘ , ’
- 5= ‘ , ’

6.6 Εξειδικευμένη Αξιολόγηση

μ μ (Ping-Ho , Wang, Bau, & Chiang, 2013)

μ μ μ

μ μ . μ

:

μ
μ (μ) (chat)
μ μ
..
μ μ
μ -μ
μ μ μ μ
μ μ μ (Newsletter)
μ
μ
μ
μ μ μ

80 μ μ (Baloglu & Pekcan, 2006) ο

μ , μ μ μ

0 1, μ :

1= ‘ ’()

0= ‘ ’()

ΚΕΦΑΛΑΙΟ 7 – ΑΠΟΤΕΛΕΣΜΑΤΑ ΒΑΣΙΚΗΣ ΚΑΙ ΕΞΕΙΔΙΚΕΥΜΕΝΗΣ ΑΞΙΟΛΟΓΗΣΗΣ

7.1 Αποτελέσματα Βασικής αξιολόγησης

μ μ μ μ μ μ

7.1.1 Ευκολία πρόσβασης σε συγκεκριμένες πληροφορίες μέσα στον ιστότοπο

4 Star Hotel

μ 53 μ 4* 38 μ 4

Count

	@2_Easeofaccessingspecificinformation				Total
	2	3	4	5	
@1_Easeofaccessingspecificinformation	5	0	0	0	5
	0	15	1	1	17
	0	0	26	5	31
Total	5	15	27	6	53

Symmetric Measures

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Measure of Agreement Kappa	.781	.074	8.226	.000
N of Valid Cases	53			

Count

	@2_Abilitytoaccessinformationinmultiplewaysandfromvariousways			Total
	3	4	5	
@1_Abilitytoaccessinformationinmultiplewaysandfromvariousways	2	0	0	2
	0	5	2	7
	0	1	17	18
Total	2	6	19	27

Symmetric Measures

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Measure of Agreement Kappa	.762	.131	4.883	.000
N of Valid Cases	27			

7.1.3 Η διεπαφή της ιστοσελίδας να προσφέρει προσανατολισμό στον επισκέπτη

4-Star Hotel

μ (web interface) 19 μ μ 3
 29 μ 2 μ μ μ (.729) μ .

Count

	@2_Aninterfacethatprovidesbothhelpandorientation				Total
	2	3	4	5	
@1_Aninterfacethatprovidesbothhelpandorientation	4	0	0	0	4
	0	17	1	1	19

	4	0	2	22	5	29
	5	0	0	0	1	1
Total		4	19	23	7	53

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Measure of Agreement	Kappa	.729	.079	7.661	.000
N of Valid Cases		53			

5-Star Hotel

, μ 5 μ (18
) μ μ μ
.

Count

		@2_Aninterfacethatprovidesbothhelpandorientation			Total
		3	4	5	
@1_Aninterfacethatprovides	3	4	0	0	4
bothhelpandorientation	4	0	5	0	5
	5	0	2	16	18
Total		4	7	16	27

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Measure of Agreement	Kappa	.862	.094	6.065	.000
N of Valid Cases		27			

7.1.4 Απλότητα (π.χ. σαφήνεια των οδηγιών)

4-Star Hotel

μ μ μ μ 23 μ 3, 16 μ 4 .

Count

		@2_Simplicityegclarityofdirections				Total
		2	3	4	5	
@1_Simplicityegclarityofdirections	2	5	0	0	0	5
	3	0	23	1	1	25
	4	0	2	16	5	23
Total		5	25	17	6	53

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Measure of Agreement	Kappa	.730	.077	7.650	.000
N of Valid Cases		53			

5-Star Hotel

μ μ μ 18 μ μ μ

Count

		@2_Simplicityegclarityofdirections			Total
		3	4	5	
@1_Simplicityegclarityofdirections	3	5	0	0	5
	4	0	4	0	4
	5	0	1	17	18
Total		5	5	17	27

Symmetric Measures

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Measure of Agreement Kappa	.929	.070	6.518	.000
N of Valid Cases	27			

7.1.5 Αναλυτικό περιεχόμενο (επαρκής ποσότητα πληροφοριών)

4-Star Hotel

μ μ μ (20)
 μ μ 3 15 μ 4, μ μ
 μ μ μ

Count

		@2_Comprehensivecoveragesufficientamountofinformationprovi				Total
		2	3	4	5	
@1_Comprehensivecoverag	2	6	0	0	0	6
esufficientamountofinformati	3	0	20	0	2	22
onprovi	4	0	0	15	6	21
	5	0	0	0	4	4
Total		6	20	15	12	53

Symmetric Measures

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Measure of Agreement Kappa	.785	.067	9.456	.000
N of Valid Cases	53			

5-Star Hotel

5 μ μ μ μ
 μ μ 5, μ
 μ .

Count

		@2_Comprehensivecoveragesufficientamountofinformationprovi				Total
		1	3	4	5	
1		1	0	0	0	1
@1_Comprehensivecoverag	2	0	1	0	0	1
esufficientamountofinformati	3	0	4	0	0	4
onprovi	4	0	0	5	0	5
	5	0	0	1	15	16
Total		1	5	6	15	27

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Measure of Agreement	Kappa	.877	.081	6.963	.000
N of Valid Cases		27			

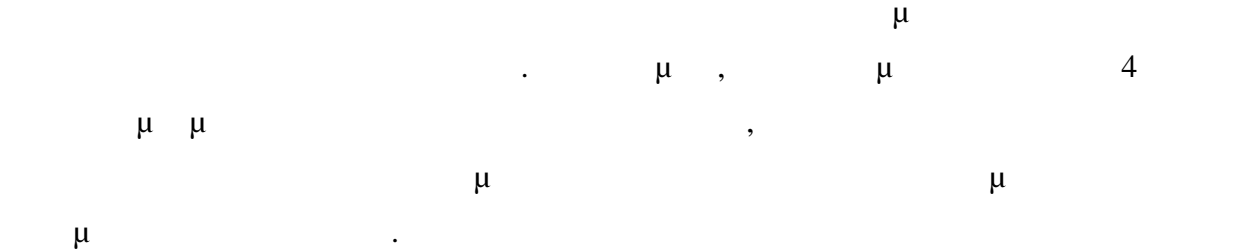
7.1.6 Υπερσύνδεσμοι σε σχετικούς ιστότοπους

4-Star Hotel

μ μ μ 32 53
 μ , μ μ 10 μ
 (3 μ).

7.1.7 Ποιότητα φωτογραφιών

4-Star Hotel

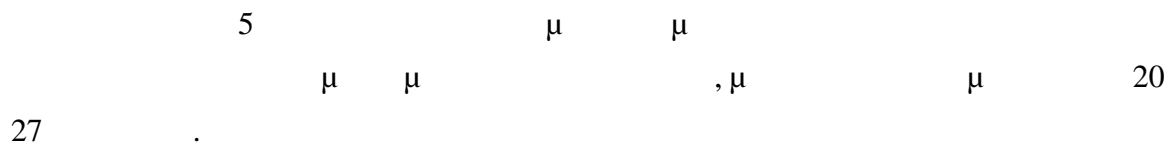


Count	@2_QualityofPicturesQualityofPictures					Total
	1	2	3	4	5	
1	1	0	0	0	0	1
2	0	8	0	0	0	8
3	0	0	14	1	0	15
4	0	0	0	23	3	26
5	0	0	0	0	3	3
Total	1	8	14	24	6	53

Symmetric Measures

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Measure of Agreement Kappa	.888	.054	10.421	.000
N of Valid Cases	53			

5-Star Hotel



Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Measure of Agreement	Kappa	.805	.067	9.177	.000
N of Valid Cases		53			

5-Star Hotel

5

μ

μ .

Count

		@2_QualityofText			Total
		3	4	5	
	3	3	0	0	3
@1_QualityofText	4	0	5	2	7
	5	0	0	17	17
Total		3	5	19	27

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Measure of Agreement	Kappa	.851	.102	5.825	.000
N of Valid Cases		27			

7.1.9 Περιγραφή και ποσότητα των υπηρεσιών

4-Star Hotel

μ

μ

μ 29

μ

μ , μ μ μ μ . μ

Count

	@2_DescriptionofProductandServices				Total
	2	3	4	5	
2	7	0	0	0	7
@1_DescriptionofProductan dServices 3	0	15	0	0	15
4	0	0	25	4	29
5	0	0	0	2	2
Total	7	15	25	6	53

Symmetric Measures

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Measure of Agreement Kappa	.882	.056	9.801	.000
N of Valid Cases	53			

5-Star Hotel

5 μ μ μ premium μ μ .

Count

	@2_DescriptionofProductandServices			Total
	3	4	5	
@1_DescriptionofProductan dServices 3	3	0	0	3
4	0	5	1	6
5	0	1	17	18
Total	3	6	18	27

Symmetric Measures

	Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Measure of Agreement Kappa	.850	.103	5.726	.000

N of Valid Cases

27

7.1.10 Μέσος Όρος Κριτηρίων

*4-Star Hotel***Descriptive Statistics**

	N	Minimum	Maximum	Mean
@1_Easeofaccessingspecificinformation	53	2	4	3.49
@2_Easeofaccessingspecificinformation	53	2	5	3.64
@1_Abilitytoaccessinformationinmultiplewaysandfromvarious	53	2	5	3.51
@2_Abilitytoaccessinformationinmultiplewaysandfromvarious	53	2	5	3.60
@1_Aninterfacethatprovidesbothhelpandorientation	53	2	5	3.51
@2_Aninterfacethatprovidesbothhelpandorientation	53	2	5	3.62
@1_Simplicityegclarityofdirections	53	2	4	3.34
@2_Simplicityegclarityofdirections	53	2	5	3.45
@1_Comprehensivecoverageofinformationprovided	53	2	5	3.43
@2_Comprehensivecoverageofinformationprovided	53	2	5	3.62
@1_Hyperlinkstorelevantwebsites	53	1	4	1.87
@2_Hyperlinkstorelevantwebsites	53	1	5	1.89
@1_QualityofPicturesQualityofPictures	53	1	5	3.42

@2_QualityofPicturesQualit yofPictures	53	1	5	3.49
@1_QualityofText	53	2	5	3.40
@2_QualityofText	53	2	5	3.51
@1_DescriptionofProductan dServices	53	2	5	3.49
@2_DescriptionofProductan dServices	53	2	5	3.57
Valid N (listwise)	53			

5-Star Hotel

Descriptive Statistics

	N	Minimum	Maximum	Mean
@1_Easeofaccessingspecifi cinformation	27	3	5	4.56
@2_Easeofaccessingspecifi cinformation	27	3	5	4.63
@1_Abilitytoaccessinformati oninmultiplewaysandfromvar iou	27	3	5	4.59
@2_Abilitytoaccessinformati oninmultiplewaysandfromvar iou	27	3	5	4.63
@1_Aninterfacethatprovides bothhelpandorientation	27	3	5	4.52
@2_Aninterfacethatprovides bothhelpandorientation	27	3	5	4.44
@1_Simplicityegclarityofdire ctions	27	3	5	4.48
@2_Simplicityegclarityofdire ctions	27	3	5	4.44
@1_Comprehensivecoverag esufficientamountofinformati onprovi	27	1	5	4.26
@2_Comprehensivecoverag esufficientamountofinformati onprovi	27	1	5	4.26
@1_Hyperlinkstorelevantwe bsites	27	1	5	2.41

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Measure of Agreement	Kappa	1.000	.000	8.944	.000
N of Valid Cases		80			

- a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.

7.2.2 Επιλογές πληρωμής

PaymentOptions * PaymentOptions Crosstabulation

Count

		PaymentOptions		Total
		0	1	
PaymentOptions	0	36	0	36
	1	0	44	44
Total		36	44	80

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Measure of Agreement	Kappa	1.000	.000	8.944	.000
N of Valid Cases		80			

- a. Not assuming the null hypothesis.
b. Using the asymptotic standard error assuming the null hypothesis.

7.2.3 Επιλογή συζήτησης διαδικτυακά με εκπρόσωπο του ξενοδοχείου(chat)

ChatorDiscussionforum * ChatorDiscussionforum Crosstabulation

Count

		ChatorDiscussionforum		Total
		0	1	
ChatorDiscussionforum	0	78	0	78
	1	0	2	2
Total		78	2	80

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Measure of Agreement	Kappa	1.000	.000	8.944	.000
N of Valid Cases		80			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

7.2.4 Εικονική περιήγηση (π.χ. 360°)

VirtualTours * VirtualTours Crosstabulation

Count

		VirtualTours		Total
		0	1	
VirtualTours	0	72	0	72
	1	0	8	8
Total		72	8	80

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Measure of Agreement	Kappa	1.000	.000	8.944	.000
N of Valid Cases		80			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

7.2.5 Οργάνωση και σχεδιασμός εκδρομών

Travelschedulesandplans * Travelschedulesandplans Crosstabulation

Count

		Travelschedulesandplans		Total
		0	1	
Travelschedulesandplans	0	62	0	62
	1	0	18	18
Total		62	18	80

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Measure of Agreement	Kappa	1.000	.000	8.944	.000
N of Valid Cases		80			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

7.2.6 Σύστημα εγγραφής—κάρτα μέλους του επισκέπτη

embershipsystem * embershipsystem Crosstabulation

Count

		embershipsystem		Total
		0	1	
embershipsystem	0	54	0	54
	1	0	26	26
Total		54	26	80

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Measure of Agreement	Kappa	1.000	.000	8.944	.000
N of Valid Cases		80			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

7.2.7 Ενημέρωση μέσω ηλεκτρονικού ταχυδρομείου για προσφορές (Newsletter)

Newsletter * Newsletter Crosstabulation

Count

		Newsletter		Total
		0	1	
Newsletter	0	39	0	39
	1	0	41	41
Total		39	41	80

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Measure of Agreement	Kappa	1.000	.000	8.944	.000
N of Valid Cases		80			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

7.2.8 Σύστημα κρατήσεων

OnlineReservation * OnlineReservation Crosstabulation

Count

		OnlineReservation		Total
		0	1	
OnlineReservation	0	2	0	2
	1	0	78	78
Total		2	78	80

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Measure of Agreement	Kappa	1.000	.000	8.944	.000
N of Valid Cases		80			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

7.2.9 Ειδικές Προσφορές

SpecialOffers * SpecialOffers Crosstabulation

Count

		SpecialOffers		Total
		0	1	
SpecialOffers	0	31	0	31
	1	0	49	49
Total		31	49	80

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Measure of Agreement	Kappa	1.000	.000	8.944	.000
N of Valid Cases		80			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

7.2.10 Δυνατότητα κράτησης αεροπορικού εισιτηρίου και διαμονής

BookFlightandHotel * BookFlightandHotel Crosstabulation

Count

		BookFlightandHotel		Total
		0	1	
BookFlightandHotel	0	70	0	70
	1	0	10	10
Total		70	10	80

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Measure of Agreement	Kappa	1.000	.000	8.944	.000
N of Valid Cases		80			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

7.2.11 Αξιοθέατα

AttractionsofthePlace * AttaractionsofthePlace Crosstabulation

Count

		AttractionsofthePlace		Total
		0	1	
AttractionsofthePlace	0	57	0	57
	1	0	23	23
Total		57	23	80

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Measure of Agreement	Kappa	1.000	.000	8.944	.000
N of Valid Cases		80			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

7.2.12 Μηχανή αναζήτησης στην ιστοσελίδα

searchengine * searchengine Crosstabulation

Count

		searchengine		Total
		0	1	
searchengine	0	74	0	74
	1	0	6	6
Total		74	6	80

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Measure of Agreement	Kappa	1.000	.000	8.944	.000
N of Valid Cases		80			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

7.2.13 Μέσος Όρος Κριτηρίων

Descriptive Statistics

	N	Minimum	Maximum	Mean
PaymentOptions	80	0	1	.55
ChatorDiscussionforum	80	0	1	.03
Weather	80	0	1	.28
VirtualTours	80	0	1	.10
Travelschedulesandplans	80	0	1	.23
embershipsystem	80	0	1	.33
CurrencyConverter	80	0	1	.78
Newsletter	80	0	1	.51
OnlineReservation	80	0	1	.98
BookFlightandHotel	80	0	1	.13
SpecialOffers	80	0	1	.61
searchengine	80	0	1	.08
AttractionsofthePlace	80	0	1	.29
VieworCancelReservations	80	0	1	.85
Valid N (listwise)	80			

ΚΕΦΑΛΑΙΟ 8 – ΑΝΑΛΥΣΗ ΑΠΟΤΕΛΕΣΜΑΤΩΝ ΚΑΙ ΣΥΜΠΕΡΑΣΜΑΤΑ

8.1 Ανάλυση Αποτελεσμάτων Έρευνας

μ 80 μ

μ ,

μ (web design) μ . ,

« » μμ ,

μ , μ

μ , μ

μ μ μ ‘ ’ , ,

μ μ () μ

μ μ μ

μ μ μ (dimensions)

μ μ (excellent agreement) μ ,

μ (Measure of Agreement) Κappa μ μ 0.75-1.

8.2 Ισχυρά Σημεία

μ μ μ μ μ

5 μ μ μ μ μ , μ

2 μ μ

μ μ . , μ

5* μ μ

μ μ ,

μ μ « μ

, μ , μ μ 10
 μ μ
 . , μ μ
 , μ μ ,
 μ , μ μ ,
 μ μ .

8.4 Συμπεράσματα και Προτάσεις προς τα Ξενοδοχεία

- (4* 5*),
 . μ μ
 5* μ μ
 . μ μ ,
 μ μ .
- μ μ μ (navigation)
 μ search engines μμ
 μ site. μ , μ μ
 μ μ μ .
- μ μ chat and discussion forums
 newsletter μμ μ
 , μ .
 μ
 (landing page), μ μ
 μ μ (page on time).

• μ μ μ μ μ
μ μ μ μ μ
(virtual tour),
μ μ μ μ μ
• , μ μ μ μ μ
(Keywords) μ μ μ μ μ
μ μ μ μ μ
μ μ μ μ μ
μ μ μ μ μ
μ μ μ μ μ

ΚΕΦΑΛΑΙΟ 9 - ΒΙΒΛΙΟΓΡΑΦΙΑ

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