ΠΙΝΑΚΑΣ EUMELIA

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Green hotel menu bar | Menu Bar | Picture | Text | Title |
| Green hotel menu bar | 1 |  |  |  |  |
| Menu Bar | .736\*\* | 1 |  |  |  |
| Picture | .632\*\* | .527\*\* | 1 |  |  |
| Text | -.811\*\* | -.263 | -.565\*\* | 1 |  |
| Title | -.741\*\* | -.789\*\* | -.883\*\* | .521\*\* | 1 |
| Ν | 36 | 36 | 36 | 36 | 36 |

*\*\* Statistically significant at p= .001*

*\* Statistically significant at p= .05*

For the Eumelia website, was recorded an average time spent by the participants M=1.00. A very strong positive correlation, statistically significant, was observed between Green hotel menu bar and menu bar with r(36)= .736 , p= <.001. Equally statistically significant is the very strong negative correlation between title and picture with r(36)= -.883 , p= <.001

ΠΙΝΑΚΑΣ Greek wine Roads

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Gastronomy menu bar | Menu Bar | Picture1 | Picture2 | Picture3 | Picture4 | Picture5 | Text1 | Text2 | Title |
| Gastronomy menu bar | 1 |  |  |  |  |  |  |  |  |  |
| Menu Bar | -.099 | 1 |  |  |  |  |  |  |  |  |
| Picture1 | .035 | -.608\*\* | 1 |  |  |  |  |  |  |  |
| Picture2 | -.806\*\* | .023 | .292 | 1 |  |  |  |  |  |  |
| Picture3 | -.220 | -.108 | .039 | .052 | 1 |  |  |  |  |  |
| Picture4 | -.121 | .746\*\* | -.651\*\* | -.230 | .466\*\* | 1 |  |  |  |  |
| Picture5 | -.258 | -.636\*\* | .410\* | .061 | -.284 | -.547\*\* | 1 |  |  |  |
| Text1 | -.037 | -.350\* | .244 | -.345\* | -.781\*\* | -.838\*\* | .435\*\* | 1 |  |  |
| Text2 | .595\*\* | -.166 | .059 | .328 | .653\*\* | .290 | -.434\*\* | -.672\*\* | 1 |  |
| Title | -.757\*\* | -.045 | .250 | -.582\*\* | .629 | .296 | .262 | -.452\*\* | -.069 | 1 |
| Ν | 36 | 36 | 36 | 36 | 36 | 36 | 36 | 36 | 36 | 36 |

*\*\* Statistically significant at p= .001*

*\* Statistically significant at p= .05*

For the Greek wine roads website, was recorded an average time spent by the participants M=1.00 . A very strong positive correlation, statistically significant, was observed between picture4 and menu bar with r(36)= .746 , p= <.001. Equally statistically significant is the very strong negative correlation between picture 4 and text 1 with r(36)= -.838 , p= <.001

ΠΙΝΑΚΑΣ Green Oliver

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | List of activities | Menu Bar | Picture | Title | Trips menu bar |
| List of activities | 1 |  |  |  |  |
| Menu Bar | -.200 | 1 |  |  |  |
| Picture | -.423\* | .507\*\* | 1 |  |  |
| Title | -.902\*\* | -.200 | -.423\* | 1 |  |
| Trips menu bar | -.200 | .921 | .507\*\* | -.200 | 1 |
| Ν | 36 | 36 | 36 | 36 | 36 |

*\*\* Statistically significant at p= .001*

*\* Statistically significant at p= .05*

For the Green Oliver website, was recorded an average time spent by the participants M=1.00, A very strong positive correlation, statistically significant, was observed between Trips menu bar and menu bar with r(36)= .921 , p= <.001. Equally statistically significant is the strong negative correlation between title and list of activities with r(36)= -.902 , p= <.001

ΠΙΝΑΚΑΣ Idili Guest House

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Green hotel menu bar | Menu Bar | Picture | Text | Title |
| Green hotel menu bar | 1 |  |  |  |  |
| Menu Bar | .001 | 1 |  |  |  |
| Picture | .284 | .788\*\* | 1 |  |  |
| Text | .038 | .735\*\* | .547\*\* | 1 |  |
| Title | .309 | -.750\*\* | -.263 | -.587\*\* | 1 |
| Ν | 36 | 36 | 36 | 36 | 36 |

*\*\* Statistically significant at p= .001*

*\* Statistically significant at p= .05*

For the Idili guest house website, was recorded an average time spent by the participants M=1.5, SD=0.71. A very strong positive correlation, statistically significant, was observed between picture and menu bar with r(36)= .702 , p= <.001. Equally statistically significant is the very strong negative correlation between title and menu bar with r(36)= -.750 , p< .001

ΠΙΝΑΚΑΣ Ikaria surf school

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Menu bar | Picture1 | Picture2 | Picture3 | Picture4 | Picture5 | Picture6 | Text | Title | Water sports menu bar |
| menu bar | 1 |  |  |  |  |  |  |  |  |  |
| Picture1 | .111 | 1 |  |  |  |  |  |  |  |  |
| Picture2 | -.114 | .663\*\* | 1 |  |  |  |  |  |  |  |
| Picture3 | -.518\*\* | -.199 | .289 | 1 |  |  |  |  |  |  |
| Picture4 | -.796\*\* | -.241 | -.482\*\* | .343\* | 1 |  |  |  |  |  |
| Picture5 | .097 | .706\*\* | -.898\*\* | -.186 | .413 | 1 |  |  |  |  |
| Picture6 | -.013 | -.775\*\* | -.296 | -.210 | .224 | -.144 | 1 |  |  |  |
| Text | -.427\*\* | .676\*\* | .245 | -.685\*\* | -.132 | -.393\* | .271 | 1 |  |  |
| Title | -.166 | .730\*\* | .933\* | .423\* | -.801\*\* | -.908\*\* | -.391\* | .177 | 1 |  |
| Water sports menu bar | .254 | .900\*\* | .393 | -.368\* | .050 | -.472\*\* | .155 | .861\*\* | .479\*\* | 1 |
| Ν | 36 | 36 | 36 | 36 | 36 | 36 | 36 | 36 | 36 | 36 |

*\*\* Statistically significant at p= .001*

*\* Statistically significant at p= .05*

For the Ikaria surf school website, was recorded an average time spent by the participants M=1.00. A very strong positive correlation, statistically significant, was observed between picture 1 and picture 5 with r(36)= .706 , p= <.001. Equally statistically significant is the very strong negative correlation between picture5 and title with r(36)= -.908 , p= <.001

ΠΙΝΑΚΑΣ Joy Yachter

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | menu bar | Picture1 | Picture2 | Text | Title | Water sports menu bar |
| menu bar | 1 |  |  |  |  |  |
| Picture1 | -.250 | 1 |  |  |  |  |
| Picture2 | -.495\*\* | .552\*\* | 1 |  |  |  |
| Text | .925\*\* | -.250 | -.495\*\* | 1 |  |  |
| Title | -.250 | .935\*\* | .552\*\* | -.250 | 1 |  |
| Water sports menu bar | .001 | .791\*\* | .001 | .001 | .791\*\* | 1 |
| Ν | 30 | 30 | 30 | 30 | 30 | 30 |

*\*\* Statistically significant at p= .001*

*\* Statistically significant at p= .05*

For the joy Yachter website, was recorded an average time spent by the participants M=1.00. A very strong positive correlation, statistically significant, was observed between picture 1 and title with r(30)= .935 , p= <.001. Equally statistically significant is the moderate negative correlation between picture 2 and text with r(36)= -.495 , p= <.001

ΠΙΝΑΚΑΣ Mount Athos Area

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Gastronomy menu bar | Menu bar | Picture1 | Picture2 | subtitle | text | Title |
| Gastronomy menu bar | 1 |  |  |  |  |  |  |
| Menu bar | -.469\*\* | 1 |  |  |  |  |  |
| Picture1 | -.633\*\* | -.011 | 1 |  |  |  |  |
| Picture2 | .783\*\* | -.741\*\* | .128 | 1 |  |  |  |
| subtitle | .350\* | .001 | -.172 | .552\*\* | 1 |  |  |
| text | .029 | -.065 | .172 | -.326 | -.718\*\* | 1 |  |
| title | -.405\* | .425\*\* | .274 | -.789\*\* | -.891\*\* | .678\*\* | 1 |
| Ν | 36 | 36 | 36 | 36 | 36 | 36 | 36 |

*\*\* Statistically significant at p= .001*

*\* Statistically significant at p= .05*

For the Mount Athos area website, was recorded an average time spent by the participants M=1.5, SD=0.71. A very strong positive correlation, statistically significant, was observed between picture2 and gastronomy menu bar with r(36)= .783 , p= <.001. Equally statistically significant is the very strong negative correlation between title and picture 2 with r(36)= -.789 , p= <.001

ΠΙΝΑΚΑΣ Rouista Tzoumerka Resort

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Green hotel menu bar | Menu Bar | Picture | Text | Title |
| Green hotel menu bar | 1 |  |  |  |  |
| Menu Bar | - | 1 |  |  |  |
| Picture | - | -.761\*\* | 1 |  |  |
| Text | - | .034 | -.141 | 1 |  |
| Title | - | -.671\*\* | .888\*\* | .001 | 1 |
| Ν | 36 | 36 | 36 | 36 | 36 |

*\*\* Statistically significant at p= .001*

*\* Statistically significant at p= .05*

For the Rouista Tzoumerka Resort website, was recorded an average time spent by the participants M=1.33, SD=0.58. A strong positive correlation, statistically significant, was observed between picture and title with r(36)= .888 , p= <.001. Equally statistically significant is the very strong negative correlation between menu bar and picture with r(36)= -.761 , p= <.001

ΠΙΝΑΚΑΣ Sailing Greek Waters

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | menu bar | Picture1 | Picture2 | Picture3 | Picture4 | Text | Water sports menu bar |
| menu bar | 1 |  |  |  |  |  |  |
| Picture1 | -.230 | 1 |  |  |  |  |  |
| Picture2 | -.077 | .084 | 1 |  |  |  |  |
| Picture3 | .396\* | .048 | .660\*\* | 1 |  |  |  |
| Picture4 | -.363\* | .300 | -.048 | .411\* | 1 |  |  |
| Text | .193 | .615\*\* | .239 | .121 | .600\*\* | 1 |  |
| Water sports menu bar | .231 | -.495\*\* | .069 | -.451\*\* | -.263 | -.502\*\* | 1 |
| Ν | 36 | 36 | 36 | 36 | 36 |  | 36 |

*\*\* Statistically significant at p= .001*

*\* Statistically significant at p= .05*

For the Sailing Greek Waters website, was recorded an average time spent by the participants M=1.00. A very strong positive correlation, statistically significant, was observed between picture3 and picture 2 with r(36)= .660 , p= <.001. Equally statistically significant is the moderate negative correlation between text and water sports menu bar with r(36)= -.502 , p= <.001

ΠΙΝΑΚΑΣ Sani Gourmet

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Gastronomy menu bar | Menu bar | Picture1 | Picture2 | Picture3 | Picture4 | text | Title |
| Gastronomy menu bar | 1 |  |  |  |  |  |  |  |
| Menu bar | .602\*\* | 1 |  |  |  |  |  |  |
| Picture1 | .176 | .403\* | 1 |  |  |  |  |  |
| Picture2 | -.285 | .214 | -.333\* | 1 |  |  |  |  |
| Picture3 | -.328 | -.083 | -.586\*\* | .001 | 1 |  |  |  |
| Picture4 | -.037 | .513\*\* | .054 | .575\*\* | .182 | 1 |  |  |
| text | -.262 | -.268 | -.252 | .133 | .176 | .195 | 1 |  |
| title | .422\* | -.064 | .463\*\* | .445\*\* | -.763\*\* | -.645\*\* | -.136 | 1 |
| Ν | 36 | 36 | 36 | 36 | 36 |  | 36 | 36 |

*\*\* Statistically significant at p= .001*

*\* Statistically significant at p= .05*

For the Sani Gourmet website, was recorded an average time spent by the participants M=1.33, SD=0.58 A very strong positive correlation, statistically significant, was observed between menu bar and Gastronomy menu bar with r(36)= .602 , p= <.001. Equally statistically significant is the very strong negative correlation between picture 3 and title with r(36)= -.763 , p= <.001

ΠΙΝΑΚΑΣ Sea Pearl Studios

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Green hotel menu bar | Menu Bar | Picture1 | Picture2 | Text | Title |
| Green hotel menu bar | 1 |  |  |  |  |  |
| Menu Bar | -.118 | 1 |  |  |  |  |
| Picture1 | .762\*\* | -.400 | 1 |  |  |  |
| Picture2 | -.728\*\* | -.407\*\* | -.400 | 1 |  |  |
| Text | .001 | .001 | .001 | .473\*\* | 1 |  |
| Title | -.197 | .600\*\* | .001 | -.145 | .001 | 1 |
| Ν | 36 | 36 | 36 |  | 36 | 36 |

*\*\* Statistically significant at p= .001*

*\* Statistically significant at p= .05*

For the Sea Pearl Studios website, was recorded an average time spent by the participants M=1.00. A very strong positive correlation, statistically significant, was observed between picture1 and Green hotel menu bar with r(36)= .762 , p< .001 Equally statistically significant is the very strong negative correlation between green hotel menu bar and picture2 with r(36)= -.728 , p= <.001

ΠΙΝΑΚΑΣ Surf Club Keros

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Menu bar | Picture1 | Picture2 | Picture3 | Picture4 | Picture5 | Text | Title | Water sports menu bar |
| menu bar | 1 |  |  |  |  |  |  |  |  |
| Picture1 | .067 | 1 |  |  |  |  |  |  |  |
| Picture2 | .534\*\* | .016 | 1 |  |  |  |  |  |  |
| Picture3 | .766\*\* | -.427\*\* | -.026 | 1 |  |  |  |  |  |
| Picture4 | -.327 | .215 | .252 | .548\*\* | 1 |  |  |  |  |
| Picture5 | .045 | -.311 | .038 | -.297 | -.284 | 1 |  |  |  |
| Text | -.076 | .519\*\* | .083 | .157 | -.891\*\* | -.120 | 1 |  |  |
| Title | .295 | -.413\* | -.123 | .794\*\* | -.198 | -.297 | .002 | 1 |  |
| Water sports menu bar | -.065 | .387\* | .342\* | .035 | -.110 | -.097 | .912\*\* | -.241 | 1 |
| Ν | 36 | 36 | 36 | 36 | 36 | 36 | 36 | 36 | 36 |

*\*\* Statistically significant at p= .001*

*\* Statistically significant at p= .05*

For Surf Club Keros website, was recorded an average time spent by the participants M=1.00. A very strong positive correlation, statistically significant, was observed between menu bar and picture 3 with r(36)= .766 , p= <.001. Equally statistically significant is the very strong negative correlation between picture4 and text with r(36)= -.891 , p= <.001

ΠΙΝΑΚΑΣ The Greek Wine Experience

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Gastronomy menu bar | Menu bar | Picture1 | Picture2 | Picture3 | text | Title |
| Gastronomy menu bar | 1 |  |  |  |  |  |  |
| Menu bar | .024 | 1 |  |  |  |  |  |
| Picture1 | - | - | 1 |  |  |  |  |
| Picture2 | .091 | -.237 | - | 1 |  |  |  |
| Picture3 | -.422\* | .649\*\* | - | -.789\* | 1 |  |  |
| text | -.555\*\* | -.709\*\* | - | .040 | -.224 | 1 |  |
| title | -.529\*\* | .455\*\* | - | -.649 | .855\*\* | -.049 | 1 |
| Ν | 36 | 36 | 36 | 36 | 36 | 36 | 36 |

*\*\* Statistically significant at p= .001*

*\* Statistically significant at p= .05*

For The Greek Wine Experience website, was recorded an average time spent by the participants M=1.5. A very strong positive correlation, statistically significant, was observed between title and picture3 with r(36)= .855 , p= <.001. Equally statistically significant is the very strong negative correlation between text and menu bar with r(36)= -.709 , p= <.001

ΠΙΝΑΚΑΣ Visit Eco Greece

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Funding body | Home page | Logo Eco Greece | Menu bar |
| Funding body | 1 |  |  |  |
| Home page | -.744\*\* | 1 |  |  |
| Logo Eco greece | -.904\*\* | .851\*\* | 1 |  |
| Menu bar | -.365\* | .413\* | .605\*\* | 1 |
| Ν | 36 | 36 | 36 | 36 |

*\*\* Statistically significant at p= .001*

*\* Statistically significant at p= .05*

For Visit Eco Greece website, was recorded an average time spent by the participants M=2.03, SD=1.56. A strong positive correlation, statistically significant, was observed between Logo Eco Greece and Home page with r(36)= .851 , p= <.001. Equally statistically significant is the very strong negative correlation between Logo Eco Greece and funding body with r(36)= -.904 , p= <.001

ΠΙΝΑΚΑΣ Γεφύρι Πλάκας, Τζουμέρκα

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Green hotel menu bar | Menu Bar | Picture | Text | Title |
| Green hotel menu bar | 1 |  |  |  |  |
| Menu Bar | -.392\* | 1 |  |  |  |
| Picture | -.785\*\* | .324 | 1 |  |  |
| Text | -.795\*\* | .870\*\* | .634\*\* | 1 |  |
| Title | -.071 | .401\* | .274 | .302 | 1 |
| Ν | 36 | 36 | 36 | 36 | 36 |

*\*\* Statistically significant at p= .001*

*\* Statistically significant at p= .05*

For Γεφύρι Πλάκας, Τζουμέρκα website, was recorded an average time spent by the participants M=1.00. A strong positive correlation, statistically significant, was observed between text and menu bar with r(36)= .870 , p= <.001. Equally statistically significant is the very strong negative correlation between text and Green hotel menu bar with r(36)= -.795 , p= <.001

ΠΙΝΑΚΑΣ Κτήμα Τσάνταλη

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Gastronomy menu bar | Map | Menu bar | Picture1 | Picture2 | Poster | text | Title |
| Gastronomy menu bar | 1 |  |  |  |  |  |  |  |
| Map | .780\*\* | 1 |  |  |  |  |  |  |
| Menu bar | -.002 | .513\*\* | 1 |  |  |  |  |  |
| Picture1 | .347 | -.086 | .288 | 1 |  |  |  |  |
| Picture2 | .023 | .428\*\* | -.027 | .350\* | 1 |  |  |  |
| Poster | .955\*\* | .182 | .421\* | -.199 | -.185 | 1 |  |  |
| text | .659\*\* | -.344 | .638\*\* | -.880\*\* | .714\*\* | .033 | 1 |  |
| title | -.349\* | -.777\*\* | -.914\*\* | -.754\*\* | .196 | -.197 | -.441\*\* | 1 |
| Ν | 36 |  | 36 | 36 | 36 | 36 | 36 | 36 |

*\*\* Statistically significant at p= .001*

*\* Statistically significant at p= .05*

For Κτήμα Τσάνταλη website, was recorded an average time spent by the participants M=2.00. A strong positive correlation, statistically significant, was observed between poster and Gastronomy menu bar with r(36)= .955 , p= <.001. Equally statistically significant is the very strong negative correlation between text and picture 1 with r(36)= -.880 , p= <.001

ΠΙΝΑΚΑΣ Μηλιά

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Agrotourism menu bar | Menu bar | Picture2 | Picture1 | text | Title |
| Agrotourism menu bar | 1 |  |  |  |  |  |
| Menu bar | .023 | 1 |  |  |  |  |
| Picture2 | - | - | 1 |  |  |  |
| Picture1 | .053 | .439\*\* | - | 1 |  |  |
| text | -.064 | -.545\*\* | - | -.753\*\* | 1 |  |
| title | -.435\*\* | .616\*\* | - | -.068 | -.205 | 1 |
| Ν | 36 | 36 | 36 | 36 | 36 | 36 |

*\*\* Statistically significant at p= .001*

*\* Statistically significant at p= .05*

For Μηλιά website, was recorded an average time spent by the participants M=1.00. A moderate positive correlation, statistically significant, was observed between picture1 and menu bar with r(36)= .439 , p= <.001. Equally statistically significant is the very strong negative correlation between text and picture 2 with r(36)= -.753 , p= <.001

ΠΙΝΑΚΑΣ Πύρρειον Boutique Hotel, Ζαγοροχώρια

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Green hotel menu bar | Menu Bar | Picture | Text | Title |
| Green hotel menu bar | 1 |  |  |  |  |
| Menu Bar | -.205 | 1 |  |  |  |
| Picture | .862\*\* | -.672\*\* | 1 |  |  |
| Text | .349\* | .151 | .186 | 1 |  |
| Title | -.401\* | .587\*\* | -.607\*\* | -.676\*\* | 1 |
| Ν | 36 | 36 | 36 | 36 | 36 |

*\*\* Statistically significant at p= .001*

*\* Statistically significant at p= .05*

For Πύρρειον Boutique Hotel, Ζαγοροχώρια website, was recorded an average time spent by the participants *M*=1.5, *SD*=0.71. A strong positive correlation, statistically significant, was observed between picture and Green hotel menu bar with r(36)= .862 , p= <.001. Equally statistically significant is a strong negative correlation between title and picture with r(36)= -.607 , p= <.001