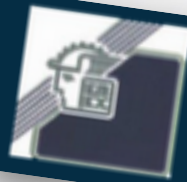


SENTIMENT ANALYSIS



CHANIA CHAMBER OF
COMMERCE AND INDUSTRY
ALWAYS BESIDE YOU



ΤΕΙ Κρήτης
Παράρτημα Χανίων

**The impact of the Erasmus
Intensive Programs organized by
the Department of Electronics of
TEI of Crete on the island's event
tourism**

Dr. Konstantinos Petridis

Research Identity

Type of research

Quantitative survey using a structured questionnaire

Duration

July-August 2013

Sample

Planned Sample 100 persons . Implemented 100.

Methodology

Personal interviews (face to face) to students and professors of the program Erasmus, and collect data by completing an electronic questionnaire to students who participated this program in the years 2010, 2011 and 2012.

What is an Intensive Program?

Erasmus Intensive Programmes



Erasmus also funds Intensive Programmes, which are short subject-related programmes of study (of between 10 days and 6 weeks in length), bringing together students and teaching staff from Higher Education Institutions from at least three European countries. These short study programmes encourage the multinational learning of specialist topics; provide students with access to academic knowledge that is not available in one Higher Education Institution alone; allow teachers to exchange views on course content and new curricula approaches; and to test teaching methods in an international classroom environment.

- Since 2007-08 Erasmus Intensive Programmes have been managed individually by the participating countries. They have also experienced strong growth during this time. A total of **462** Intensive Programmes were organised in 31 countries during the academic year 2011-12, which represents a 14% increase on the previous year.
- Altogether **15 855** students and **5 663** teachers participated in Intensive Programmes in 2011-12.

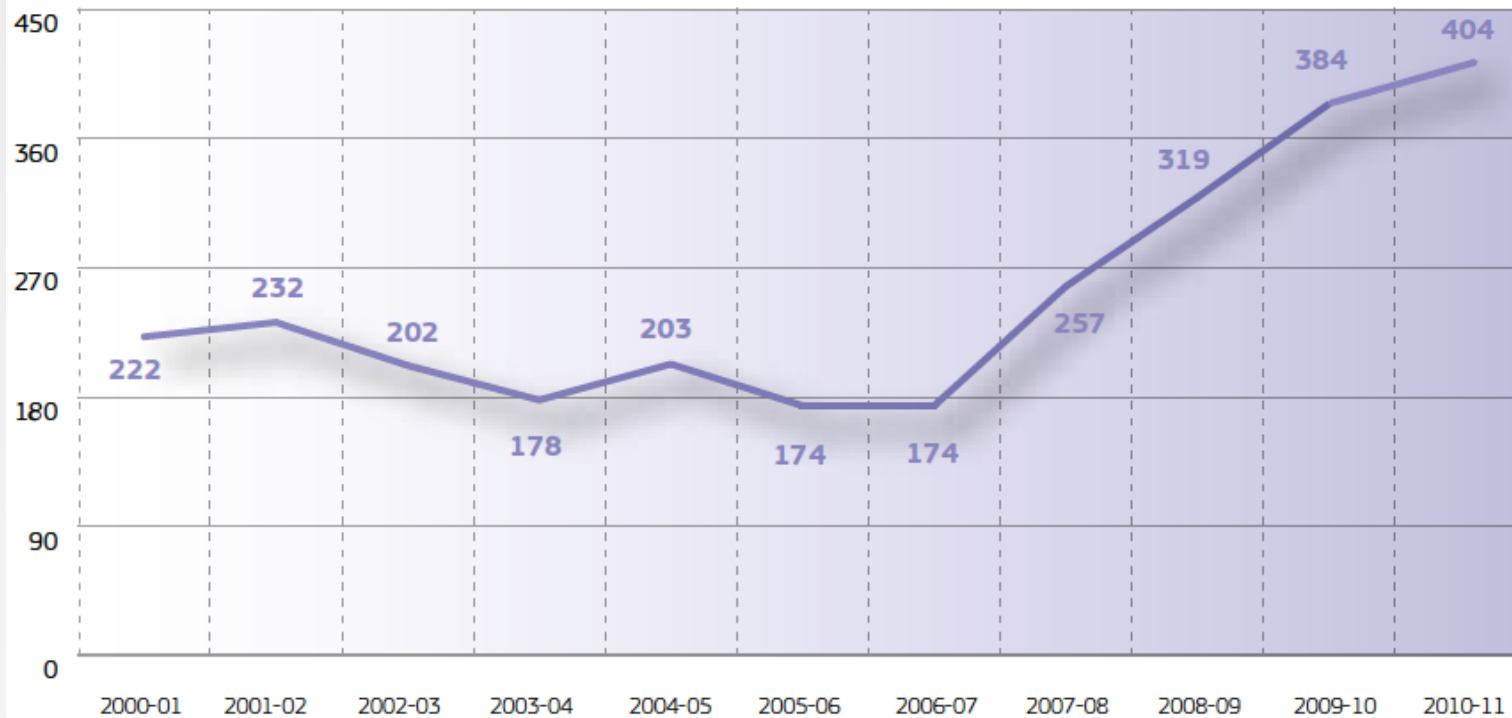
- The highest number of courses (60) was organised by Italy, which represents 13% of the total number of courses organised in 2011-12. Germany organised 43 courses followed by France (35), the Netherlands (34) and Poland (25).
- The **most popular subjects** for Intensive Programmes were social sciences, business and law (23%), engineering, manufacturing and construction (19%), humanities and arts (19%), and science, mathematics and computing (15%).

Erasmus Intensive Programmes

Number of Intensive Programmes courses	462
Total number of participating students	15 855
Total number of participating teachers	5 663
Top five organising countries	IT, DE, FR, NL, PL
Average duration of Intensive Programmes	12 days

What is an Intensive Program?

Number of Erasmus Intensive Programmes from 2000-01 to 2010-11



The DoE and the IPs

ERASMUS Intensive Program
OLA-Crete 2006
Summer School on Optoelectronics, Lasers and Applications
10-22 July 2006
 Technological Educational Institute of Crete
 Chania, Crete, Greece

Covered Topics:
Optoelectronics:
 Fiber optics
 Telecommunication networks
 Optoelectronic modulators
 New materials for optoelectronics

Lasers:
 Diode-pumped lasers
 High power lasers
 Physics of ultraviolet laser emitters
 Laser-plasma interaction
 X-ray generation

Invited Speakers:
 Dr. Hamed Al-Raweshdy - Brunel University - U.K.
 Dr. Ioannis Chatzigeorgidis - T.E.I. Kritis - GR
 Dr. Daniele Fasco - Insubria University - Como - IT
 Dr. Anurupa Goswami - T.E.I. Kritis - GR
 Dr. George Anagnostopoulos - Insubria University - Como - IT
 Prof. Karl Mrazek - Imperial College - UK
 Assistant Prof. Evangelos Kokkoras - T.E.I. Kritis - GR
 Giorgos Lioudakis - Lecturer - T.E.I. Kritis - Chania - GR
 Assistant Prof. Ioannis Makris - T.E.I. Kritis - GR
 Dr. Stefana Minardi - T.E.I. Kritis - Chania - GR
 Assoc. Prof. Nikostoros Papanikolaou - T.E.I. Kritis - GR
 Dr. Kostas Petridis - T.E.I. Kritis - Chania - GR
 Assoc. Prof. Michalis Tsimpanogiannis - T.E.I. Kritis - GR
 Assistant Prof. Ioannis Vardiambasis - T.E.I. Kritis - GR

Participation:
 Up to 20 students (undergraduate and Ph.D.) from the participating institutions are invited to attend the school. Students that will pay for their food and stay will be awarded with a €1500 credit. Travel, accommodation and living expenses will be reimbursed. For recruitment and further information please contact the local information point.

Brunel University:
 Dr. Hamed Al-Raweshdy
 School of Engineering and Design
 Uxbridge, Middlesex, UB8 3PH
 Tel: +44 (0)1895 265100
 Email: h.alraweshdy@brunel.ac.uk

Imperial College:
 Karl Mrazek
 Department of Physics
 Imperial College London
 SW7 2BZ, London, UK
 Tel: +44 (0)20 7594 2441
 Email: k.mrazek@imperial.ac.uk

Insubria University:
 Dr. Daniele Fasco
 Department of Physics & Mechanics
 Via Valleggio 11, 23100 - Segrate (MI)
 Tel: +39 0331 8386221
 Email: daniele.fasco@uninsubria.it

Vilnius University:
 Dr. Anurupa Goswami
 Department of Quantum Electronics
 Semena 11, 01106 - Vilnius - Lithuania
 Tel: +370 5 2366023
 Email: a.goswami@ffl.vu.lt

OFFICIAL WEB SITE ON: www.chania.teicrete.gr
 CONTACT PERSONS: Mrs. Tsitou Tsitou, Tel: +30 28210 23300
 E-mail: tsitou@chania.teicrete.gr

Erasmus Intensive Programme
Applications of Electronics in Plasma Physics
 TEI of Crete, Department of Electronics
 Centre for Plasma Physics & Lasers (CPPL)
 Rethymno, Crete, Greece
 29/08 - 09/09/2011

Organized by:
 IKY
 European Union
 TEI of Crete
 The University of York
 Imperial College
 Queen's University

Contact Persons:
 Administration: P. Tsitou ptsitou@chania.teicrete.gr
 M. Tsirakidis m.tsirakidis@chania.teicrete.gr
 N. Papanikolaou npapanikolaou@staff.teicrete.gr
 C. Petridis c.petridis@chania.teicrete.gr
 Z. Nijmouddin z.nijmouddin@imperial.ac.uk
 V. Papanikolaou v.papanikolaou@teicrete.gr
 G. Kourakis g.kourakis@qub.ac.uk
 S. Jovanović s.jovanovic@qub.ac.uk
 J. Limpouchou j.limpouchou@pl.cvut.cz
 D. Baroni baroni@politecnico.it
 J. Honrubia javier.honrubia@upm.es
 J. Petráň petranj@post.sk
 M. Koenig michel.koenig@polytechnique.edu

This year the intensive programme is designed for undergraduate, graduate and PhD students with background in Physics/Mathematics/Engineering, who are interested in the Science and Technology of IUPs.

Electronic Applications should be sent to Mrs Tsitou by the 15th of June 2011.

More information about the course is available at: <http://appepla.chania.teicrete.gr>

Erasmus Intensive Program OREA 2011
An Introduction to Organic Electronics & Applications
 Department of Electronics, Technological Educational Institute of Crete
4th July - 15th July 2011
 Chania, Crete, Greece
 Visit us on line : <http://orea2011.chania.teicrete.gr>
Application Deadline: 31st of May 2011 (contact our local contact person)

Organized By:
 IKY
 European Union
 Lifelong Learning Programme
 TEI of Crete
 Imperial College London
 University of Athens
 Linköping University
 University of Padova
 University of Pisa
 University of Rome
 University of Turin
 University of Valencia
 University of Zaragoza
 iCARUS

Erasmus Intensive Programme
An Introduction to High Power Light - Matter Interactions
 TEI of Crete, Department of Electronics
 Centre for Plasma Physics & Lasers (CPPL)
 Rethymno, Crete, Greece
 1/07 - 12/07/2013

Partners:
 IKY
 European Union
 Lifelong Learning Programme
 TEI of Crete
 The University of York
 Imperial College
 Sapienza
 University of Athens
 University of Padova
 University of Pisa
 University of Rome
 University of Turin
 University of Valencia
 University of Zaragoza

An ERASMUS-IP Programme
7-20 July 2013, Chania, Crete

Transparent Electronics:
 "From Materials and Devices to Circuits and Systems"

An Introduction to Spintronics & Applications
11 July - 02 August 2013
 Department of Electronics, TEI of Crete, Chania, Crete

Partners:
 IKY
 European Union
 Lifelong Learning Programme
 TEI of Crete
 University of Cyprus
 Universität Regensburg
 University of Padova
 University of Pisa
 University of Rome
 University of Turin
 University of Valencia
 ITAP
 Institute of Physical and Applied Physics

Coordinator:
 T.E.I. of Crete

Application Deadline : 1st of June 2013
 Visit us in: <http://spsa.chania.teicrete.gr>
 For more info: Dr Konstantinos Petridis
 e.petridis@chania.teicrete.gr

The DoE an expert ...in IPs

20 success stories

- 12 HAUTE ÉCOLE ALBERT JACQUARD, NAMUR
'Getting closer to the labour market'
- 13 RHEINISCHE FRIEDRICH-WILHELMS-UNIVERSITÄT BONN
'Internationalisation is not just for academics; it is important for all staff'
- 14 UNIVERSITAT POLITÈCNICA DE VALÈNCIA
'All 13 of our faculties and schools participate in the staff mobility scheme'
- 15 CONSERVATORIO DI VERONA 'E. F. DALL'ABACO'
'Getting involved in Erasmus means getting involved in institutional reform'
- 16 VIDZEMES AUGSTSKOLA
'Staff visits are a chance to learn – and they create many more opportunities'
- 17 ÓBUDAI EGYETEM
'If the lecturers value mobility, then the students also get involved'
- 18 HANZEHOGESCHOOL GRONINGEN
'Erasmus helped us to get every department on board'
- 19 LESARSKA ŠOLA MARIBOR, VIŠJA STROKOVNA ŠOLA
'Erasmus helped us to build stronger professional relationships between staff and students'
- 20 JYVÄSKYLÄN AMMATTIKORKEAKOULU
'You need a proper marketing campaign in your institution to get the best from mobility'
- 21 HOWEST, HOGESCHOOL WEST-VLAANDEREN
'Intensive programmes reduce the barriers facing students who wish to be mobile'
- 22 TARTU ÜLIKOOL
'Small focused steps help you to become international'
- 23 TRINITY COLLEGE DUBLIN
'The Erasmus intensive programmes are an integral part of the Master's degree'
- 24 ΤΕΧΝΟΛΟΓΙΚΟ ΕΚΠΑΙΔΕΥΤΙΚΟ ΙΔΡΥΜΑ ΚΡΗΤΗΣ
'The intensive programmes helped to fast-track our internationalisation'
- 25 INSTITUT NATIONAL DES SCIENCES ET TECHNIQUES NUCLÉAIRES
'Erasmus has created European professional networks for staff and students'
- 26 PARIS LODRON UNIVERSITÄT SALZBURG
'Erasmus is helping us to develop a European legal culture'
- 27 SLOVENSKÁ POĽNOHOSPODÁRSKA UNIVERZITA V NITRE
'Without Erasmus it is much harder to create a European higher education sector'
- 28 METROPOLIA AMMATTIKORKEAKOULU
'Meeting the national need for an international higher education community'
- 29 YAŞAR ÜNİVERSİTESİ
'A lot can be done on a small budget'
- 30 HOCHSCHULE KARLSRUHE TECHNIK UND WIRTSCHAFT
'Industry's top criterion for employing graduates is international practical experience'
- 31 EUROPEAN ASSOCIATION OF DISTANCE TEACHING UNIVERSITIES (EADTU)
'All universities need to respond to the demand for more flexible education'

The DoE an expert ...in IPs

Institutions selected for their Erasmus Intensive Programmes (2000-2011)

Country (*)	Institution	Number of IPs as the coordinator	Number of outgoing staff involved in:		Number of incoming staff involved in:	
			Number of IPs as a partner institution	Number of students involved when coordinating the IP	Number of staff involved when coordinating the IP	Total number of participants
Belgium	Howest, Hogeschool West-Vlaanderen	4	22	648	77	725
Estonia	Tartu Ülikool	16	0	367	141	508
Ireland	Trinity College Dublin	3	3	219	72	291
Greece	Technologiko Ekpaideytiko Idrima Kritis	22	8	918	287	1205
France	Institut National des Sciences et Techniques Nucléaires	5	9	132	92	224
Austria	Paris Lodron Universität Salzburg	5	100	550	175	725
Slovakia	Slovenská poľnohospodárska univerzita v Nitre	4	29	211	112	323
Finland	Metropolia Ammattikorkeakoulu	21	50	1257	235	1492
Turkey	Yaşar Üniversitesi	11	5	406	100	506

The DoE an expert ...in IPs

Erasmus-Programme



ERASMUS+ PROGRAMME

WHAT IS IN IT FOR HIGHER EDUCATION

Brussels, Belgium, 21-22 November 2013

CONFERENCE DINNER AND LLP ERASMUS AWARDS 2013

19.00 – 22.30h

Turn & Taxis
Entrepôt Royal
Avenue du Port
B-1000 Brussels

19.00h Reception and conference dinner

LLP Erasmus Awards 2013 ceremony by Mr. **Jordi Curell Gotor**, Director for Lifelong Learning – higher education and international affairs of the European Commission

20.30h Nominees in protocol order:

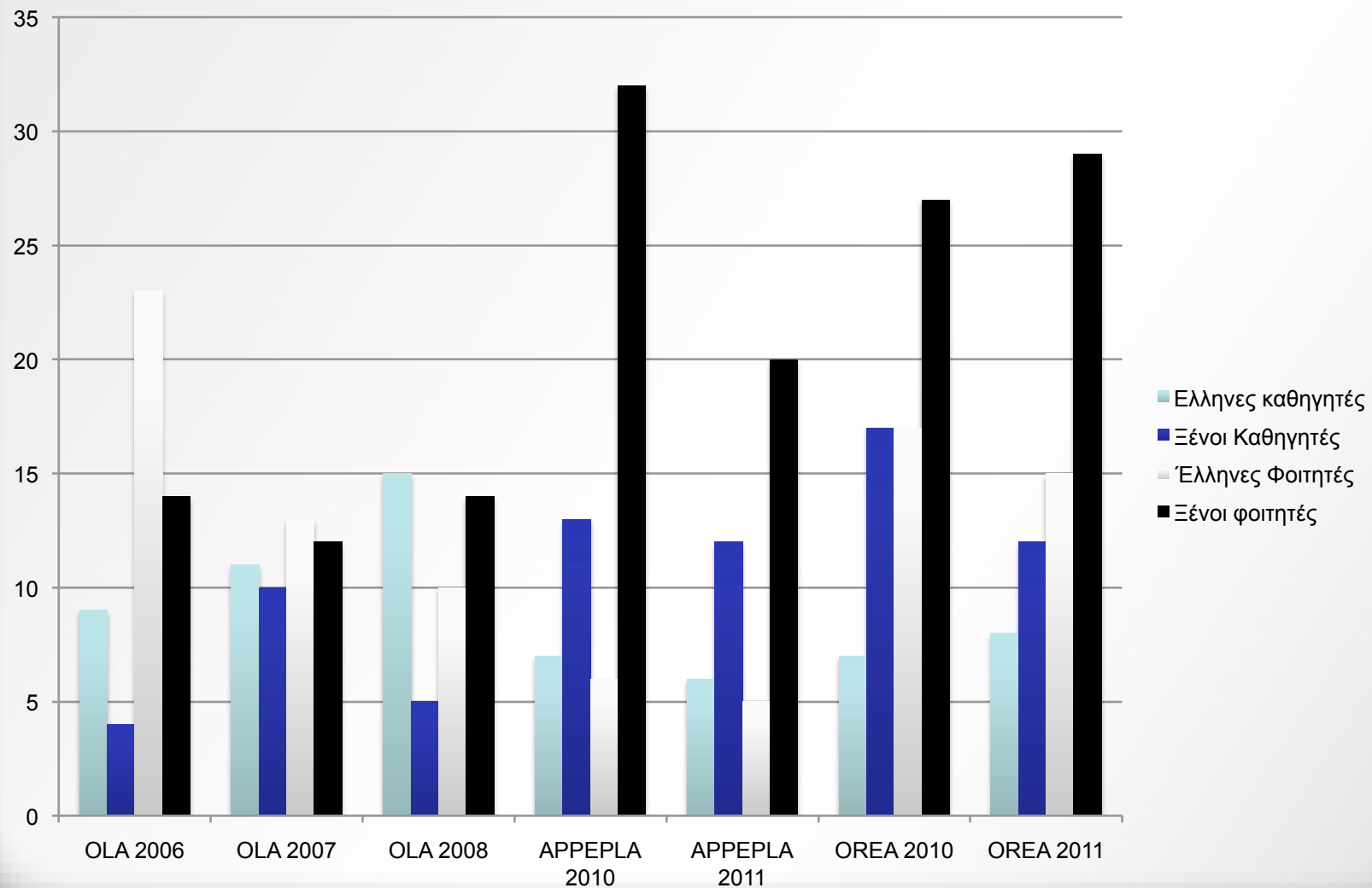
- **Technological Education Institute of Crete, Heraklion, Greece**
- Universitat Politècnica de València, Valencia, Spain
- JAMK University of Applied Sciences, Jyväskylä, Finland

22.30h End of the conference dinner and bus to the Hotel Sheraton or Aloft Hotel

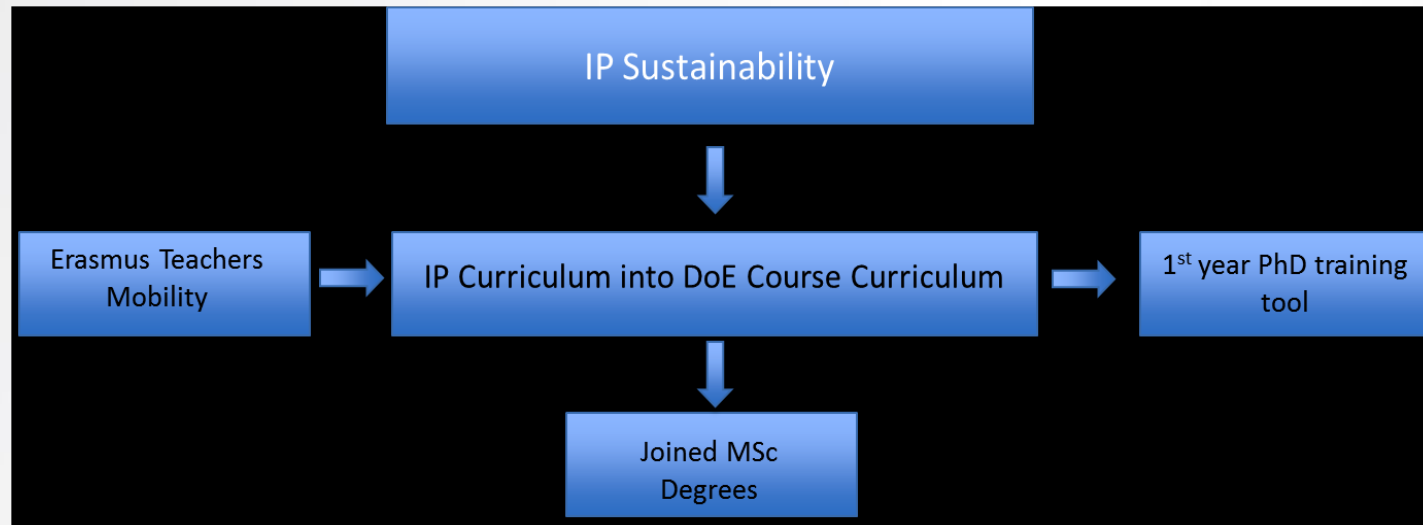
The DoE an expert ...in IPs



Συνεδριακός Τουρισμός



The IP effect on our curriculum

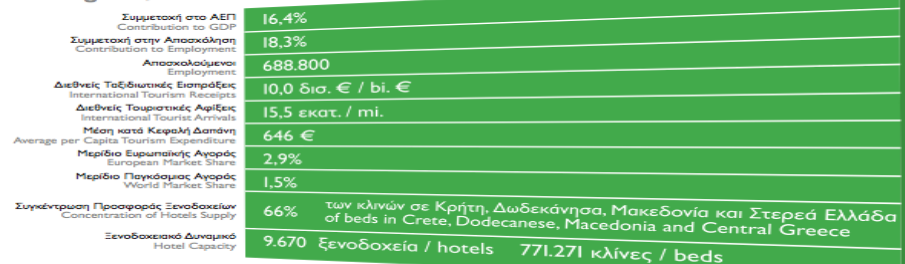


Ελληνικός Τουρισμός: Στοιχεία & Αριθμοί

Greek Tourism: Facts & Figures

01 Βασικά Μεγέθη του Ελληνικού Τουρισμού, 2012

Greek Tourism Basic Figures, 2012



02 Διεθνείς Τουριστικές Αφίξεις, Διεθνείς Ταξιδιωτικές Εισπράξεις και Μέση κατά Κεφαλή Δαπάνη, 2012

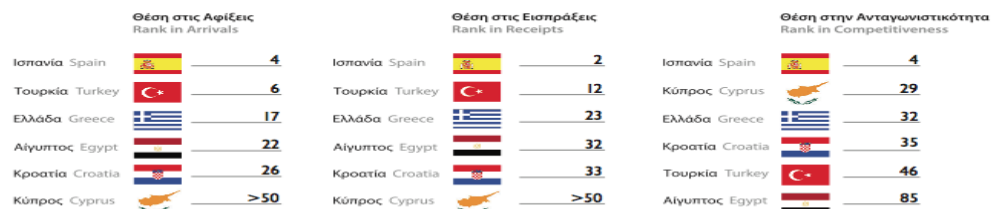
International Tourist Arrivals, International Tourism Receipts and Average per Capita Tourism Expenditure, 2012

	Σύνολο Total	Μεταβολή Change	2012 2011
Διεθνείς Τουριστικές Αφίξεις International Tourist Arrivals	15.517.622	-5,5%	
Διεθνείς Ταξιδιωτικές Εισπράξεις International Tourism Receipts	10.024,9 εκατ. € / mi. €	-4,6%	
Μέση κατά Κεφαλή Δαπάνη Average per Capita Tourism Expenditure	646 €	1,0%	

Πηγή: ΣΕΤΕ, επεξεργασία στοιχείων Τράπεζας της Ελλάδος
Source: SETE, based on data provided by the Bank of Greece

03 Ελλάδα & Ανταγωνιστές - Θέση στην Παγκόσμια Κατάταξη, 2012

Greece & Competitors - Position in the World Ranking, 2012



Πηγή: ΣΕΤΕ, επεξεργασία στοιχείων Παγκόσμιου Οργανισμού Τουρισμού και Παγκόσμιου Οικονομικού Φόρουμ
Source: SETE, based on data provided by the UNWTO and the World Economic Forum

Event Tourism



TRAVEL



WORK



**Common
Interests**



Conference

Why Event Tourism is important....



Promotion of the Country



Promotion of the Event Destination



Prolonging the touristic season



Attract Tourists of high living standards

The ideal event destination...



Environmental Conditions



Site Seeing



Natural Attractions



Cultural Heritage



Facilities & Services



Connectivity

The ideal event destination...



Hospitality & Safety



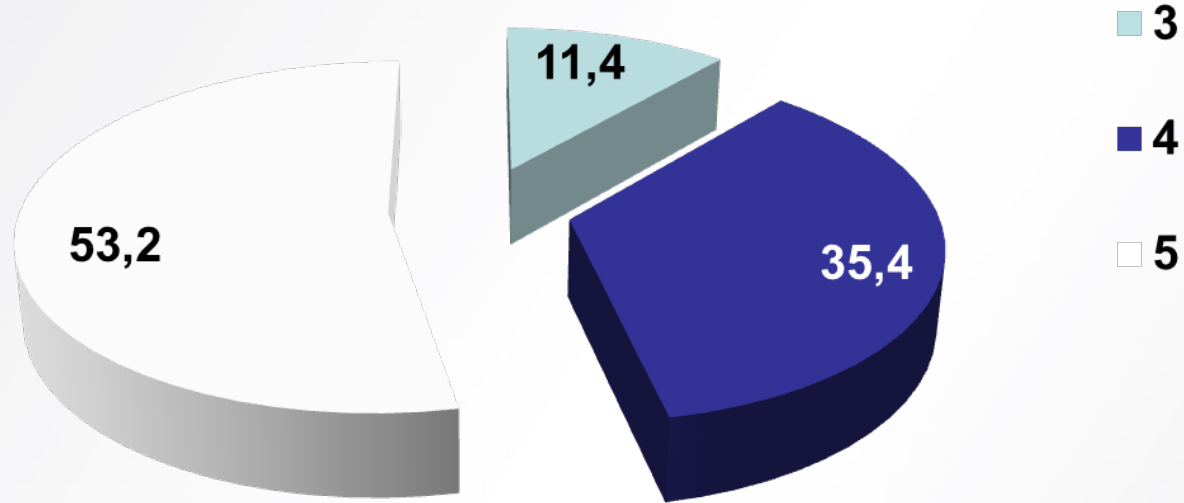
Cretan gastronomy



Specialized human resources

Which were the factors which motivated you to participate?

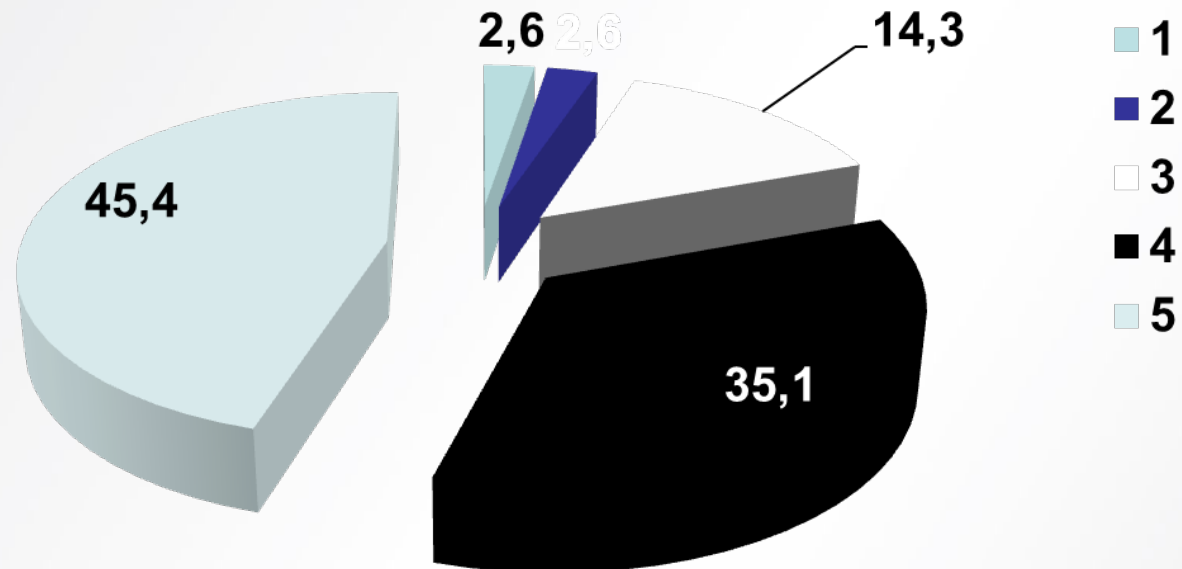
Academic



1=not at all, 2=very much

Which were the factors which motivated you to participate?

Culture



1=not at all, 2=very much

Economic Impact tools....

Economy Impact Analysis

Step # 1: Evaluation of **Direct Expenditure**

Step # 2: **The allocation** of this expenditure to the according spending category

Step # 3: Input / Output Tables calculation of the **indirect expenditure**

Tourism Satellite Accounts (TSA)

This is the standardized United Nations' measurement of Travel & Tourism's economic impact on an economy's personal consumption, business spending, capital investment, government expenditure and employment.

Economic Impact of IPs....

On the frame of the implemented Intensive Programs since 2006:

Student Mobility: 300 inbound students (200 home students also participated)

Teachers Mobility: 170 inbound teachers (100 home teachers participated)

IP	OLA 2006	OLA 2007	OLA 2008	OREA & APPEPLA 2010	OREA & APPEPLA 2011	SPEA, HiPOLIN and TRANSELECT 2013
Avg #	17	22	19	44	36	42

Table 1: The average number of participants from abroad per year of IP implementation

How many days did you stay in Chania?
(average)



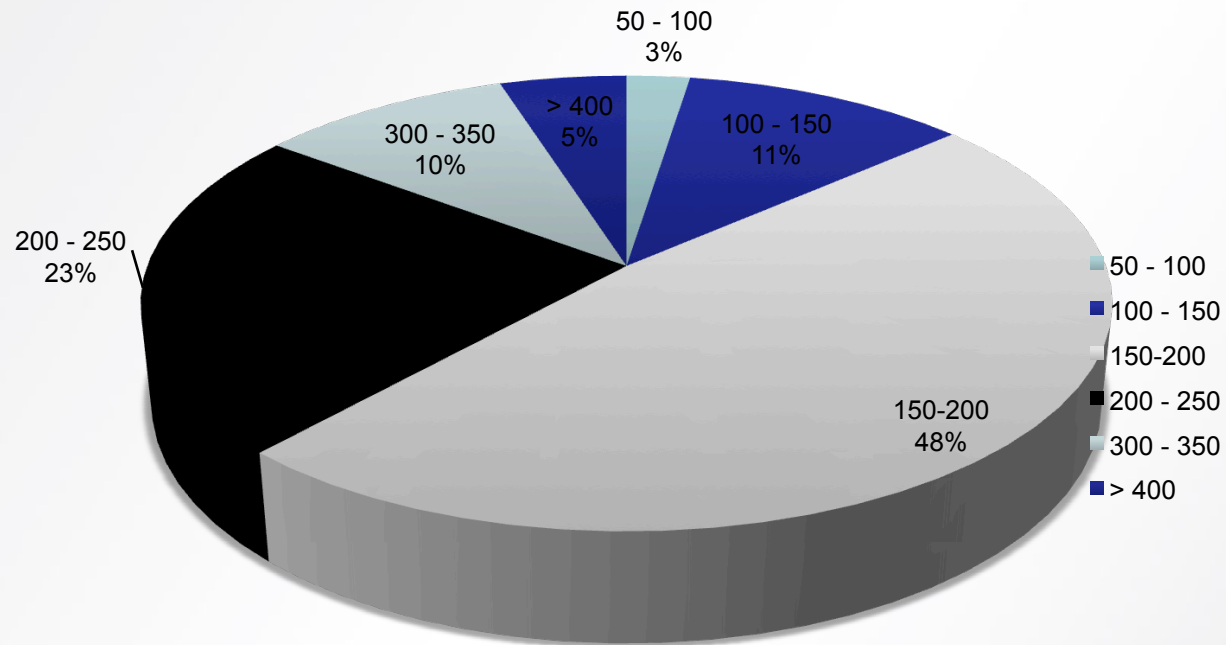
13 days for
the student
participants



3 days for the
academics

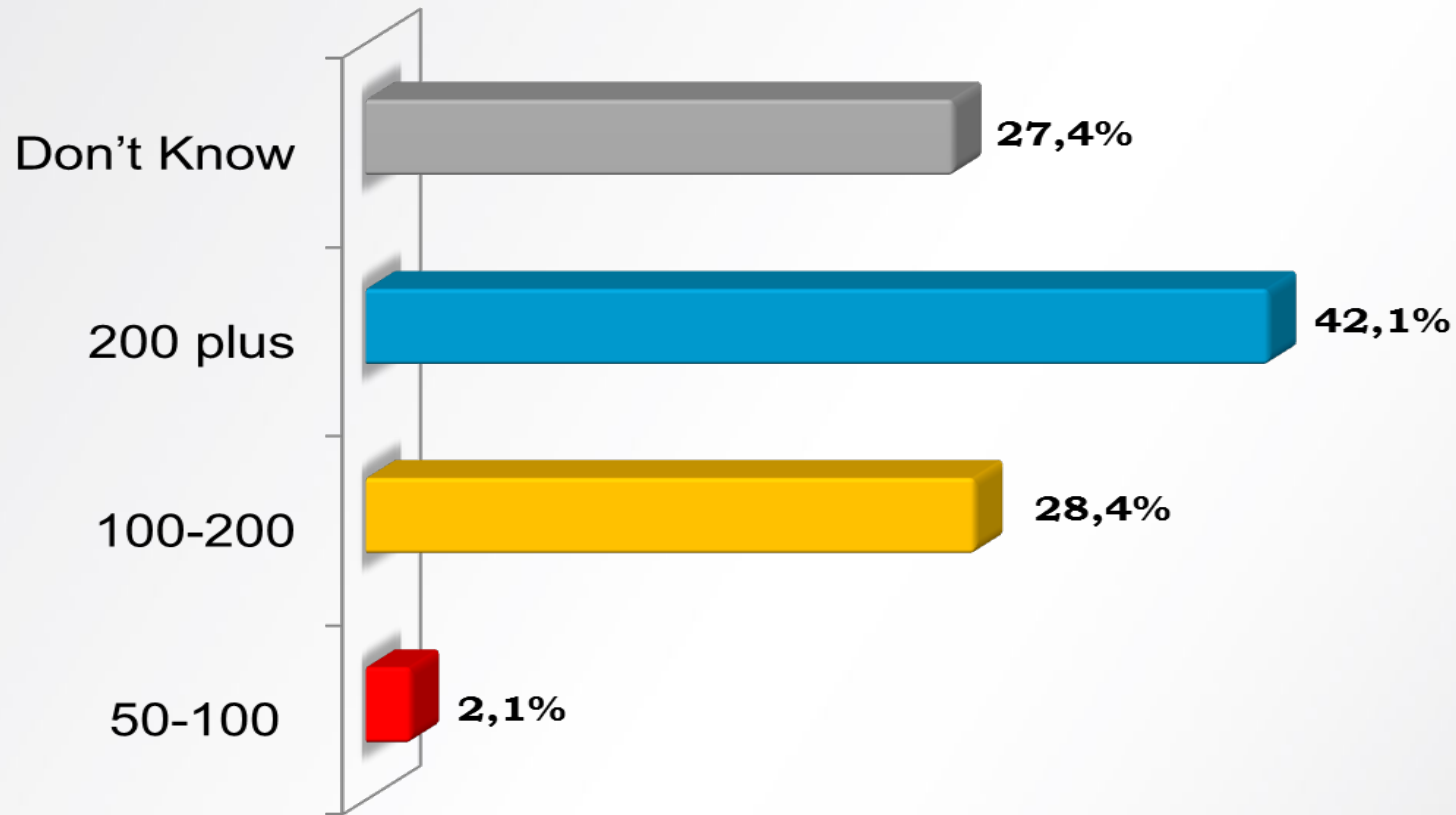
SENTIMENT ANALYSIS

How much money did you spent during your stay in Chania?



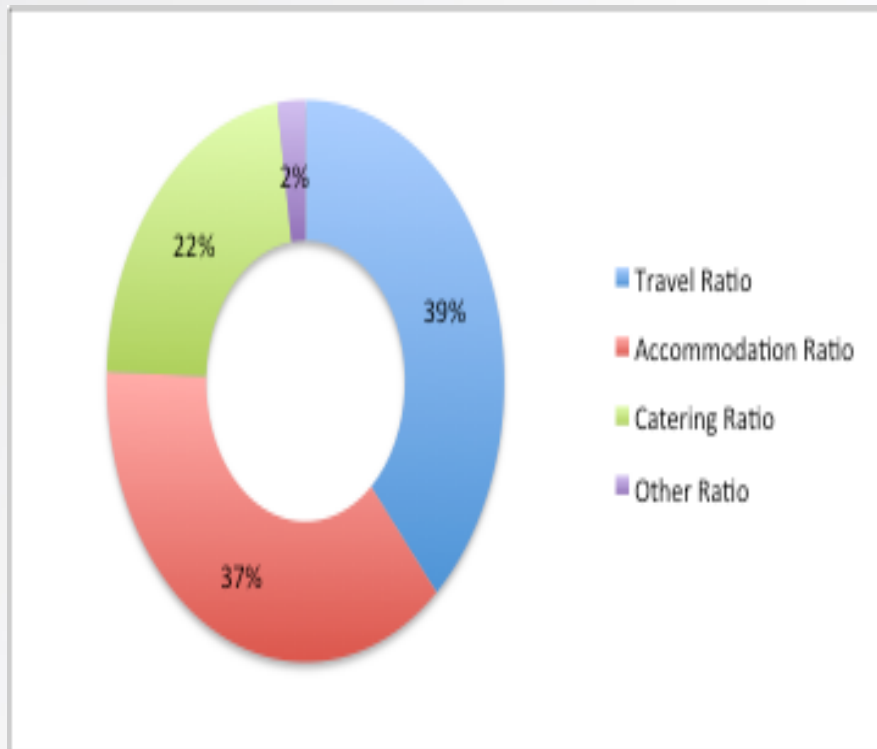
SENTIMENT ANALYSIS

How much money did you spent during your stay in Chania? (2013)



SENTIMENT ANALYSIS

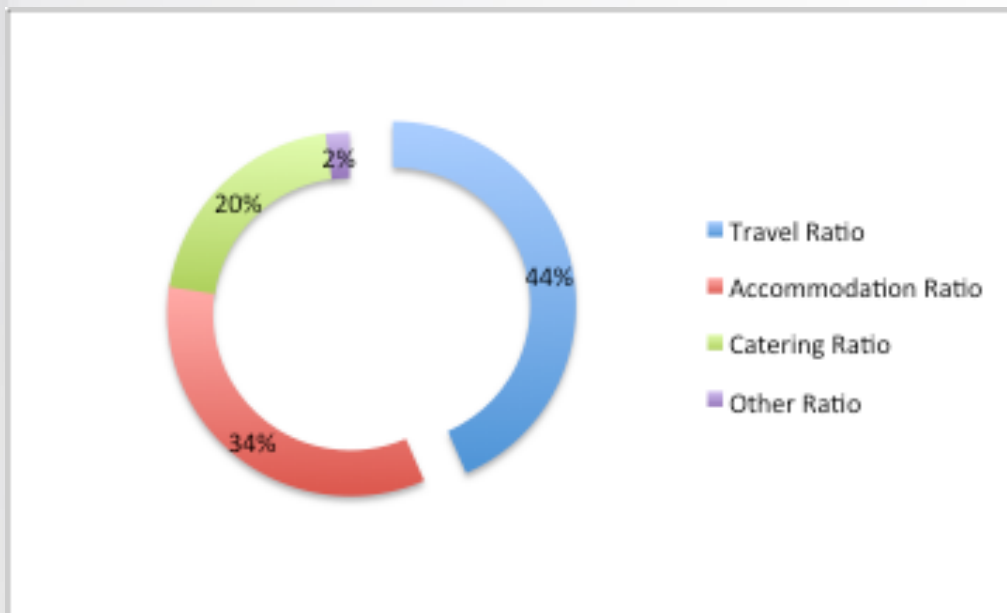
Student Participant Expenses Distribution – SPEA 2013 (average)



Participants = 33 (11.5%)
AVG TOTAL Students Costs = 878.762 Euros
AVG Travel Expenses = 338.762 Euros
AVG Accommodation Expenditures = 325 Euros
AVG Catering Expenses = 195 Euros
AVG Other Expenses = 20 Euros

SENTIMENT ANALYSIS

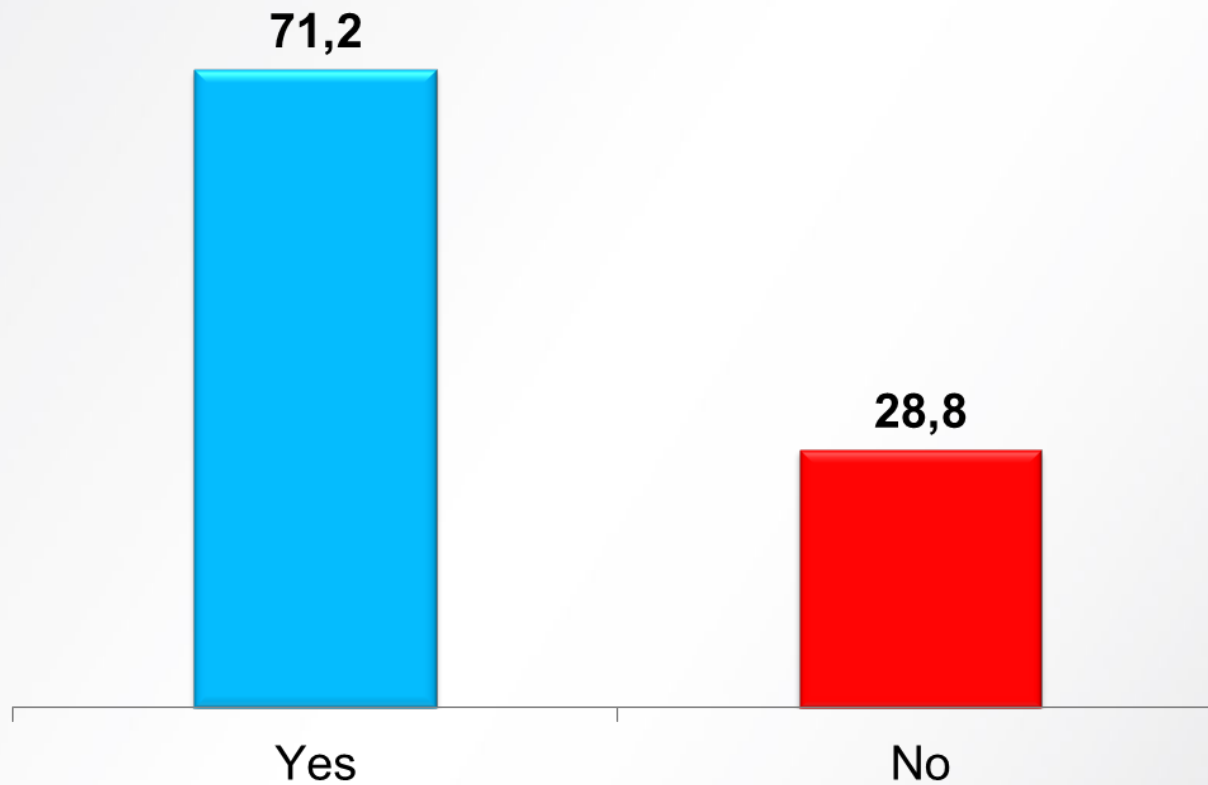
Student Participant Expenses Distribution – TRANSELECT 2013 (average)



Participants = 17 (5.9%)
AVG TOTAL Students Costs = 954.591 Euros
AVG Travel Expenses = 414.591 Euros
AVG Accommodation Expenditures = 325 Euros
AVG Catering Expenses = 195 Euros
AVG Other Expenses = 20 Euros

What kind of costs did you need to contribute to?

Accommodation



Economic Impact of IPs....

Direct Expenditures – Student Accommodation (Part I)

Student Volume: 288

Student Average Stay: 13 days

Student Total Overnights: 3744

Student Subsistence Reimbursement: 20 euros per day

(100% OLA, 100% OREA 2010, 80% OREA 2011-12, 100% APPEPLA 2010-13, 80% TRANSELECT 2013, 80% SPEA 2013, 100% HiPOLIN 2013)

IP OLA 2006: 14 participants × 13 days × 20 euros = 3640 euros

IP OLA 2007: 12 participants × 13 days × 20 euros = 3120 euros

IP OLA 2008: 14 participants × 13 days × 20 euros = 3640 euros

IP OREA 2010: 27 participants × 13 days × 20 euros = 7020 euros

IP OREA 2011: 29 participants × 13 days × 25 euros = 9425 euros

IP OREA 2012: 35 participants × 13 days × 25 euros = 11375 euros

IP APPEPLA 2010: 32 participants × 13 days × 20 euros = 8320 euros

IP APPEPLA 2011: 20 participants × 13 days × 20 euros = 5200 euros

IP APPEPLA 2012: 30 participants × 13 days × 20 euros = 7800 euros

Economic Impact of IPs....

Direct Expenditures – Student Accommodation (Part II)

Student Volume: 288

Student Average Stay: 13 days

Student Total Overnights: 3744

Student Subsistence Reimbursement: 20 euros per day

(100% OLA, 100% OREA 2010, 80% OREA 2011-12, 100% APPEPLA 2010-13, 80% TRANSELECT 2013, 80% SPEA 2013, 100% HiPOLIN 2013)

IP TRANSELECT 2013: 17 participants × 13 days × 25 euros = 5525 euros

IP HiPOLIN 2013: 25 participants × 13 days × 20 euros = 6500 euros

IP SPEA 2013: 33 participants × 13 days × 25 euros = 10725 euros

Total Student Accommodation Expenditure: 82290 euros

Economic Impact of IPs....

Direct Expenditures – Teacher Accommodation (Part I)

Teacher Volume: 158

Teacher Average Stay: 3 days

Teacher Total Overnights: 474

Teacher Subsistence Reimbursement: 144 euros per day

IP OLA 2006: 3 participants × 3 days × 60 euros = 540 euros

IP OLA 2007: 10 participants × 3 days × 60 euros = 1800 euros

IP OLA 2008: 5 participants × 3 days × 60 euros = 900 euros

IP OREA 2010: 17 participants × 3 days × 60 euros = 3060 euros

IP OREA 2011: 12 participants × 3 days × 60 euros = 2160 euros

IP OREA 2012: 21 participants × 3 days × 60 euros = 3780 euros

IP APPEPLA 2010: 13 participants × 3 days × 60 euros = 2340 euros

IP APPEPLA 2011: 12 participants × 3 days × 60 euros = 2160 euros

IP APPEPLA 2012: 16 participants × 3 days × 60 euros = 2880 euros

Economic Impact of IPs....

Direct Expenditures – Teacher Accommodation (Part II)

Teachers Volume: 158

Teacher Average Stay: 3 days

Teacher Total Overnights: 474

Teacher Subsistence Reimbursement: 144 euros per day

IP TRANSELECT 2013: 13 participants × 3 days × 60 euros = 2340 euros

IP HiPOLIN 2013: 18 participants × 3 days × 60 euros = 3240 euros

IP SPEA 2013: 18 participants × 3 days × 60 euros = 3240 euros

Total Teacher Accommodation Expenditure: 28840 euros

Total Overnights: 4218

Total Accommodation Expenditure since 2006: 110730 euros (DE₁)

Economic Impact of IPs....

Direct Expenditures – Student Catering Expenditure (Part I)

- **70.5%** of the participant students declared that spend more than 150 euros during their stay in Chania. This amount is on top of their daily subsistence allowance.
- Assumption **each student spent at least 10 - 15 euros per day** for his or her catering. More particularly:

OLA 2006: 14 participants × 15 euros × 13days = 2730 Euros

OLA 2007: 12 participants × 15 euros × 13 days = 2340 Euros

OLA 2008: 14 participants × 15 euros × 13 days = 2730 Euros

OREA 2010: 27 participants × 15 euros × 13 days = 5265 Euros

OREA 2011: 29 participants × 15 euros × 13 days = 5655 Euros

OREA 2012: 35 participants × 15 euros × 13 days = 6825 Euros

APPEPLA 2010: 32 participants × 10 euros × 13 days = 4160 Euros

APPEPLA 2011: 20 participants × 10 euros × 13 days = 2600 Euros

APPEPLA 2012: 30 participants × 10 euros × 13 days = 3900 Euros

Economic Impact of IPs....

Direct Expenditures – Student Catering Expenditure (Part II)

- **70.5%** of the participant students declared that spend more than 150 euros during their stay in Chania. This amount is on top of their daily subsistence allowance.
- Assumption **each student spent at least 10 - 15 euros per day** for his or her catering. More particularly:

HiPOLIN 2013: 25 participants × 10 euros × 13 days = 3250 Euros

TRANSELECT 2013: 17 participants × 15 euros × 13 days = 3315 Euros

SPEA 2013: 33 participants × 15 euros × 13 days = 6435 Euros

Total Catering Expenditure since 2006: 49205 euros (DE₂)

Total Student Accommodation + Catering Expenditures = 131495 Euros

Economic Impact of IPs....

Direct Expenditures – Teacher Catering Expenditure (Part I)

- **From the distributed** questionnaires the average catering expenditures for the teachers is of the order of 20 – 40 euros per day. Thus:

Teachers Volume: 158

Average Stay: 3

Total Catering Expenditure: $158 \times 2 \times 30$ euros = 9480 euros

Total Catering Teacher Expenditure since 2006: 9480 euros (DE₃)

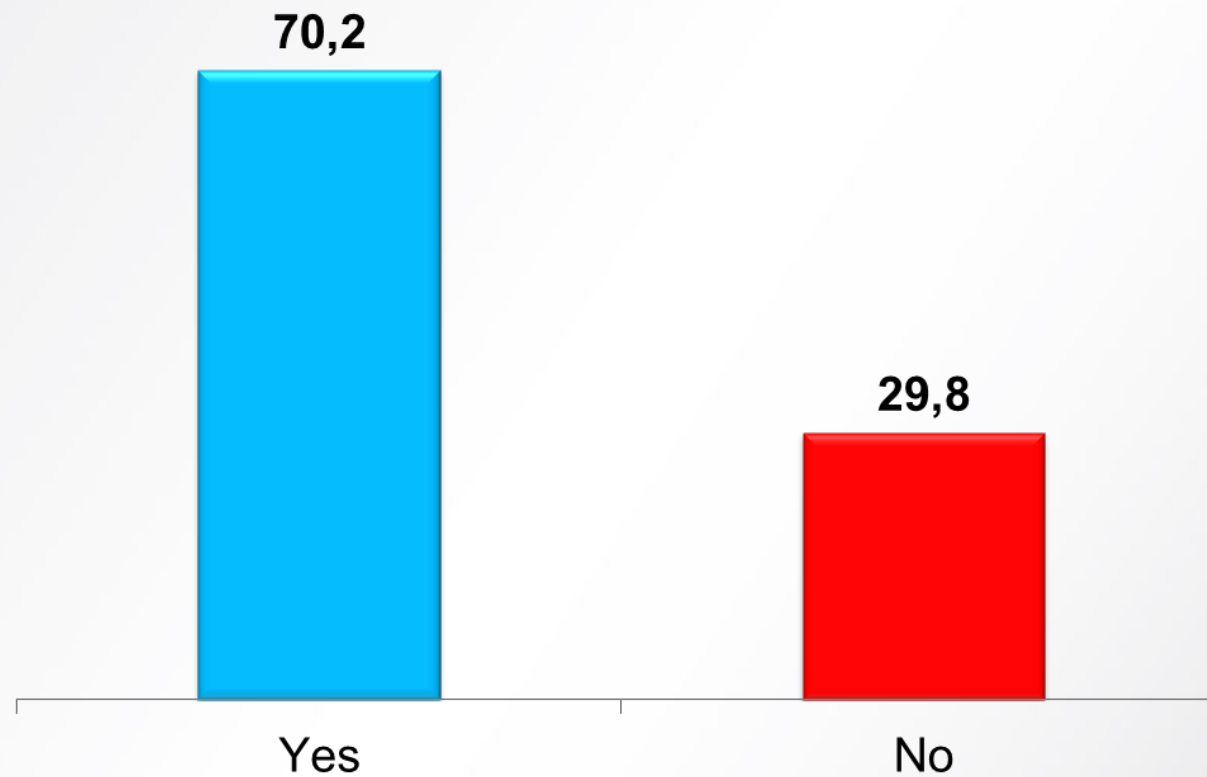
Total Teacher Accommodation + Catering Expenditures = 20510 Euros

Total Teacher & Student Accommodation and Catering Expenses = 152005

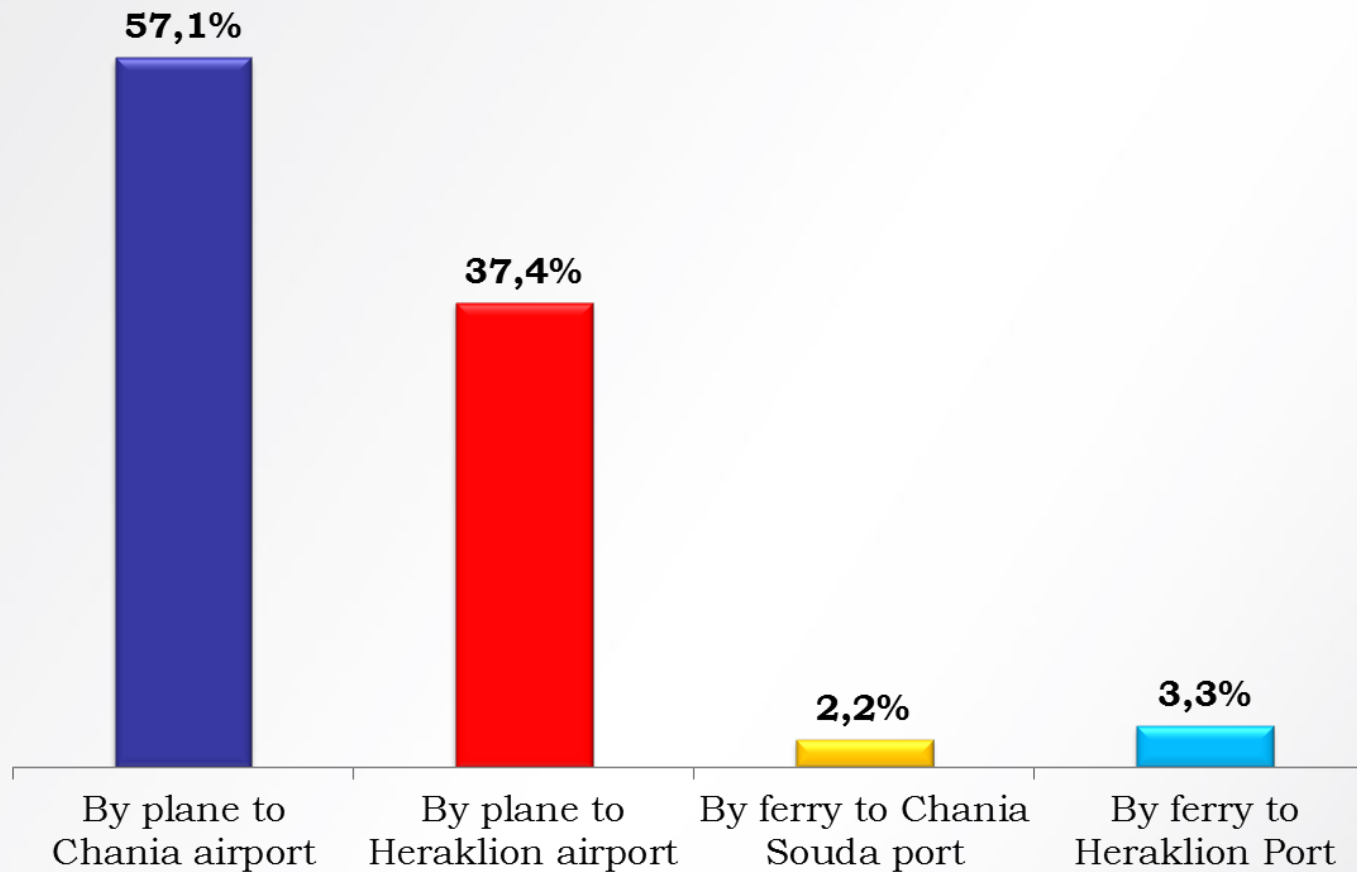
Euros

What kind of costs did you need to contribute to?

Travel to host institution

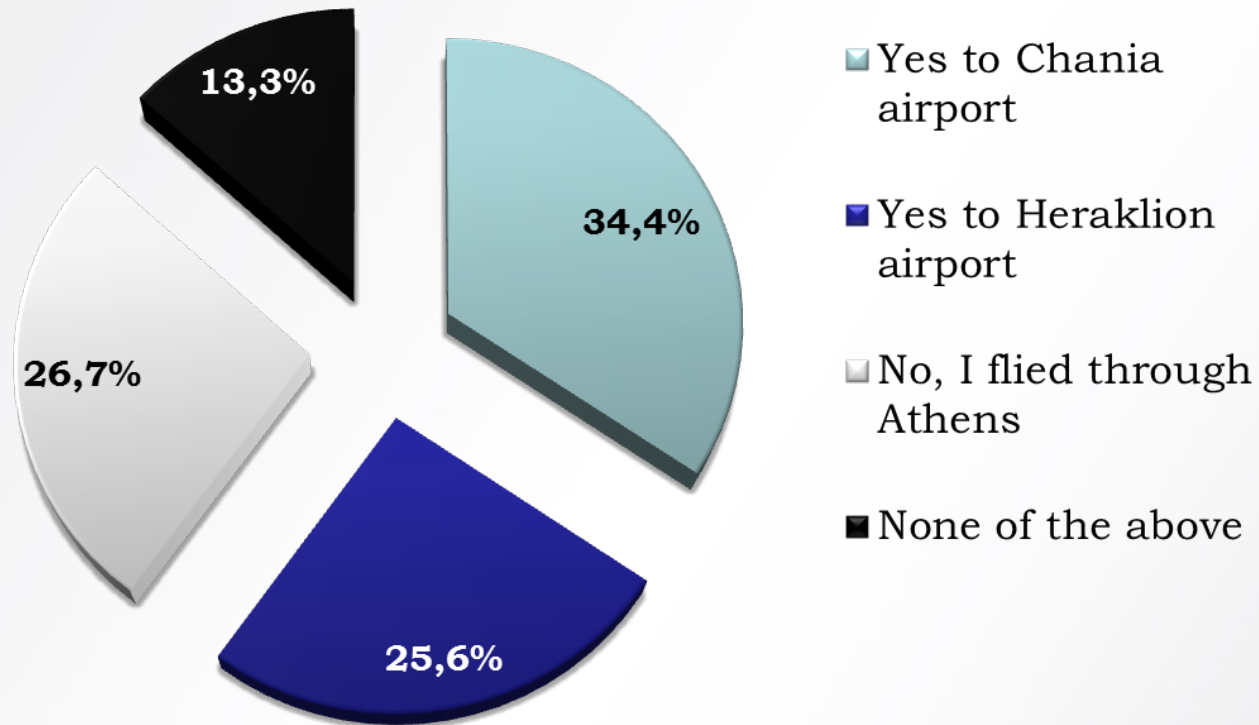


How did you travel to Chania?



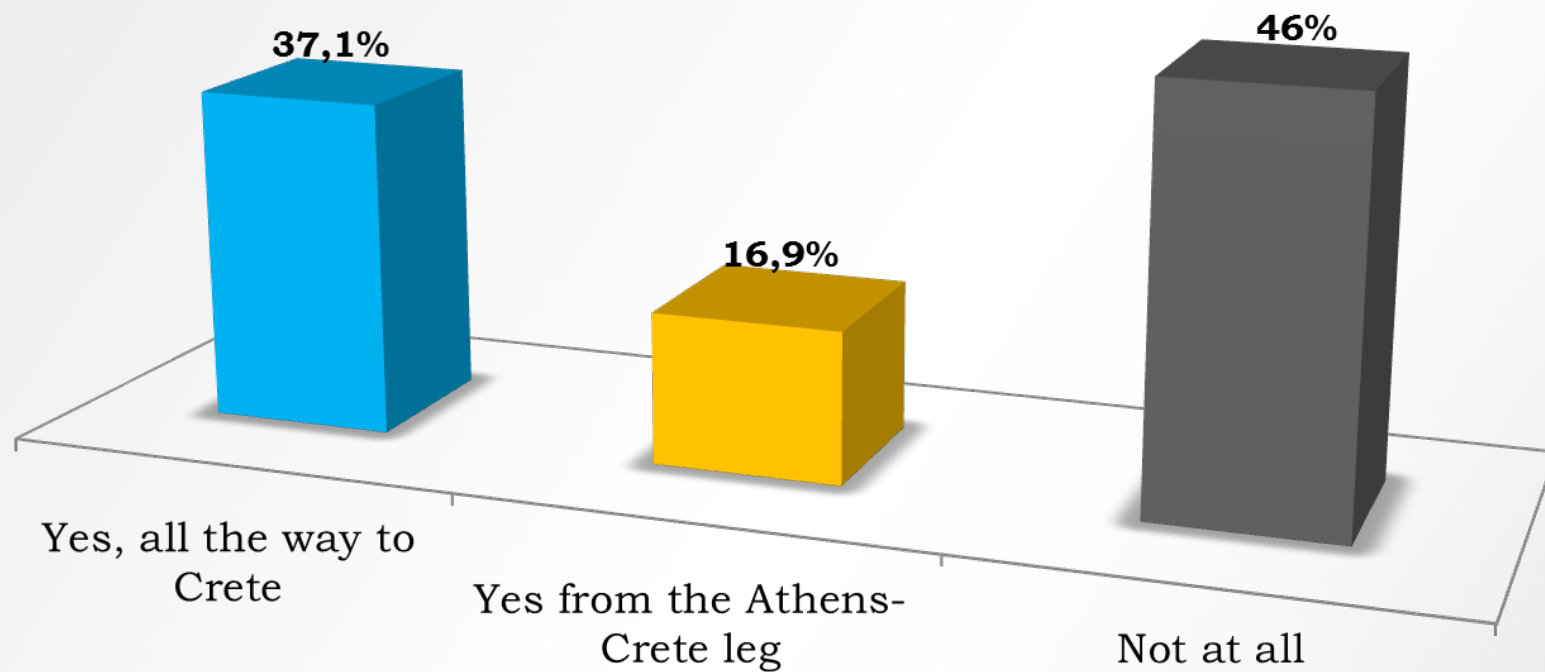
SENTIMENT ANALYSIS

Did you use direct flight to Crete?



SENTIMENT ANALYSIS

Did you use Aegean Airlines or Olympic Air during your trip to and from Crete?



SENTIMENT ANALYSIS

Economic Impact of IPs....

Direct Expenditures – Student Traveling Expenditure (Part I)

- **Since 2010 37.1 % travel to Crete** all the way using a Greek airline carrier.
- **Since 2010 16.9%** used a Greek airline only for the leg Athens – Destination – Athens.
- **During 2013 29%** travel direct to Crete during SPEA event and 13% during TRANSELECT event using all the way a Greek airline Carrier.
- **During 2013 13%** of the TRANSELECT students event used a Greek Airline for the leg Athens – Destination – Athens.
- **During 2013 18%** of the SPEA students used a Greek Airline for the leg Athens – Chania – Athens.

More particularly:

- Destinations - Airports:

OLA 2006-08: London (UK), Vilnius (LUT), Prague (CZ), Milano (IT)

Students Volume: 40

Direct Flights London – Chania: 0 (Ryanair (2012)) / Easyjet (2010))

Direct Flights Vilnius – Chania: 0

Direct Flights Milano – Chania: 0

Direct Flights Prague – Chania: 0

Economic Impact of IPs....

Direct Expenditures – Student Traveling Expenditure (Part II)

- More particularly:
- Destinations - Airports:

OLA 2006-08: London (UK), Vilnius (LUT), Prague (CZ), Milano (IT)

Students Volume: 40

Direct Flights London – Chania: 0 (Ryanair (2012)) / Easyjet (2010))

Direct Flights Vilnius – Chania: 0

Direct Flights Milano – Chania: 0

Direct Flights Prague – Chania: 0

The total of the participant student during OLA used a Greek airline for the Athens – Chania – Athens. **An average airfare of 150 euros** for a round trip has been set. Thus:

OLA 2006 – 08 Student Travel Expenses: 6000 Euros spent into Greek Airlines.

OLA 2006 – 08 Student Participants from destinations other than Vilnius & Prague: 26

Estimation of the direct impact of the traveling expenses to Greek economy for students used all the way a Greek

Airliner: 7800 Euros (avg fare 300 Euros for flights to Athens and back during July – August)

Total Impact (OLA 2006-08) = 13800 Euros

Economic Impact of IPs....

Direct Expenditures – Student Traveling Expenditure (Part III)

OREA 2010:

27 students – 17 of them used Greek Airliner (62.9%)

15 from them used a Greek Airliner all the way to Chania: 3920.75 Euros

2 of them used a Greek Airliner only for the Chania – Athens – Chania: 309.36 Euros

OREA 2011:

29 students – 13 of them used Greek Airliner (44.87%)

11 from 13 students used Greek Airliner all the way to Chania: 3074.15 Euros

02 of them used Greek Airliner for the Athens – Chania – Athens leg: 300 Euros

OREA 2012:

35 students – 9 of them used Greek Airliner (25.7%)

6 from 9 used a Greek Airliner all the way to Chania: 2405.5 Euros

3 from 9 used a Greek Airliner only for the Chania – Athens – Chania leg: 406 Euros

Economic Impact of IPs....

Direct Expenditures – Student Traveling Expenditure (Part III)

APPEPLA 2010:

32 students – 16 of them used Greek Airliner (50 %)

13 from them used a Greek Airliner all the way to Chania: 4856 Euros

3 of them used a Greek Airliner only for the Chania – Athens – Chania: 343 Euros

APPEPLA 2011:

20 students – 09 of them used Greek Airliner (45 %)

9 from 9 students used Greek Airliner all the way to Chania: 4070.51Euros

APPEPLA 2012:

30 students – 10 of them used Greek Airliner (33.33 %)

7 from 10 used a Greek Airliner all the way to Chania: 2729.49 Euros

3 from 10 used a Greek Airliner only for the Chania – Athens – Chania leg: 419.28 Euros

Economic Impact of IPs....

Direct Expenditures – Student Traveling Expenditure (Part IV)

TRANSELECT 2013:

17 students – 5 of them used Greek Airliner (29.41 %)

5 from them used a Greek Airliner all the way to Chania: 1892.29 Euros

HiPOLIN 2013:

25 students – 11 of them used Greek Airliner (44 %)

6 from 11 students used Greek Airliner all the way to Chania: 2200.55 Euros

5 from 11 students used Greek Airliner for the Athens – Chania – Athens leg: 750 Euros

SPEA 2013:

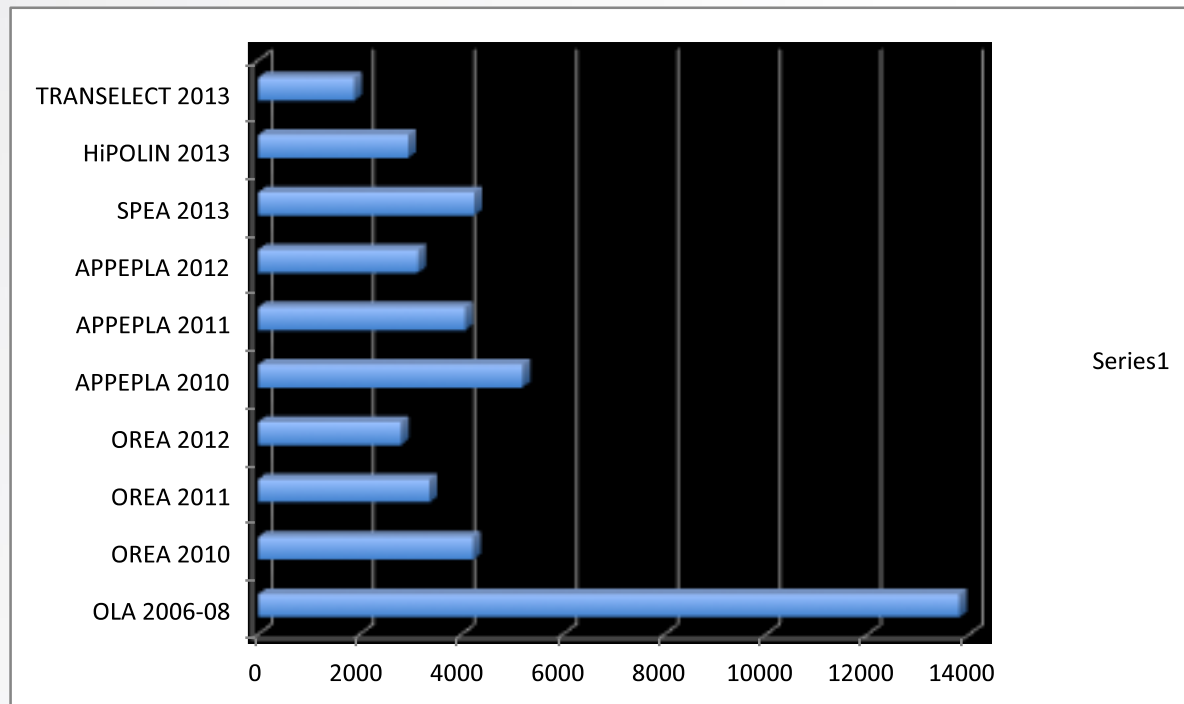
33 students – 13 of them used Greek Airliner (39.39 %)

11 from them used a Greek Airliner all the way to Chania: 3921.326 Euros

2 from used a Greek Airliner only for the Chania – Athens – Chania leg: 335.30 Euros

Economic Impact of IPs....

Student Travel Expenses invested.... in Greek Airlines



Total Student Travel Expenses invested...in Greek Airlines: 45733.746 Euros

Economic Impact of IPs....

Direct Expenditures – Teacher Traveling Expenditure (Part I)

- Destinations - Airports: London (UK), Glasgow (UK), Stockholm (SWE), Larnaca (CY), Istanbul (TUR)

OREA 2010:

17 teachers – 10 of them used a Greek Airliner in one of their trip legs (58.8%)

8 of them used Greek Airliner all the way to Chania: 2612.03 Euros

2 of them used Greek Airliner only for the Athens – Chania – Athens leg: 352.03 Euros

OREA 2011:

19 teachers – 10 of them used Greek Airliner in one of their tip leg (52.6%)

8 of them used Greek airliner all the way to Chania. Impact to economy: 2782.05 Euros

2 of them used Greek Airliner only for the Athens – Chania – Athens leg: 345.58 Euros

OREA 2012:

21 teachers – 9 of them used Greek Airliner in one of their tip leg (42.8%)

6 of them used Greek airliner all the way to Chania. Impact to economy: 2206.8 Euros

3 of them used Greek Airliner only for the Athens – Chania – Athens leg: 383.38 Euros

Economic Impact of IPs....

Direct Expenditures – Teacher Traveling Expenditure (Part II)

APPEPLA 2010:

13 teachers – 6 of them used a Greek Airliner in one of their trip legs (46.1 %)

5 of them used Greek Airliner all the way to Chania: 2188.67 Euros

1 of them used a Greek Airliner only for the Athens – Chania leg: 150 Euros

APPEPLA 2011:

12 teachers – 3 of them used Greek Airliner in one of their tip leg (25%)

1 of them used Greek airliner all the way to Chania. Impact to economy: 268 Euros

1 of them used Greek Airliner only for a part of his trip leg: 227 Euros

1 of them used Greek Airliner for the Chania – Athens – Chania leg: 147.64 Euros

APPEPLA 2012:

16 teachers – 3 of them used Greek Airliner in one of their tip leg (18.75 %)

3 of them used Greek Airliner only for the Athens – Chania – Athens leg: 406.64 Euros

Economic Impact of IPs....

Direct Expenditures – Teacher Traveling Expenditure (Part II)

TRANSELECT 2013:

13 teachers – 3 of them used a Greek Airliner in one of their trip legs (23 %)

3 of them used Greek Airliner all the way to Chania: 1182 Euros

HiPOLIN 2013:

18 teachers – 4 of them used Greek Airliner in one of their tip leg (22.2 %)

3 of them used Greek airliner all the way to Chania. Impact to economy: 1185.44 Euros

1 of them used Greek Airliner for the Atehnes – Chania – Athens: 150 Euros

SPEA 2013:

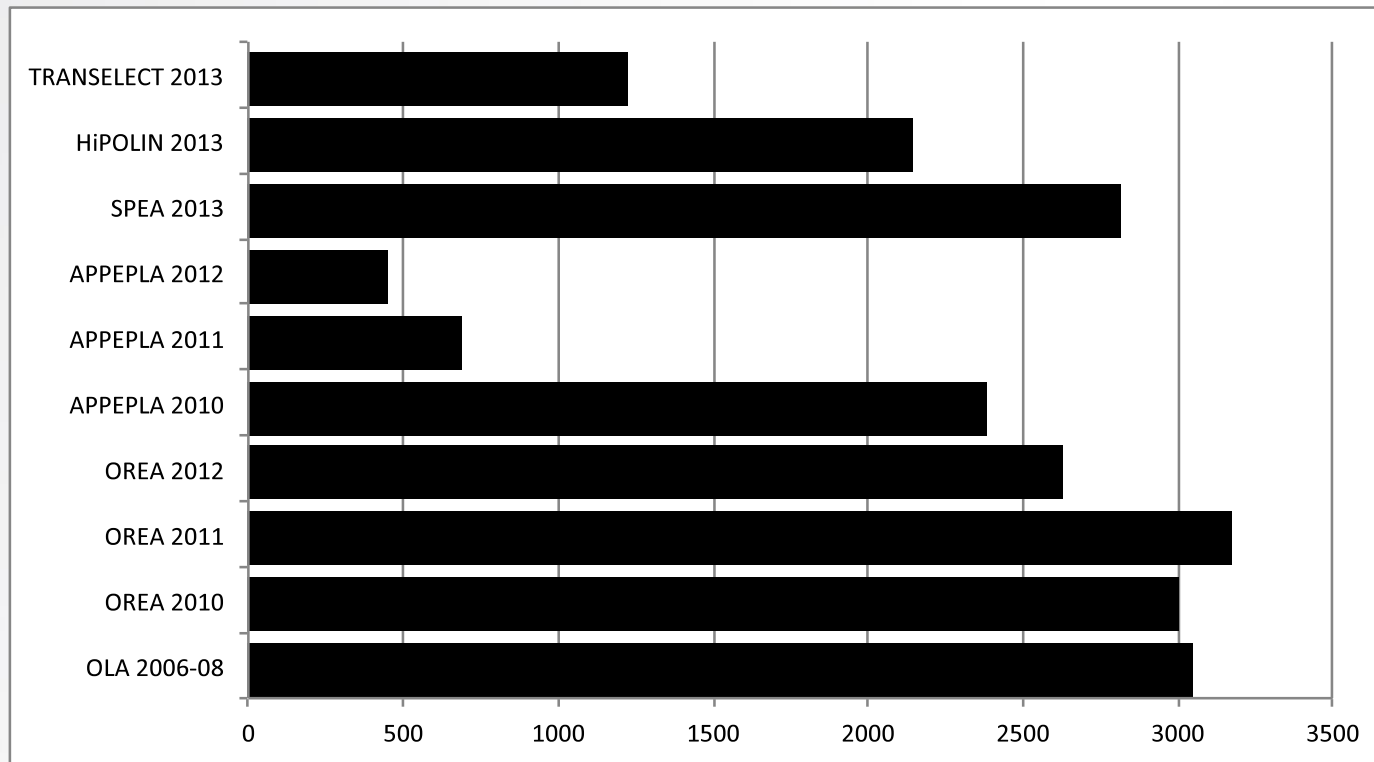
18 teachers – 9 of them used Greek Airliner in one of their tip leg (50 %)

5 of them used a Greek Airliner all the way to Chania: 2170.786 Euros

4 of them used Greek Airliner only for the Athens – Chania – Athens leg: 600 Euros

Economic Impact of IPs....

Direct Expenditures – Total Teacher Traveling Expenditure

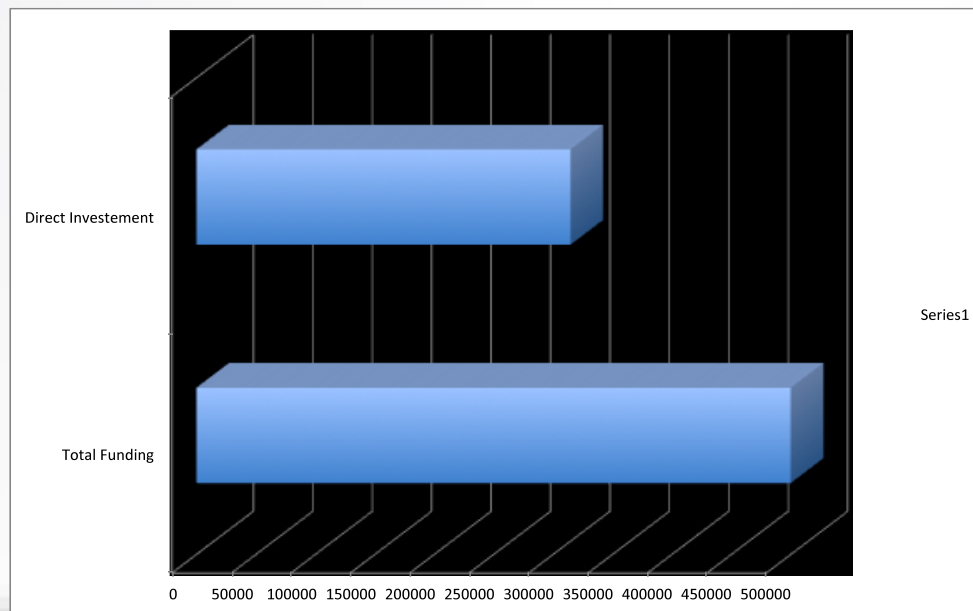


Total Travel Teacher Expenses into Greek Airlines: 21122.606 Euros

Economic Impact of IPs....

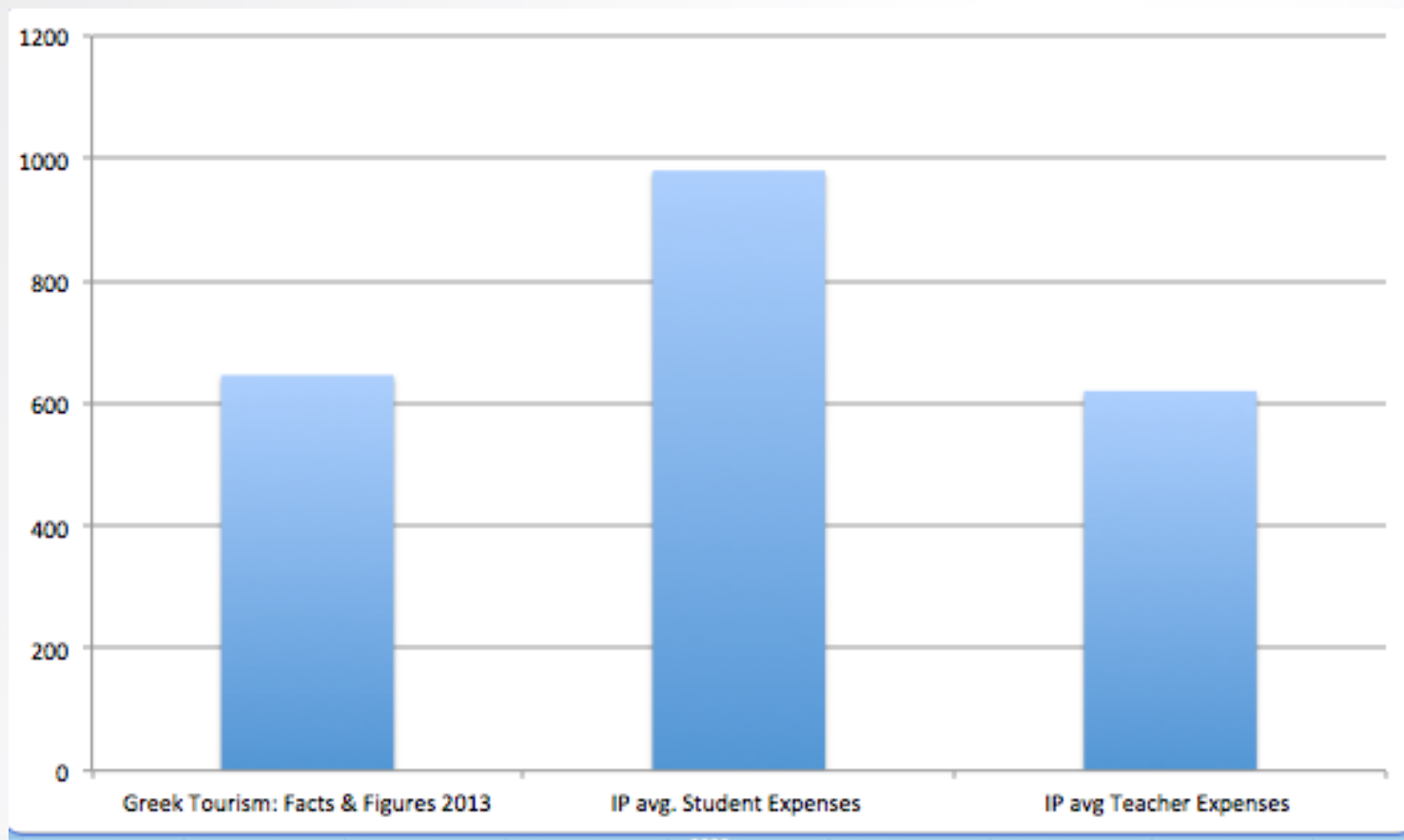
IP Expenditures with a direct Impact to the Greek Economy

Catering Costs	Accommodation Costs	Travel Costs
58685 Euros	111130 Euros	66856.352 Euros
Organizational Costs(consumables, dinners, excursions, employment): 78000 Euros		
Total: 314671.352 Euros		



Economic Impact of IPs....

The average expenses of a 'classical charter tourist' compared with the IP conference tourist



Economic Impact of IPs....

Indirect & Induced Effects

- ✓ **Indirect Effects:** are the changes in sales, jobs and income within the backward linked industries in the region, i.e. businesses that supply goods and services to tourism – related firms. These indirect effects are captured by Type I multipliers.

Type I sales multiplier = (direct spending + indirect spending) / direct spending

- ✓ **Induced Effects:** are the changes in sales, jobs and income in the region resulting from household spending income earned either directly or indirectly from visitor spending. Type II multipliers capture both indirect and induced effects:

Type II sales multiplier = (direct spending + indirect spending + Induced spending) / direct spending

Economic Impact of IPs....

Indirect & Induced Effects

- ✓ Used input / output tables can be found on the following link:

http://35.8.125.11/mgm2_new/econ/multipliers.htm

- ✓ Note that multipliers vary by industry and country!!

Direct Impact

+

Indirect Impact

+

Induced Impact

=

Total Economic Impact

Economic Impact of IPs....

Indirect & Induced Effects

✓ **Sector Hotels And Lodging Places:**

Type II multiplier: 1.53

IP total sales in Hotels: 111130 Euros

Indirect & Induced Effects: 58898.9 Euros

Thus total impact: 170028.9 Euros

✓ **Eating & Drinking**

Type II multiplier: 1.66

IP total expenditures in eating & drinking: 58685 Euros

Indirect & Induced Expenditures: 38732.1 Euros

Total Impact: 97417.1 Euros

Economic Impact of IPs....

Indirect & Induced Effects

✓ **Local Transportation:**

Type II multiplier: 1.61

IP total sales in Greek Airlines: 66857 Euros

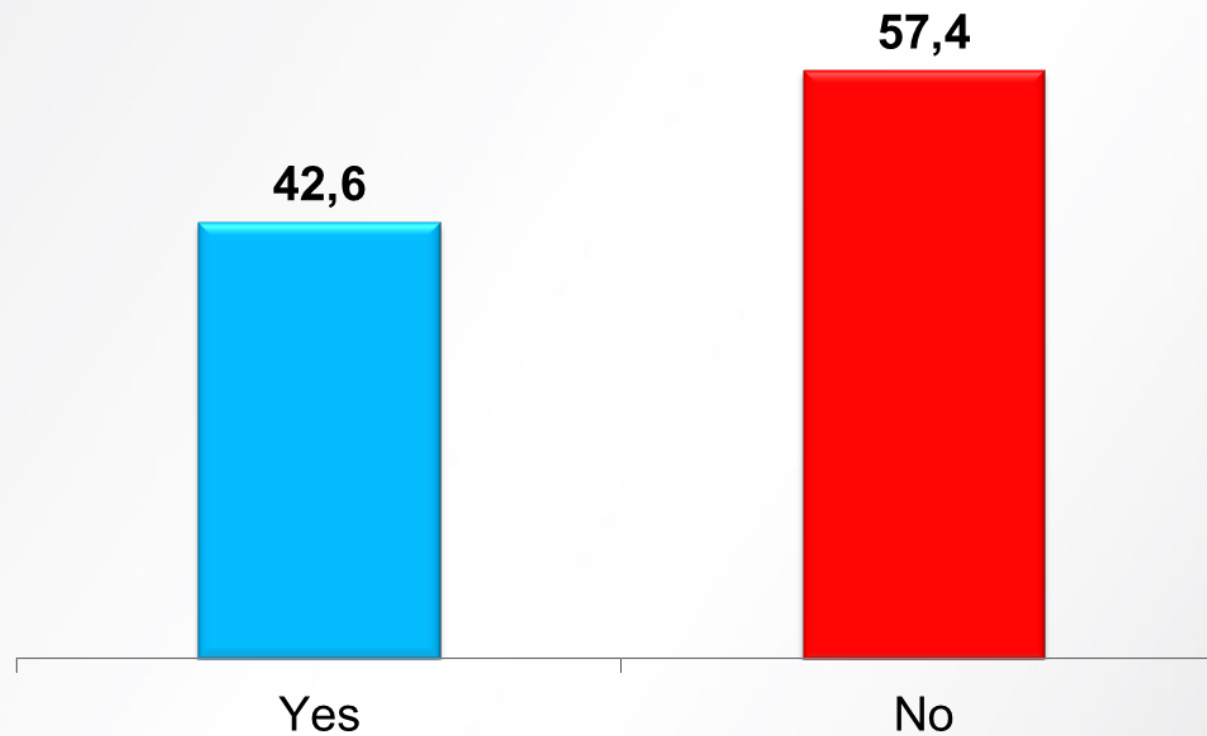
Indirect & Induced Effects: 40782.77 Euros

Thus total impact: 107639.77 Euros

Catering Costs	Accommodation Costs	Travel Costs
97417.1 Euros	170028.9 Euros	107639.77 Euros
Organizational Costs(consumables, dinners, excursions, employment): 78000 Euros		
Total: 375085.77 Euros		

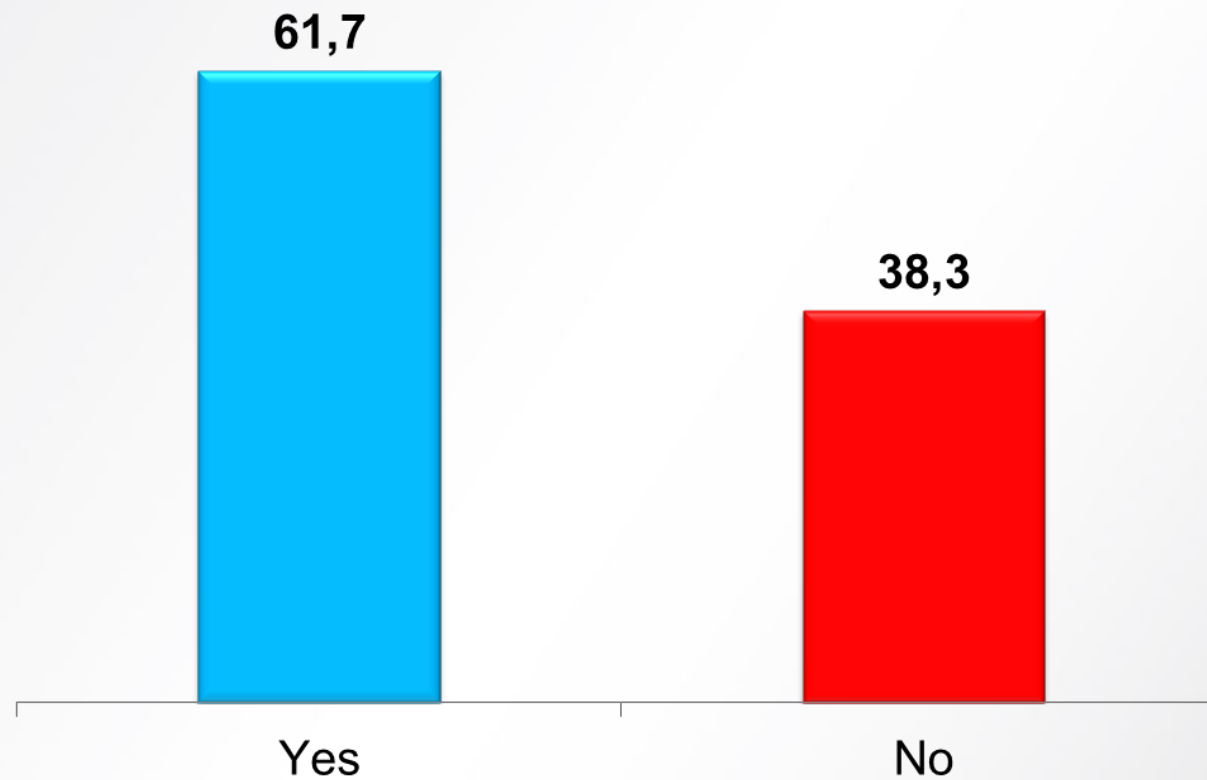
What kind of costs did you need to contribute to?

Field visits

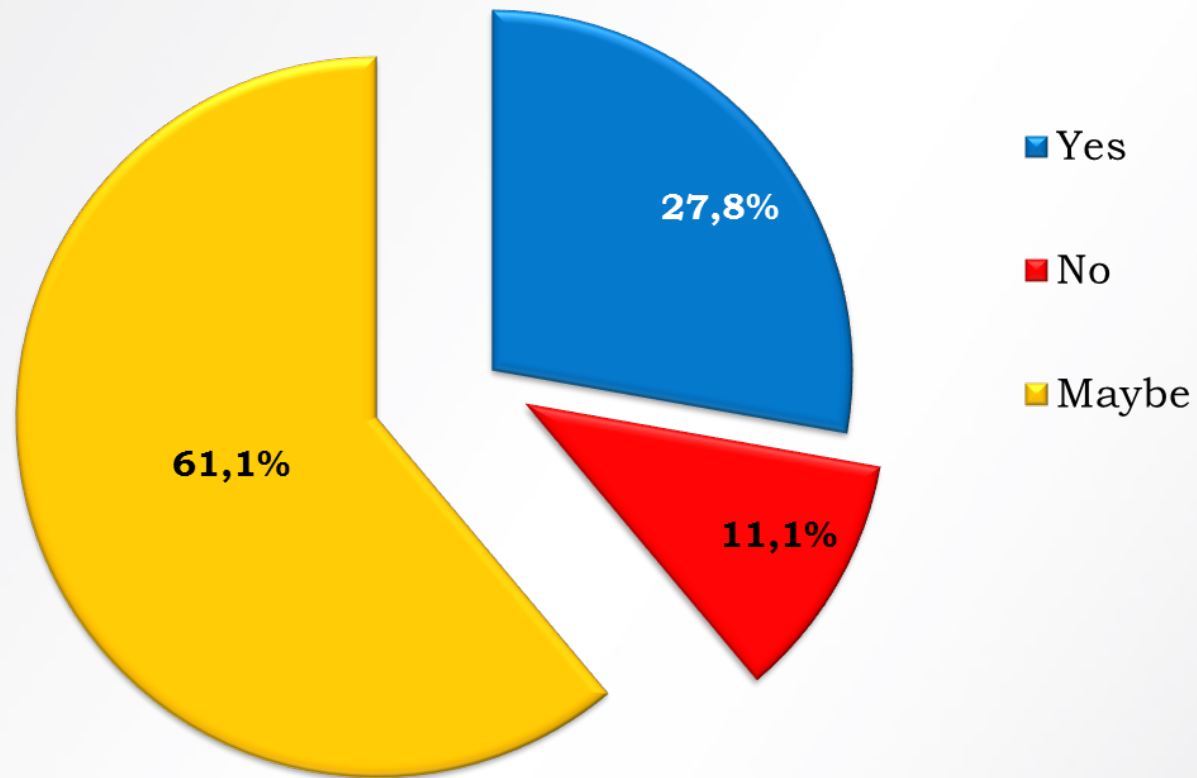


What kind of costs did you need to contribute to?

Social programmes

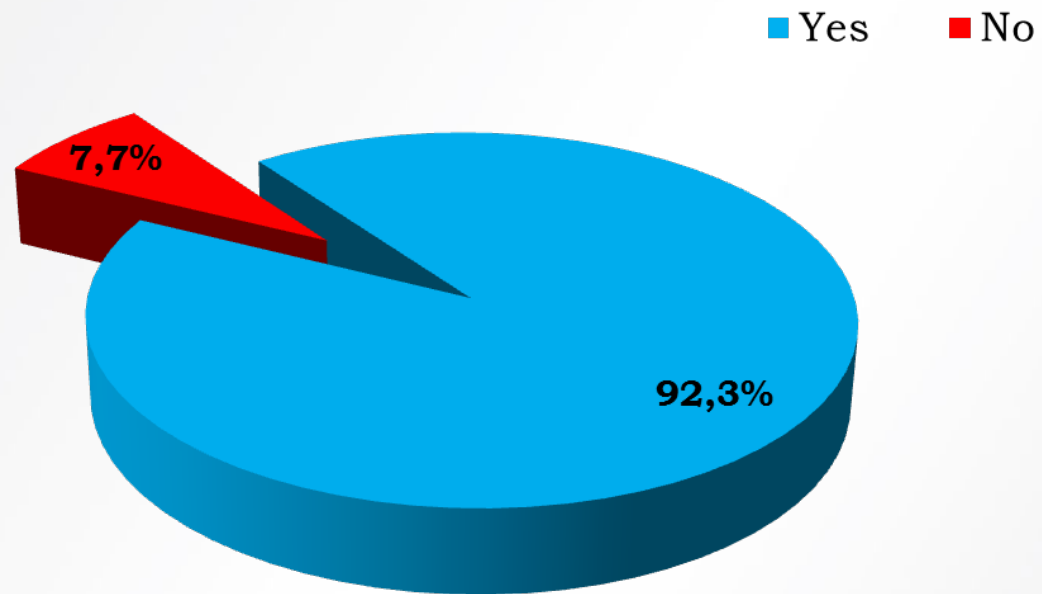


Do you intent to visit Chania the next two years?



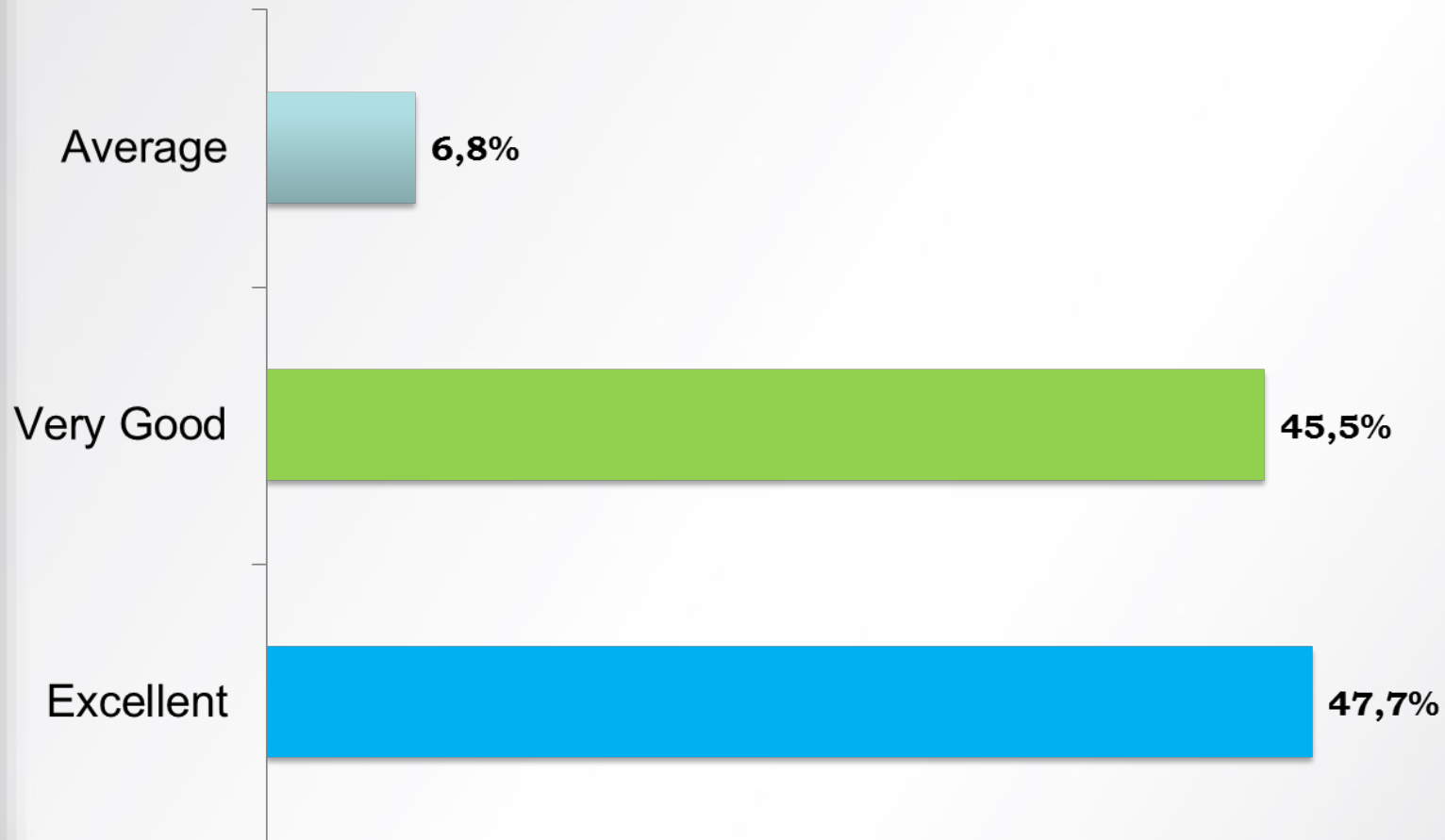
SENTIMENT ANALYSIS

Do you suggest to your friends to visit Chania?



SENTIMENT ANALYSIS

Your general impressions from Chania



SENTIMENT ANALYSIS

Special Thanks



Samaria

ΦΥΣΙΚΟ ΕΠΙΤΡΑΠΕΖΙΟ ΝΕΡΟ



**ΓΑΣΦΑΛΕΙΕΣ
ΓΛΕΝΤΟΥΣΑΚΗΣ**

ΑΔΕΙΑ ΛΕΠΟΥΡΓΙΑΣ Δ/ΝΣΗΣ
ΒΙΟΜΗΧΑΝΙΑΣ ΝΟΜ. ΑΥΤΟΔ.
ΧΑΝΙΩΝ Φ1419/1821/06

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WIND



SENTIMENT ANALYSIS