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Unveiling tourist perceptions and preferences in urban destinations: Insights from the Athens Riviera, Greece

This study presents analytical findings from the GreCO (Green Cultural Oases) project, funded under the European Urban Initiative (EUI). GreCO promotes sustainable cultural tourism in urban environments by leveraging digital innovation, local stakeholder collaboration, and intercultural engagement. Within this framework, a multilingual survey was conducted with over 350 respondents to examine tourist motivations, preferences, and perceptions in urban settings, with a particular focus on the Athens Riviera, a coastal zone in the southern suburbs of Athens undergoing strategic sustainable development. The dataset encompasses a wide range of travel-related dimensions, including travel frequency and purpose, types of accommodation, preferred activities, emotional responses, and post-visit behavioural intentions. Descriptive and inferential statistical methods are applied to identify patterns and correlations between socio-demographic variables (e.g., age, nationality, education) and key experiential indicators such as psychological comfort, place attachment, and perceived authenticity. Particular emphasis is placed on the role of digital platforms, review sites, and social media in shaping destination image and influencing travel decisions. Initial results yield actionable insights into visitor expectations and satisfaction, revealing distinct tourist profiles that can inform more inclusive, experience-driven tourism strategies. These findings also support the development of user-centred digital applications and smart tourism services envisioned within the GreCO project. The study contributes to the growing field of statistics in tourism, offering an evidence-based approach to sustainable destination management and underscoring the value of integrating data-driven analysis with participatory planning in urban tourism.

Special/ Invited session

Classification

Mainly application

Keywords

Traveler profiling, Cultural engagement, Satisfaction analysis

Primary authors: LYKOUDI, Dimitra-Margieta; ZOUNI, Georgia; KATSANAKIS, Ioannis (University of Piraeus)

Presenter: LYKOUDI, Dimitra-Margieta

Track Classification: Statistics in Tourism