



AGROTOURISM IN XANTHI VISITORS' / CUSTOMERS' NEEDS AND EXPECTATIONS

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ANNEXES

AnnexA: Questionnaire for visitors / tourists

Annex B: Filled in questionnaires for visitors / tourists

SUMMARY

The study of the needs and the expectations of the agrotourism product in the Municipality of Xanthi is conducted and aims mainly to recognize the needs and the satisfaction level of the visitors and, in parallel, in connection with the study of the current status, to define the gap between the services provided and the expectations of the visitors / tourists

The study is divided into 3 sectors (chapters) which present and analyze the needs and the expectations of the visitors in the area, each one from a different scope

The first sector (chapter) is the introduction presenting the framework where the study has been conducted

Chapter 2 covers the methodology followed for the present study and presents both the research methods employed (which in the present case are questionnaires) and the analysis of the answers of the respondents.

In the 3rd chapter, the results that emerged, after the analysis of the questionnaires gathered during the research, are presented. These particular results are classified as follows:

- At first, data about the respondents profile (age, gender and origin) are presented
- Then appears the investigation of the reasons that the respondents chose this particular destination
- After, follow the results related to the source from which the respondents were informed about their destination and accommodation, the way they made their reservation and the mean of transport they used
- Next results' category is the one referring to the activities the visitors / customers participated in during their stay
- Afterwards, the respondents' level of satisfaction from various factors is presented such as information, transport networks, accommodation, the offered services, the cost of the trip etc.
- Finally, the overall assessment of the respondents is displayed, which includes the advantages and disadvantages of the region, their overall level of satisfaction, their intention to revisit the region in the future or to suggest it to friends

The present study is completed with Annexes that include the format of the questionnaire in Greek and English as well as copies of the completed questionnaires

1. INTRODUCTION

Tourism was always regarded as the “heavy industry” of Greece. Hence, the development of an alternative tourism product of high quality and standards adapted to those internationally employed will be of major importance for the flourishing of the tourism sector and the enhancement of entrepreneurship which will lead to the socioeconomic development of the region in the midst of the financial crisis that turbulences most of the Southern European countries.

For the above mentioned reasons, the Municipality of Xanthi and other cooperating organisations, decided to exploit the the initiative given by EU funding instruments and submitted, as partnership, Partner the project proposal called “Quality Certification System in Agrotourism” (CerTour) in the framework of the Joint Operational programme “Black Sea Basin 2007-2013”.

The present study of visitors' / customers' needs and expectations in the region of the Municipality of Xanthi is developed in the framework of Activity 1.2 of the previously mentioned project and its main aim is to identify the visitors' needs and level of satisfactions and at the same time, combined with the study of the current status (Activity 1.1 of the same project) to determine the gap between the offered services and the customers' / tourists' needs and expectations (Activity 1.3)

The specifications of the study were set by Partner 1 of the project, “Black Sea Economic Centre” (Bulgaria), who also designed the questionnaire that was employed for the data gathering

2. METHODOLOGY

The development of the present study was based on the procession of questionnaires addressing to visitors / tourists of the region. The questionnaires were completed either by the respondents themselves or by members of the team that developed the study who received the answers via telephone or skype. The content of the questionnaires is described as follows

The content of the questionnaire was designed by the "Black Sea Economic Centre" who, in the framework of CerTour project was assigned with developing the specifications of the present study and involves the following sections of questions:

- Personal information of the respondent (country of origin, age, gender and occupation)
- The reasons why the particular tourist destination was selected
- The source of information concerning the destination, the way the reservation was made and the mean of transport
- The activities during the stay (attractions visited, activities in which participated and the events that attended). In this sections multiple choice questions are included as well as open questions
- The level of satisfaction from the plan of the travel, the accommodation, the offered and the first impression after arrival. At this point the respondents were also asked to express their expectations
- The overall assessment regarding the advantages (strengths) and the disadvantages (points for improvement) of the region, their overall assessment and their intention to re-visit the place or suggest the destination to their families and friends.

The analysis of the responses to the questionnaires was done using the software MS-Excel® και SPSS®

The format of this particular questionnaire in Greek and English language is attached to Annex A of the present study

The specifications of the study had stipulated 40-80 completed questionnaires of this type and a total of 54 questionnaires were completed which are attached to Annex B

3. QUESTIONNAIRES' RESULTS

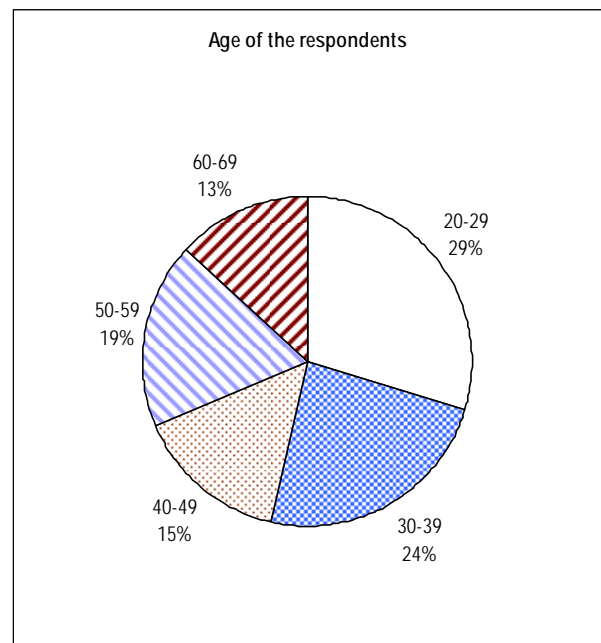
3.1 PROFILE OF THE RESPONDENTS

Age of the respondents

The distribution of the respondents by age is the following:

- 20-29: 16
- 30-39: 13
- 40-49: 8
- 50-59: 10
- 60-69: 7

It is obvious that , due to the small size and the instantaneous (non- temporal) selection, the sample can not be regarded as representative for the overall number of visitors in the region

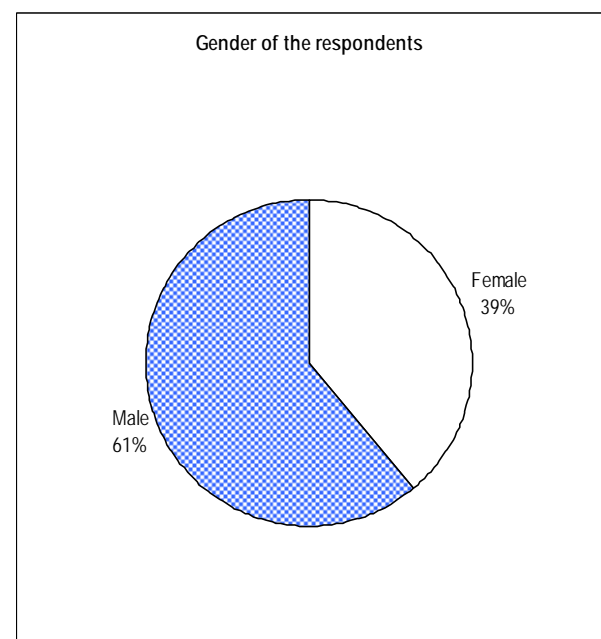


Gender of the respondents

The distribution of respondents by gender is as follows:

- Female: 7
- Male: 1

In this case, due to the small size and the instantaneous (non- temporal) selection, the sample can not be regarded as representative for the overall number of visitors in the region

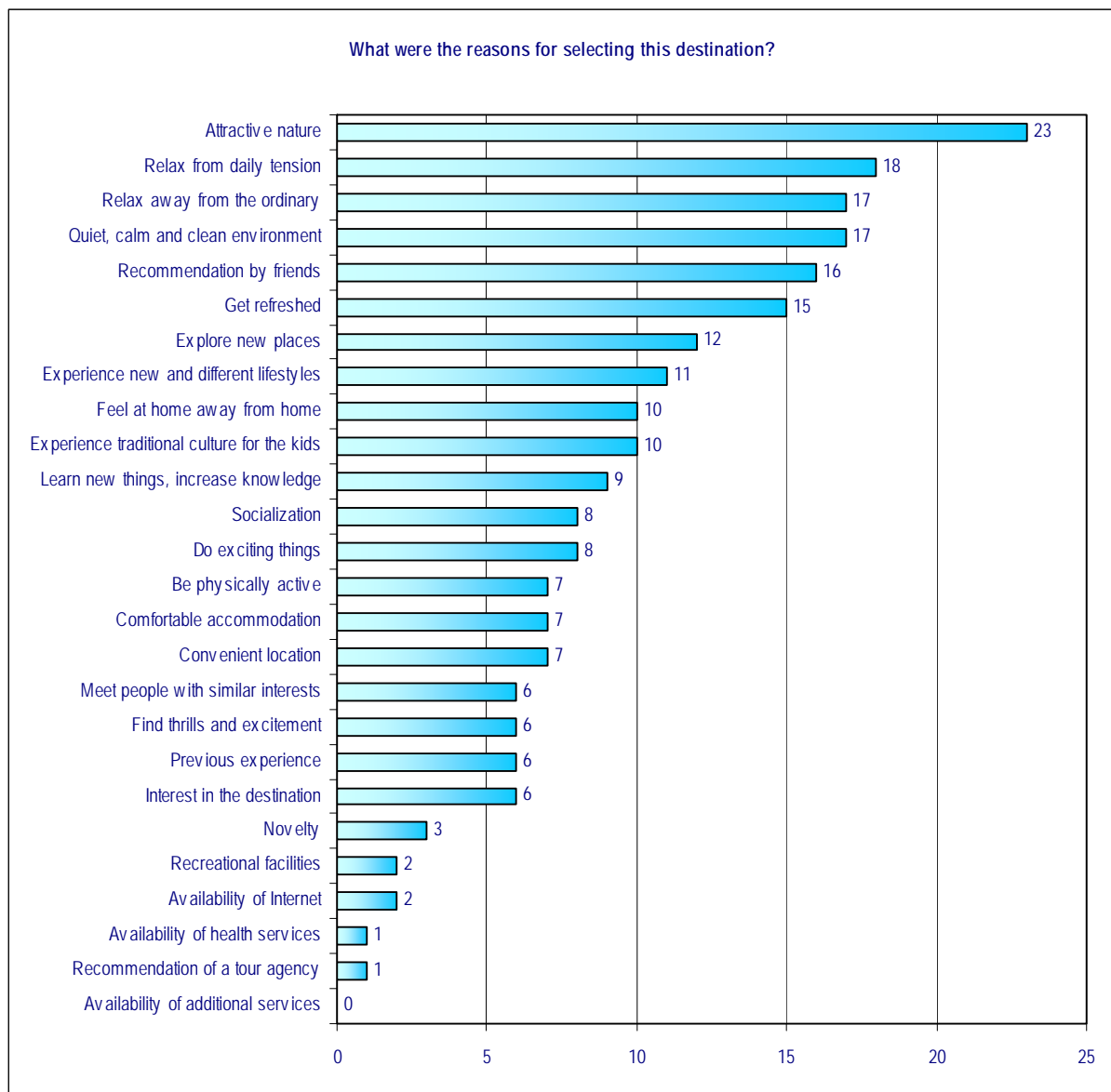


Origin of the respondents

All of the respondents come from Greece

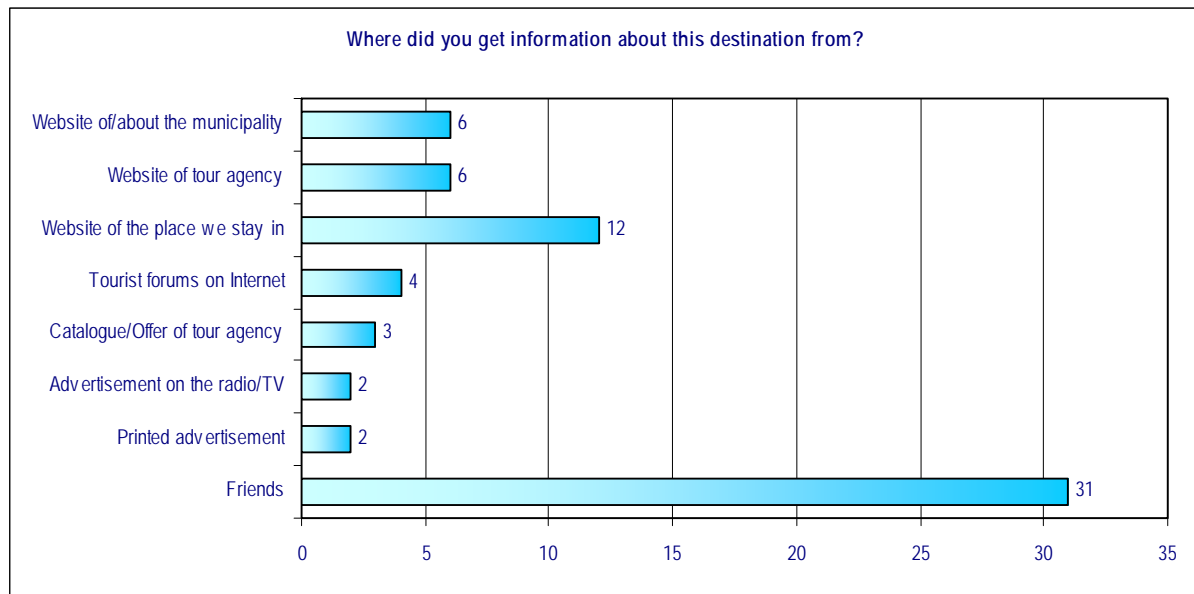
3.2 REASONS FOR CHOOSING THE DESTINATION

In the questions regarding the reasons for the selection of the particular destination, the responses received are displayed in the following chart:



3.3 SOURCE OF INFORMATION – WAY OF RESERVATION – MEAN OF TRANSPORT

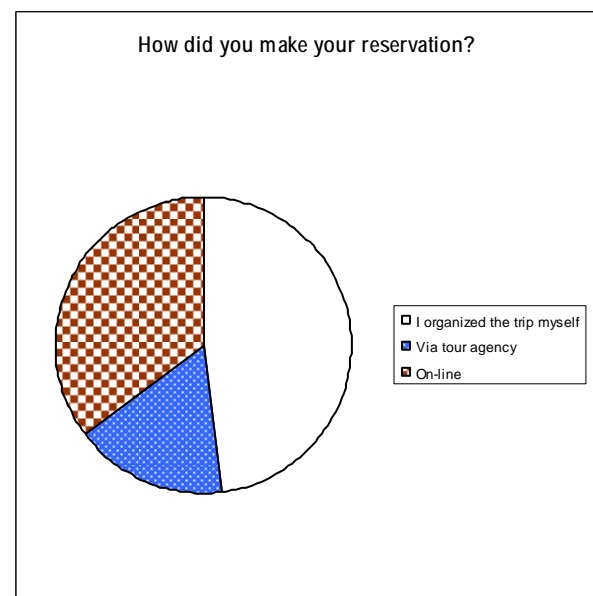
Source of information



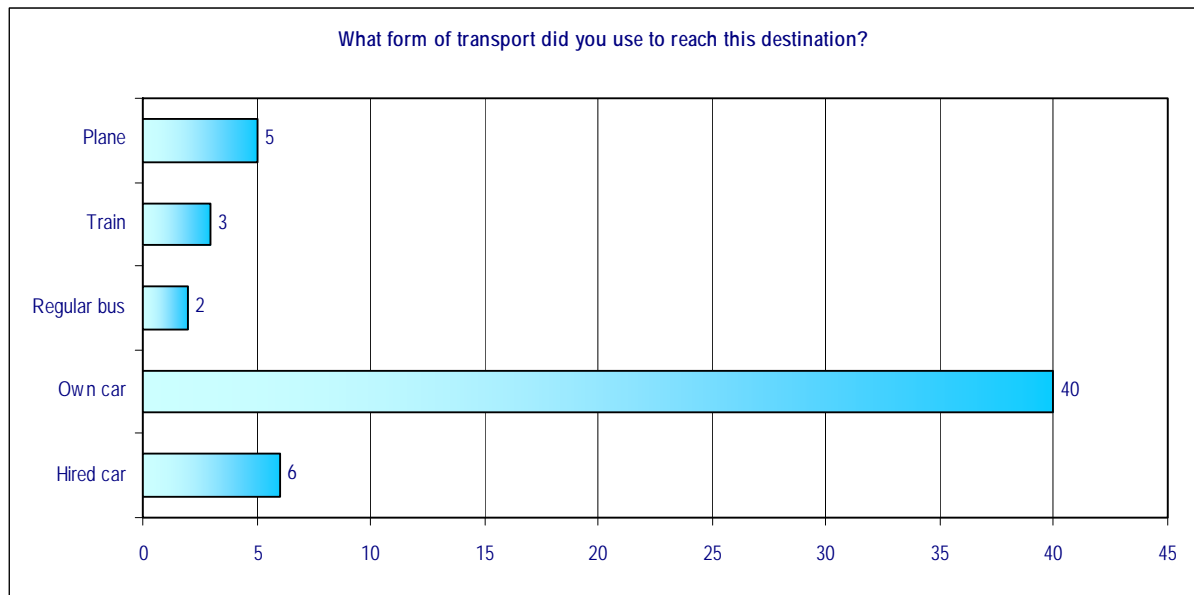
Way of reservation

The answers of the respondents regarding the way they made their reservation is :

- I organised the trip myself: 26 (48%)
- Via travel agency: 9 (17%)
- Online: 19 (35%)

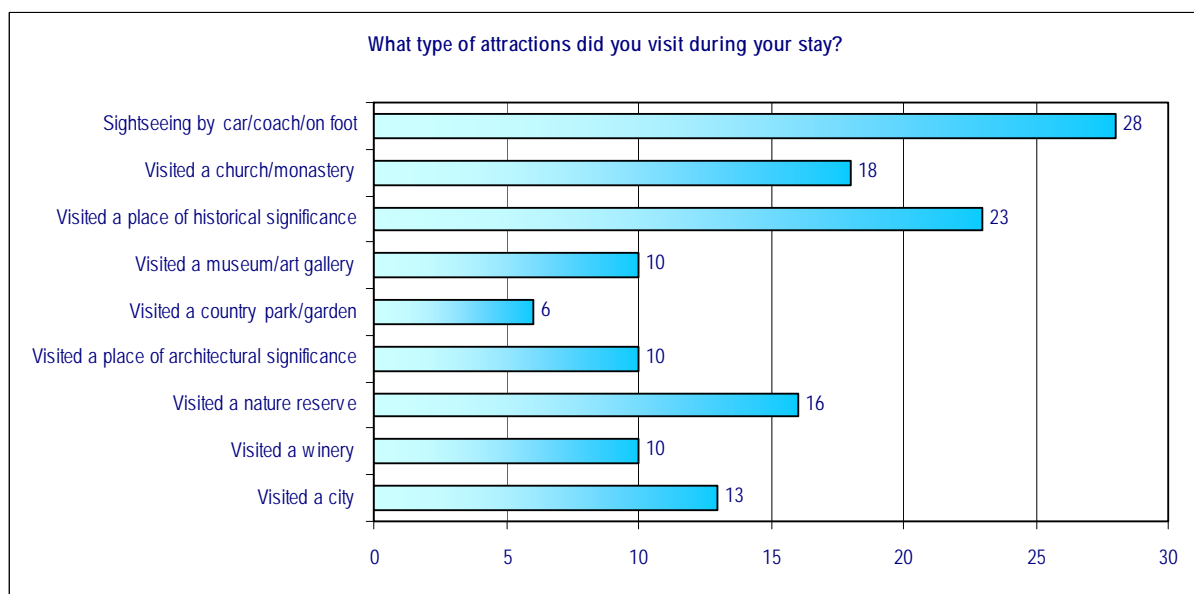


Mean of transport

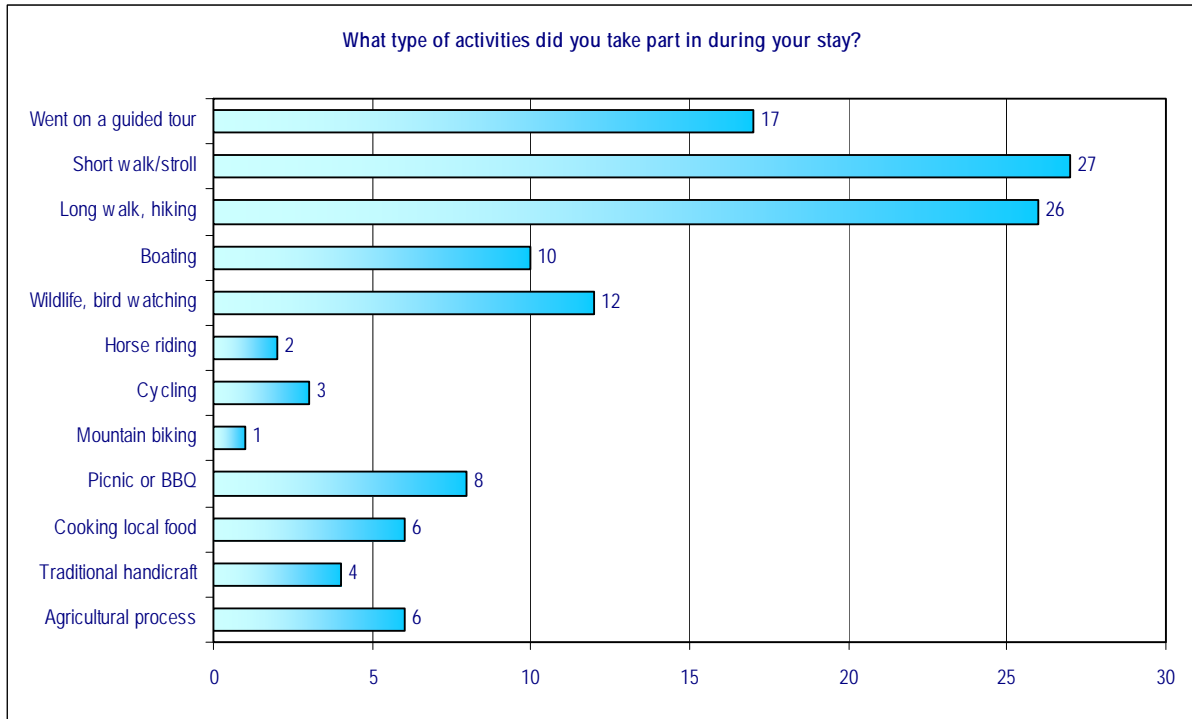


3.4 ACTIVITIES

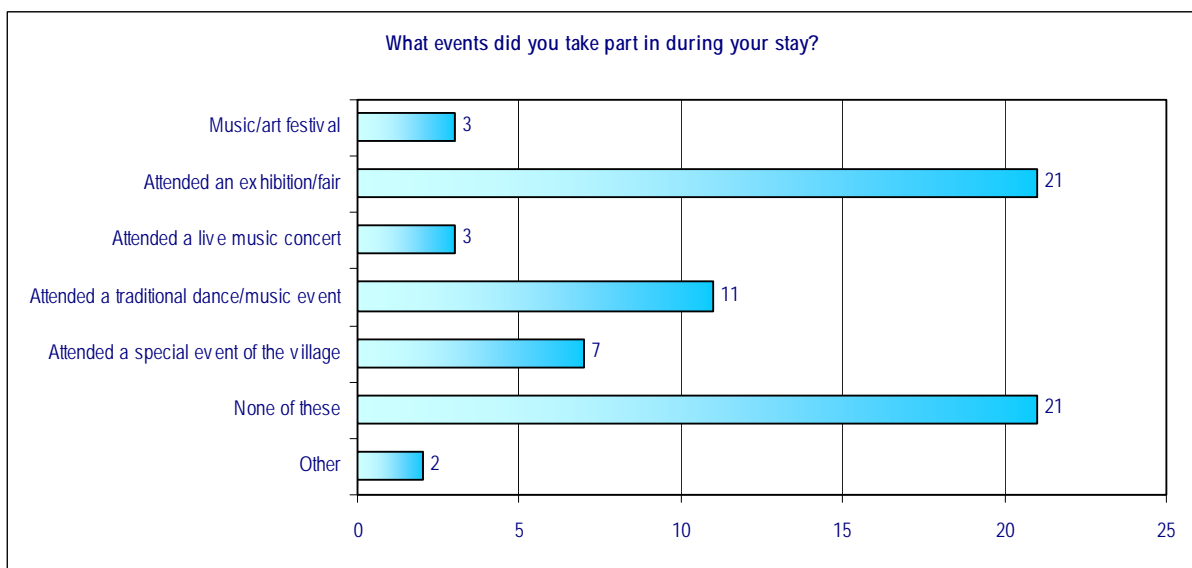
Attractions that respondents visited



Activities that respondents participated in

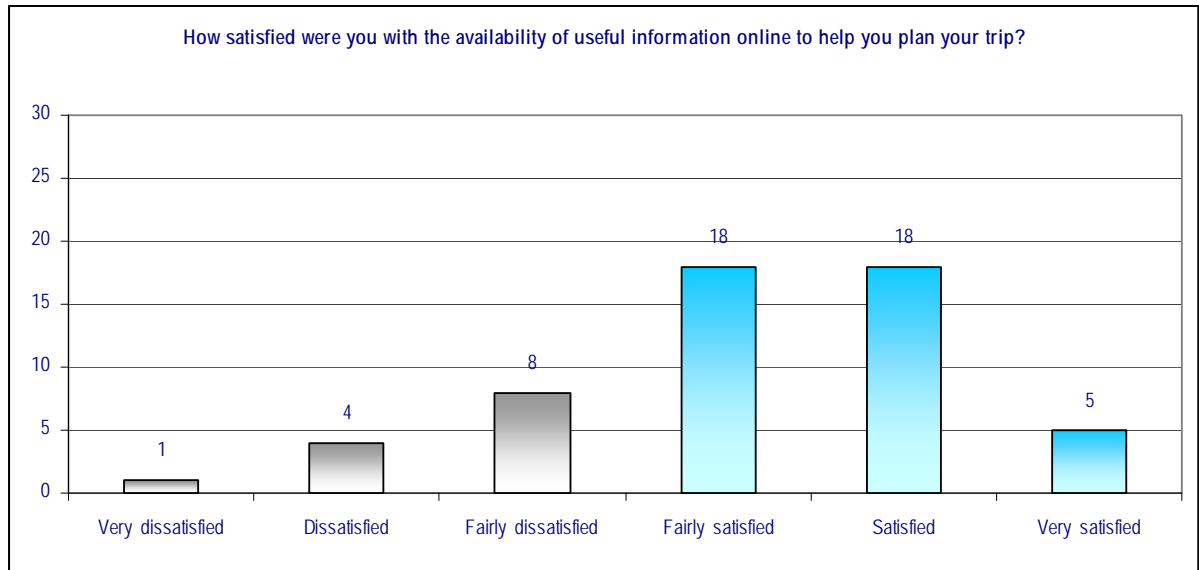


Events that respondents participated in



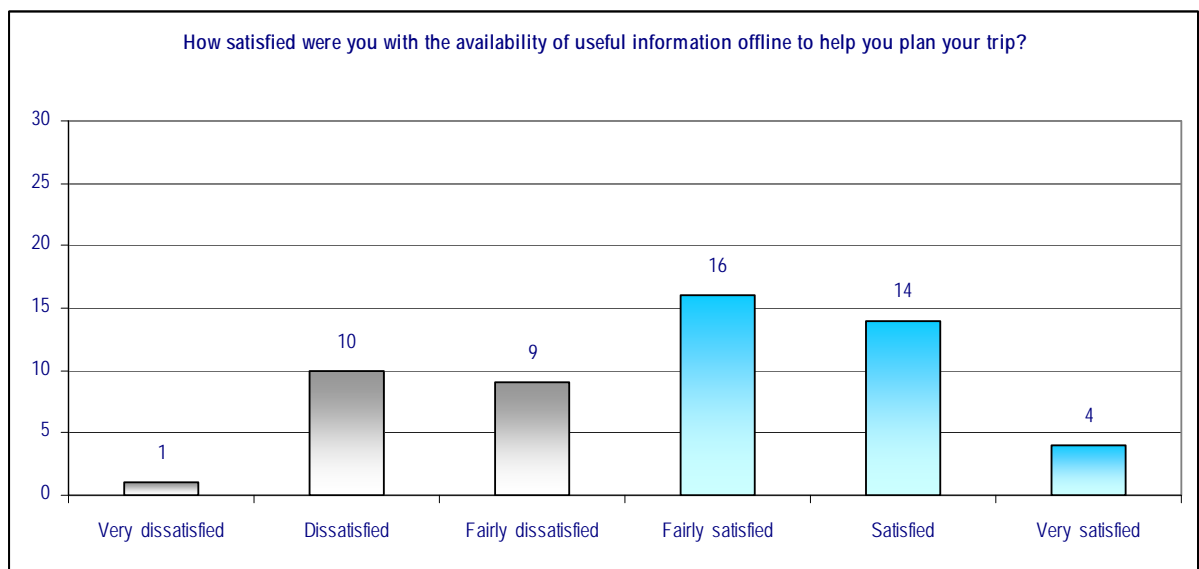
3.5 LEVEL OF SATISFACTION

Satisfaction from online information



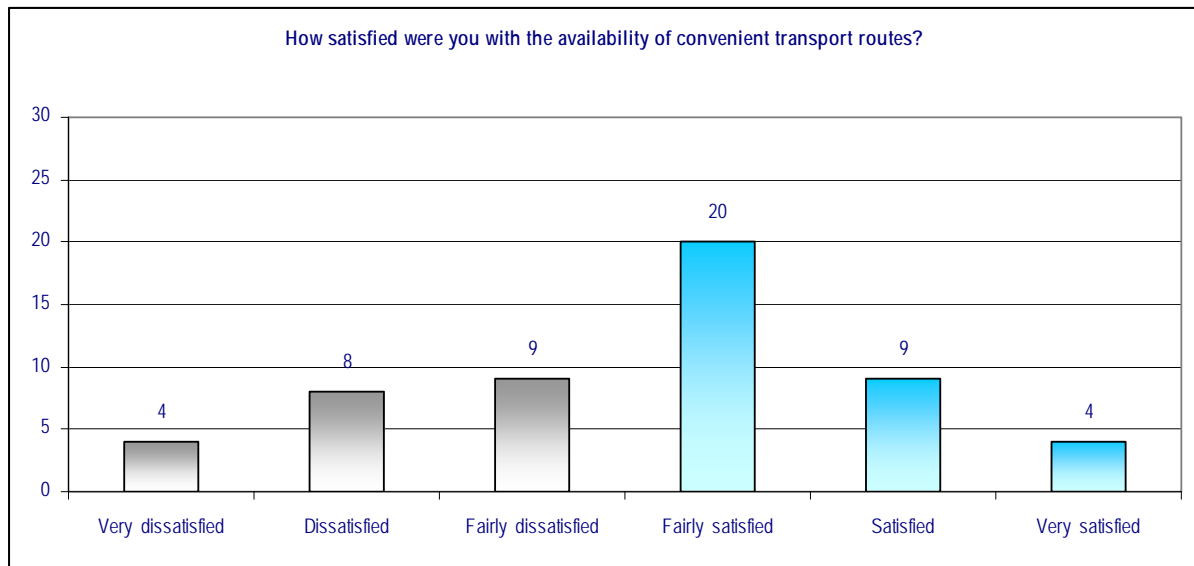
Level of satisfaction: 63.33%

Satisfaction from offline information



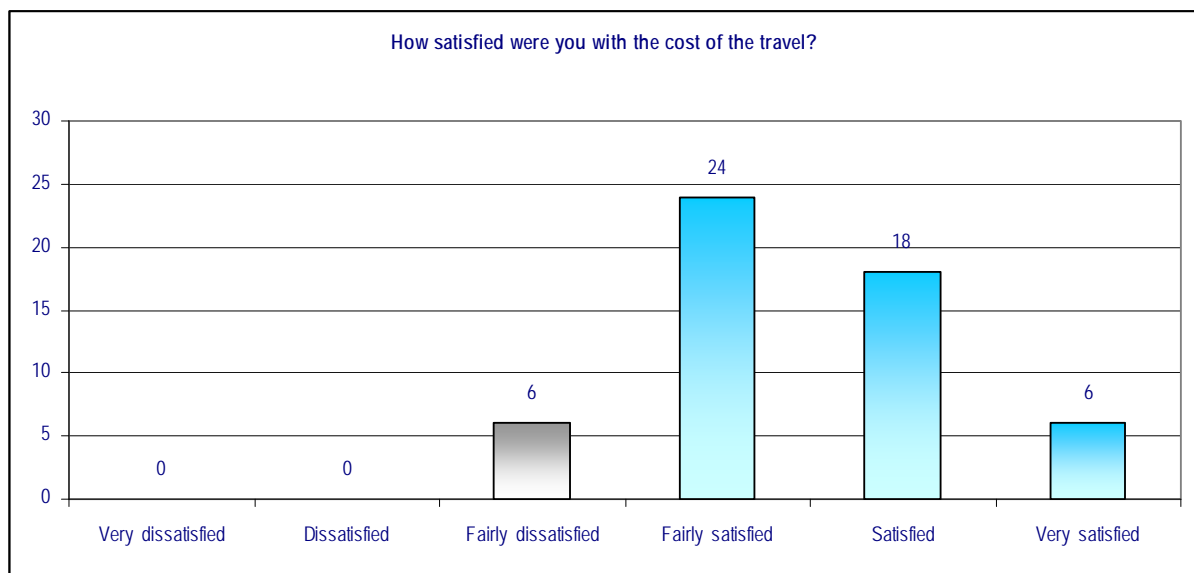
Level of satisfaction: 56.30%

Satisfaction from the transport network



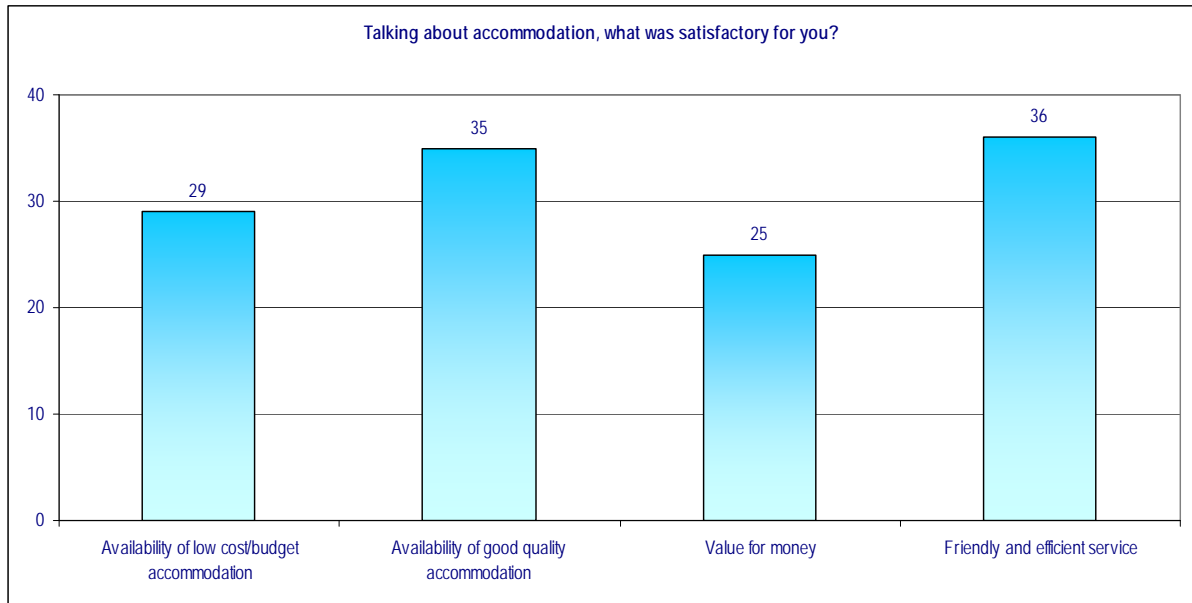
Level of satisfaction: 52.59%

Satisfaction from the cost of the trip

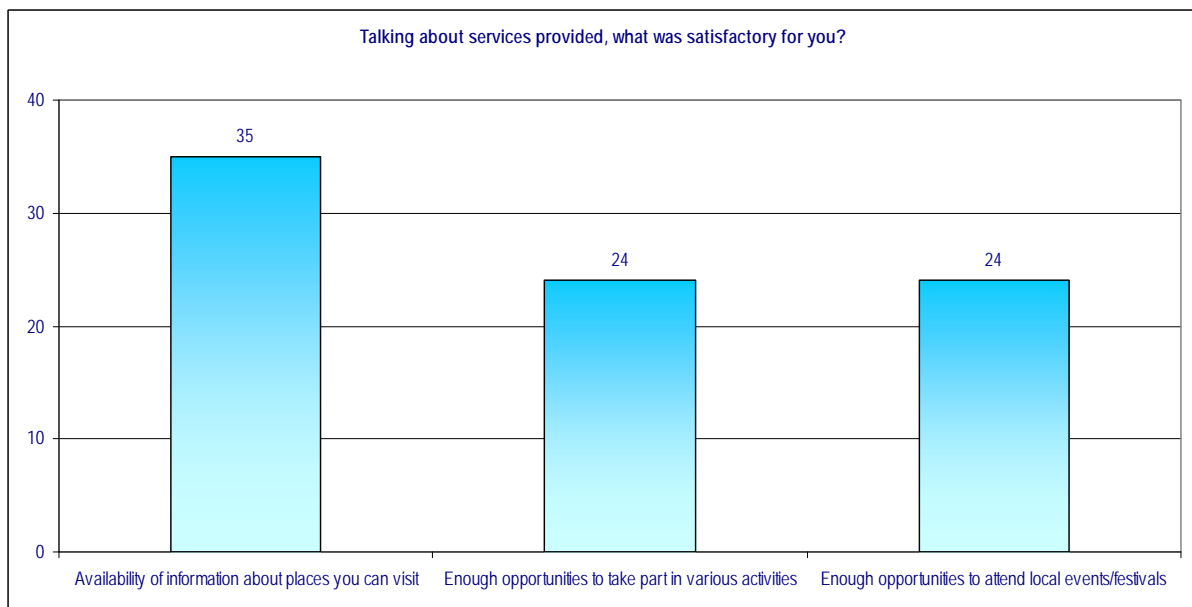


Level of satisfaction: 68.89%

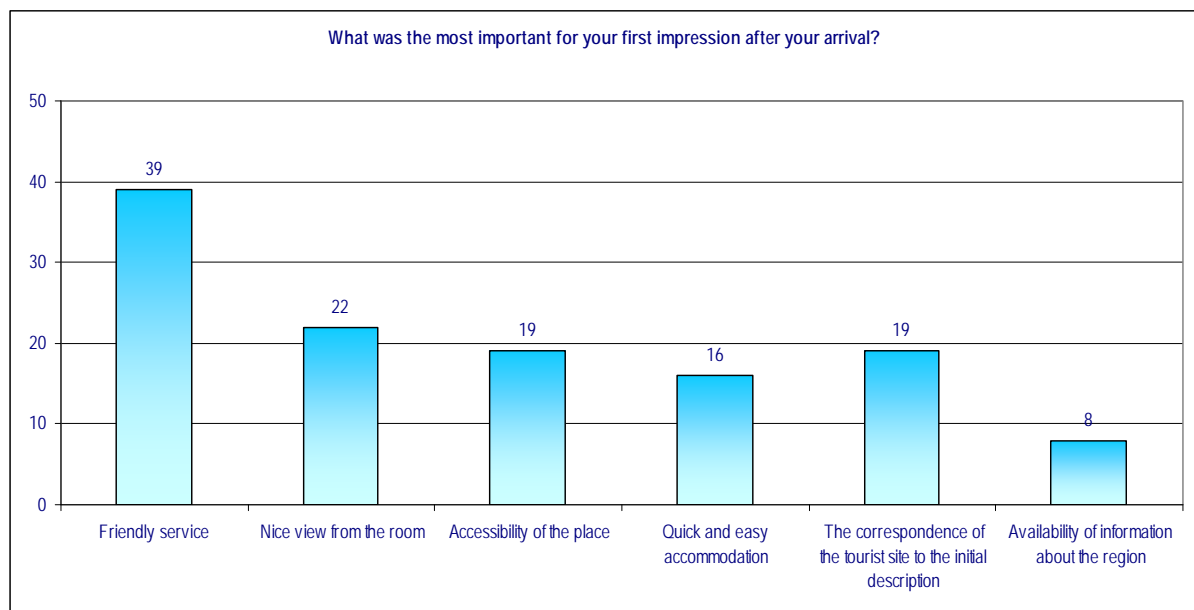
Satisfaction from the accommodation



Satisfaction from the services provided



The first impression

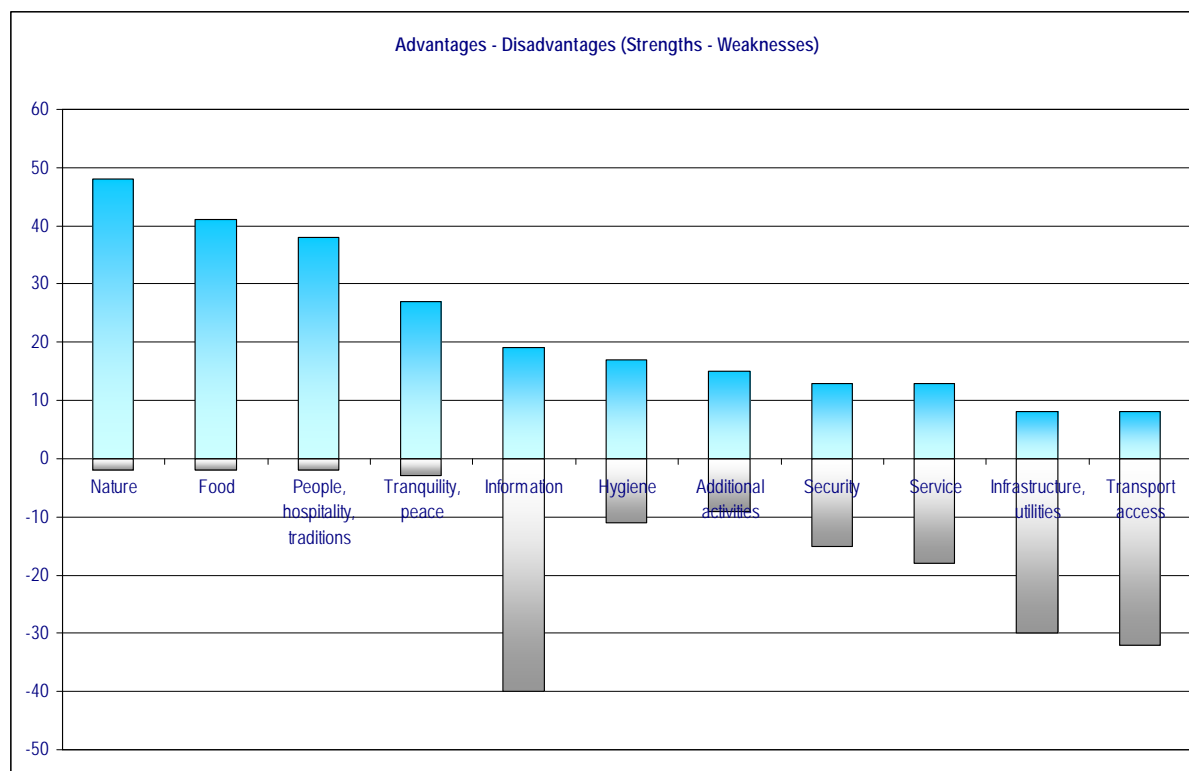


3.6 OVERALL ASSESSMENT

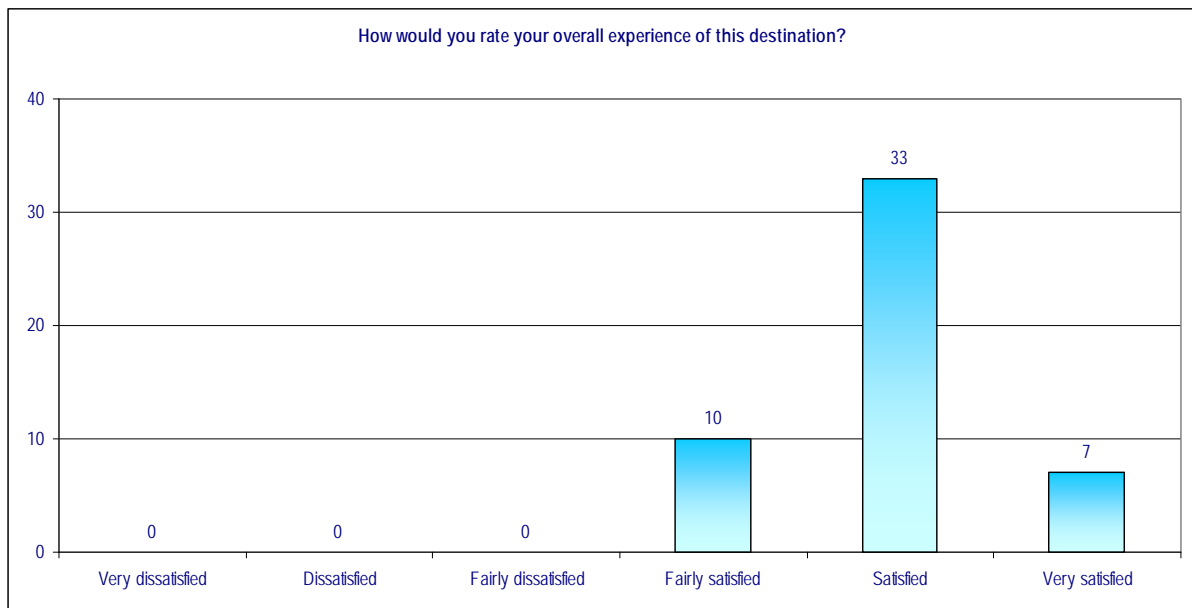
Advantages - disadvantages

The respondents were asked to characterize some factors as advantages or disadvantages of the region they visited. The answers for each factor are as follows:

Advantage		Disadvantage
48	1. Natural Environment	2
38	2. People, hospitality, tradition	2
8	3. Infrastructure	30
19	4. Information	40
8	5. Transport Access	32
41	6. Food	2
13	7. Services provided	18
13	8. Safety	15
17	9. Hygiene	11
27	10. Tranquility	3
15	11. Variety of additional activities	9
1	12. Other (not specified)	1

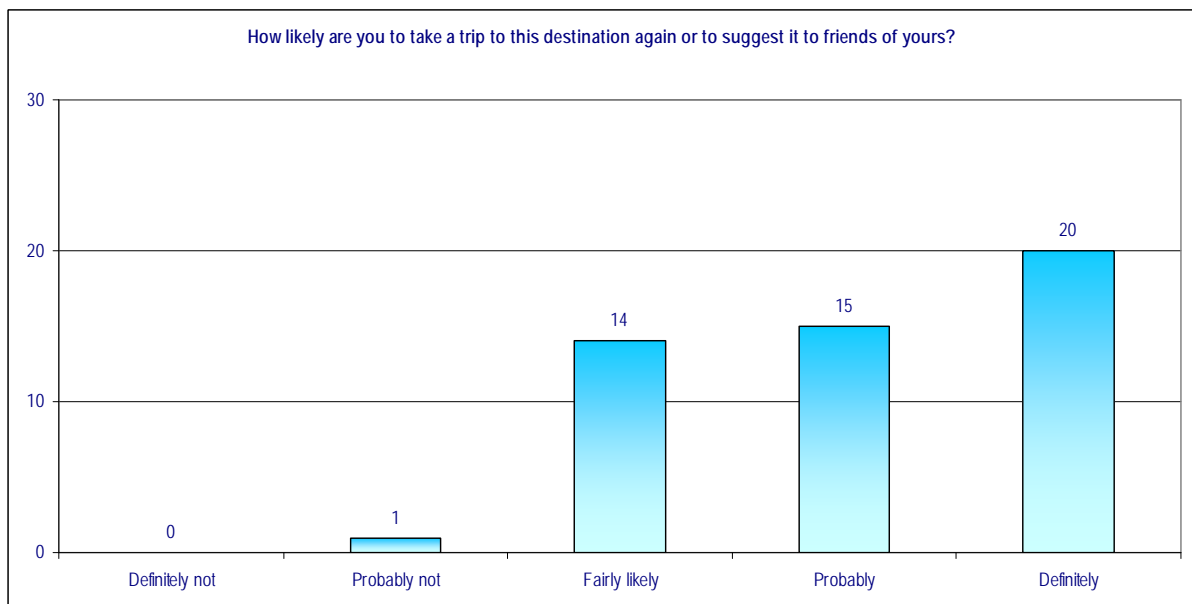


Overall Evaluation



Overall level of satisfaction: 68.89%

Future Intention



ANNEX A

**QUESTIONNAIRE
FOR VISITORS / TOURISTS**

ANNEX B

**FILLED IN QUESTIONNAIRES
FOR VISITORS / TOURISTS**