

Project title: “Initiative for improving the capacity and accessibility of tourism destinations in the cross-border area”
acronym “Destinations for all”

Deliverable 3.1.3. Elaboration of a joint methodology and implementing a survey on the tourist flows in Garmen at the beginning and at the end of the project - 50 man-days*200 EUR, 3 key experts (incl. expert fees, travel costs, sociological survey, interviews, statistical analysis, VAT, administrative costs, etc.) - content specified in an Annex.

Municipality of Garmen

<http://destinationsforall.eu/>

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Abstract

Methodology for measuring tourist flows and the number of visits to the municipalities of Garmen and Thassos

Annex to Report No 3 on implementation of Activity 3 of Contract No 118/16.04.2018 "Study and planning of the development of tourism in Garmen Municipality"



This methodology is *Sub-activity 3.1: "Development of a joint methodology for measuring tourist flows and the number of visits"* of Activity 3 "Development of a joint methodology and conducting a survey among the tourist flows in the municipalities of Garmen and Thassos at the beginning and at the end of the project" Contract No 118/16.04.2018.

Themes, goals, scope and period of study

Through the studies for determining the tourist flows in the region and the forecast for the tourist development the aim is to *assess the impact and achieve the indicators of the financing program* Interreg V-A Greece-Bulgaria 2014-2020 funding programme. The investment priority under which the project is financed is 6c "Preservation, protection and promotion of natural and cultural heritage" is aimed at valorizing cultural and natural heritage in the cross-border area. The implementation of the project B2.6c.09/28.09.2017 "Initiative to improve the capacity and access to tourist destinations in the cross-border region" will contribute to the achievement of Thematic Objective 6 "Conservation and environmental protection and promotion of resource efficiency" of the Interreg V-A Greece-Bulgaria Cross-Border Cooperation Programme 2014-2020. In this respect, the studies should reach the information necessary to measure the indicator to achieve thematic objective 6c:

Increased number of visits to supported sites with cultural or natural heritage and attractions /number of visits per year/

The set value of the indicator under project B2.6c.09/28.09.2017 "Destinationsfor all" is 7000.

The measurement of the indicator will be carried out through two separate studies to measure tourist flows (Study 1 to Report 3: Part One and Study 2 to Report 3: Part Two). The two studies will be identical, the first taking place at the beginning of the implementation of the contract and the second at the end.

The studies to be carried out under sub-activity 3.3 have the following main objectives:

- **measurement of tourist flows and the number of visits¹** – will be carried out in both studies;
- **assessment of the factors that are relevant for increasing the tourist flow – the indicators will be determined and measured in each of the two surveys**, and after the second survey a forecast will be made for the tourist development in the *region of municipalities of Garmen and Thassos*.

¹ In view of the objectives of the research, the current methodology is designed to measure incoming tourist flows.

Study period:

In determining the period of research, the period of implementation of the contract 118/16.04.2018 between BUL PRO CONSULTING EOOD and Municipality of Garmen within which the surveys are prepared, as well as the expectations for available statistics /annual, monthly, quarterly, etc./ at the time of the two surveys are taken into account. It is important that this methodology can also be applied outside the period of the contract cited above, by collecting data after the completion of the project, in order to verify the indicators achieved.

- Study 1 – to measure the starting value of the programme indicator: **16.05 – 10.06.2018**
- Study 2 – to measure the final value of the programme indicator: **16.06 – 10.07.2019**

Duration of studies:

- Study 1 – 25 days
- Study 2 – 25 days

Joint indicators for measuring tourist flows and the number of visits

The most important thing in the methodological preparation is associated with determining indicators / indicators of the studies, through which to subsequently carry out the evaluation and analysis - meaningful, factorial and adapted to the theme. Given the difference in the characteristics of the territories of the municipalities of Garmen and Thassos, the current joint indicators are unified in order to be able to be applied in both municipalities.

Indicators for measuring tourist flows and the number of visits:

- *number of tourists who have visited the tourist destination* (Municipality of Garmen and Municipality of Thassos),
 - *of which: foreigners*
- *main characteristics of groups of tourists*
 - *purpose/motive for the visits*
 - *tourist profile (residence, age) – inflows of tourist flows*
 - *representatives of the specific group – people with disabilities*
- number of nights spent - total, by Bulgarians and foreigners;
- number of overnight persons - total, from Bulgarians and foreigners
- length of stay in days - total, by Bulgarians and foreigners

Indicators of the factors that are relevant for increasing the tourist flow:

- General characteristic of the tourist destination (Municipality of Garmen and Municipality of Thassos)².
 - **sites of cultural and historical and natural heritage (additional indicators only for Garmen municipality):**
 - **accessibility:**
 - *Transport accessibility – availability of transport links (road network, rail and bus transport, proximity to an airport – for tourist sites of national importance visited by tourists from other countries);*
 - *Accessibility/ tailoring for tourist visits (state of the site itself and built infrastructure for visits of tourists, etc.);*
 - *Affordability – prices for access and services provided (e.g. guided tour, rental for filming of various events, etc.).*
 - **attractiveness of the site** (including the ways in which it is presented and promoted in order to reach potential tourists);
 - **accessibility of the site for people with disabilities**
 - **existing accommodation facilities** (hotels, guesthouses, etc.), eateries, etc., which are factors influencing the attitude of tourists when planning tourist visits
 - number/ capacity of accommodation (number of beds)
 - number/ shutters catering and entertainment establishments, etc.
 - categorization of accommodation
 - **existing additional services** – guided tours, guided tours (in different languages), sale of souvenirs, demonstration activities, etc.
 - **attitude of tourists** – satisfaction and readiness to visit and/or recommend the destination
 - **attitude of tourism service providers and economic operators from sectors related to tourism** – to diversify services according to demand, to improve services, etc.

I. And information sources for measuring indicators

For the purposes of the studies, the following test methods should be applied:

- documentary study – study of available data/ research/ information in the field of tourism, including in areas related to tourism, etc.
- quantitative and qualitative research – analysis of statistical and other data and analysis of survey results.

Sources of quantitative and quantitative data:

² Thassos Municipality is an international tourist destination and no research is needed with additional indicators of accessibility and attractiveness

- ✎ Official statistics - NSI and The Greek Statistical Authority ELSTAT (The Hellenic Statistical Authority)/ Greek Tourism Authority - EOT / Ferry Authorities– Municipality of Thassos;
- ✎ Municipality of Garmen and Municipality of Thassos;
- ✎ Public sources, including registers of the Ministry of Tourism/ The Greek Tourism Authority - EOT (Greek Authority for Tourism – EOT), etc.;
- ✎ Tourist information centers, museums, tourist sites and attractions, including the sites, which will be funded under the project "Destinations for All";
- ✎ Information from the target groups - surveys/ questionnaires;

List of source data for surveys by source of information (Garmen Municipality)

1. NSI – for the territory of Garmen municipality:

- number of accommodations;
- number of beds in the accommodation;
- number of nights spent - total, including foreigners;
- number of overnight persons - total, including foreigners;
- number of beds 24/7;
- duration of stay in days - total, including foreigners;
- income from accommodation and additional services in the means of shelter - total, including foreigners;

2. The administration of Garmen municipality:

- available documents – plans, strategies / data / past research/ information in the field of tourism, including in areas related to tourism, etc. acting *at the time of the studies*;
- required only in case data are not available in the NSI:
 - *number of nights spent in accommodation: total, including foreigners;*
 - *number of persons staying overnight in the accommodation: total, including foreigners;*
 - *duration of stay in days - total, including foreigners;*
- filling in a *provided matrix of data on the characteristic of the tourist destination* – list of sites and evaluation on the additional indicators for the municipality for accessibility and attractiveness - data for the first survey: *as of 2018, for the second to 2019*;
- information on the number of visits to tourist sites.

3. National Tourist Register at the Ministry of Tourism:

data for the first study: as of 2018, for the second to 2019.

- Register of "Accommodation and catering and entertainment establishments":

- ✓ Properties
- ✓ Dining and entertainment options
- ✓ Inc. toategorization
- Register of tour operators and travel agencies

4. Information from tourist information centers, museums, tourist sites and attractions

Number of visitors to the sites – statistics. *As part of the specific survey of visitors, the short-term/day visits of tourists (who visited a site without an overnight stay in the area) will also be explored.* The focus of the tourist sites where the surveys will be conducted will be the sites, which will be funded under the project "Destinations for All", including:

- ☞ the springs of natural mineral waters in Municipality of Garmen;
- ☞ the places in the municipality of Garmen, where the bicycle parking lots delivered under the project will be placed;

☞ **period of statistics for the first survey: 2017 by half-year and year 2017**

☞ **period of statistics for the second study:**

🔗 *for measuring tourist flow and the number of visits: 2018 by the six-month and total for theyear;*

🔗 *for forecasting the tourist development in the region of municipalities of Garmen and Thassos: for the period from 2014 to 2018 incl. (on an annual basis and on the six-month basis) and the first half of 2019.*

LIST OF INFORMATION FROM THE MUNICIPALITY OF TASSOS IN CONNECTION WITH THE IMPLEMENTATION OF Contract № 118 / 16.04.2018 between BUL PRO CONSULTING Ltd. and Municipality of Garmen

1. The Greek Statistical Authority ELSTAT (The Hellenic Statistical Authority)

🔗 **alternative sources:** Municipality of Thassos / Greek Authority for Tourism – EOT

for the period 2014 – 2017 r. (in six-month and total for each year)

- number of accommodation places;
- number of beds in accommodation;
- number of nights spent - total, incl. foreigners;
- number of overnight persons - total, incl. foreigners;
- number of beds;
- Length of stay in days - total, incl. foreigners;

- Revenue from accommodation and additional services in the shelter - total, incl. foreigners;

2. Municipality of Thassos:

- available documents – plans, strategies / data / past research / tourism information, incl. in areas related to tourism, etc., operating at the time of the surveys;
- Required only if data is not available in ELSTAT:

for the period 2014 – 2017 r. (in six-month and total for each year)

- *number of nights spent in accommodation: total, incl. foreigners if such statistics are maintained;*
- *number of people staying in accommodation places: total, incl. foreigners if such statistics are maintained;*
- *Length of stay in days - total, incl. foreigners if such statistics are maintained;*

3. Municipality of Thassos/ Greek Authority for Tourism – EOT

data for the first survey: by 2018, for the second to 2019

- (if maintained) Register of "Accommodation and catering establishments":
 - ✓ Accommodation
 - ✓ Nutrition and entertainment
 - ✓ incl. categories
- (in the event that it is maintained) Register of tour operators and travel agencies

4. Fill in the following matrix with information about major tourist sites

Major tourist sites	Information:				Number of visits ³	
	short description	official website	Additional services	Accessibility for people with disabilities	in 2017 (for the First Survey)	in 2018 (for the Second Survey)
<i>Archaeological Museum</i>	give a short description	yes / no (link to be indicated)	Guided tour / tour, etc. - price (please specify)	yes / no		
<i>Camping in Thassos</i>	give a short description	yes / no (link to be indicated)	Guided tour / tour, etc. - price (please specify)	yes / no		

³ Where applicable / maintain a register from the site itself

Major tourist sites	Information:				Number of visits ³	
	short description	official website	Additional services	Accessibility for people with disabilities	in 2017 (for the First Survey)	in 2018 (for the Second Survey)
<i>The sanctuaries of Artemis and Dionysus</i>	give a short description	yes / no (link to be indicated)	Guided tour / tour, etc. - price (please specify)	yes / no		
<i>Ancient Theater</i>	give a short description	yes / no (link to be indicated)	Guided tour / tour, etc. - price (please specify)	yes / no		
<i>Acropolis and temple of Athens</i>	give a short description	yes / no (link to be indicated)	Guided tour / tour, etc. - price (please specify)	yes / no		
<i>The Olive Oil Museum in Panayia</i>	give a short description	yes / no (link to be indicated)	Guided tour / tour, etc. - price (please specify)	yes / no		
<i>Other sites of cultural and historical heritage (add separate rows)</i>	give a short description	yes / no (link to be indicated)	Guided tour / tour, etc. - price (please specify)	yes / no		

II. In order to collect quantitative and qualitative data

Survey 1

INTERREG V-A Greece – Bulgaria Programme 2014-2020

Project: B2.6c.09/28.09.2017 „Initiative for improving the capacity and accessibility of tourism destinations in the cross border area “, „Destinations for all“

Dear Sir / Madam,
In relation to Project B2.6c.09 / 28.09.2017 "Destinations for All" a survey is conducted. Completing this poll will take no more than 3 minutes.

QUESTIONNAIRE

Target group: tourists / visitors

1. Please mark with X:

AGE	SEX	STATUS	YOUR RESIDENCE:
Up to 25 years	M	F	A resident of Thassos
From 26 to 35 years			Foreigner
From 36 to 45 years			Country (please specify):
From 46 to 65 years			
Over 65 years of age			
		A person with a disability	

2. Please mark with X in the first column with the highest level of education you have received.

<input type="checkbox"/>	I'm currently a student (primary and secondary)
<input type="checkbox"/>	Unfinished secondary education
<input type="checkbox"/>	Completed secondary education
<input type="checkbox"/>	Completed semi-higher education
<input type="checkbox"/>	Higher education (Bachelor)
<input type="checkbox"/>	Higher education (Master)

	Graduate Higher Education (Doctor of Science / Doctor of Medicine, etc.)
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Please mark with X in the final column

3. Please specify the purpose of your visit:

visiting a cultural and historical site	
visiting an object of the natural heritage	
sea tourism	
family holiday	
business trip	
other, please specify:	

4. What is the length of your stay?

from 2 to 3 days	
from 3 to 5 days	
from 5 to 7 days	
more than 7 days	
one day	

5. How did you learn about the destination (1) and the place where you are staying (2)?

/ You can choose multiple answers /	(1)	(2)
Tour operator / travel agency		
Recommendation from friends / relatives		
Previous visit		
Websites / Portals / Forums		
Tourist Information Center		
Advertising brochure /		
TV for		
other, please indicate		

6. Are you satisfied with your visit / stay??

I am completely satisfied	
I'm rather satisfied	
rather not	
absolutely not	
I cannot decide	

7. Would you re-visit the destination of Thassos?

definitely yes	
Closer to yes	
rather not	
absolutely not	
I cannot decide	

8. How do you rate access to the site for people with disabilities?

	Mark with X
such access is not provided	
has access for disabled people but needs to be improved	
access for disabled persons is ensured	

9. Did you use any of the following additional services during your visit?

Zip lining (downhill)										
Enduro / ATB / motocross										
Other, please specify:										

Thank you!

INTERREG V-A Greece – Bulgaria Programme 2014-2020

Project: B2.6c.09/28.09.2017 „Initiative for improving the capacity and accessibility of tourism destinations in the cross border area “, „Destinations for all“

Survey 2

INTERREG V-A Greece – Bulgaria Program 2014-2020

Project: B2.6c.09/28.09.2017 „Initiative for improving the capacity and accessibility of tourism destinations in the cross border area “, „Destinations for all“

Dear Sir / Madam,

In relation to Project B2.6c.09 / 28.09.2017 "Destinations for All" a survey is conducted. Completing this poll will take no more than 3 minutes.

Thanks in advance!

QUESTIONNAIRE

Target group: tourism service providers and economic operators from tourism-related sectors / tour guides, tour operators (agencies and agents), hoteliers, restaurateurs, NGOs in the field of tourism, etc./

1. Please indicate the representative of which target group you are (tick the X in the first column):

	hotelier
	restaurateur
	tour operator (agency / agent)
	guide / animator
	NGOs in the field of tourism
	other, please specify

Mark with X:

2. Can you determine the predominant destination of visitors to the tourist destination of Thassos?

visiting a cultural and historical site	
visiting an object of the natural heritage	
SPA / balneotourism	
family holiday	
sea tourism	
business trip	
other, please specify:	

3. Can you determine what the usual length of stay is for tourists?

from 2 to 3 days	
from 3 to 5 days	
from 5 to 7 days	
more than 7 days	
one day	

4. Which, in your opinion, is the guide for tourists when choosing them as a tourist destination?

/ You can choose multiple answers /

	Mark with X
natural environment / nature	
cultural / historical landmarks	
local cuisine	

hospitality and local identity	
accommodation and infrastructure	
Other, please specify:	

5. Please assess the feasibility of additional / leisure activities according to the tourists' demand and your personal impressions?

Please mark on the scale 10 - most desirable to 1 - the most undesirable

	1	2	3	4	5	6	7	8	9	10
Rafting										
Hiking / eco-paths										
Horseback riding										
Paragliding / Skydiving / Parasailing										
Fishing										
Mountain climbing										
Diving										
Camping										
Paintball										
Mountain cycling										
Zip lining (downhill)										
Enduro / ATB / motocross										
Other, please specify:										

6. What do you think should be improved in the tourism sector to develop the tourist destination?

Mark with X	/ You can choose multiple answers /
	extension of the accommodation / new accommodation facilities
	increasing the level of service in accommodation / entertainment
	improvement of the technical infrastructure in the municipality / roads, streets, urban environment
	improving accessibility for people with disabilities
	diversification of tourism activities in order to attract different groups of tourists

	improvement of the strategic planning for tourism development in the municipality
	promotion / promotion of the tourist destination
	improving the state of cultural and historical sites and natural sites
	other, please specify:

7. Which of the following additional services are of interest to tourists according to your impressions?

Mark with X	/ You can choose multiple answers /
	guided tour
	talk
	purchase of souvenirs
	participation in demonstration activities related to, for example, with historical life and culture
	Other, please specify:

Thank you!

INTERREG V-A Greece – Bulgaria Programme 2014-2020
 Project: B2.6c.09/28.09.2017 „Initiative for improving the
 capacity and accessibility of tourism destinations in the cross
 border area “ „Destinations for all“