

How is the Savoie Mont-Blanc
region perceived abroad as a
tourism destination?

STUDENTS GROUP

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1. METHODOLOGY

To identify **which** is the knowledge that people in our area have about Savoie Mont-Blanc, we have carried out a survey, which can be found in annex I, to a group of friends, classmate, family... Finally we only have one hundred answers, which is a significant part of population (One hundred people).

In this case it is nonrandom sampling without possibilities to calculate the error.

It's an exploratory study so we can't generalize the results.

The survey has twenty-two questions to gather relevant information not only about the french region and its potential customers but also about some additional features about them. Google Forms is the tool we have used.

We have have divided those questions into the following four categories: profile, travelling, motivations and about Savoie-Montblanc.

1.1 Categories

Cat 1: Profile

It includes all questions related with personal features and occupation like gender, age, marital status, education, income level and occupation.

Cat 2: Travelling

It includes questions like frequency of travelling, duration, accommodation preferences, etc.

Cat 3: Motivations

It includes questions about the different motivations people have for travelling.

Cat 4: About Savoie-Montblanc

It includes several questions which aim is to identify people knowledge about Savoie-Montblanc region. Location, types of tourism asociated to Savoie-Montablanc, etc.

1.2 Survey relevant features

Total amount of surveys: 100
Date: 22/10/2015 – 04/11/2015
Error: X

Our populations of study are mainly ours friends, family, classmate...

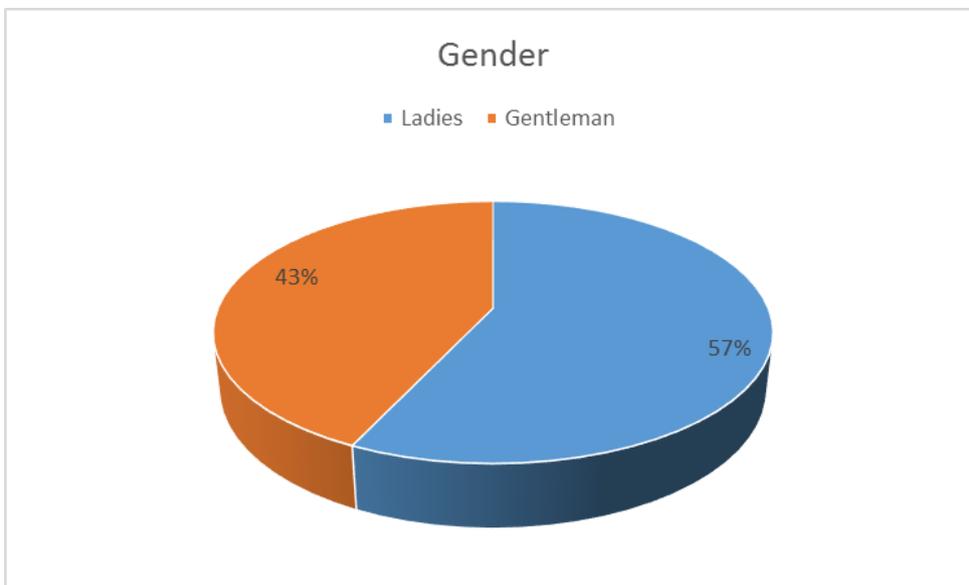
How we are selecting the population therefore it's a convenience sample. We are dealing with a convenience sample, so it's impossible to calculate the mistake (sampling error).

We were collecting all information was online, through Googledocs.

2. DEVELOPMENT

Between the different profiles that have made the survey, we found that the majority are women, as it can be seen in graphic 1, between 18-39 years old. In the sample we can see that 78% have university studies while 22% remain in secondary school.

Graphic n°1.- Gender of the interviewed

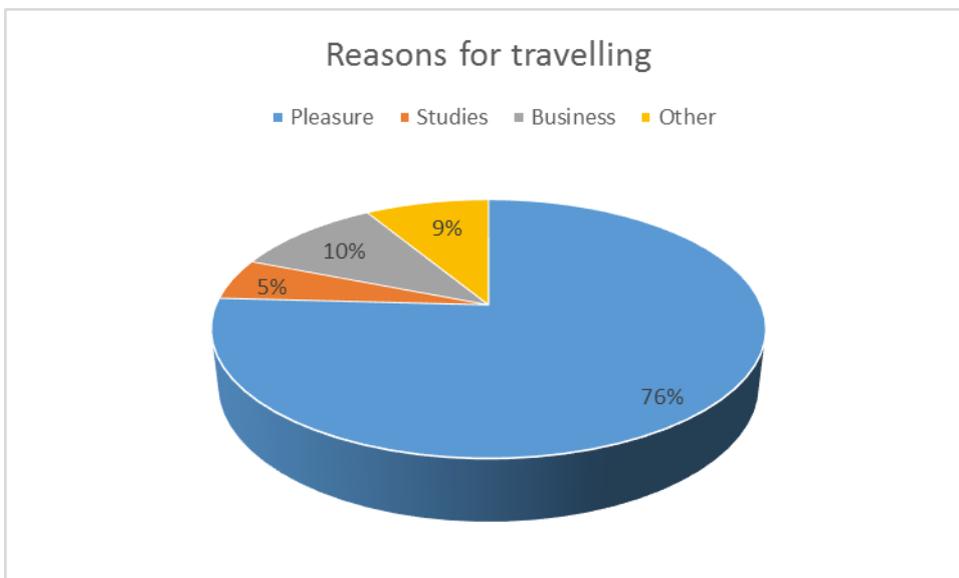


Source: Own devising

Just the 21% of the interviewed are married, and the 84% are employed. We find that the favourite way of travelling is in couple or in group with a weekend length.

On the one hand, as we can see in the graphic number 2, the main cause for travelling that motivate the sample the population of our region is pleasure, to break with the routine and to avoid problems. On the other hand, we see that the students travels are less important with only a 5%.

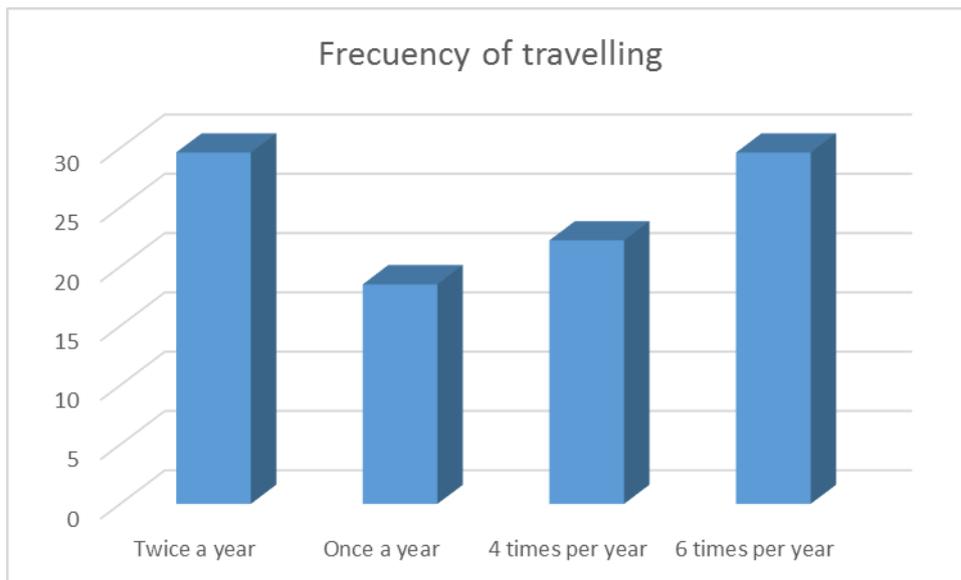
Graphic n°2.- Reasons for travelling



Source : own devising

The frequency which our interviewed travel is explained in the graphic number 3.

Graphic n°3.- Frecuency of travelling



Source: own devising

We observe that the majority of people make their journeys from 2 to 6 times per year. This breaks away from the past where the tourism was a luxury activity only practised by a minority who could afford it.

The interviewees based chiefly their destinations choices on the landscapes and the gastronomy, and their lodgement choices on the price.

Customers do not keep services and quality about lodgments in mind when they have to choose the place in which they are going to stay, few people talk about this in the interview.

Once we have detected the general features of our population, we have made several questions to identify what is the grade of knowledge that they own about Savoie Mont-Blanc.

At first glance, the 93% knew where to place the region, and guess the country in which Savoie Mont-Blanc is located, whereas the 7% remaining placed it in Sweden. Although, the majority of the interviewees population knew how to place the region, only a 7% have stayed in the area. We thought that Savoie Mont-Blanc creates interest, due to the people interviewed, who have not visited it, have planned to do it in a short-term and they would like to do it in a future.

The basic ideas that people, who have not been in the zone, have about Savoie Mont-Blanc are that they are going to find a rural and mountain tourism mainly, with daydream landscapes where they can practice all types of snow and adventure sports.

3. CONCLUSION

To sum up, the majority of our sample suggest that population make weekend trips with their partner or in group searching for a territory that fulfil with their cultural and gastronomy requirements. Savoie Mont-Blanc is a well-known area, but it is rarely visited by Spanish people. It's a destination adapted to a type of tourism demanded by our region customers.

4. ATTACHMENT

WHAT SPANISH PEOPLE KNOW ABOUT SAVOIE MONT-BLANC?

Student of Master University in Tourism Management and Planning of the University of Zaragoza whom realized a study for cooperation in a project to association international ACCEPT, for known the grade of interest in region Savoie Mont-Blanc arouses in the population of Spain .

For them, solicit your cooperation to finish all the questions below. We promise you that all the data are confidentiality and the answer is anonymity. Thanks for your time and your cooperation.



1. How frequently you travel a year?
Please Write the time when you go for travel.
2. How long will you take during your travel?
 - A day
 - A weekend
 - A week
 - 15 days or more than 15 days
3. Which is the motive of your travel
 - Pleasure
 - Business
 - Study
 - Others

4. How to travel?
 - Only you
 - In couple
 - Group
 - In family

5. What is based on choosing a destination?
 - Landscape
 - Gastronomy
 - Activities
 - Culture
 - Other

6. About accommodation, what time you consider to chose?
 - Price
 - Category
 - Services
 - Quality

7. Which region of these countries is the Savoie Mont-Blanc?
 - Spain
 - Sweeden
 - France
 - Belgium

8. Would you know how to locate you region in the country?
Cardinal point

9. Have you ever been visited to the region of Savoie Mont-Blanc?
 - Yes
 - No

10. In the case, If you could visit the area, What is significant about it?

11. And if you could not visit the area, would you like to do?

If your answer is yes, please write what drives him to do so.

12. What kind of tourism partner with the region?

You can choose more than one option

- Sun and beach
- Mountain
- Rural
- Cultural
- Sports and adventure

13. How can you believe that is one of the main attractions of the area for tourists?

14. What climate will associate with the region?

- Mediterranean
- Atlantic
- Mountain
- Other

15. What activity you considered is predominant in the region?

16. Can you point out some places near the region?

A city,a country.....

Following please answer a series of questions about yourself. We promise the confidentiality of your responses.

17. Sex

- Man
- Woman

18. Age range

- 18-39
- 39-59
- 59 onwards

19. Level of education

- Primary
- Secondary
- University

- Other
-

20. Marital status

- Single
- Married
- Divorced
- Other

21. Income level

- Less than 1000 €
- From 1000 € to 2000 €
- More than 2000 €

22. Occupation

- Independent
- Unemployed
- Professional
- Employee
- Other

THANK YOU VERY MUCH FOR YOUR COOPERATION!