



## INNOVIMENTOR

Generating SME product and process innovation with a new tourism mobility model, stakeholder alliances and skills alliances to facilitate the market uptake of local enterprises in remote and sparsely populated areas.

*CulturePolis' Contribution  
Joint Survey Report*

### Satisfaction Survey in the project area

*Priority Axis: 1. Entrepreneurship & Innovation;*

*Thematic Objective: 3 Enhancing the competitiveness of small and medium-sized enterprises (SMEs);*

*Investment Priority: 3d Supporting the capacity of SMEs to grow in regional, national and international markets, and to engage in innovation processes;*

*Specific Objective: 1.2. Innovative territories*

<b>Work Package</b>	<b>WP3. Enhancing SME capacity to achieve entrepreneur, social and business innovation</b>
<b>Deliverable</b>	<b>D 3.2.5. Development of a methodology and a questionnaire for Satisfaction Survey on the supply side offers in the project area; completion of the Questionnaire in Corfu, Greece; Statistical Elaboration of the Questionnaires in 80 geolocations in GR (20); BG(20); CY(10); AL(20);FYROM(10)</b>



ACRONYM  
**INNOVIMENTOR**

**TITLE**

Generating SME product and process innovation with a new tourism mobility model, stakeholder alliances and skills alliances to facilitate the market uptake of local enterprises in remote and sparsely populated areas.

**TRANSNATIONAL PARTNERSHIP**

- GREECE: UNIVERSITY OF THE AEGEAN – WAVE LAB
- GREECE: CULTUREPOLIS
- BULGARIA: UBBSLA - UNION OF BULGARIAN BLACK SEA LOCAL AUTHORITIES
- BULGARIA: CHI – CENTER FOR HERITAGE INTERPRETATION
- CYPRUS: MUNICIPALITY OF STROVOLOS
- ALBANIA: INSTITUTION OF PREFECT IN GJIROKASTRA REGION
- ALBANIA: REGIONAL CENTER FOR DEVELOPMENT AND COOPERATION - RCDC
- FYR.O.M: A.B.A.T BALKANIA – BALKAN ASSOCIATION FOR ALTERNATIVE TOURISM





## **PROJECT SUMMARY**

INNOViMENTOR supports the capacity of tourism SMEs in remote, peripheral and sparsely populated areas to grow in regional, national and international markets and to engage in innovation processes in the tourism sector. To enhance the capacity of tourism SMEs towards entrepreneurial, social and business innovation skill needs of tourism actors and demand-supply trends are mapped. Stakeholder fragmentation is addressed in order to achieve cross sector cooperation for product and process innovation. To build the capacity of tourism SMEs embrace innovation and business transformation a work based learning training for major stakeholders and key players results in the EQF certification of tourism professionals. A new business model on customer insights, key experiences and stakeholder participation is applied to advance the tourism competitiveness in the project area. INNOViMENTOR supports tourism SMES in remote peripheral and sparsely populated areas to exploit growth assets and access key markets by delivering process and product innovation in the highly competitive tourism market respective COP21 agreement on climate changes and resource efficiency. Fully in the spirit of the Grand Societal Challenges 2020 INNOViMENTOR designs, delivers and packages a full scale creative tourism product to enter the global tourism market with 60 unique selling points reforming and reshaping both the demand and supply pattern. INNOViMENTOR designs, delivers and packages a full scale creative tourism product to enter the global tourism market in 2018. A creative tourism route with 60 unique selling points first hand authentic experiences; a booking app and an iBook for iOs and Android users and a new byer-community is established by 2018. A permanent tourism business network exploits project Legacy with 176 highly replicable deliverables The Roving Business School with 6 branches in the Project Area and the Creative Tourism Observatory ensure the sustainability of achieved results, the post project operations and the follow-up activities.





## **INTRODUCTION**

The present survey belongs to the deliverables of the INNOViMENTOR project (D.5.3) and strives to explore place image and cultural reputation in each Pilot Project Area among potential domestic and foreign visitors. Partners have created e-surveys in order to explore the demand side preferences addressing to beneficiaries/consumers (consumers, visitors, locals etc.).

In more detail:

1. Each Partner creates a summary of the own Pilot Project and uploads the document at the website of the own organization.
2. Each Partner completes the 10 selected locations in the Questionnaire that correspond to the own Pilot Project.
3. Each Partner translates the Questionnaire in the local language to explore the views of respondents at national level.
4. Each Partner uses the Questionnaire in English to explore views of foreigners.

The survey outputs will facilitate the better and more qualitative performance of the pilot project in the area and advanced offers to be applied for the local products and services.

This report presents the final results of the survey in each Pilot Area. For dissemination purposes e-mail campaigns and social networks were used using a google form.

Each Pilot Area is presented separately and at the end there is a summary of the integrated results. Charts and pies will be used for this presentation in order to reflect as fully as possible the current situation of the demand preferences.





## Greece: CulturePolis

# 1 Summary of the Pilot Project Area: Corfu Old Town

The Pilot Project (D5.2.2.1) in Corfu aims to capture the essence of 10 assets from the time period of 1386 (date of the annexation of Corfu by the Serenissima Republic of Venice) to the unification with Greece in 1864. The aim is to effectively communicate it in a cognitive-emotional way to non-captive audiences in real time through the use of the iCLOUD Museum components.

The Pilot Project aims to demonstrate the connections of the Corfu heritage to the Serenissima Republic of Venice under the view point of Fernand Braudel (Grammaire des Civilisations) as a very particular mother-daughter relationship compared to other possessions of Venice in the Levant and also the particularities of the antagonism of the Ottoman Empire with the Christian lands and more particularly by the Veneto-Ottoman wars.

In the pilot project the following 10 geolocations are included:

1. The Old Fortress
2. St. George and Michael Palace
3. The New Fortress
4. Annunziata
5. Liston
6. Aghios Spyridon
7. The Noble Theater/Town hall of San Giacomo
8. Ionian Academy
9. Ionian Parliament

# 2 Survey Results

The survey was launched on the 13<sup>th</sup> of July 2020 and lasted till the 31<sup>st</sup> of July 2020 gathering 37 answers from both national and foreign interested parties. Our aim was to include people that have already visited Corfu and capture their willingness of visiting again, fact that reveals the significant potential of the destination to attract visitors more than once and also people that have never visited Corfu in order to explore its fame in general.

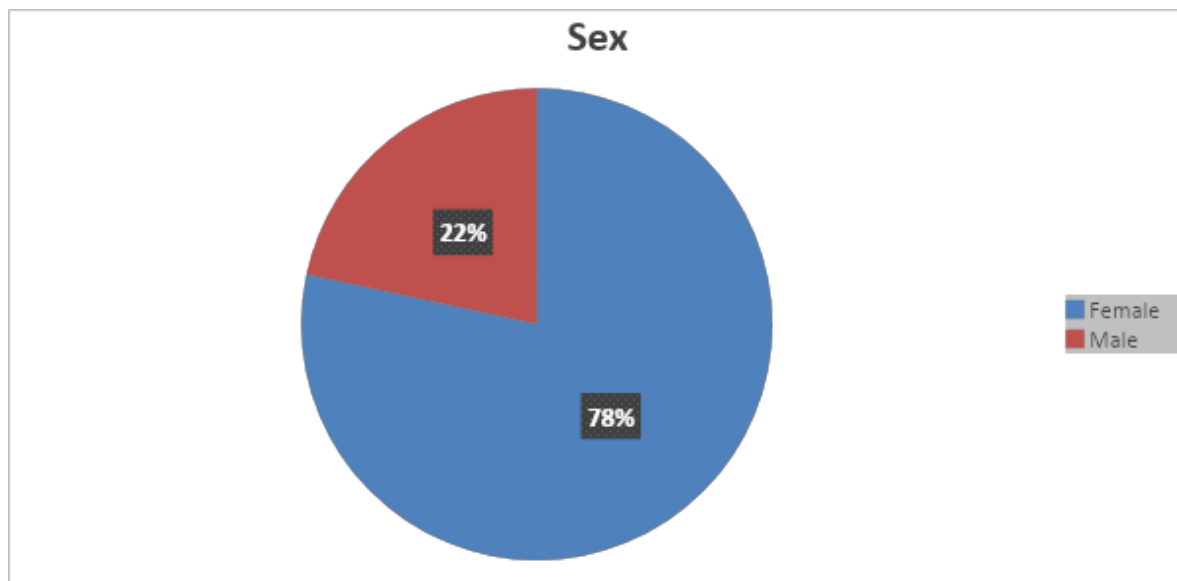




Initially, the profile of the participants will be presented and then more specific details about their answers will be highlighted using graphs and short descriptions.

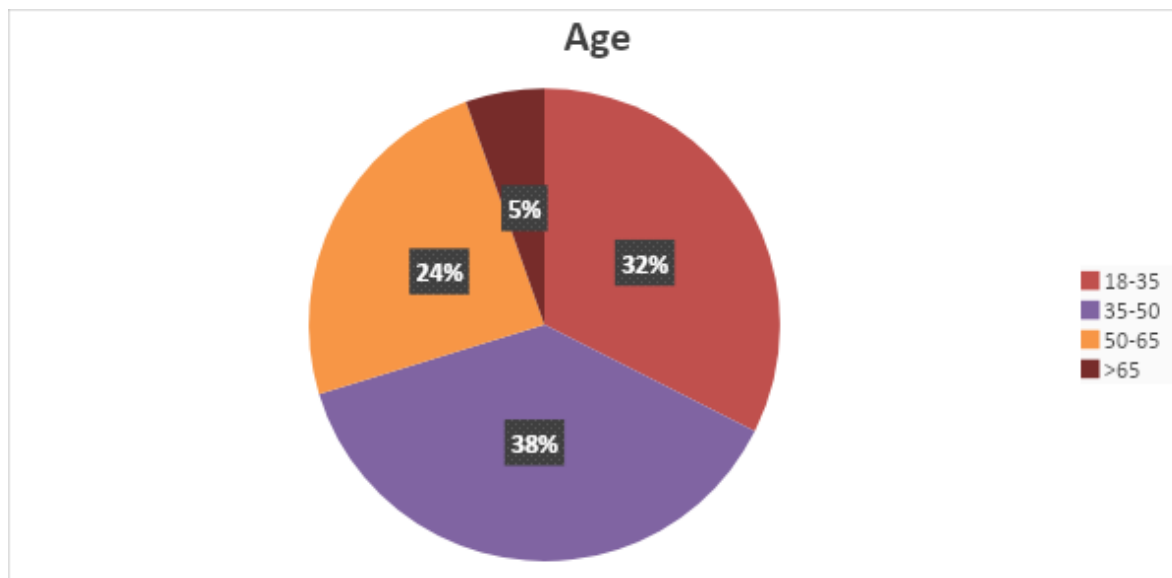
## 2.1 Participants' Profile

The most of those who responded to this survey are women covering a 78% total in contrast with 22% of the men.

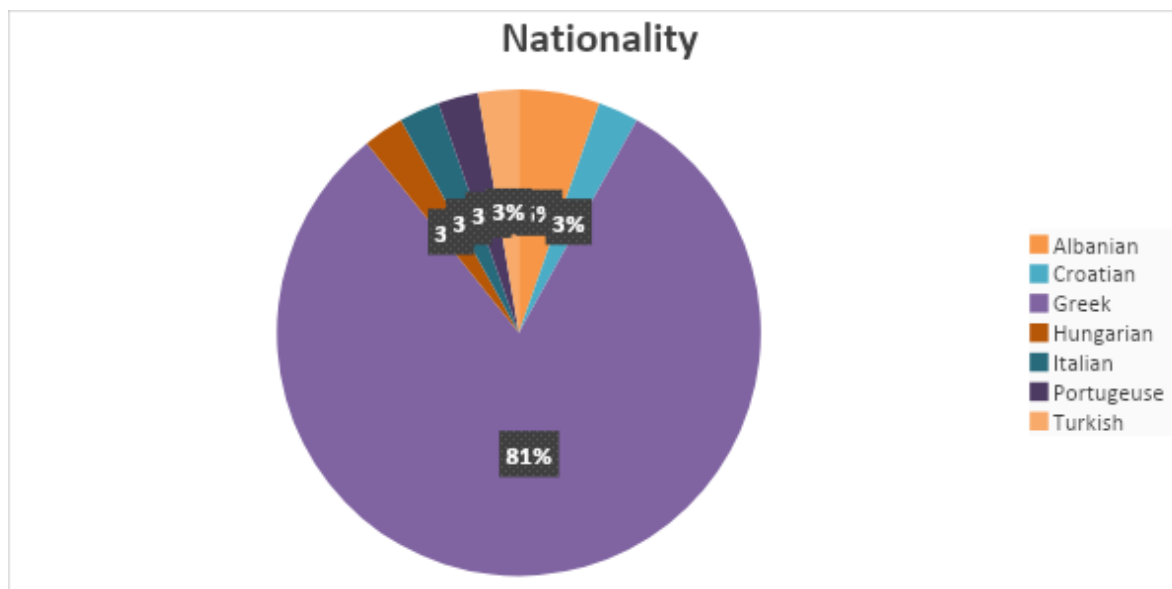


In terms of age, participants cover all age groups with greater representation in the 18-35 and 35-50 groups. This is justified by the fact that these age groups belong to the most active part of the population in terms of tourism activity and have either visited Corfu or will visit it soon in the future.





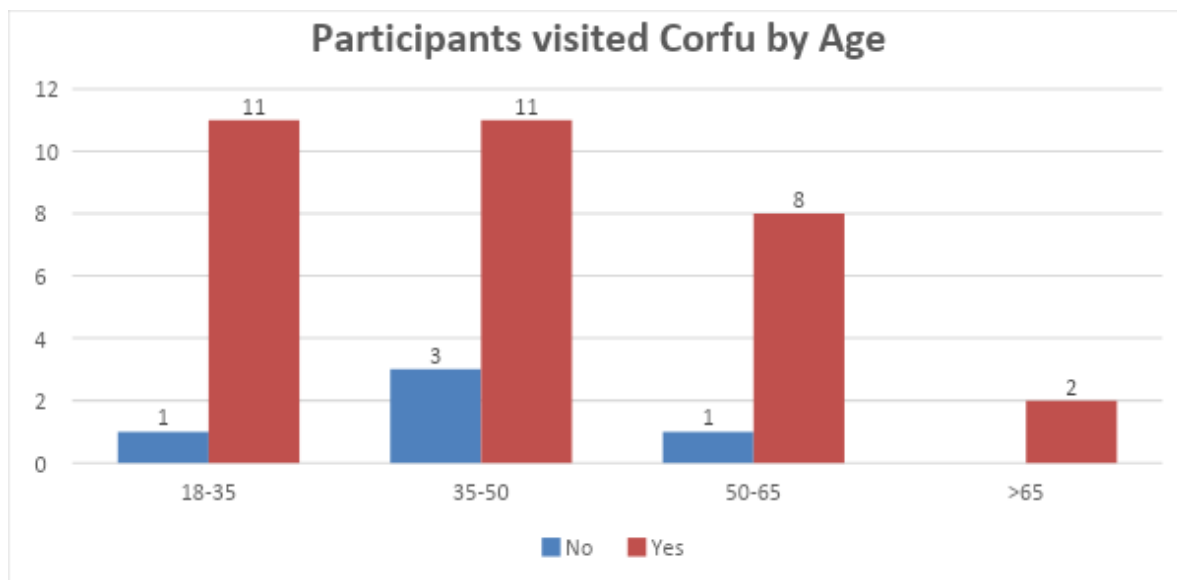
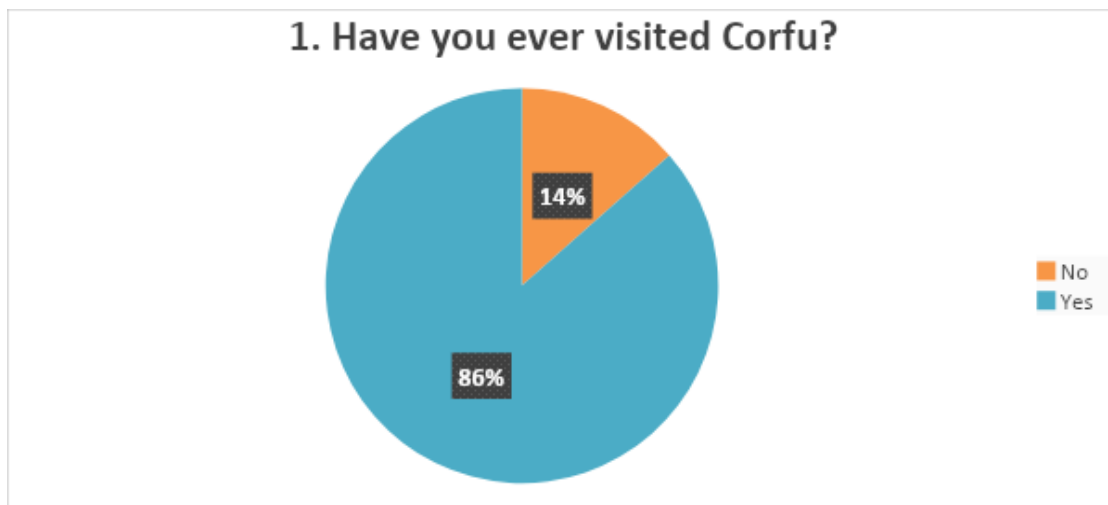
The most of the participants are coming from Greece representing the 81% of the total answers. There is a 19% from foreign visitors and in particular people from Albania (5%), Croatia, Hungary, Italy, Turkey and Portugal in a small percentage of 3% as well as from Croatia 2%.



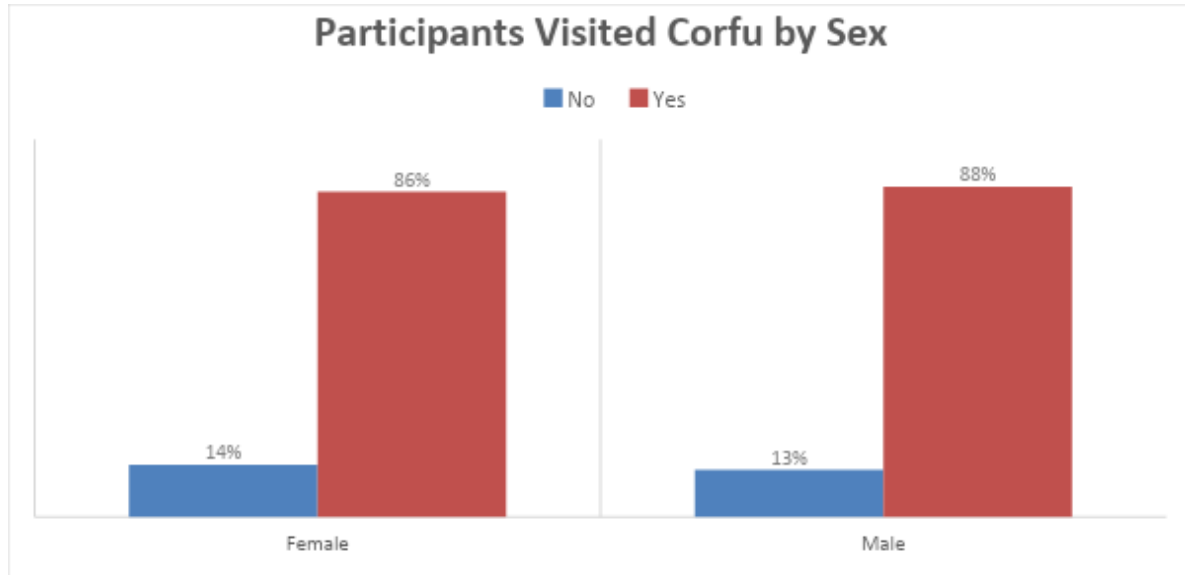


## 2.2 Main results of the Survey

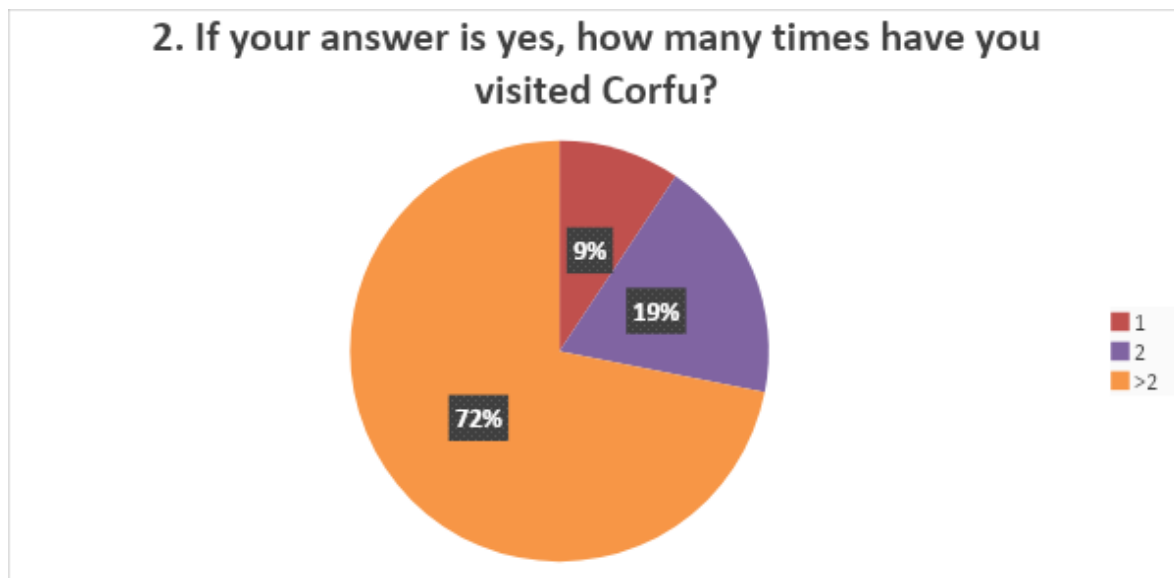
Examining the results for Corfu Pilot Area, 86% of the participants have already visited Corfu once. Examining this in relation with the age and sex available data it is perceived that younger ages as well as female are those who have already visited the island.







An interesting fact is that the majority of the participants have already visited Corfu more than two times (72%). This reflects that the demand is very high and people enjoy visiting the island in order to meet more and more of its unique characteristics its time.

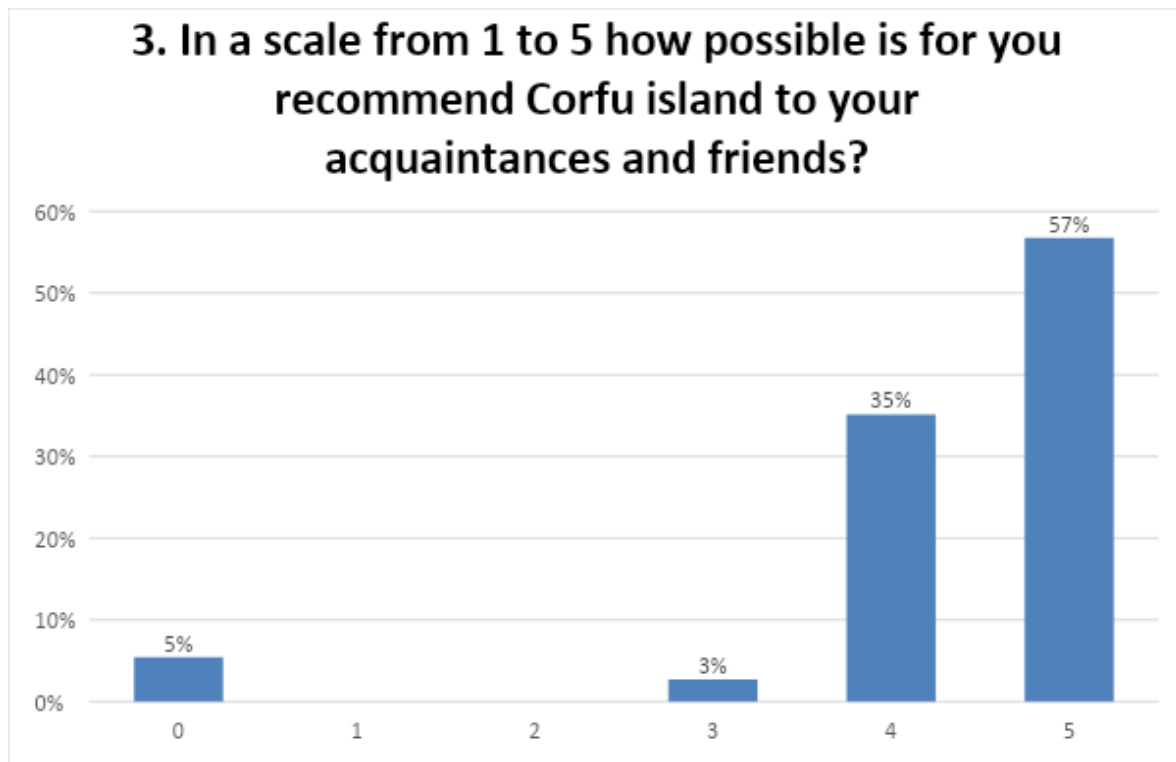


There is also a high percentage of the participants that would recommend Corfu island to their friends and relatives (35% and 57%). This fact is a strong asset related to the tourism potential of Corfu island. Recommendations from relatives and friends as they are coming from people with whom we have common characteristics and seek



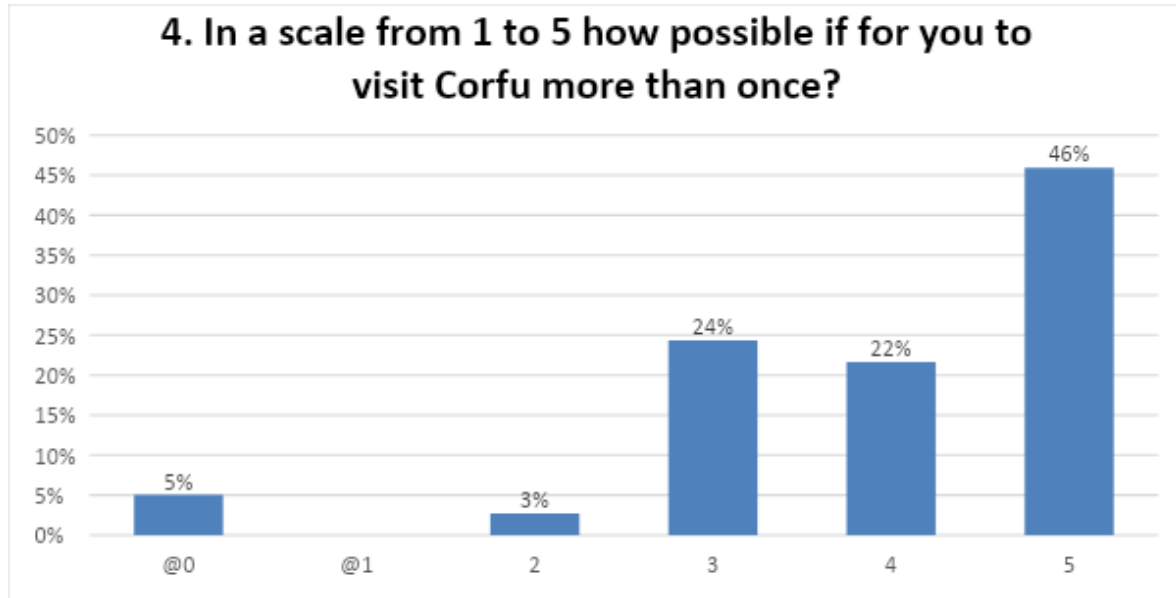


common experiences during the holidays, while the feeling of trust we feel can more directly affect our choices.



At the same time there is a high possibility of the majority of the participants to visit the island more than once. This can be related to the amount of cultural, natural and other elements of the island that has nominated it a 365 – days destination attractive all year round.

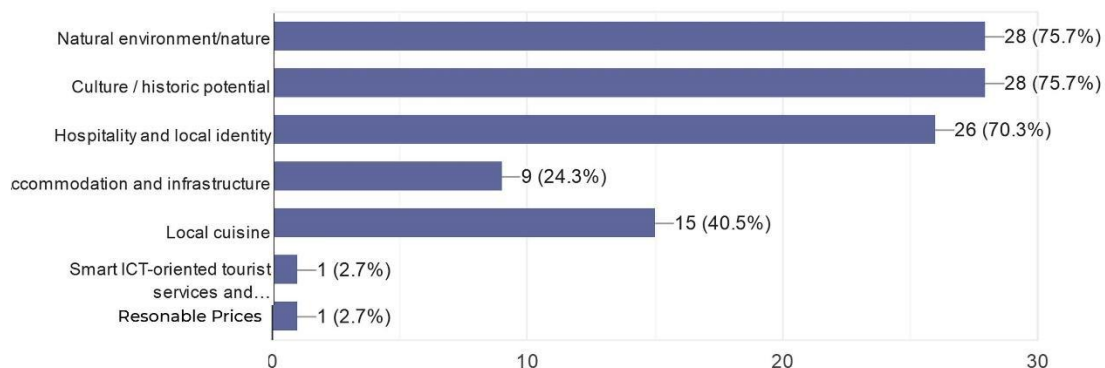




In the following question the participants were asked about their preferences in choosing a destination. The most of the answers focus on the natural and cultural environment (75.7%) as well as local identity and hospitality and we notice that technology driven applications and services are not included in the top options. Taking into account the new trends in tourism activities emphasizing on experience-based activities strongly related with local identity and the sense of the place, these answers reflects the current trends.

**5. What are your main interests in choosing a destination?**

37 responses



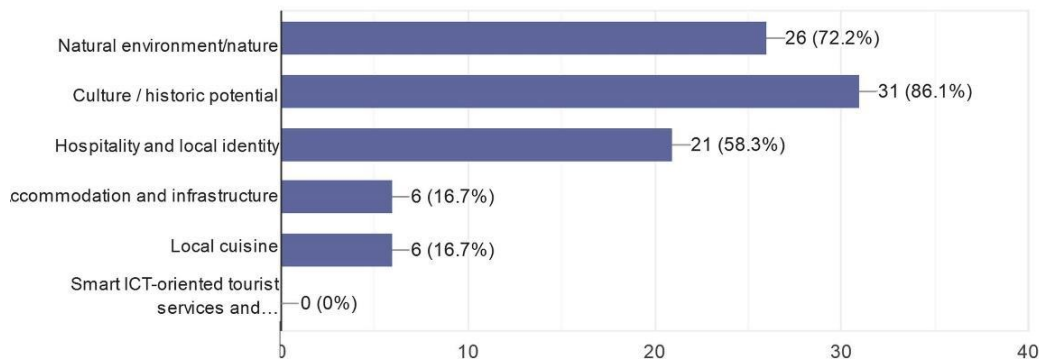
According to the answers in question 6, participants (which in majority have already visited Corfu once and are willing to come back again some time) the main priorities set in choosing a destination are met and Corfu can be considered as an attractive





destination that can be adjusted to different preferences and provide unique experiences to the visitors. The amount of cultural elements and its relation with the Venetian times create a significant cultural profile for the island promoting cultural and natural tourism as the most advanced and developed alternative touristic activities.

6. What are your main interests in choosing Corfu as a destination?

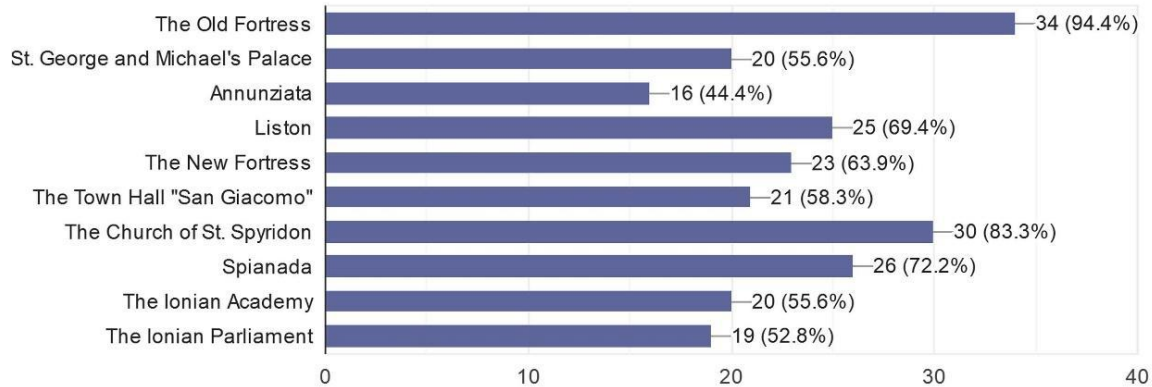


More specifically, and in accordance with the INNOViMENTOR pilot project for Corfu Town we asked the participants to choose the geolocations that they are aware of in order to explore which one is the most famous and at the same time which has gained the less attraction by the existing and potential visitors. The most well-known attraction is the Old Fortress which was expected considering that it is the trademark of Corfu in many advertising campaigns and is the first element of culture that one sees arriving by boat on the island. Attracting significant religious tourism, the Church of St. Spyridon is also well-known (83.3%) and the Spianada Square at the centre of the Old Town.



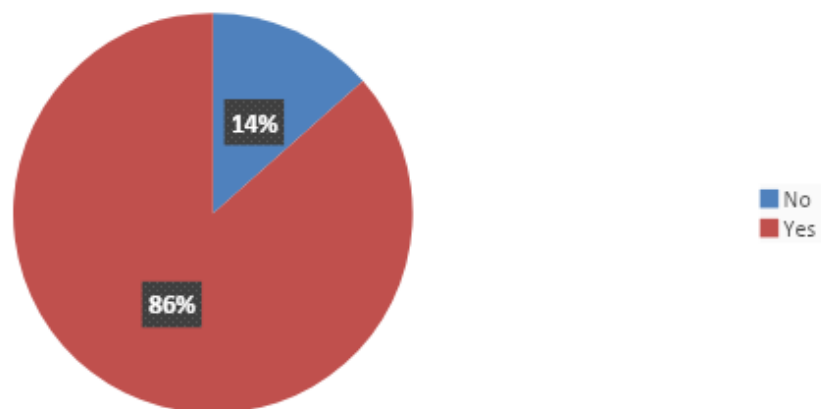


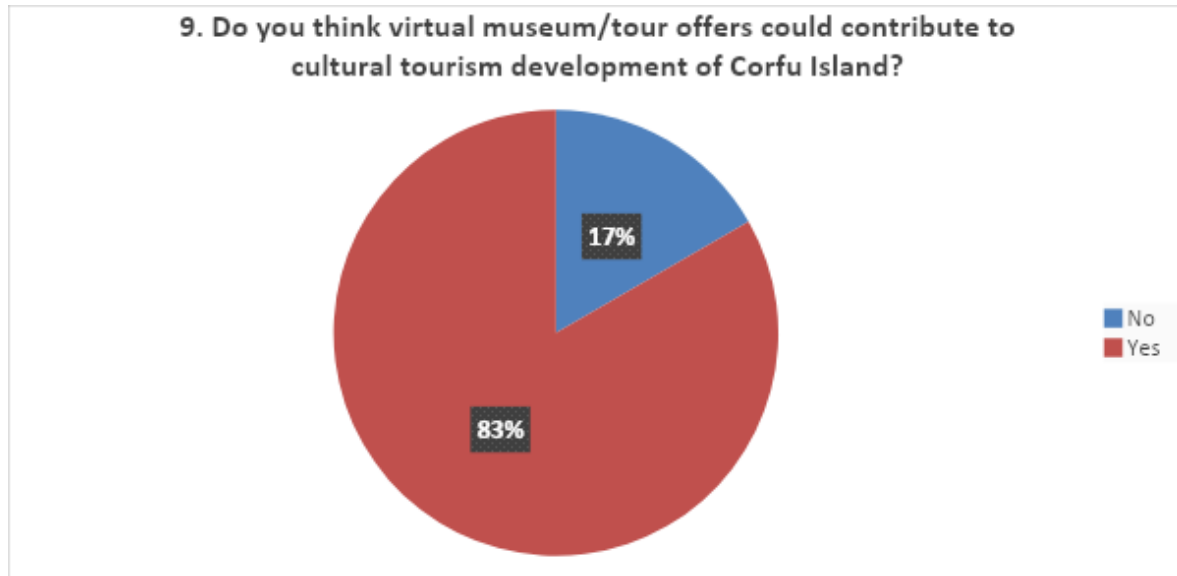
7. Are you aware of any of the following 10 cultural locations/assets in Corfu Old Town, UNESCO Monument?



Participants consider it equally important to promote new innovative technological products as well as virtual museum and virtual cultural routes for cultural tourism development. This will help to promote and utilize undeveloped cultural resources, meeting market needs that are geared towards a new digital tourism era that is particularly prevalent in Greece and to a significant extent to the isolated Greek island areas.

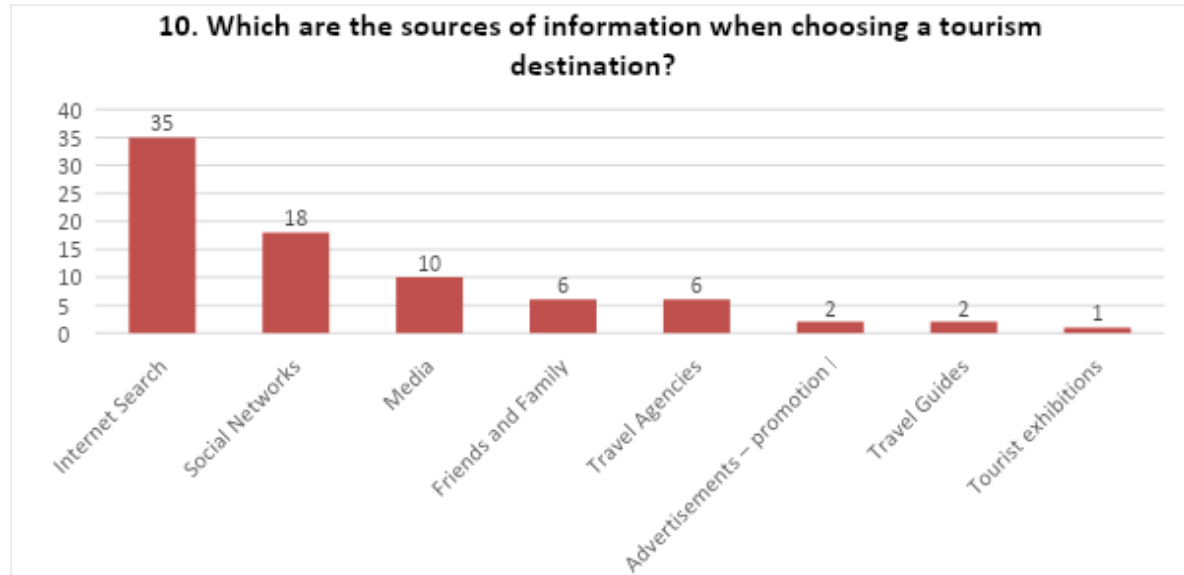
8. Do you think the creation of "new generation" technology-oriented tourist products and services (e.g. cultural routes through mobile apps) would contribute to the cultural tourism development of Corfu Island?





Finally, the answers of the last question reveal the dependence on the internet and social networks in searching information for a potential tourism destination as it is the first to obtain information on the upcoming holiday destination. Of course, family and friends' recommendations are also highly regarded, with Corfu being a destination for mass tourism for many years. Advertising, tourist guides and touristic exhibitions are placed as the less favorable options for searching information and this is why they can be replaced by internet search and social media in a more fast and effective way.





**11. Can you suggest another cultural tourism feature that is not covered by the previous questions?**

Finally, at the end of the questionnaire the participants were asked to suggest any other feature that they consider as necessary for the local tourism sustainable development of Corfu.

There are the answers:

1. The unique identity related to culture, gastronomy, etc., the most important.
2. Experience based activities for the visitors
3. Theatrical, literary and musical festivals or events
4. Walking routes in places of special natural beauty
5. Festival
6. Museums, galleries, local markets
7. Archeological museum of Corfu
8. If I remember well there is Ionian university the first founded in Greece, so educational pound should be taken in consideration.

All the answers focus on the cultural identity of the island and in addition on the need for experience - based offers strongly related to the local identity, gastronomy and history. This places the INNOViMENTOR products at the centre of the new current trends in tourism demand and supply promoting cultural heritage elements that has





already gained the interest of the visitors or are still lagging behind due to limited promotion.

