

INDICATORS AND DESCRIPTORS

MODULE 1:

These questions are obligatory for the respondents and will be included in the common survey form.

D. Company Profile**D1. Ownership:**

State company	1	Co-operative / Community managed company	4
Municipal company	2	NGO	5
Private company	3		

D2. Number of employees:

1 to 9	1
10 to 50	2
51 to 250	3
250+	4

D3. Market share:

1% - 5%	1	16% - 20%	4
6% - 10%	2	> 21%	5
11% - 15%	3	Don't know	6

D4. Respondent's experience in company:

1 year or less	1	5 to 9 years	3
2 to 4 years	2	10 years or more	4

D5. Respondent's position in company:**D6. Business profile**1. Category of tourist company / types of **main** tourist services offered

1.1. Hotels / Accommodation

- Hotel chain
- Hotel
- Tourist (holiday) village
- Hostel
- Family hotel
- Guesthouse
- Hut
- Camping

1.2. Places to eat / drink

- Restaurant
- Tavern
- Pub

- Bar
 - Café
- 1.3. Tour operators
- International level
 - National level
 - Local level
- 1.4. Travel agencies
- International level
 - National level
 - Local level
2. Category of tourist company / types of **additional** tourist services offered
- 2.1. Vacations
- Sea vacations
 - Mountain vacations
 - Sky vacations
 - Balneology, SPA and Wellness
 - Rural vacations
- 2.2. Excursions (Tours)
- 2.2.1. Classical tours - places to visit trips
- Historical;
 - Modern;
 - Cultural;
 - Religious;
 - Art;
 - Wine;
 - Gourmet
- 2.2.2. Adventure
- Hiking/Trekking
 - Rafting / canoe / kayaking
 - Mountain biking, cycling,
 - Horseback riding
 - Spelaeology
 - Watching – Wildlife and Botany, Geology
 - Diving
 - Safari

MODULE 2:

These questions are NOT obligatory for the respondents and will be included in the common survey form. They will be used to create a database with companies which are willing to continue to participate in future project activities.

1. Name of the company/organisation:
2. Name of the manager:
 - Name

- Family name
- 3. Address of the company/ organisation:
 - Street address
 - City state / Province / Region
 - ZIP / Postal code
 - Country
- 4. Website of the company/ organisation:
- 5. E-mail of the company/ organisation:
- 6. Phones of the company/ organisation:

MODULE 3:

These indicators will be used to develop a standard template which will be used to gather data about those companies which are willing to continue to participate in future project activities. These data will be used to develop optional marketing strategies for the micro tourism companies for responsible recreational initiatives.

I. Accommodation Companies/Organisations - Hotel chains, Hotels, Tourist (holiday) villages, Hostels, Family hotels, Guesthouses, Huts, Campings, etc.:

1. Number of tourist nights per month in high season
2. Number of tourist nights per month in Low season
3. Number of 'same day' clients (visitors) in high season (those who didn't stay at night)
4. Number of 'same day' clients (visitors) in low season (those who didn't stay at night)
5. Average length of stay of tourists (nights)
6. Average length of stay of same day clients (visitors) (hours)
7. Percentage of repeat/return clients (visitors) (within 5 years)
8. Daily spending per tourist (accommodation, food and drinks, other services)
 - 25 EUR <
 - 25 – 50 EUR
 - 51 – 100 EUR
 - 101 – 200 EUR
 - > 200 EUR
9. Percentage of visitors that are satisfied with their overall experience in the destination

II. Places to eat - Companies/Organisations

1. Number of tourist nights per month in high season;
2. Number of tourist nights per month in Low season;
3. Average length of stay clients (visitors) – (hours);
4. Percentage of repeat/return clients (visitors) (within a week);
5. Daily spending per tourist (food and drinks, other services)
 - 25 EUR <
 - 25 – 50 EUR
 - 51 – 100 EUR
 - 101 – 200 EUR
 - > 200 EUR
6. Percentage of visitors that are satisfied with their overall experience in the destination

III. Tour Operators / Travel Agencies

1. Number and Average of organized tourists per month in high season;

No	Day/Trip	Number of tourists	Average (% from all organised tourists)
1.1	For 1 day		
1.2	For 2 day		
1.3	For 3 day		
1.4	For a week		
1.5	More than week		

2. Number and Average of organised tourists per month in Low season

No	Day/Trip	Number of tourists	Average (% from all organised tourists)
1.1	For 1 day		
1.2	For 2 day		
1.3	For 3 day		
1.4	For a week		
1.5	More than week		

3. Percentage of repeat/return tourists:

Share	Within a week	Within a month	Within a year	Within more than 1 year
%				

4. Average value of the organised excursions in EUR (accommodation, food and drinks, other services)

	Average value of the organised excursions, EUR						
Duration	1day	2 days	3 days	7 days	10 days	2 weeks	>2 weeks
Value, EUR							

5. Additional costs (in %) for entertainment and amusement services per tourist per trip

Duration	< 25 EUR	25–50 EUR	51–100 EUR	101–200 EUR	> 200 EUR	% satisfied tourists
1 day trip						
2 days trip						
3 days trip						
7 days trip						
10 days trip						
2 weeks trip						
>2 weeks trip						

2 Other companies/organisations

1. Average value of the offered and sold services per tourist per day

Average price / Season	Average price of the goods and of the services offered to the tourists	Average price of the goods and of the services sold to the tourists	% satisfied tourists
High season			
Low season			

2. Percentage of repeat/return tourists:

Season	High season		Low season	
Duration	Within a week	Within a month	Within a week	Within a month
%				