

Survey of Needs Questionnaire

SMART Tourism Skills Initiative

Smart tourism has become increasingly popular in EU. Different types of events and activities have been classified as smart tourism, leading to the misuse of the term. What, then, is smart tourism? How to define it? Although researchers have defined the term, there has not been any consensus on a widely accepted interpretation. The definition provided by our project emphasizes smart tourism as an individual tourist support system within the context of information services and an all-encompassing technology. This survey shall help us to define the curriculum for a course helping with developing smart tourism services in the participating countries and, as a consequence, all around EU. That is why your input is highly appreciated.

Collected information will be used for the purposes of this project and reporting, individual information of questionnaire participants will not be publicly available.

INVOLVEMENT IN TOURISM AND TOURISM EDUCATION

1. Which country are you from? *

- Poland
- Serbia
- Austria
- Bulgaria
- Slovenia
- Slovak Republic

2. Which of the listed activities best describes what you are doing at present? *

Označite samo en oval.

- Lecturer/Teacher
- Tourism expert
- Tourism business owner
- Employee in a Destination Management Organization (DMO)
- Employee of District/local government, responsible for tourism
- Employee in a tourism business
- Self-employed
- Student
- Unemployed
- Retired
- Drugo: _____

3. Do the (tourism) educational programs that you are involved in integrate current trends in tourism, such as climate change, single use plastics, digitalization, health and safety, crisis management etc.?

- Yes
- No

4. Do the (tourism) educational programs that you are involved in include smart tourism? (Our project defines smart tourism as an individual tourist support system within the context of information services and an all-encompassing technology.) *

- Yes
- No

5. To what extent do you associate the following concepts with smart tourism? Please mark on a scale from 1 to 5 (1 – Not related to smart tourism at all, 5 – Very much related to smart tourism).

*

	1	2	3	4	5
Accessibility in tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety and hygiene	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digitalization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural heritage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creativity in tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cooperation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. How knowledgeable/familiar are you with the following topics? Mark the option * for each topic that is most relevant for you.

	Unfamiliar – do not know anything about it.	I have heard of it but I do not know anything about it.	I have heard of it and know the basics.	Familiar - I have studied this topic.	Expert on the topic.
Accessibility in tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety and hygiene	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digitalization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural heritage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creativity in tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cooperation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Which educational methods do you prefer? Please rank the following methods on a scale from 1 (most preferred) to 4 (least preferred). *

	1	2	3	4
Theoretical lectures, where you as a participant are not actively engaged.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Best practice examples – the lecture is based on examples of good practices.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interactive lectures, where you are actively engaged (e.g. quiz).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Combination of all three methods, mentioned above.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ACCESSIBILITY AND SAFETY

How useful would it be for you to learn more about the topics below? Please, mark on the scale from 1 to 5 how useful the information on the topic would be for you (1 – not useful at all, 2 – could be useful, 3 – I am not sure, 4 – useful, 5 – very useful).

8. Accessible tourism *

	1	2	3	4	5
Physical accessibility for people with different needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Adapting tourism products to visitors with different needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Accessibility of information *

	1	2	3	4	5
Digital accessibility of cities/sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Availability of information on accessibility in tourist destinations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Strategies to increase accessibility of tourism destinations *

	1	2	3	4	5
Smart city cards (multifunctional cards which integrate more services)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal city helpers and accessibility guides	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use of innovative digital signage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Smart solutions for increasing safety and hygiene standards *

	1	2	3	4	5
Safety management systems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Epidemic protective solutions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Are there other topics, related to accessibility or safety in tourism, that would be interesting for you?

SUSTAINABILITY

How useful would it be for you to learn more about the topics below?
Please, mark on the scale from 1 to 5 how useful the information on the topic would be for you (1 – not useful at all, 2 – could be useful, 3 – I am not sure, 4 – useful, 5 – very useful).

13. Combating and adapting to climate change *

	1	2	3	4	5
Carbon Neutrality Initiatives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CO2 emissions in tourism industry and reduction strategies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smart solutions to combat climate change	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Sustainability policies and practices *

	1	2	3	4	5
Smart city lighting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental volunteering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainable tourism tax	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainable mobility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Integrated transport system	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smart waste management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use of environmentally friendly detergents, dinnerware	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Sustainable development *

	1	2	3	4	5
Sustainable development goals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preservation and enhancement of the natural environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smart and sustainable tourism destinations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Importance of technology in enhancement of sustainable tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Sustainability and environment certification *

	1	2	3	4	5
Environmental labels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainability of natural sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Visitor management *

	1	2	3	4	5
Technology as a tool for tourism flow management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Off season travelling incentives	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. Are there other topics, related to sustainability in tourism that would be interesting for you?

DIGITALIZATION

How useful would it be for you to learn more about the topics below?
Please, mark on the scale from 1 to 5 how useful the information on the topic would be for you (1 – not useful at all, 2 – could be useful, 3 – I am not sure, 4 – useful, 5 – very useful).

19. Data collection in tourism *

	1	2	3	4	5
Digital tools for data collection in tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Big Data in tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. Personalization of tourism experiences *

	1	2	3	4	5
Smart tourism strategies to facilitate information for specific target groups	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attracting specific groups of tourists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understanding visitors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. Use of technologies in tourism activity to enhance experiences *

	1	2	3	4	5
Innovation in tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Virtual reality and augmented reality to enhance visitor experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gamification as a Tool for Smart Tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital travel itineraries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Artificial Intelligence in tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mobile payments	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Blockchain technologies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. Smart management *

	1	2	3	4	5
Smart tourism management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smart traffic control for tourists and locals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digitalization as a tool to enhance sales in tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

23. Are there other topics, related to digitalization in tourism that would be interesting for you?

CULTURAL
HERITAGE
AND
CREATIVITY

How useful would it be for you to learn more about the topics below?
Please, mark on the scale from 1 to 5 how useful the information on the topic would be for you (1 – not useful at all, 2 – could be useful, 3 – I am not sure, 4 – useful, 5 – very useful).

24. Reviving traditions and cultural heritage sustainably *

	1	2	3	4	5
Reinvention of the local culture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use of traditional handicrafts and events for tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using local festivals	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

25. Quality evaluation of culture *

	1	2	3	4	5
Quality labels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collective brands	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. Communal infrastructure *

	1	2	3	4	5
Smart infrastructure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utilising the power of art in public spaces	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. Usage of cultural heritage for new creativity *

	1	2	3	4	5
Generating value from tourists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collaboration of local creative players	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

28. Experiential tourism *

	1	2	3	4	5
Gastronomy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Smart and digital tourism experiences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

29. Are there other topics, related to cultural heritage or creativity in tourism that would be interesting for you?

COOPERATION
AND
MARKETING

How useful would it be for you to learn more about the topics below?
Please, mark on the scale from 1 to 5 how useful the information on the topic would be for you (1 – not useful at all, 2 – could be useful, 3 – I am not sure, 4 – useful, 5 – very useful).

30. Cooperation in the tourism industry *

	1	2	3	4	5
Cross-sectional collaboration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cooperation of entrepreneurs for the benefits of tourism growth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cooperation of municipalities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

31. Competitiveness and networking *

	1	2	3	4	5
Smart tourism as a tool to increase competitiveness of a destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Networking in tourism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

32. Technology enabled tourism marketing *

	1	2	3	4	5
Principles of successful tourism marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Principles of online marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

33. Marketing *

	1	2	3	4	5
Storytelling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Branding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

34. Are there other topics, related to cooperation or marketing in tourism that would be interesting for you?

CONCLUSION

35. Do you have any other suggestions for topics to be included in the smart tourism training programme?

Thank you
for
participating
in the
survey!

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