

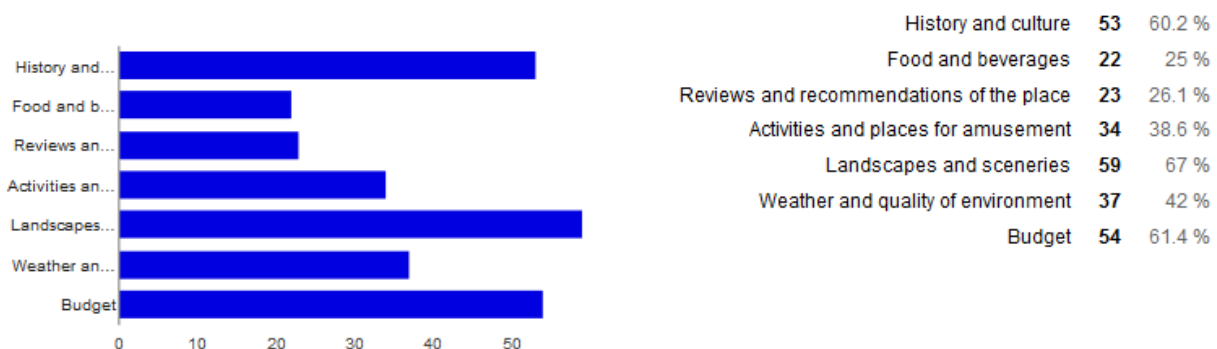
Introduction

To answer the question we decided to carry out a survey among university students within our program – Natural and Cultural Heritage management. We chose this target group first of all because we have a better understanding of their preferences in terms of holiday planning and secondly because in most cases tourist destination focus on families or people with a permanent job placement and steady income.

However, students in fact travel a lot, as well, not only for recreation but also for internships, exchange programs and volunteer work. Another important point is that a significant part of the students that have chosen this particular program have travelled a lot beforehand and have experienced different places and cultures and are certain to continue doing so in the future. Even though students in general have a tighter budget, they are open to alternative ways of holiday making in order to save money– like couch surfing and sharing rides. They are active and want to experience new possibilities for entertainment, new tastes and tend to search for interactions that are more social. That is why we believe that establishing a market niche to provide for their needs can be beneficial.

The research method that we chose is a mix between quantities and qualitative interview – seven questions with multiple-choice answers and three with open answers. It does not go in depth about the target group or about their perception of the Savoie Mont Blanc region but gives a general overview of their habits as tourists and an idea of how familiar they are with the region in question.

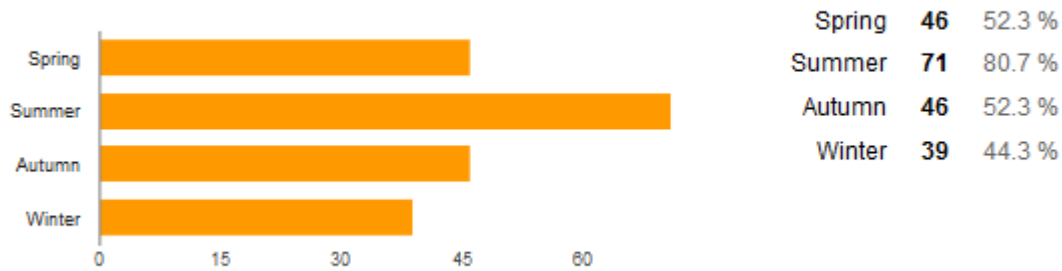
Which are the criterias by which you choose a holiday destination?



Figur 1they could choose several of the possible answers

It surprised us that are so many who are interested in culture and history, but it can be explained by that it is our own education primarily responded

What time of year do you prefer to travel

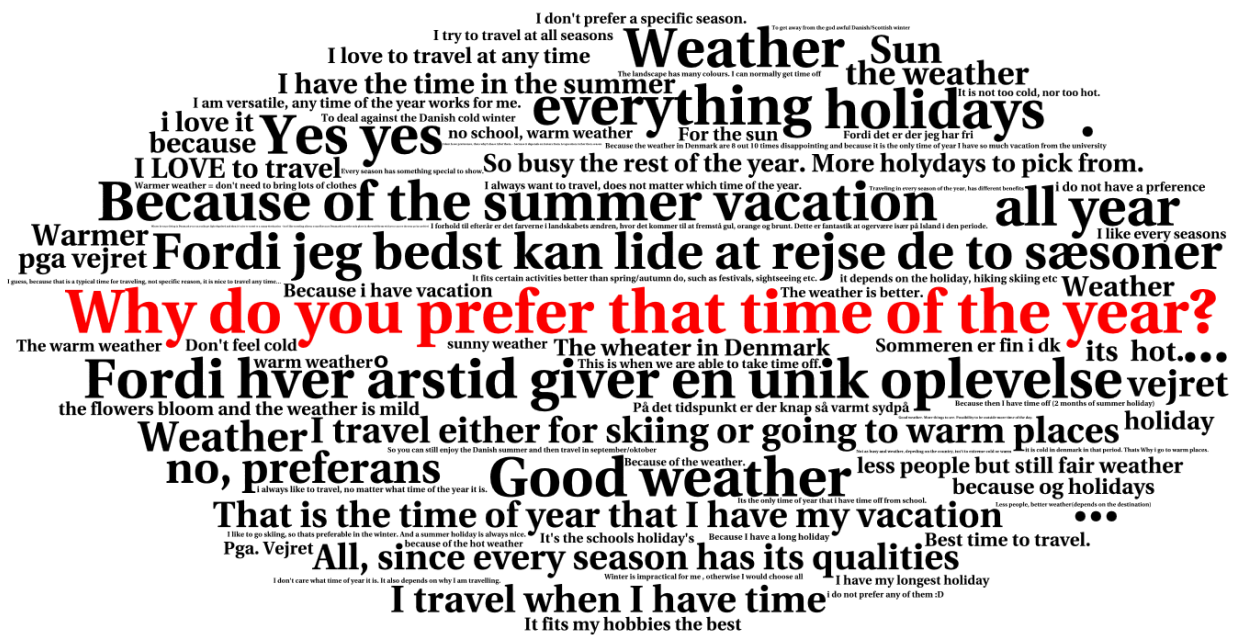


Figur 2 they could choose several of the possible answers

There are most likely to go on holiday in the summer.

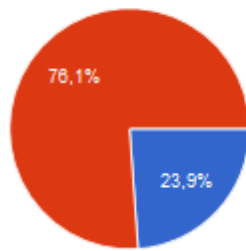
If they only could have chosen a response would diagram have been quite different.

The main reason for choosing the summer is that it is sunshine and that there is the biggest holiday period is.



Figur 3 Excerpts of their replies some are in Danish

Do you know about the Savoie Mont-Blanc region?



Yes	21	23.9 %
No	67	76.1 %

Those who have been in and looking at the website says that it looks good but there are some who have not been able to open the link

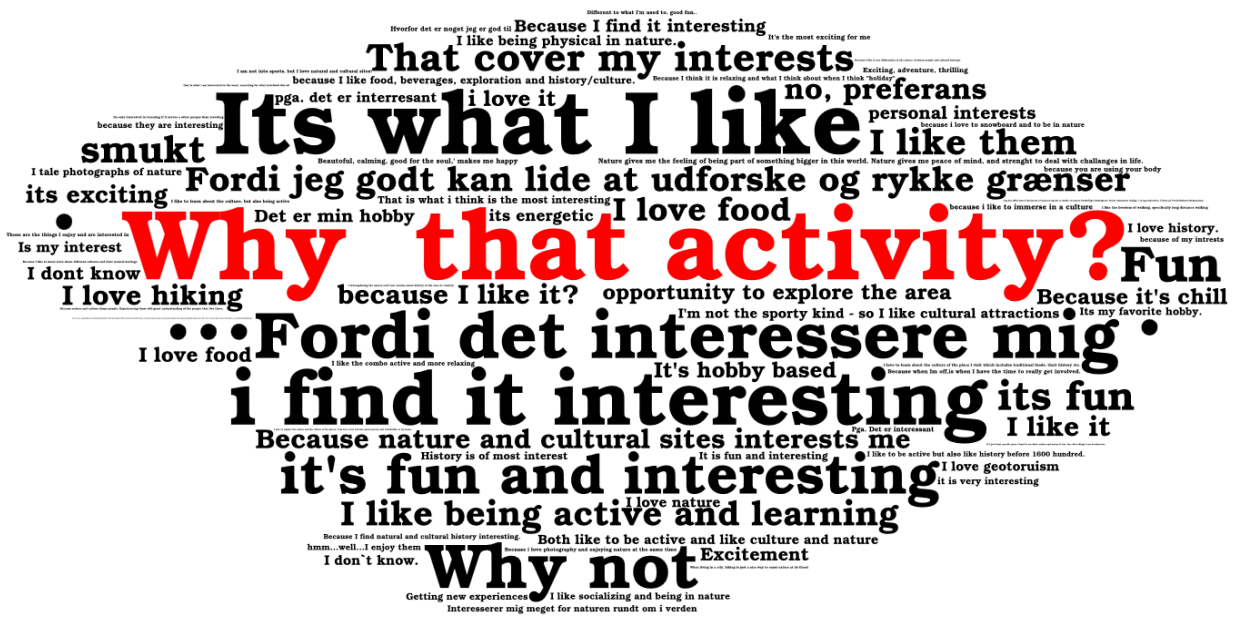


Figur 4 Excerpts of their replies some are in Danish

Which of the activities interest you the most

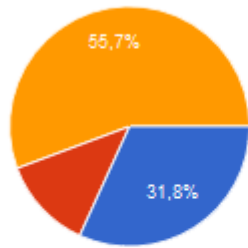


Figur 5 they could choose several of the possible answers



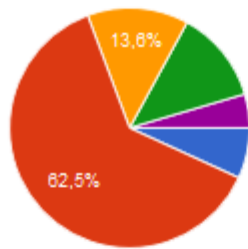
Figur 6 Excerpts of their replies some are in Danish

Would you consider Savoie Mont Blanc region next time you go abroad?



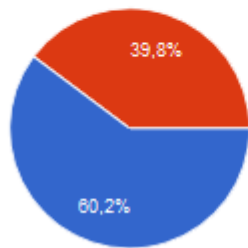
Yes	28	31.8 %
No	11	12.5 %
Maybe	49	55.7 %

Yours Age?



<20	6	6.8 %
20-25	55	62.5 %
25-30	12	13.6 %
30-40	11	12.5 %
40<	4	4.5 %

Gender



Female	53	60.2 %
Male	35	39.8 %

That it has been our education that primary replied explain also the age group and sex distribution

Conclusion

In the conclusion we will conclude on the results, that we've collected from the survey. In the survey we chose our target group to be students. The main segment of the student that we asked was, in an age group around 20 – 25 years old. Then there was a few under 20 years old and a few over 40 years old. Most of the gender there answered was female 60,2 % and 39,8 % was male.

From the survey we can conclude that the most important factor, student consider before they go on vacations is the landscapes and sceneries, two other important factors is their budget and what kind of history, and culture the destination has to offer. Two things that does not play sought a big role, in the destination, is what the food cuisine has to offer and other visitors reviews, of their experience of the place. Of the respondents, the most popular time of the year to go traveling was in the summertime, with 80,7 %. After summer, autumn and spring was also a time of the year people prefer to go travel. And the winter season was in the bottom of the four possibilities. From the results, we can conclude that the winter seasons, is where the least of the student we asked prefer to go travel.

In our survey we asked people which activities, they preferred when they was going on a holyday. We can conclude that exploring natural heritage (however its caves, lakes, rivers, mountains or parks) is what interest the students the most. Also the cultural sites sought as museums and castles have a big interest, amongst the student. The activities that have the least interests amongst, we can conclude are the extreme sports sought as paragliding and air-gliding.

When we asked the student's abought the Savoie Mont-Blanc region, and if they knew abought it, we can conclude that over half of the student (76,1 %) had never heard or knew about the Savoie Mont-Blanc region. Then we asked if the Savoie Mont-Blanc region could be a destination on their next vacation. The main part of the student would consider the Savoie Mont-Blanc region. 31,8 % of the student would like to visit the region, and 12,5 % wouldn't have any interest in going visit the Savoie Mont-Blanc region.