

Pre-Task 3. How is the Savoie Mont-Blanc region perceived abroad as a tourism destination?

Korte uitleg over de doelgroep die we willen onderzoeken (en waarom) en hoe we dit onderzoek hebben aangepakt.

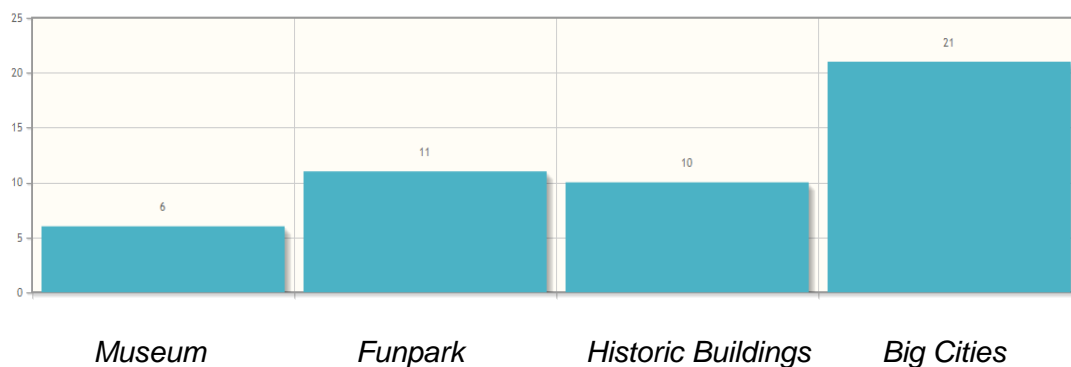
Online survey

Our research has revealed that 84% of the students at this moment have not heard of the region Savoie Mont-Blanc and the place Chambéry. One of the positive facts is that the students want to learn more about the Savoie Mont-Blanc and Chambéry. The students do know the Pyrenees and the winter sports well.

Students especially like to personally take initiative as well as planning their own transport to go to France. 31 of the 48 students likes visiting the beautiful cities and buildings, besides winter sports. They prefer to stay in an apartment or hotel with friends or family. The students have a budget between € 300 and € 500.

In the image below you can see the interests of the students. What stands out is the fact that the students find major cities interesting. On the 2nd place we find amusement parks and historic buildings.

Statistics of question number 7: In wich hot spots are you interested?



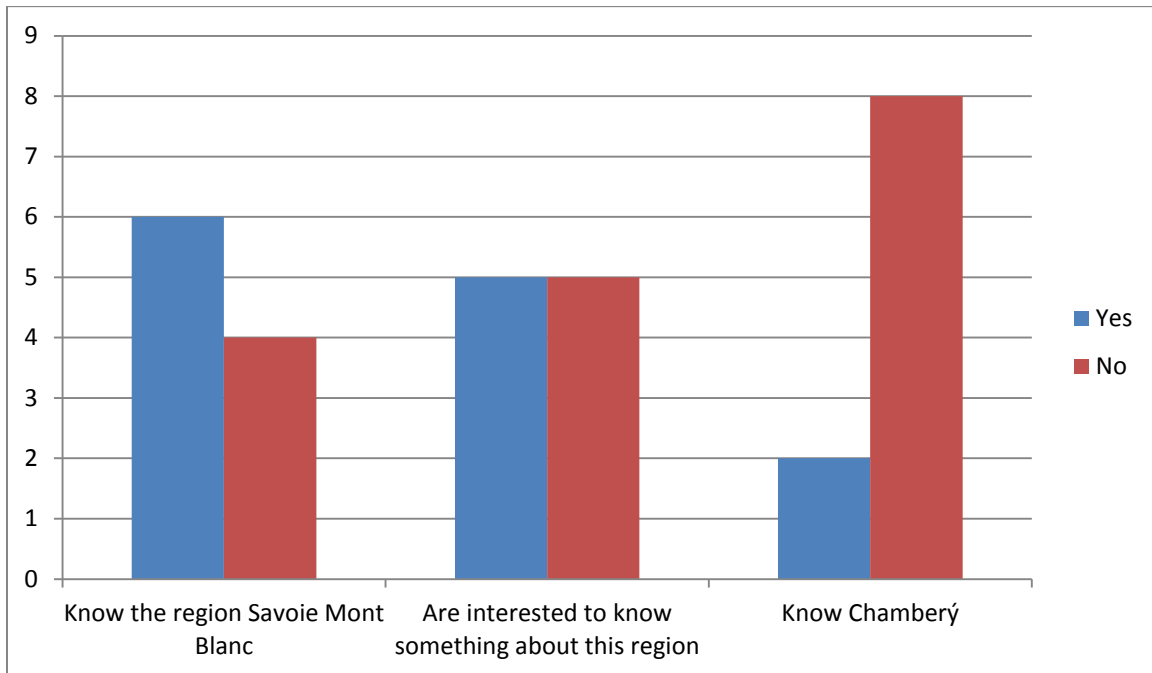
The annexes contain all the results from the research.

Our advice for the region is to respond to the students by giving the advice to travel on a small budget (between € 300 and € 500) and additionally offer suggestions about the hotspots of the region. The focus in the suggestions should be on discovering the city and seeing historical buildings. Students also highly appreciate any suggestions about funparks and other fun activities, like an interactive museum. The journey should not be an organized trip it is better when, consumers can choose themselves which ideas to do and when.

Interviews

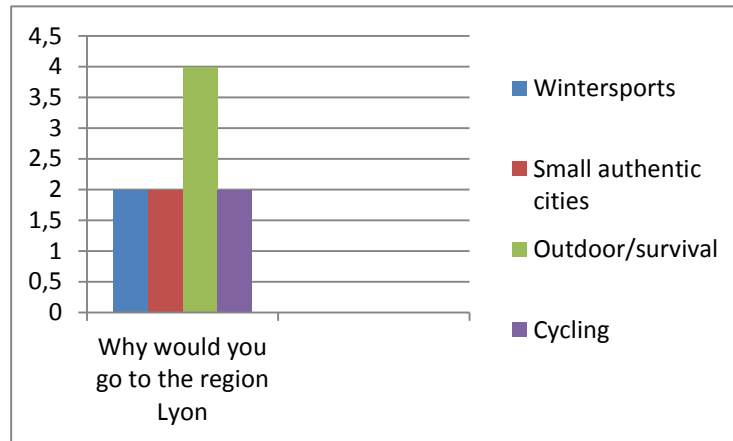
Besides the survey we also used the same questions in interview research. The nature of the interviews allowed us to win additional information. Below please find the results of these interviews:

Number of students	10
Type of students	Tourism students
Duration interview	10-15min



We asked the 5 people who were not interested to know something about the region of Savoie Mont Blanc why this was the case. The uninterested students told us that it's not the first place they would think of when, for example, booking a trip. They are more familiar with places in Austria. This is mainly because in school they learned more about Austria than about France. A lot of people also had no idea where the city of Chambery would be located.

After these questions we also wanted to know something about their holiday plans.



As you can see, most people are interested in outdoor/survival holidays in this region. They would prefer to go on a winter sport vacation in Austria because it is well known for its nightlife. On the other hand Chambery isn't a well-known place for its nightlife. It is mostly known for the old historical buildings.

Other results:

If the participants knew something about this region, the information came from friends. That indicates that there is not enough promotion through the internet, social media and apps.

6 out of 10 students are interested in big cities and museums. The other 4 people are more interested in historic buildings. We think that in Chambery they can find what they are looking for. Chambery is described as the historic capital of Savoie. The castle of the Dukes of Savoy dates back to the 14th and 15th century and has been restored and rebuilt in the 18th century. Near the Castle is the Sainte-Chapelle in flamboyant Gothic style with a Baroque façade. There is also a cathedral called 'Métropole' which is a former monastery church. It has 6000 m² of walls and vaults are painted in trompe-l'oeil.

All of the participants that we have interviewed personally wanted to book a hostel when they would go there. It is cheap and they can meet other people of their age. We did some research on the internet and we found some hostels in Chambery. That means there are a few possibilities for this target group to go to in Chambery. Besides a few hostels, Chambery has 20 hotels and a few apartments and bed breakfasts.

All in all the students wanted to spend around € 500 per person; including travel, food and accommodation. This is a great result because this is certainly possible. A flight to Geneva, for example, is not that expensive, they can book a bus ticket or train ticket to Chambery and stay in a hostel, and so definitely manage a trip with € 500 per person.

Finally, the main point is that all participants wanted to travel on their own. As they explained, the main reason is they want to discover places on their own while feeling comfortable and free.

Conclusion:

The needs of the participants are very clear. They want a cheap holiday, travel on their own, meet other people and especially enjoy it. We ensure that Chambery can offer these things,

but for Chambéry it is important that they better inform their target group. We can conclude from the results of the survey and the interview that the promotion of the Savoie Mont-Blanc region is too moderate. Especially from the result of the interviews, we can tell that the spread of information is definitely too low.

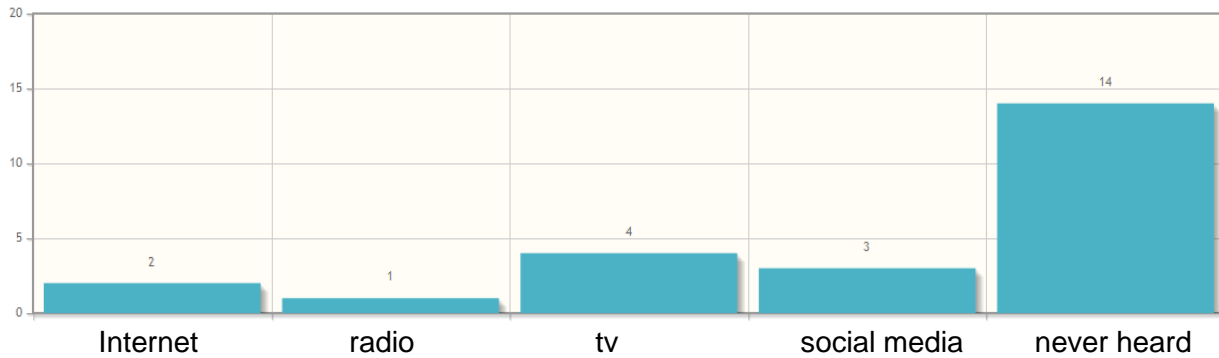
From earlier research we can conclude that the students are grown in a digital era. Computers, laptops and smartphones are a 'must have' for our generation and there is a constantly use of them. The information of the students are mostly throughout social media, because 96% of the students are active on social media.

So our advice for Chambéry is to be more active on different platforms of social media. The use of facebook is the most important social media. Besides Facebook

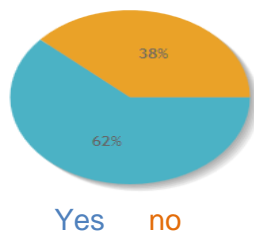
Enclosure

Sources and Literature: Hogeschool Amsterdam: Mediavaardigheden van leerkrachten in het basisonderwijs Een onderzoek in opdracht van Mijn kind Online

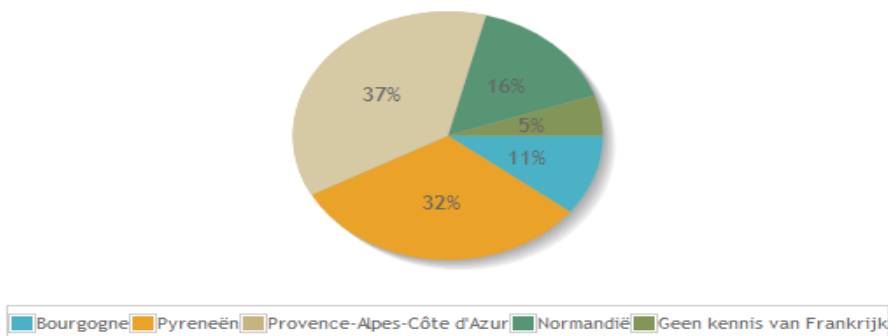
Question 1: Through which channels have you ever heard from the region Savoie Mont-Blanc?



Question 2: Do you like to know something more about the region Savoie Mont-Blanc?

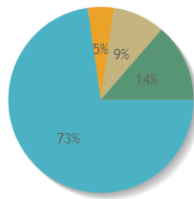


Question 3: Which area comes first in mind when you are thinking about France?



No knowledge of France

Question 4: From which medium or what did you heard something about this region?



Vakantie Geheard van vrienden Via het nieuws Via het internet

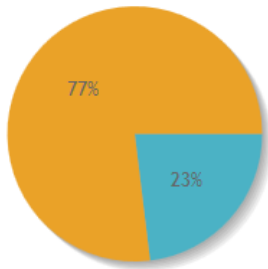
holiday

heard from friends

news

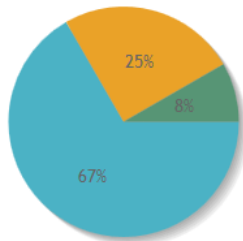
internet

Question 5: Do you know Chambéry?



Yes no

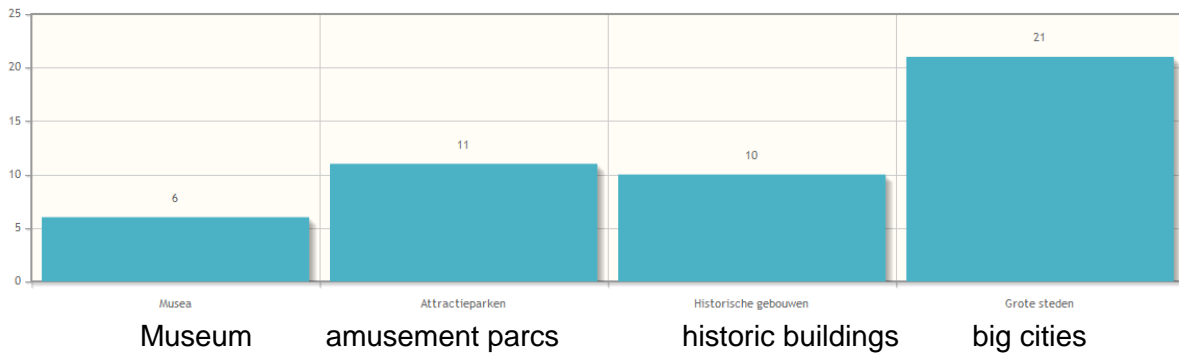
Question 6: Why would you go to the French Alps (region Savoie-hautes-alpes)



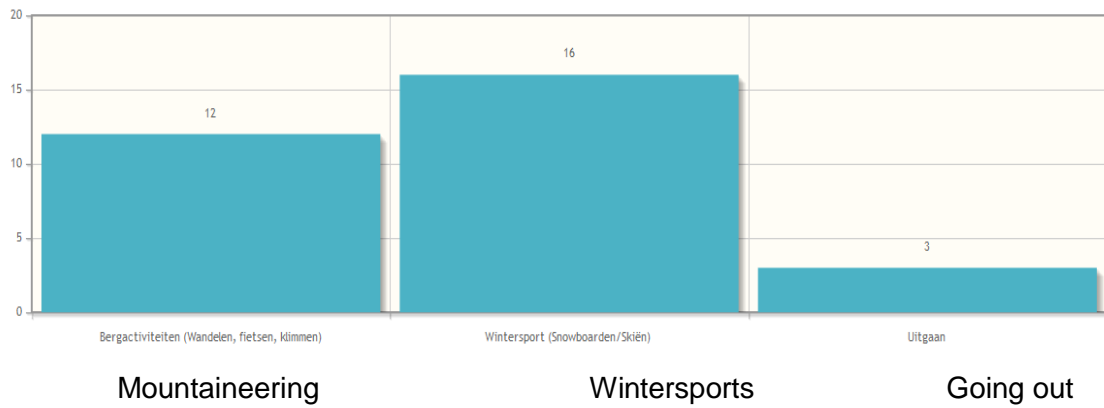
Wintersport Voor de kleine authentieke stadjes Wielrennen Outdoor activiteiten

Winter sport, small authentic cities, cycling, outdoor activities

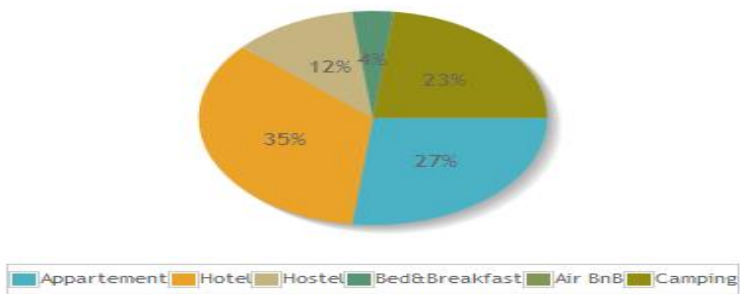
Question 7: In what kind of activities are you interested?



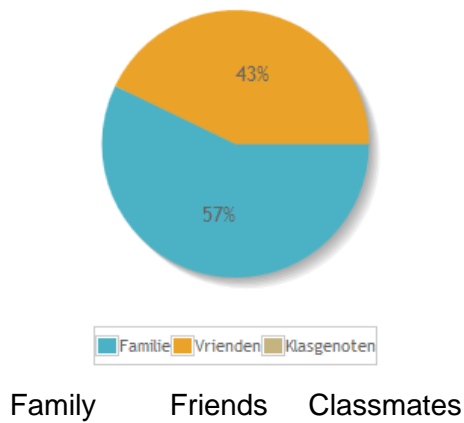
Question 8: What comes first in mind by thinking about South-East France?



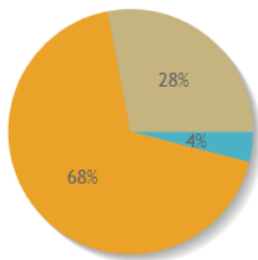
Question 9: In what kind of accommodation are you interested during a holiday in France?



Question 10: With who do you want to go on holiday?



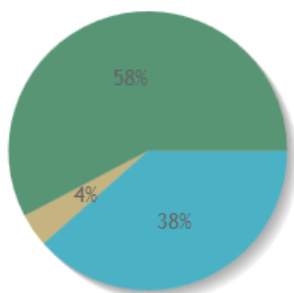
Question 11: How much do you want to spend for a holiday in France? (inclusive transport and accommodation)



Tot €300 p.p. van €300 p.p. tot €500 p.p. Meer dan €500 p.p.

Till €300p.p. From €300 p.p. till €500 p.p. More than 500 p.p.

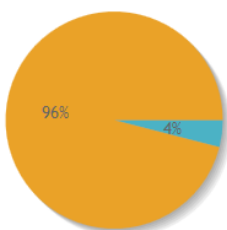
Question 12: What is your favourite type of transport to go on holiday to France?



Vliegtuig Bus Trein Eigen vervoer

Airplane bus train own transportation

Question 13: What do you prefer? Travel at your own or organised?



Georganiseerde reis Reis op eigen invulling

Organised at your own