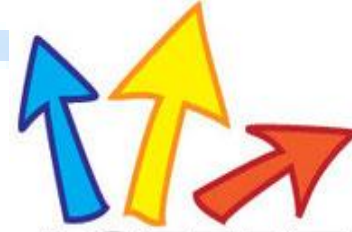


17.11.2015



**YASAR**  
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**ACEPT**  
EUROPEAN NETWORK OF UNIVERSITY COLLEGES IN TOURISM

# YASAR UNIVERSITY TURKEY

- How is the Savoie Mont-Blanc region perceived abroad as a tourism destination ?

The Turkish Team Members :

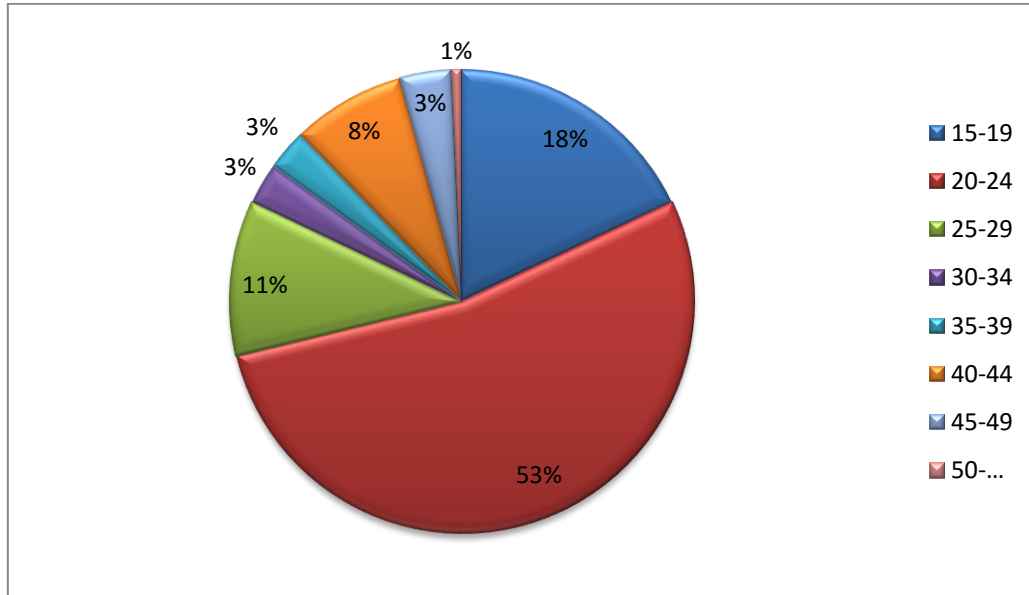
- Umut ÖZEL
- Berkan Selman AŞÇI
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- Sinan CANA
- Buğra ERSOY
- Aynur DENİZ
- Pelin ÖZAD

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## **INTRODUCTION**

For “Pre-Task 3 (Host country): How is the Savoie Mont-Blanc region perceived abroad as a tourism destination?” 142 people were surveyed about the Savoie Mont-Blanc region and skiing. Since the Savoie Mont-Blanc region is not well-known among the Turkish people, instead of a specific group of people, many people with different ages and backgrounds were surveyed. The participants answered questions about France, the Savoie Mont-Blanc region and skiing.

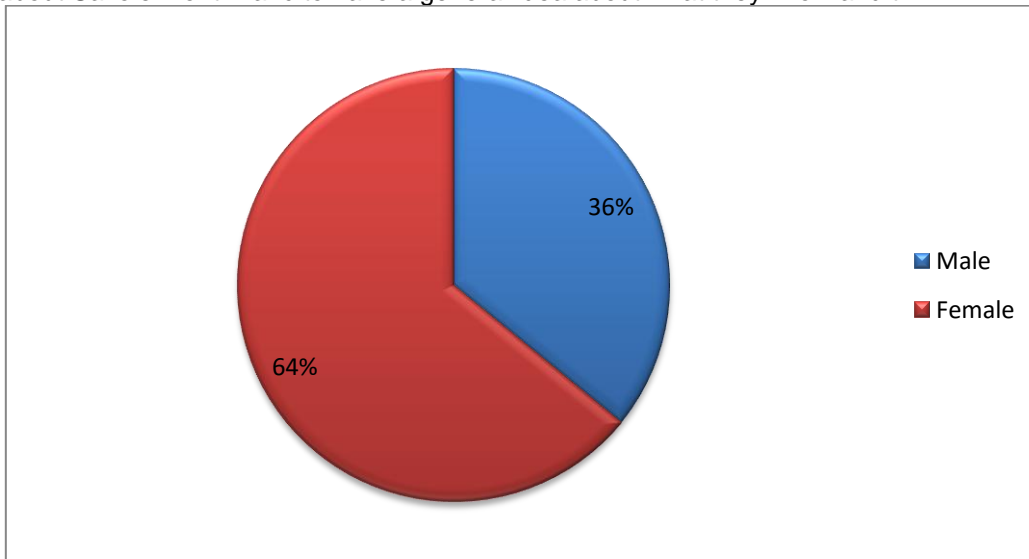
## **RESEARCH FINDINGS**



**Figure 1. Age**

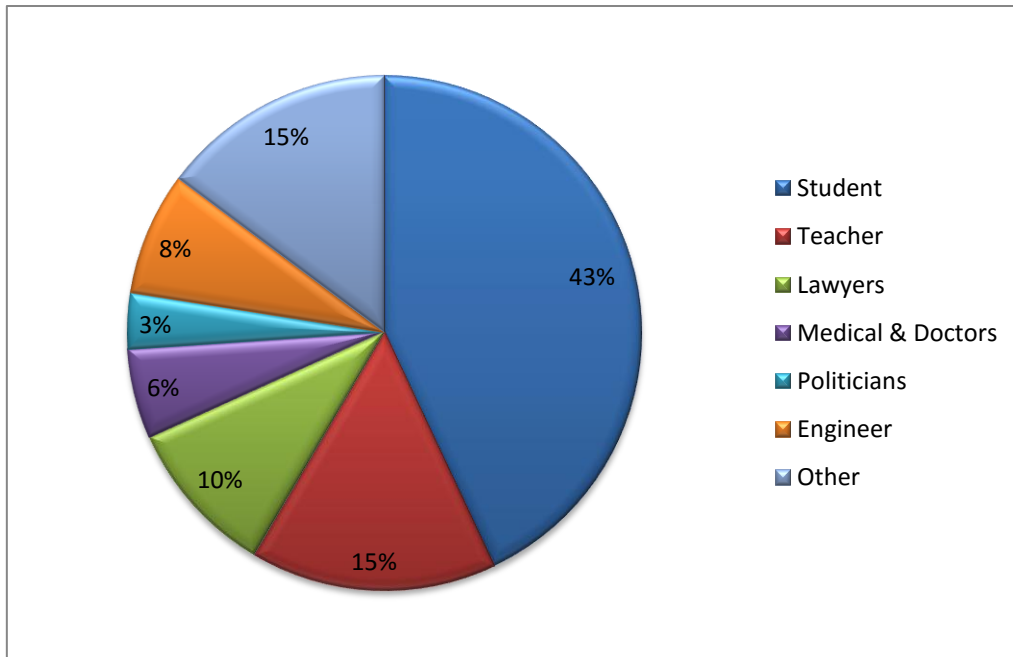
The majority of the 142 people who participated in the survey were between 20-24 years of age as shown in Figure 1. The rest of the participants were grouped as 15-19 (18%), 25-29 (11%), 40-44 (8%), 45-49 (3%), 30-34 (3%), 35-39 (3%) and 50 or more (1%).

Since Savoie Mont-Blanc is not a well-known destination in Turkey, a wide range of participants were asked about Savoie Mont-Blanc to have a general idea about what they know and think.



**Figure 2. Gender**

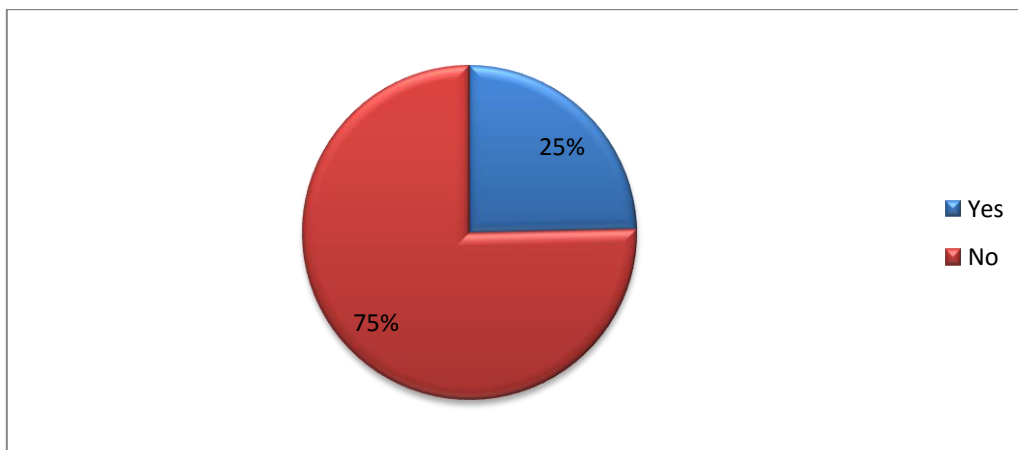
The 36% of the participants were male and 64% were female (Figure 2).



**Figure 3. Profession**

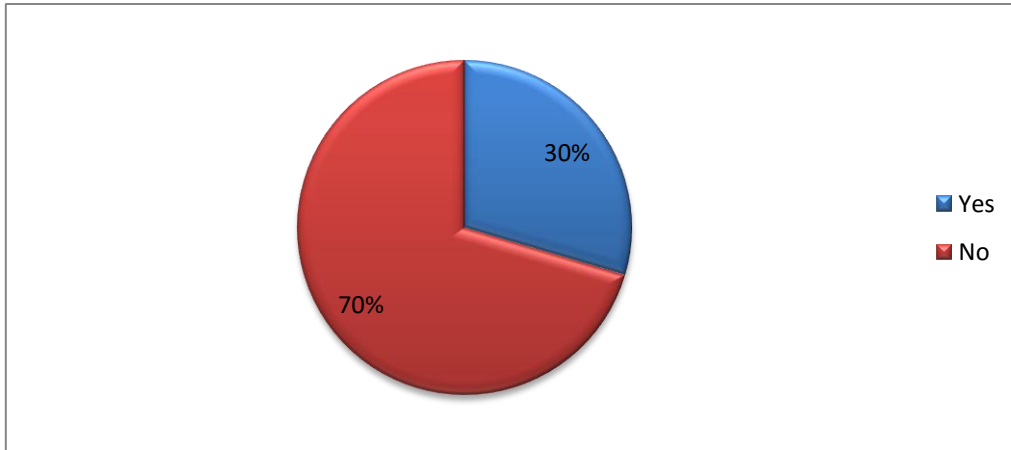
Professions of the participants are categorized as Students (43%), Teachers (15%), Lawyers (10%), Medical & Doctors (5%), Politicians (3%), Engineers (8%), other professions (15%) as shown in

Figure 3.



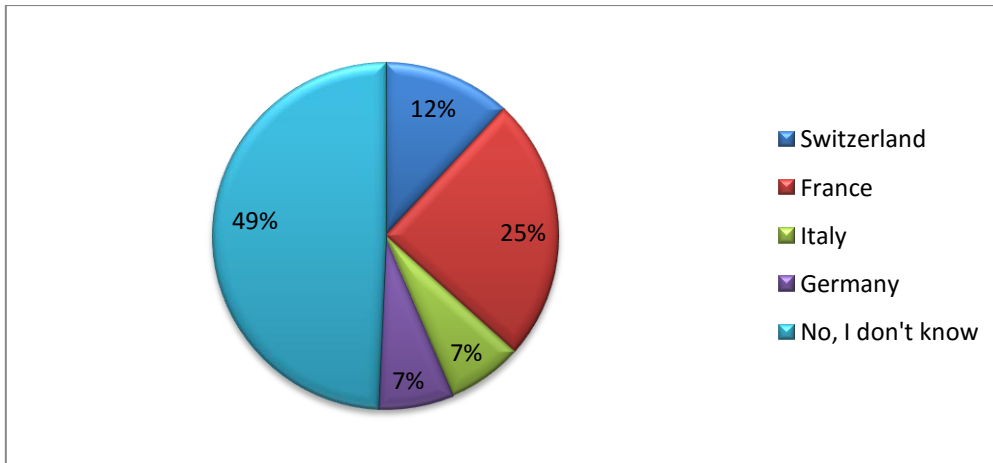
**Figure 4. Do you do skiing?**

Only 25% of the participants answered that they ski while the 75% said that they do not ski (Figure 4).



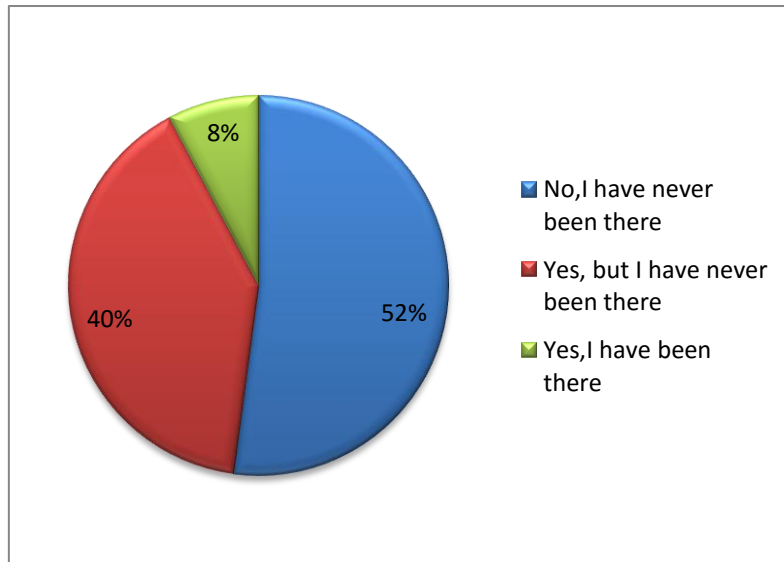
**Figure 5. Do you know about Mont Blanc?**

When they were asked if they had any knowledge about Mont Blanc Region only 30% of the participants said that they know about the Region, while the other 70% stated that they have no knowledge of it (Figure 5), which indicates that Mont Blanc Region is not well-known among the participants.



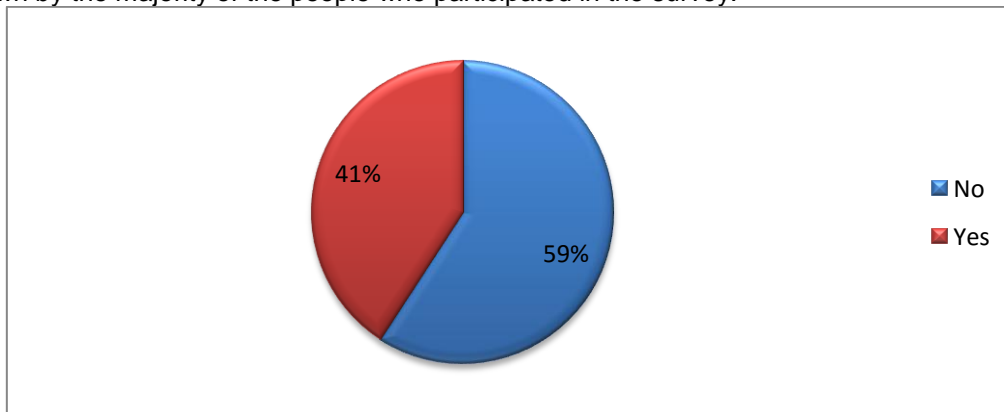
**Figure 6. Do you know about the location of the Mont Blanc? If you know Mont Blanc, you should select one country.**

When the participants were asked about the location of the Mont Blanc Region (Figure 6) almost half of the participants (49%) answered they do not know the location of Mont Blanc Region, but the other answers were France (24%), Switzerland (12%), Italy (7%) and Germany (7%). So, only a quarter of the participants know the location and a quarter is mistaken about it.



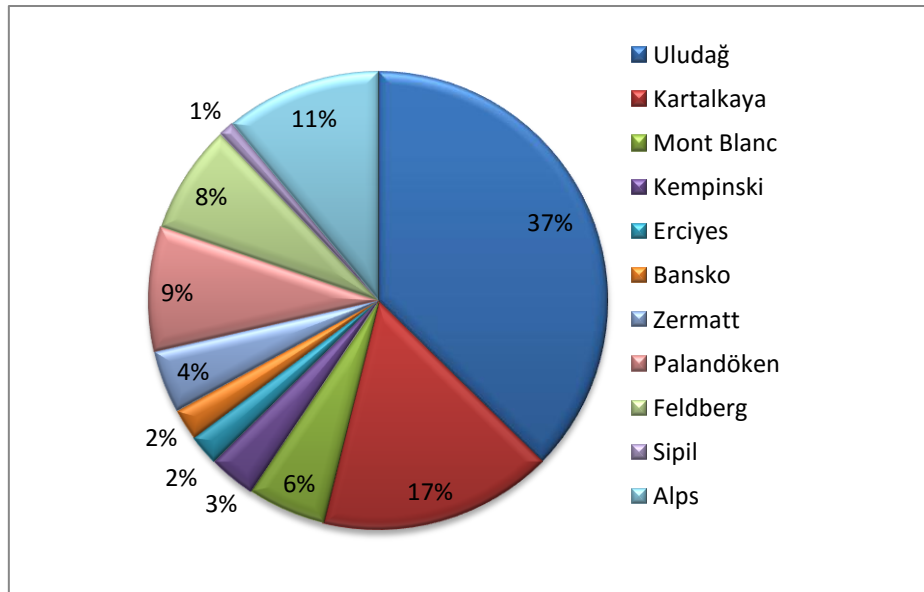
**Figure 7. Do you know about French Alps? Have you ever been there?**

The participants were asked if they know about the French Alps or if they have ever been there; more than half of the participants (52%) answered that they neither have been there or known about it. 40% of our participants said that they know about it but never been there, and a small 8% of participants said that they have been there before (Figure 7), which shows that only a very small part of the group actually experienced the Mont Blanc Region. Also the answers to this question shows that the area is not known by the majority of the people who participated in the survey.



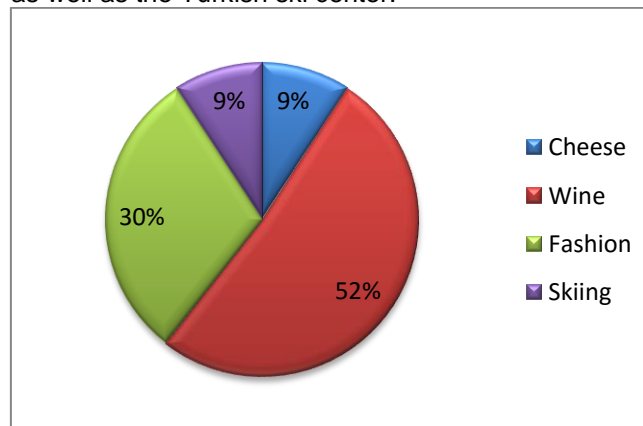
**Figure 8. Do you know about ski resorts around the world? If you know any ski resorts in the world, you should write under the yes selection.**

When the participants were inquired if they know any ski centers around the world, 41% of participants answered Yes, while the other 59% answered No. So, the ski centers are not that foreign to the participants.



**Figure 9. Could you write the ski resorts you know around the world?**

Of those who answered Yes (Graph.9), the known locations were, Uludağ (37%), Kartalkaya (16%), Alps (11%), Palandöken (9%), Feldberg (7%), Mont Blanc (5%), Zermatt (4%), Kempinsky (3%), Bansko (2%), Erciyes (2%) and Sipil (1%). Due to the number and the quality of the ski centers in Turkey, the participants know more about the ones that are located in Turkey. This could also mean that the ski centers in Europe and around the world do not target the Turkish audience and they are not promoted in Turkey as well as the Turkish ski center.



**Figure 10. When we say France, what is the first factor that comes to your mind?**

Finally, the participants were asked about the first thing that comes to their mind about France (Graph.10), and the answers were mainly Wine (51%) and Fashion (31%), but also Cheese (9%) and Ski (9%). The answers to this question show that France is promoted more with the French wines and the fashion and not with its ski centers in Turkey.

### **CONCLUSION**

The results of the survey show that the Savoie Mont-Blanc region is not well-known among the Turkish people. A part of the participants know about the Savoie Mont-Blanc region, and half of those participants do not know the location, and only a small part of the participants know the correct location of the Savoie Mont-Blanc region. Even though most of the participants do not ski, almost half of the participants know about the ski centers. These results show us that the Savoie Mont-Blanc region is not well-promoted in Turkey and skiing is not very popular among the participants. Since there are a group of people who have been to the Savoie Mont-Blanc region, it is possible to attract the people to the destination with improved promotion.