

SUMMARY REPORT ON THE STUDY AND ITS STATISTICAL EVALUATION

**STUDY ON BRAND AWARENESS IN TERMS OF THE POTENTIAL
OF TOURISM IN THE PREŠOV REGION**



PL-SK

Interreg
Poľsko-Slovensko

Európsky fond regionálneho rozvoja



EURÓPSKA ÚNIA



PREŠOVSKÝ
SAMOSPRÁVNÝ
KRAJ



SEVEROVÝCHOD
SLOVENSKA



PODKARPACKA

Regionalna
Organizacja
Turystyczna

The report was drawn up under microproject No. INT/EK/PO/1/II/B/0157 entitled **Carpathian
Adventures – New Cross-Border Tourism Products**

The following paragraphs offer a summary look at selected findings from the research conducted.

A total of 1500 respondents were surveyed, who in terms of gender were diversified approximately proportionally. The average age of respondents was 28.64 years, whereas the youngest respondent was 16 and the oldest 83 years old. The most numerous group comprised respondents with a completed secondary education.

Holiday over the past 12 months

The survey started with a question asking if the respondents had taken a holiday in Slovakia, where it is apparent that the majority of respondents, i.e. 64%, did take their holiday in Slovakia (out of that, 39% also took a holiday outside of Slovakia). This information stresses the importance of activities linked with the perception of quality of tourism in Slovakia. It is important to mention that 18% of the respondents did not take any holidays. This group was characterised especially by lower income and, in terms of social status, by pensioners and then the unemployed. Therefore, this should be regarded as an area having the potential for creation (or promotion) of attractions that suit the aforementioned group. Obviously, this would not involve high-risk products with respect to the profile of the potential customer.

Holiday destinations in Slovakia and the reason for a holiday in the Prešov Region

The top five destinations visited in Slovakia include places such as the High Tatras, Bardejov Spa, Košice, Bratislava and Domaša. As is obvious, most of these destinations are located in the eastern part of Slovakia, as demonstrated by the percentage, where 67% of all those questioned said that their holiday destination was in the Prešov Region. Of all those questioned, more than 28% of respondents visited the Prešov Region solely for a holiday and almost 22% because of holidays and business trips. After analysis, it can be said that the Prešov Region is preferred by higher income groups in comparison with other regions.

Evaluation of attractiveness of the Prešov Region

When we evaluate the attractiveness of the Prešov Region, the average value can be defined as 5.9 out of 10, which indicates that there is a certain gap for increasing the perception of attractiveness. A more positive assessment was reflected by respondents with higher education and higher age, and, in terms of income, the middle-income group also shows a more positive rating. However, when compared with other regions, the Prešov Region was assessed on average in a more positive way. It received the worst rating in comparison with the Nitra Region and the best rating in comparison with the Bratislava Region.

Attractions of the Prešov Region

The top attractions according to respondents could include, for example, the High Tatras and Slovak Paradise national parks (partly overlapping the Prešov Region), Bardejov Spa or Prešov and its vicinity. From the marketing point of view of these attractions, it is reasonable especially to mobilise and maintain the current position of attractiveness perception. The challenge and also

the potential lie in the lesser known sites, for example, caves in the eastern part of Slovakia, sites linked to history (Dukla Pass), natural sites (Poloniny, Drienica), etc.

Evaluation of attractions in the Prešov Region

The greatest attractiveness is attributed to national parks, followed by castles, spas and medical treatment centres. The lowest attractiveness is attributed to the arts and technical monuments. When looking at attractiveness, it is appropriate to take into consideration the characteristics of potential customers as well as the characteristics of attractiveness. For example, the arts define a relatively specific segment of customer, but in terms of a permanent exhibition it can be expected that the customer is less likely to visit an exhibition several times. Talking about the arts as a profitable segment of tourism would be at the very least bold, but its existence and promotion is appropriate. If we focus on the attributed attractiveness of the individual types of tourism in the Prešov Region, in terms of gender, a demonstrable difference was seen in sacral monuments and pilgrimage sites – where men assess this type of tourism more positively than women. Conversely, water areas and ski resorts are more positively assessed by women in terms of their interest. Predictably, a demonstrable difference was also seen in technical monuments, where men predominate. Looking at age categories, no demonstrable difference appeared only with castles, manor houses and history. Let's focus on the two lowest evaluated attractions. First was the arts, which were poorly evaluated by the age group of 31- to 50-year-olds, but highly valued by persons over 50. The second lowest evaluated category of attraction included technical monuments, which were given the lowest evaluation by the group of 41- to 50-year-olds and the highest by the group over 50, followed by the youngest group of under 20-year-olds by a small margin. There were no significant differences in the assessment of the arts based on income. Technical monuments were assessed least favourably by the lowest income group and most highly assessed by respondents with an average level of income per person in households of 500 to 750 €.

Interest in individual types of tourism

The most interesting types of tourism appear to be, for example, environmental tourism, active tourism, sports tourism, health tourism, etc. On the other hand, the least interesting types include, for example, faith tourism focused on religious and pilgrimage sites, technologies or ethnic – “a return to one's roots” – tourism. These findings have a summary character that is insufficient for policy implementation and strategy development in tourism, however. As can be expected, every type of tourism is specific to a certain group of customers or segment. Sports tourism, even though showing a high level of interest in general, does not have a high rating in all segments, just as religious and pilgrimage tourism does not have a low rating in all segments. In terms of promotional activities, the higher-rated types of tourism have the advantage that their strategies may be more general, whereas the lower-rated types of tourism must have precisely defined activities and specifically defined segments. The most poorly rated tourism types include technological, ethnic, business and religious tourism. When analysing these types, demonstrable differences are found in terms of gender in technology tourism, shopping tourism and religious tourism, where higher ratings can be found in men. In terms of age, technology shows to be of low

interest among 41- to 50-year-olds, and, conversely, of greatest interest among 21- to 30-year-olds. There were also significant differences in ethnic tourism, where the lowest average rating was among 31- to 40-year-olds and the highest for the youngest age group. In terms of shopping tourism, the lowest rating was among 41- to 50-year-olds and the highest for the youngest age group. In terms of income, technology tourism had the lowest rating among the income group of 400-500 € and the highest rating among the highest paid group. Income also has an influence on differences in shopping tourism, where the lowest preferences were indicated by the group having an average income of 300-400 € per household member and the highest preferences among the highest-paid income group.

Use of individual transport modes

If we look at transport, the most preferred transport mode is travelling by car, with transport of passengers by train and bus having comparable values. Transport by air is used to a minimum degree. When analysing the differences in transport in terms of gender, differences appeared only in bus transport, where this type of transport is preferred by women. With respect to age, differences appeared in all categories, but air transport will not be described in more detail. Transport by car was least preferred by the oldest age group and most preferred by persons 41-50 years old. Bus transport is least preferred by the oldest group and most preferred by the youngest age group. Train transport had the lowest rating among 41- to 50-year-olds, and the highest among both the youngest and the oldest age groups. In terms of income, transport by car is least preferred by the group with an income of 300-400 €; on the other hand, this type of transport is most preferred by the lowest-paid persons, and with a small deviation also by those who earn most. With respect to bus transport, the lowest rating was among the highest-paid persons and the highest rating among the group earning an income of 300-400 €. Train transport is least preferred by the 500-750 € income group, while this type of transport enjoys the highest popularity among the group earning 300-400 €.

Preferences in accommodation types

In general, the most preferred accommodation was hotels, but respondents are also highly interested in cottages and cottage resorts, pensions and private guest houses. In contrast, there is quite low interest in hostels and camping sites. A clear difference in terms of gender occurred only in cottage resorts, which were more preferred by women, and in hostels, which were more preferred by men. In terms of age, a difference appeared in several types of accommodation, where camping sites are least preferred by 41- to 50-year-olds and most preferred by age groups under 30. Pensions are least popular among the youngest age group (under 20) and most popular with 31- to 50-year-olds. Cottage resorts and hostels do not enjoy popularity among older age groups, but, they are, in contrast, most favoured by the youngest age groups. In terms of income, a notable difference occurred between hotels, pensions and cottages. Hotels, as could have been expected, are least preferred by the lowest income group. Conversely, hotels are most preferred by respondents with a higher level of income. Pensions are least popular with the group having an average level of income of 300 to 400 € per household member and most preferred by the lowest-

paid income group. Cottages and cottage resorts are least preferred by the lowest income group and most preferred by the two highest-paid income groups.

Preferences in the length of activities

In terms of potential customers, weekend trips are preferred the most, followed by longer trips. One-day trips are least preferred. In terms of age, one-day trips are least preferred by the oldest age group, and in terms of average monthly income per person in a household, least preferred by the group with an income of 400-500 €. In contrast, one-day trips are preferred by the group of potential customers aged between 31 and 40 and in terms of income those with the lowest income, but also among the income group earning over 500 € on average. In terms of age, weekend trips are least popular among the oldest age group and in terms of income least popular among the lowest income group. On the other hand, weekend trips are more popular among younger groups (under 30) with a higher income (over 500 €). Concerning multiple-day trips in terms of age, a very low preference was indicated among the oldest age group and in terms of income the group earning 400-500 €. On the other hand, longer trips are most preferred by persons aged between 30 and 50 with a high income.

Sources of information collection

The dominant sources from which information on tourism opportunities are collected include the Internet and the recommendations of friends. These items emphasize the importance of modern marketing philosophies, which today consider online promotional activities as a given, and recommendations are determined to be the source of a relatively big competitive advantage. Internet preferences and recommendations of friends are followed by travel agencies, advertising in media such as television, radio, press or printed materials (brochures, leaflets). Professional magazines and tourist information centres received the lowest rating. The activities of tourism stakeholders should focus on customers and meeting customer needs, thus, a combination of different means of advertising is appropriate. In terms of gender, demonstrable differences in preferences of information sources were found with the Internet, tourist information centres and professional magazines, where all of these are most preferred by women. In terms of age, the Internet is least preferred by the oldest age group and most by the group aged 30-40. Recommendations from friends received the most negative rating from the oldest age group and the most positive rating from the youngest age group. Travel agencies received the lowest rating from the youngest age group and the highest rating from the group of older respondents (over 40). Tourist information centres received the lowest rating from 31- to 40-year-olds and the highest rating from the youngest age group. In terms of professional magazines, the lowest rating was indicated by 31- to 40-year-olds and the highest by the oldest age group. Advertisements in the press, radio and television received the lowest rating from the two youngest age groups and the highest rating from the oldest age group. Printed materials received the lowest rating from the group aged 31-40 and the lowest from the oldest age group respondents. Differences in income occurred only in travel agencies, where the lowest rating was indicated by the group earning 500 – 750 € and the highest by the group with the highest income.

Preferences according to the number of persons involved

It's worth pointing out the perception of tourism in terms of persons involved, where individual tourism is more negative than the other types (with family, in a couple, with friends, with a group). Tourism with family, friends and in a couple received the highest rating. In terms of gender, verifiable differences appeared just in family tourism, which is more popular with women. Individual tourism in terms of age is least preferred by 31- to 40-year-olds with an income of 500 – 750 €. Conversely, the highest preferences were recorded among the oldest age group and, in terms of income, the group with the highest income. Family tourism is least preferred by the youngest age group and, in terms of income, by the highest income group. In contrast, family tourism is more popular with 41- to 50-year-olds and, in terms of income, with the group having the lowest income. Tourism in a couple as well as tourism with friends is least preferred by respondents over 51. In contrast, higher preferences were recorded by younger groups. Group tourism is least preferred among the oldest age group and, in terms of income, by the highest income group (over 750 €), conversely, this type is most popular with young persons and, in terms of income, with the group with an average level of income under 500 €.

Conclusion

The survey on a representative sample showed that 64% of respondents take their holidays in Slovakia, where the majority of the respondents consider the Prešov Region attractive in terms of tourism. This idea emphasizes the importance of activities connected with the development and promotion of pro-customer oriented products. Apart from destinations that are frequently visited, such as the High Tatras, Bardejov, Prešov or Košice, the Prešov Region offers a number of attractions that are not very popular with visitors. These attractions may include, for example, castles near Prešov, Dukla, Poloniny, Levoča, etc. Raising awareness among the public and promotion may increase the number of visits.

Particulars of the document

Prepared for:	KOCR Severovýchod of Slovakia Námestie mieru 2 080 01 Prešov
Prepared by:	eXclusive marketing s.r.o. Magurská 8182/12 080 01 Prešov
Written by:	doc. PhDr. Radovan Bačík, PhD., MBA, LL.M.
Date:	May 2019
Approved by:	KOCR Severovýchod of Slovakia
Date of approval:	17 May 2019

The authors bear sole responsibility for the content of this publication, and the content cannot be identified with any official position of the European Union.