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SATISFACTION SURVEY



DIVERTIMENTO
Europe: motion, emotion, imagination

DIVERTIMENTO

Diversifying tourism offers in peripheral destinations with heritage-based products and services, stakeholder-skills alliances to internationalize locally operating micro-enterprises

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COS/TOUR DIVERTIMENTO/699493

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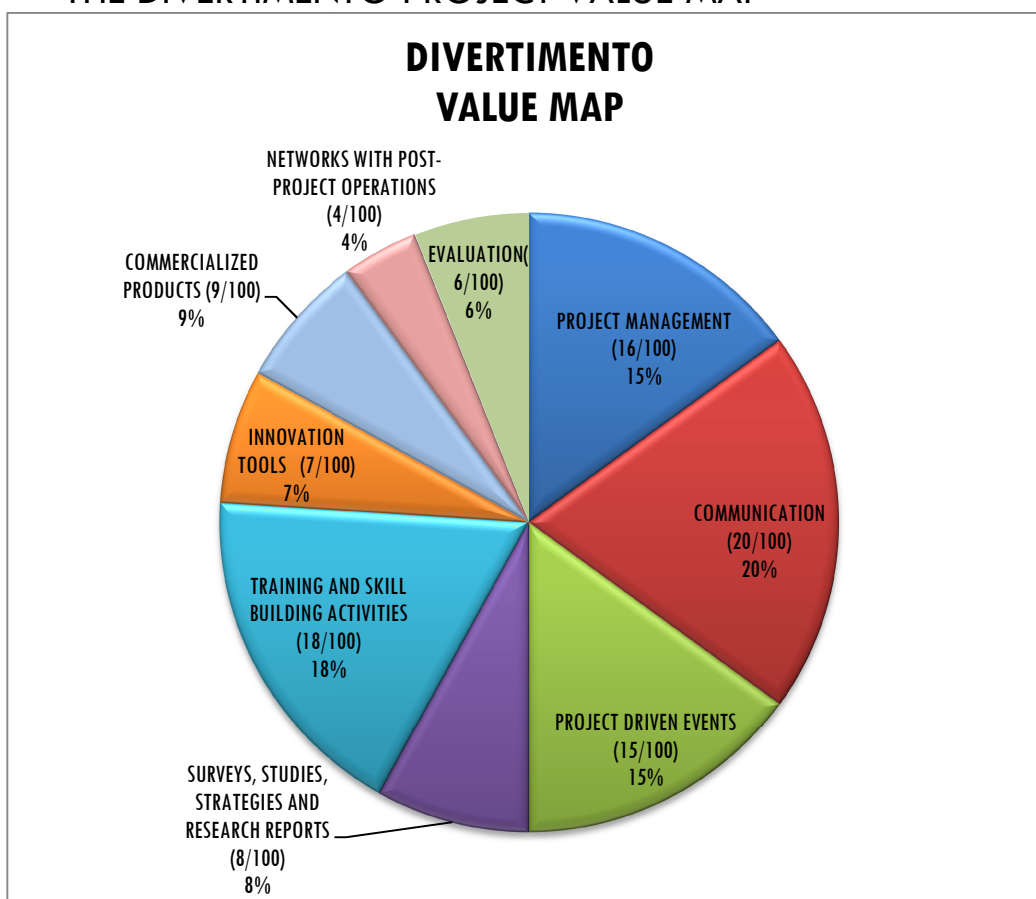


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TRANSNATIONAL PARTNERSHIP

- GREECE: CULTUREPOLIS
- ITALY: UNICITY S.r.l.
- SPAIN: HOTELOFI S.r.l.
- SLOVENIA: POSEJDON DOO
- ROMANIA: INSTITUTE OF NATIONAL ECONOMY, ROMANIAN ACADEMY
- BULGARIA: UNION OF BULGARIAN BLACK SEA LOCAL AUTHORITIES
- TURKEY: EASTERN BLACK DEVELOPMENT AGENCY, DOKA

THE DIVERTIMENTO PROJECT VALUE MAP



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Satisfaction Survey on the Supply Side Offers in the Project Area- Questions:

Note:

Welcome to the DIVERTIMENTO satisfaction survey. Thank you for agreeing to take part in this important survey measuring satisfaction for DIVERTIMENTO Pilot Projects. Today we will be gaining your thoughts and opinions in order to better serve you in the future. This survey should only take 10-12 minutes to complete. Be assured that all answers you provide will be kept in the strictest confidentiality.

SUMMARY*:

Alba Iulia has witnessed some crucial events on unity, economic, social and cultural progress in this area. Was predestined as a center of civilization in this part of Europe, one at a time Dacian fortress, Roman, medieval and modern city of Greater Romania. It was and remains an administrative, military and politically important center, for both Romanians, Hungarians, Germans and Szekelys. Unity in diversity, believers of different religions and the people's power are the defining points of social becoming.



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PARTNER PROFILE AND ROLE IN THE PILOT PROJECT MARKETING*

INSTITUTE OF NATIONAL ECONOMY, ROMANIAN ACADEMY (<http://www.ien.ro/index.php>) in Bucharest Romania. The Institute of National Economy is the oldest public institutional establishment of economic research from Romania. In 1990, it was reintegrated into the network of the Romanian Academy, as autonomous entity of fundamental and advanced economic research, and component of the National Institute for Economic Research. As academic actor will co-develop the Training Programme and test the quality of know-how produced; ensure transferability of practices; build stronger bridges between the world of education and the world of work through a renewed focus on lifelong learning. With vast expertise in regional and tourism economics, the Institute builds the academic pillar of the Partnership.

***please provide a short description of the Project Partner and underline its role in the Pilot Project marketing; please see the example for Greece**

Q1. Are you aware of the assets included** in the DIVERTIMENTO Pilot Project?

Yes_____

No_____

(Alba Iulia Citadel)**

(please mention the location of the Pilot Project; please see Greece example)



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Q2. If you are aware of the monuments included in the DIVERTIMENTO Pilot Project, please specify which*:

Asset no. from Pilot Project		ROMANIA - THE PEOPLE'S VERDICT; ALBA IULIA, 1ST OF DECEMBER 1918	YES	NO
1	Apoulon — Piatra Craivii	The remains of a Dacian fortress from century III BC - II AD. Here was a center with a flourishing culture, the residence of a tribe or a tribal union. This was the cradle of Dacian civilization before the Roman invasion.		
2	Apulum Roman Camp	After the conquest of Dacia (106 AD), the Romans raised at Apulum a permanent legion camp for military coordination and for supervising commercial trade in the region. In 2011 the vestiges of the Principia, the headquarters building of the legion XIII Gemina were discovered.		
3	The Buried Church	The Buried Church was built in the 10th century, proving the existence of an episcopate dependent on Byzantium. For Romania, the existence of a church with remarkable dimensions, demonstrates the continuation of the Romanian people, without interruption and in unity.		
4	Catholic Cathedral and Iancu de Hunedoara's tomb	Iancu de Hunedoara's tomb is hosted by the Catholic Cathedral, in Alba Iulia. The construction is the late Romanesque style with Gothic elements. There there is an organ of the cathedral functioning since 1877. Also, the sarcophagus of Iancu de Hunedoara (ruler of Transylvania) can be found here, nicknamed "the Athlete of Crist".		
5	The Princely Palace	The Princely Palace was the residence of the Princes of Transylvania. The ruler Michael the Brave had its residence here for 11 months, from 1599 to 1600, the bas-relief from the facade representing the ruler receiving homage from the three united Romanian principalities.		
6	The Third Gate	The Third Gate the most impressive of all the gates of Alba Carolina Vauban citadel, both in size and richness of scenery, evoking the glory of the House of Austria and Charles VI as king triumphant in battle against the Turks.		
7	The Seventh Gate	Being a massive tunnel, the Seventh Gate was used for procurement purposes and the exit of Austrian troops outside the walls in case of force majeure or an unexpected attack from the enemy. It was also a place for storage of weapons. During 1848, the area near Gate VII was the place where the Romanian revolutionaries found shelter and through which the Romanian leader, Avram Iancu escaped Austrian army.		
8	Babylon Building	Built between 1851 and 1853, during the Habsburg period, hosted Alba Iulia' garrison officers until 1918. The name of "Babylon" was chosen because at that time, the Austrian army was multiethnic and in the building were spoken many languages. After 1968 hosts today named The National Museum of Unification.		
9	Union Hall	The building that hosts the Union Hall was built between 1898-1900 as a military casino and the place for receptions of the Austro-Hungarian army during its occupation of Transylvania. It became part of the Union Museum in 1968. Here are exhibited the only photos of the Great Unification and the camera used by Samoila Marza.		
10	Coronation Cathedral	The Cathedral of Alba Iulia represents the second largest orthodox church raised in Transylvania (the largest is the orthodox cathedral		

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	of Sibiu) at the beginning of the XX century, especially built for the ceremony of coronation of the first kings of Great Romania. It was meant to be a special place for prayer where the royal symbols (Queen's crown and mantle) to be consecrated, and a significant location in front of whom the coronation ceremony to be held.		
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Q3 Do you think that the Pilot Project helps diversify the tourism offer in the peripheral destination?

Yes	No
<input type="checkbox"/>	<input type="checkbox"/>

Q4 If your answer is Yes, please provide a short explanation

Q5 Do you think that the Business Model adopted is focused on cultural, economic and competitive aspects?

Yes_____

No_____

Q6 If your answer is Yes, do you think that the Business Model has a focus on (multiple response):

- Customer relationship
- Product innovation
- Infrastructure business
- Others (please specify) _____

Q7 Do you think that the Business Model creates added value and helps the targeted peripheral area?

Yes_____

No_____



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Q8 If your answer is Yes, do you think that the added value is created for:

- Stakeholders
- Customers
- Local peripheral communities
- Whole society

Q9 Do you think that your visiting experience was more interesting in:

- the onsite domain
- the virtual domain

Q10 Which of the following words would you use to describe the Pilot Project products&services? (multiple response)

Reliable___

High quality___

Useful___

Unique___

Good value for money___

Overpriced___

Impractical___

Ineffective___

Poor quality___

Unreliable___

Q11 What competences do you think that must be cultivated/refined in order to develop the new generation of experienced based products and services in the target peripheral area?



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- Negotiation
- Play/interactive participation
- Trans-media navigation
- Simulation
- Cooperative intelligence
- Performance
- Visualization
- Multitasking

Q12 Do you consider that the Pilot Project contributes to branding the image of the targeted peripheral area?

Yes, strongly	Yes, partially	Not at all

Q13 Do you think that the development of the Pilot Project products/services required special skills?

Yes_____

No_____

Q14 If your answer is Yes, please let us know what do you think that was the most important skills



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Q15 What are the features that you like most about the Pilot Project?

Q16 What are the things that you would most like to improve in the Pilot Project?

Q17 How do you think that these products/services can be improved?

- Including more local/national stakeholders
- Putting a higher focus on ICT devices
- Extending the services provided
- Others (please specify) _____

Q18 Do you have any other comments, questions or concerns?

Thank you for your participation!