

Planning in the tourism sector and visitor's feedback: Case study with data from the Azores

Working Paper

Abstract

Tourism planning is increasingly more a fundamental process for qualifying and increasing tourist destination competitiveness, especially when it is necessary to consider the new tourists needs and the global trend to comply with the principles of sustainable tourism. This study intends to analyze the improvements that, according to the visitors' opinion, should be implemented in Ponta Delgada, the main hub of tourism activity in the Azores, contributing to the territorial organization and valorization of tourist experiences. The responses of 400 valid surveys gathered from tourists who visited this municipality were analyzed using several statistical methods, especially the Chi-square independence test and some algorithms of Ascendant Hierarchical Cluster Analysis. The main conclusions are related to the statistically significant association between the mean of transport used to travel to Ponta Delgada and the perceptions about some aspects that can be improved.

Keywords

Tourism planning; surveys; tourist experiences; tourism competitiveness

Presented at:

- TMS Algarve 2018: Tourism & Management Studies International Conference (Olhão-Portugal)