Database of collected data from the ground

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Project Title	Heritage for Innovative and Sustainable TOurist Regions in Italy and Croatia
Priority Axis	Environment and cultural heritage
Specific objective	3.1
Work Package Number	3
Work Package Title	Activation of local communities
Activity Number	3.4
Activity Title	Involvement of end users for product development
Partner in Charge	PP1 Municipality of Rovigo
Partners involved	PP3 Regional Agency for the Right to Study – Venice, PP4 Municipality of Medulin, PP5 Municipality Murter-Kornati
Status	Final
Distribution	Public

Summary

Abstract

When we think about designing effective development policies for sustainable tourism, end users represent a key target group with a unique take on tourism in the destination area that should be included in the process of decision-making. The peculiar nature (limited in both time and level of involvement) of the presence of tourists and visitors in the destination area, severely hinders the possibility of including them in a meaningful participatory process for the development of tourism.

Activity 3.4 aimed at including the opinions of end users in the planning of a development strategy for the destination area, by providing high quality data to inform interventions of decision-makers. In order to effectively gather tourists and visitors' contributions, the partnership develops and implements an integrated approach and common tools for data collection, processing and stocking.

Data collection and storage

Following the development of the questionnaires for end users (D.3.4.1) the tool identified for their administration was Google module, as it allowed not just a free access, but also the possibility of disseminating the link to the questionnaires via websites/social media pages as well as the export and extraction of data in an excel file.

PP1 – Municipality of Rovigo, responsible for the implementation of the activity, shared the guidelines (below) for data collection and storage with the partnership, in order to facilitate the setting up of the tool in the different contexts.

Guidelines - DATA MANAGEMENT

To export the collected data, the creator of the questionnaire has to:

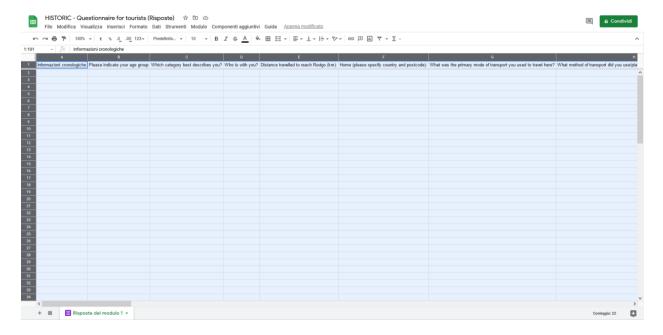- select the 'Answer' button on top of the questionnaire

- select the 'excel' symbol to export all data in a working sheet

- organise and analyse all data using the functions of excel

Tourism investigation database

The purpose of the database is to make use of the feedback collected through the questionnaires to enhance the efficacy and relevance of decision-makers in relation to the management of the destination areas. In order to do that, it is important to organise data and share them with members of the governance networks.

Tool in place: Drive folder. By using a drive folder, it is possible to directly connect the folder to the platform used for the distribution of the online questionnaires, therefore facilitating the use and sharing of data.

How to do it: once the extraction of data is complete, it is possible to save the working excel file in the relative folder and share it with the identified subjects. The folder can be used as a repository for periodic reports and other relevant qualitative/quantitative data collected through time (e.g. to cover for the data that are not being monitored through the questionnaires).