

Report of the analysis

Final Version of 31/10/2022

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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
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Abstract

The purpose of activity 3.4 is the involvement of end users, as key beneficiaries of the project, in the decision-making process through the collection of their feedback, and the setting up of a database for the storage and processing of information on the fruition of the pilot sites. The conclusive step of the activity entails the drafting of a report based on the information collected through the questionnaires, updating the baseline on the pilot sites after the implementation of the foreseen interventions.

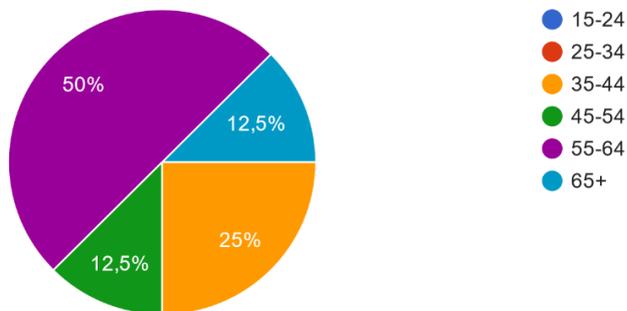
The report has been drafted by the involved partners after the completion of works in the respective areas, in order to allow the collection of feedback based on the main project results. PP1 – Municipality of Rovigo, responsible for the coordination of the activity, provided a template to be used by the partnership in the drafting of the Report.

Report of the analysis – PP1 Municipality of Rovigo

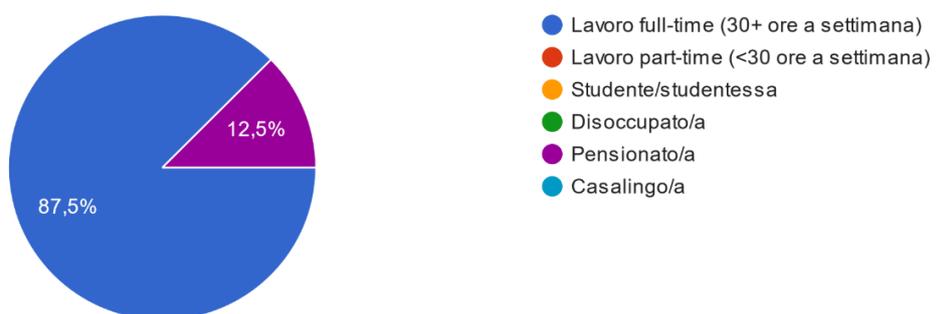
The following synthetic report has been drafted on the basis of the data collected through the administration of the questionnaires to end users, exported in usable form, stored in the database for the project and analysed per type of indicators used.

Demographical information

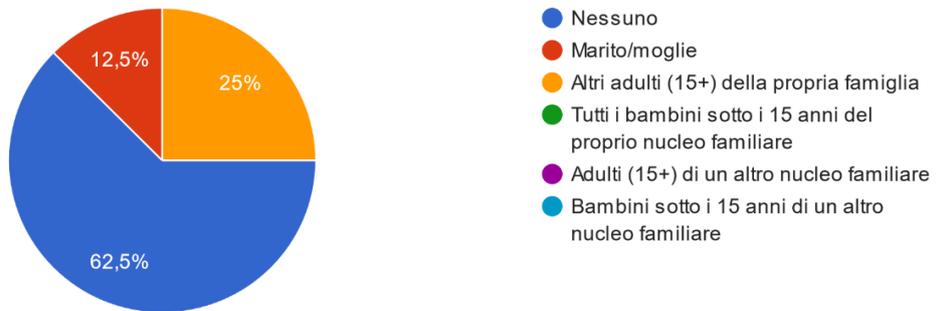
Age group of respondents



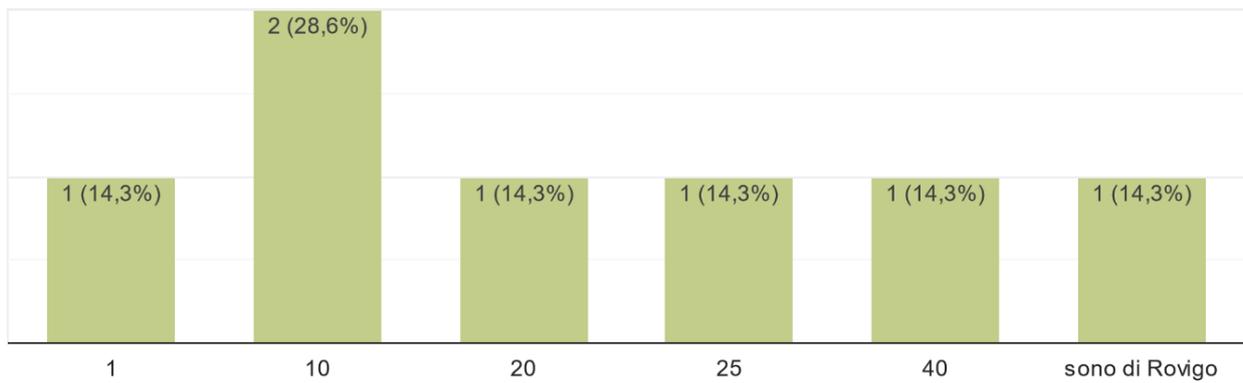
Self-identified category



Co-visitors/companions

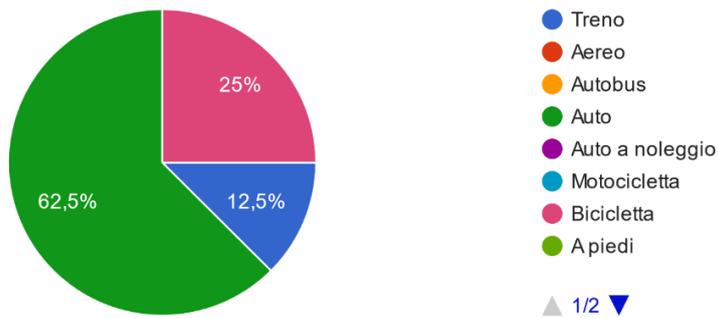


Distance travelled to reach the destination (km)

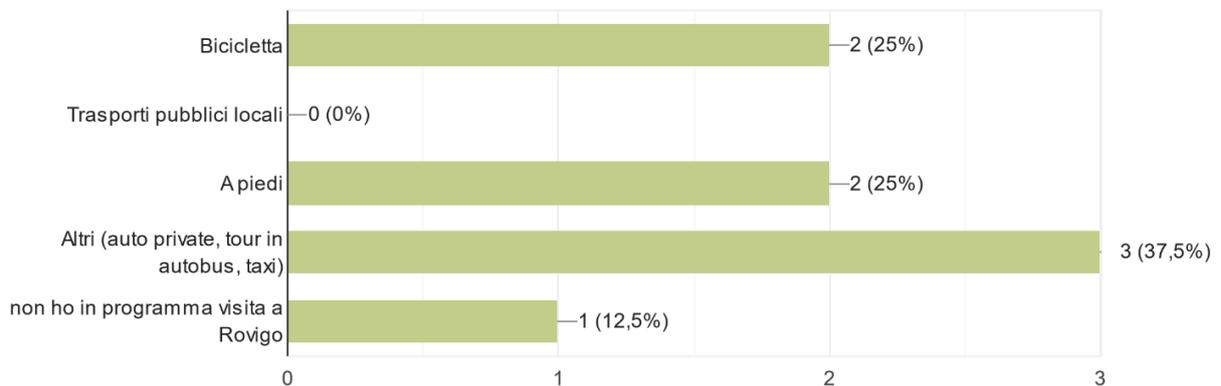


Environmental impact

Selected means of travel



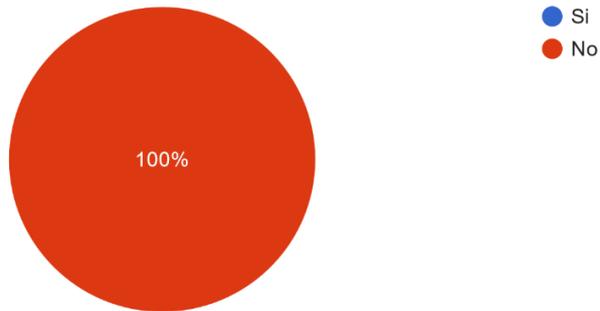
Means of travel to be used during the permanence in the destination area



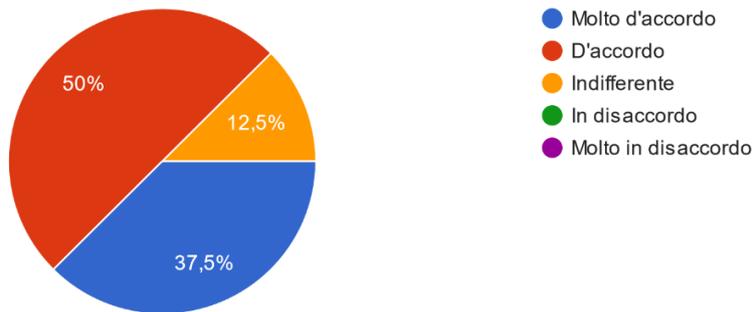
The majority of the respondents indicated the private car as the preferred means of transportation both to reach the site and move around during the stay.

Destination management and site-specific indicators

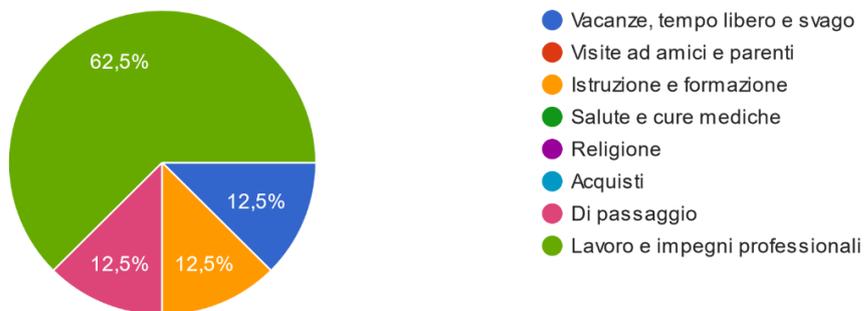
First time visitors



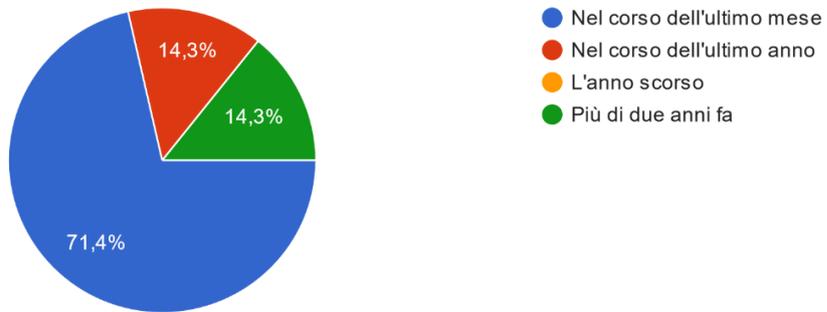
Level of satisfaction related to the visit of the destination area



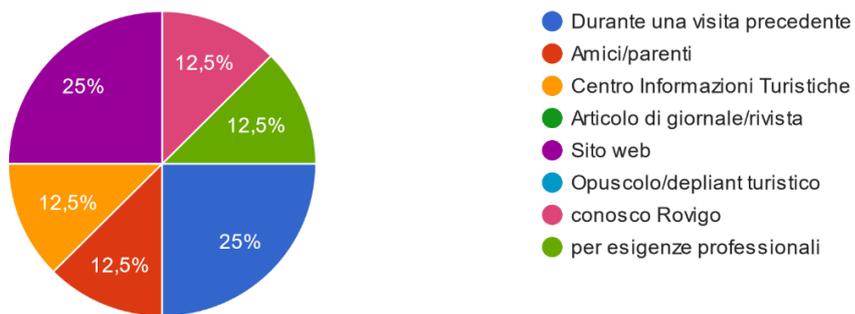
Purpose of the visit



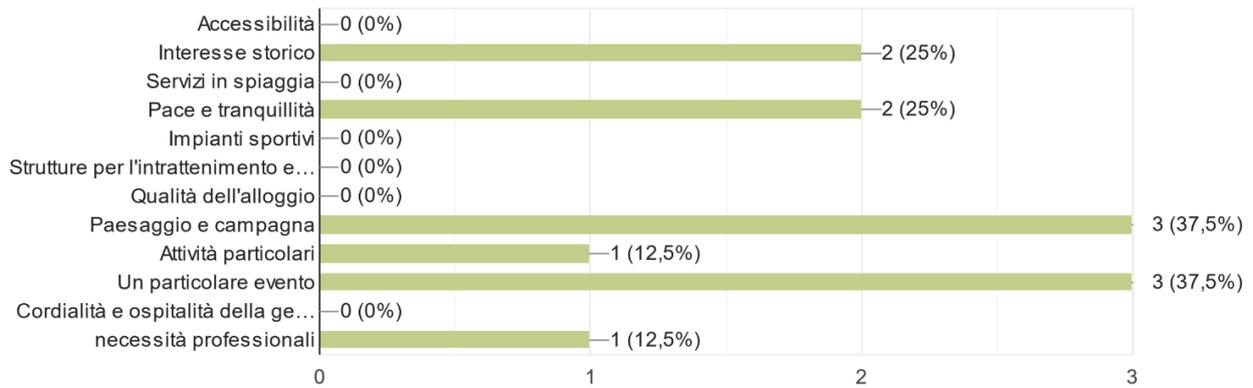
Last visit to the city/destination:



Coming to know about the Museum (source of information)

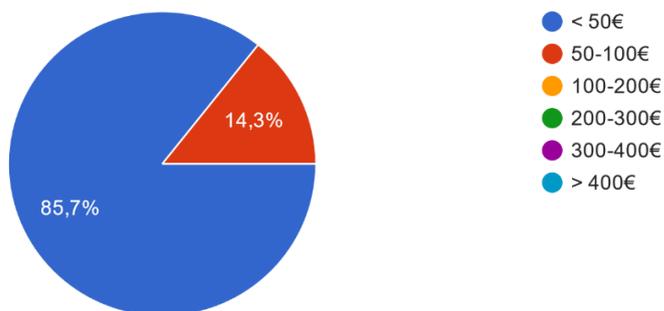


Main characteristics of the destination that led to the decision of visiting it



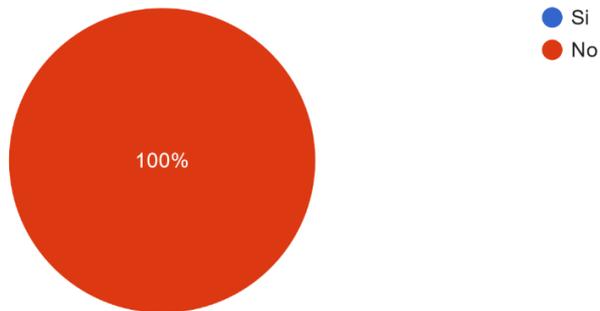
Economic value

Expected costs of the visit in the destination area

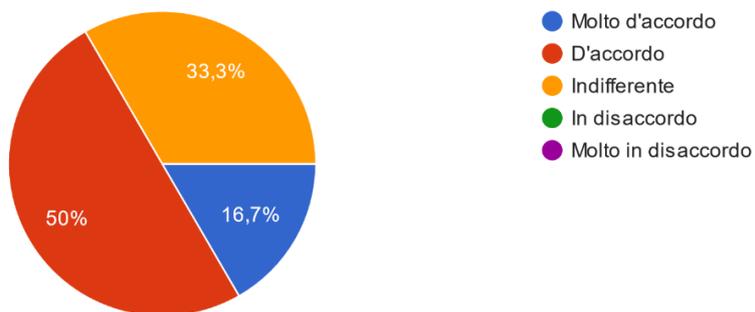


Inclusivity of the destination

Visitors with disabilities or reduced mobility



Perceived consideration of special needs in the destination area



Other sites to be visited during the stay: the answer to the final open question regarding other sites the visitors intended to see during their stay included the Delta of the Po River, the main churches of the province, the Pinacoteca and Palace Roverella.

Conclusive remarks

The activity has been primarily structured in order to allow the implementation of an effective system for the collection of ground data favouring their usability by decision-makers. The tools implemented by the partnership are characterised by an extreme simplicity of usage and maintenance of the repository through time, setting up the conditions for the sustainability of the tool.

An added value of the tool stems from the possibility of assessing the collected data specifically on the project sites in different moments – e.g. before and after the implementation of interventions/improvements in the pilot areas – thus providing a preliminary picture of the impacts of the interventions. As for PP1 – Municipality of Rovigo the setting up of the Amber Hall was terminated at the end of the project period, an ex-post assessment was not possible, given the time was insufficient for the collection of feedback from end users on the interventions. However, the tool is set to be maintained by the project partner also after the end of the project period and will be fundamental to gather the point of view of key beneficiaries of sustainable tourism policies.

Report of the analysis – PP3 ESU Venice

Premise

The low receptive quantity of questionnaires proposed has forced us to change our strategy: look for the data we needed at the root, then work with the data provided directly by the Museums, at least for the complete year 2021, complicated by the restrictions due to the pandemic emergency.

Here we present a large majority of data relating to the Torcello Museum, of the Metropolitan area of Venice, while the data relating to the Archaeological Area and the National Archaeological Museum of Altino up to date are not yet available and will be included as soon as notified.

User questionnaire – Torcello Museum

- Indicate the age range as a percentage

7- 14 scholastic groups	20%
15-24	5 %
25-44	35%
45-65	15%
65+ also organised groups	25%

- Composition of the number of visitors as a percentage.

Singles	5%
Couples	20%
Other adults (15+) of own family	10%
Other adults (children 15-) of own family	35%
Organized groups over 65	30%

• Primary transport used for travel, in percentage.

Boats:

Public boats, small groups:	55%
Private boats, larger groups:	20%
Private boats, over 65 years old groups:	25%

4. Were there guests with a disability or reduced mobility, in percentage?

Yes	5%
No	95%

5. In your opinion, did the guests have the perception that the structure takes into account the special needs of visitors with disabilities, in percentage?

Many	5%
Enough	5%
Average	10%
A little	70%
At all	10%

6. Indicative provenance as a percentage (data relating to the year 2021).

Resident in the province	35%
Same day visitor from outside the province	20%
Visitor from outside the region	15%
European visitor	20%

Extra European visitor

10%

Data provided by the Metropolitan City of Venice - Culture Service - Torcello Museum

Premise

In the year 2021, the Veneto Region made it possible to open museums to the public only on weekdays and on the condition that contingent fruition methods were guaranteed, such as to avoid gatherings of people and allow the maintenance of a distance of at least one meter between visitors. The persistence of the epidemiological emergency from Covid19 also during the year 2021 has conditioned and significantly limited the provision of services to the public by the Torcello Museum.

Furthermore, the demographic reality of Torcello with a resident community just over ten units and the location of the island in a decentralized area with respect to the historic center and the daily routes of the citizens residing in it and the long travel times necessary to reach the site , which in fact make a visit to the museum very unattractive from Tuesday to Friday; also worth noting is the permanent closure of the other sites of cultural and tourist attraction on the island (Basilica of Santa Maria Assunta, Church of Santa Fosca and Bell Tower).

However, from May 2021 the gradual reopening of the Torcello Museum is expected on the dates of Saturday 22 and Sunday 23 May 2021 with free admission and for the period from Friday 28 May to Wednesday 2 June 2021 inclusive, with the extraordinary opening for Monday May 31 and for the public holiday of Wednesday June 2 - usually the museum is closed.

This first partial reopening took place while waiting for the Diocese of Venice to schedule the reopening of the Basilica of Santa Maria Assunta, the main attraction of the visit to the island of Torcello and that consequently the ticketing services provided through the ticket office could be restarted. sole di Torcello, under an agreement with the Diocese.

As of August 6, access to museums and other institutes and places of culture has been limited to those holding one of the COVID-19 green certifications, referred to in Article 9, paragraph 2 (so-called green pass).

With regard to tickets offered to the public, in agreement with the Diocese and as already done in 2020, the sale of cumulative tickets (Basilica + Museum + Bell Tower and Basilica + Museum) was suspended since, in application of the containment measures of the contagion and for management needs, the Bell Tower was not reopened to the public (a partial and contingent reopening took place only in the middle

of December) and the distribution of the audio guides included in the cumulative ticket rate was suspended.

The following table summarizes the periods, times, visit methods and tickets adopted during the year 2021.

periodo	giorni apertura	orario apertura	modalità visita	biglietti offerti
1 gennaio – 21 maggio	sospensione per Covid 19			
22 -23 maggio	sabato/domenica	10.30-17.30	gratuita	
28 maggio -2 giugno 2021	venerdì/mercoledì	10.30-17.30	a pagamento	Museo intero e ridotto
5-6; 12-13 giugno	sabato/domenica	10.30-17.30	a pagamento	Museo intero e ridotto
17 giugno -31 ottobre	martedì/domenica	10.30-17.30	a pagamento	Museo intero e ridotto
2 novembre-31 dicembre*	martedì/domenica	10.00-17.00	a pagamento	Museo intero e ridotto

* except for regulatory interventions to suspend the museum opening service to the public.

In the course of 2021, therefore, the days of opening to the public of the museum, up to the date of November 30, 2021 were a total of 154 and a further 24 are expected until the end of the year (except for provisions that decree the closure of the museum) for a total of 178 against an annual number of days in ordinary regime of over 300.

Consequently, the overall 2021 data relating to turnout, type of visitors, tickets sold and collections, are understandably and substantially incomparable with those of the years preceding the Covid epidemic19.

As evidence of this, the following table represents the 2011-2021 series relating to the tickets sold monthly and to the annual total of payers and free admissions (from 2017 onwards, children under 6 years of age are also counted among the free tickets. age, previously not recorded).

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
January	203	190	179	143	184	173	189	218	226	199	-
February	242	193	165	153	188	256	254	214	259	185	-
March	467	402	395	440	451	465	525	297	617	0	-
April	476	372	455	616	612	726	696	548	534	0	-
May	455	467	540	631	756	687	617	535	458	0	114
June	343	390	588	575	824	528	553	435	435	0	488
July	394	460	510	437	612	599	667	505	452	44	600
August	550	492	479	663	756	625	576	527	554	595	842
September	447	475	588	551	824	702	598	599	485	388	689
October	558	395	640	493	730	637	618	610	629	277	745
November	267	192	305	235	344	250	309	296	150	0	354

December	271	175	191	172	213	232	274	196	189	0	-
ON LINE							166	68	94	25	25

Paying	4.673	4.203	5.035	5.109	6.197	5.880	6.042	5.048	5.082	1.713	3.857
For free	9.502	9.104	7.440	6.592	8.190	7.242	8.275	7.182	8.989	7.556	4.461
Total	14.175	13.307	12.475	11.701	14.387	13.122	14.317	12.230	14.071	9.269	8.318

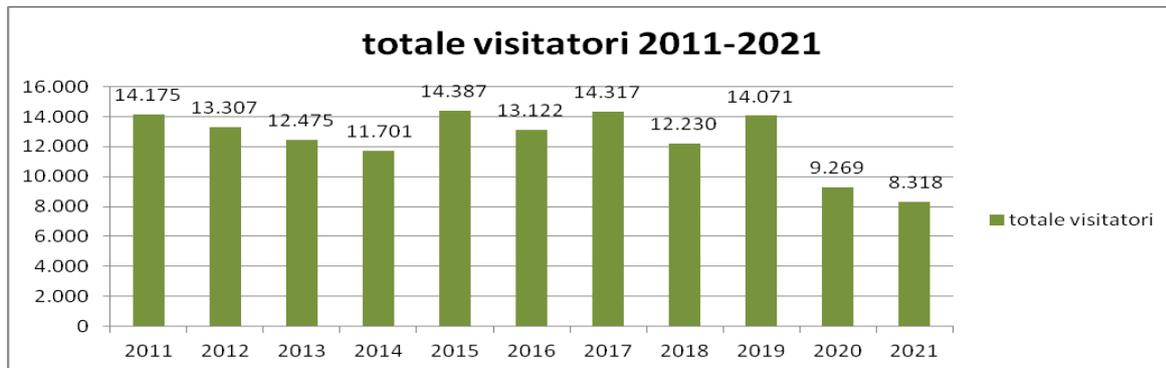
Analysis

Compared to 2020, the number of paying visitors is more than double compared to the previous year, while the number of free admissions is significantly lower than in 2020, despite the reduced opening, with values in line with the series.

The most purchased ticket is the full fare ticket (87% of the total), confirming that the Torcello Museum is visited by individuals, couples, small family groups; moreover, the quota of simultaneous entrances to the exhibition halls (7 people per room) dictated by the anti-contagion provisions significantly hinder the use of the museum for groups of 10 or more units who can take advantage of the reduced ticket.

The highest number of reduced tickets is that of June, mainly due to the granting of reduced admission to all visitors on the European Archeology Days (Friday 18, Saturday 19 and Sunday 20 June for a total of 182 units)

The histogram below shows the total number of visitors to the museum in the period 2011-2021 which highlights the decline in the last two years affected by the health emergency.



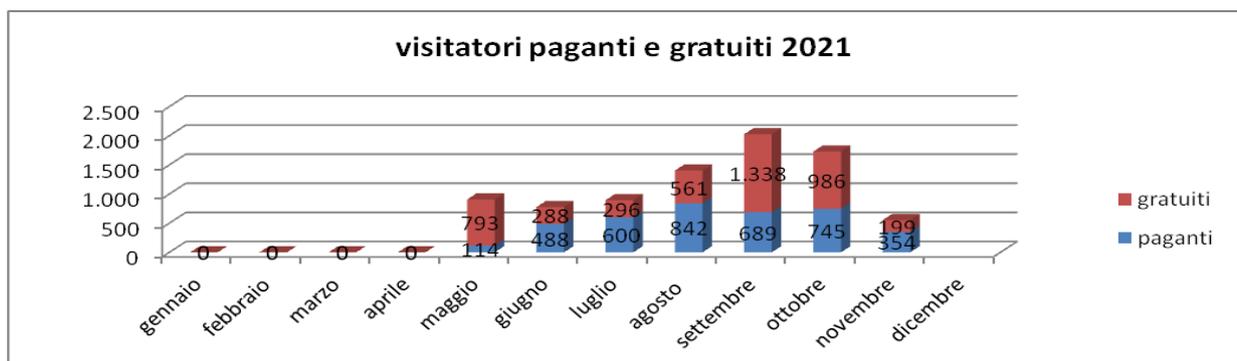
The following table resumes the sold tickets per type, as well as the free monthly entrances registered in 2021 (until November 30th).

	Full	Income	Reduced	Income	B+M+C full	Income	B+M+C reduced	Income	B+M full	Income	B+M reduced	Income	Tot. tickets	Tot. income	Free entrances
Jan	0		0										0	0,00	
Feb	0		0										0	0,00	
Mar	0		0										0	0,00	
Apr	0		0										0	0,00	
May	105	294,00	9	11,70									114	305,70	793
Jun	288	806,40	200	260,00									488	1066,40	288
Jul	553	1548,40	47	61,10									600	1609,50	296
Aug	784	2195,20	58	75,40									842	2270,60	561
Sep	634	1775,20	55	71,50									689	1846,70	1338
Oct	673	1884,40	72	93,60									745	1978,00	986
Nov	326	912,80	28	36,40									354	949,20	199
Dec															
Online	1	2,80							24	45,60			25	48,40	
Tot	3.364	9.419,20	469	609,70	0	0,00	0	0,00	24	45,60	0	0,00	3.857	10.074,50	4.461

The number of visitors as of November 30, 2021 amounted to 8,318 units, of which 3,857 paying visitors and 4,461 free admissions, with a percentage of 46% paying and 54% free of charge on the total and with a significant inversion of the percentage ratio compared to 2020 which saw 18% of payers and 82% of free admissions.

The introduction of the obligation to possess the green pass starting from 5 August 2021 does not seem to have had negative effects on museum admissions, which in fact reach their annual peak in September (2,027) and which show the most significant decrease in November, traditionally a month of low influx.

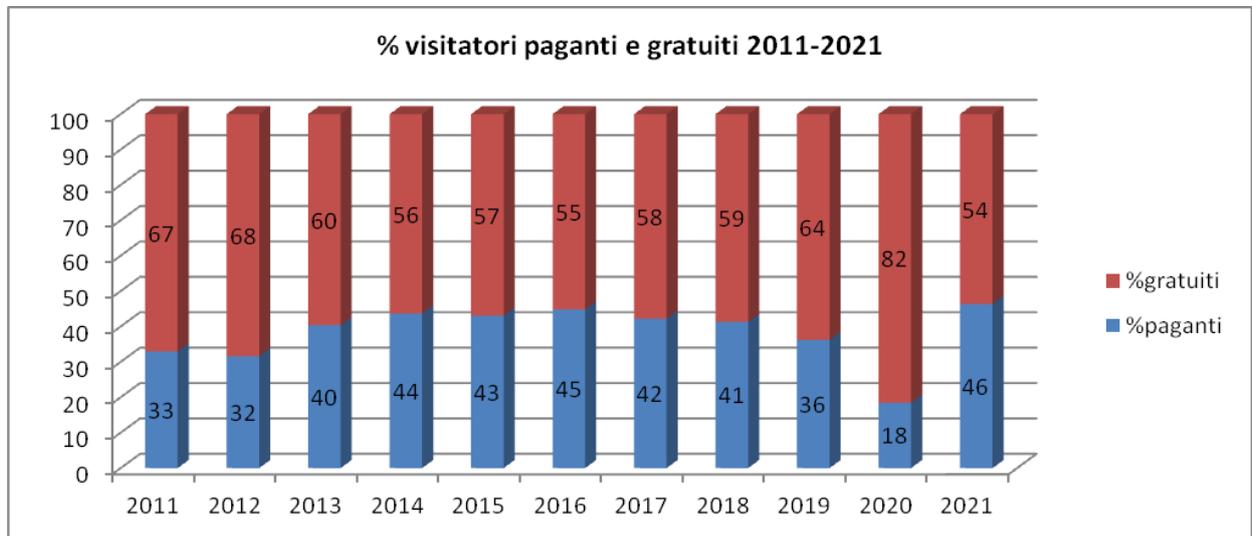
The following graphs show the monthly breakdown of visitors between paid and free and the percentage ratio for 2021 (tickets sold online not attributable to the month of use are not included). It should be noted that for 2021 in the total of the monthly free of charge types not calculated for the previous exercises (guides, disabled people, companions, various) are also counted.



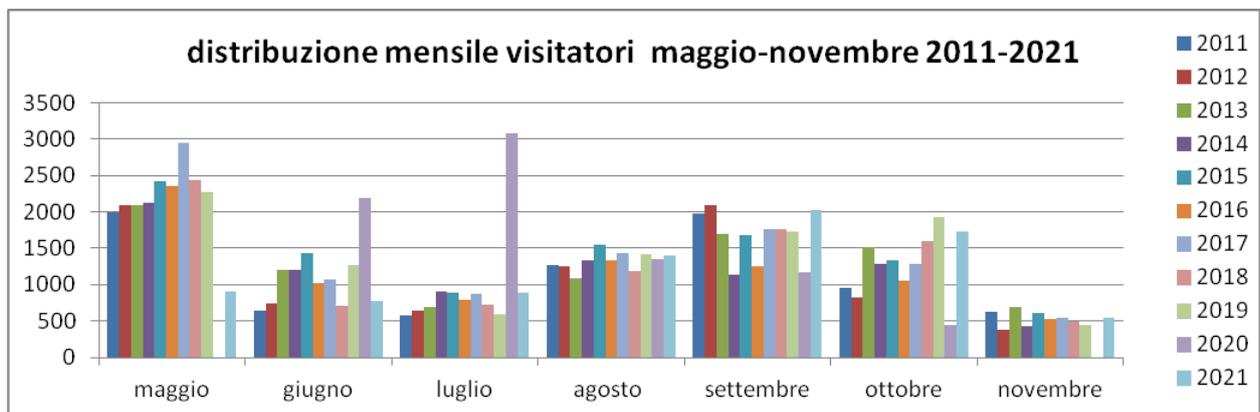


Below the same data for the 2011-2021 series for a comparison, also displayed in pie charts.





A more limited comparison to the months from May to November alone, makes more evident a substantial confirmation of the volume of monthly visitors to the Torcello Museum, with the exception of May which in 2021 saw only six days of opening.



Free Tickets

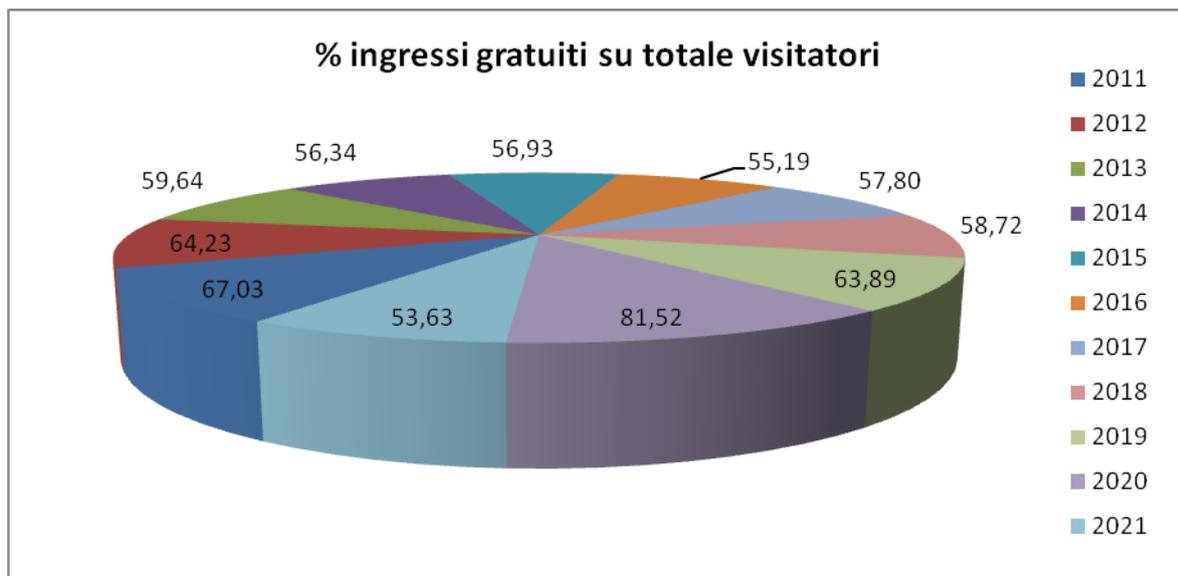
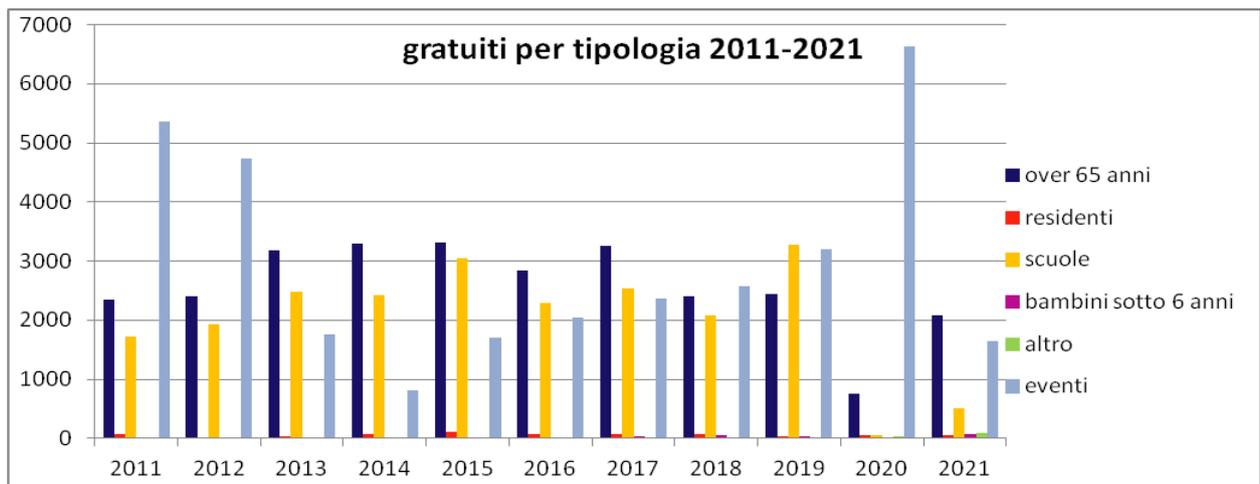
Free admissions are granted to EU citizens over the age of 65, to classes of all levels accompanied by teachers on an educational visit, to children under 6 years of age, to residents in the metropolitan area of Venice only on Thursday.

Other free tickets are applied to tourist guides, the disabled and their companions.

The tables and graphs illustrate the different types of free admission 2021 on a monthly and yearly basis for a total of 4,461 admissions as of November 30, 2021, broken down as follows: 2,091 visitors over the age of 65, 55 residents of the Mediterranean area. Tropolitan, 513 pupils and students, 67 children under 6, 1,650 visitors for the days of free access and 85 counted in the "other" category which includes tourist guides, disabled people and their careers, law enforcement, individual students and scholars authorized.

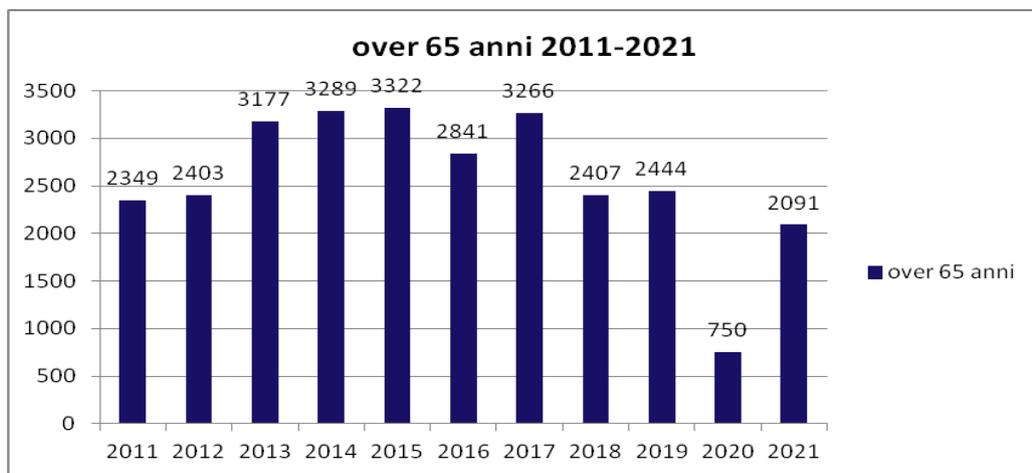
	Over 65	Residents	Schools	Children under 6	Other*	Free days
January	0	0	0	0	0	0
February	0	0	0	0	0	0
March	0	0	0	0	0	0
April	0	0	0	0	0	0
May	85	0	0	2	0	706
June	255	0	18	9	6	
July	217	28	21	10	20	
August	271	16	0	25	13	236
September	513	9	131	7	15	663
October	581	0	343	8	26	28
November	169	2	0	6	5	17
December						
<i>total</i>	2.091	55	513	67	85	1.650

* (the item other includes: tourist guides, disabled people and their companions, law enforcement officers, students and authorized scholars)



The maximum percentage of free admissions of 81.52% of the total is reached in 2020 due to the large free admissions granted in June and July (respectively 2,191 and 3,028 free admissions) when the museum reopens after the total lock-down ; the 2021 percentage of 53.63% is instead the lower one, however close to the most represented values in the series.

As mentioned, the 2021 majority free category is that of over 65s, confirming a long-term data

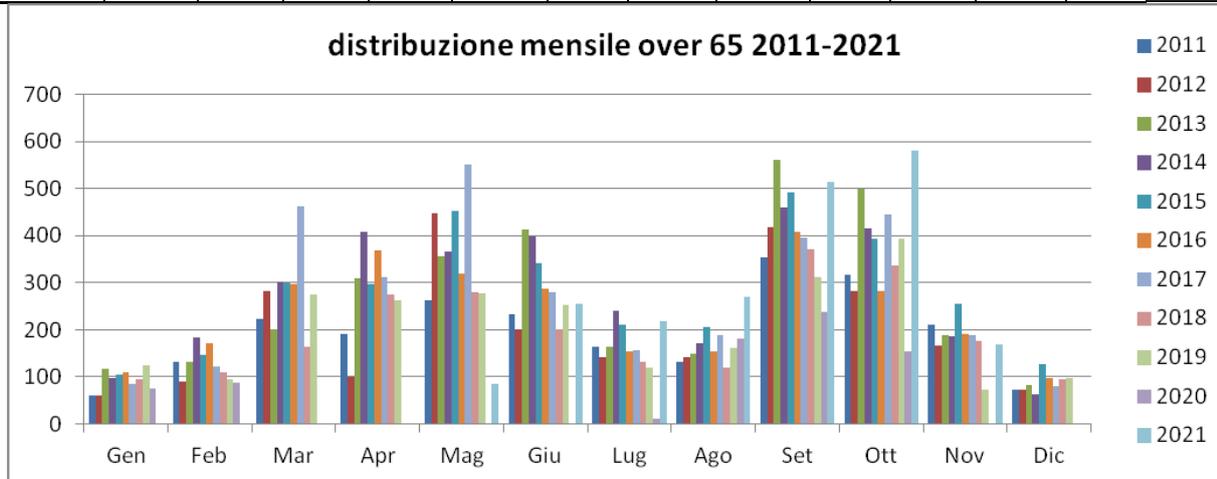


They are visitors who access the museum throughout the year, who reach the island in groups, often with private or dedicated transport services or individually or in pairs. The monthly distribution of the attendance of visitors over 65 years of age in the years 2011-2021 confirms the preference of this type of user for the spring and autumn months; for the years 2020-2021 due to the closures due to Covid in the months of April and May, the highest numbers are recorded in September and October.

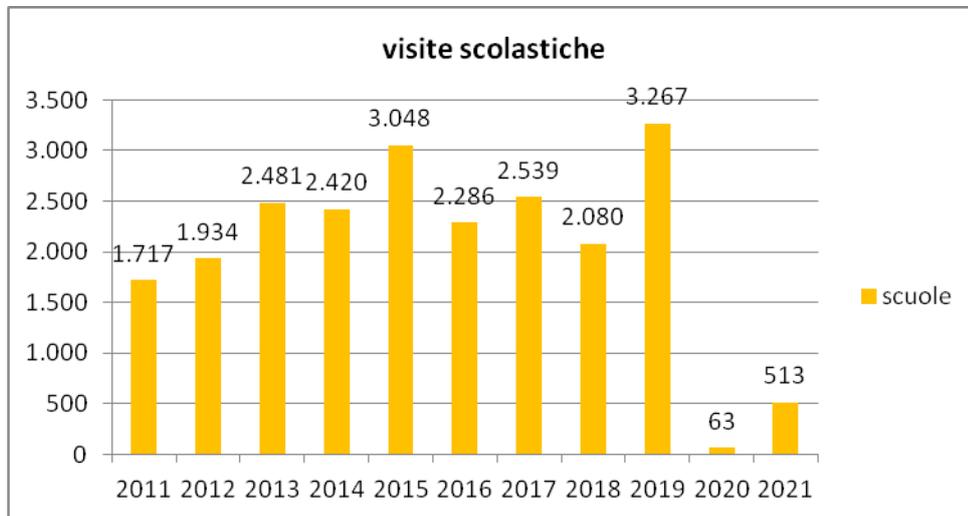
It should be noted in particular that the month of October 2021 records the maximum monthly peak of the entire series with 581 units.

Monthly distribution over 65+ 2011-2021													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
2011	60	131	224	191	263	232	163	132	353	317	211	72	2.349
2012	61	89	282	101	448	201	141	141	417	282	166	74	2.403

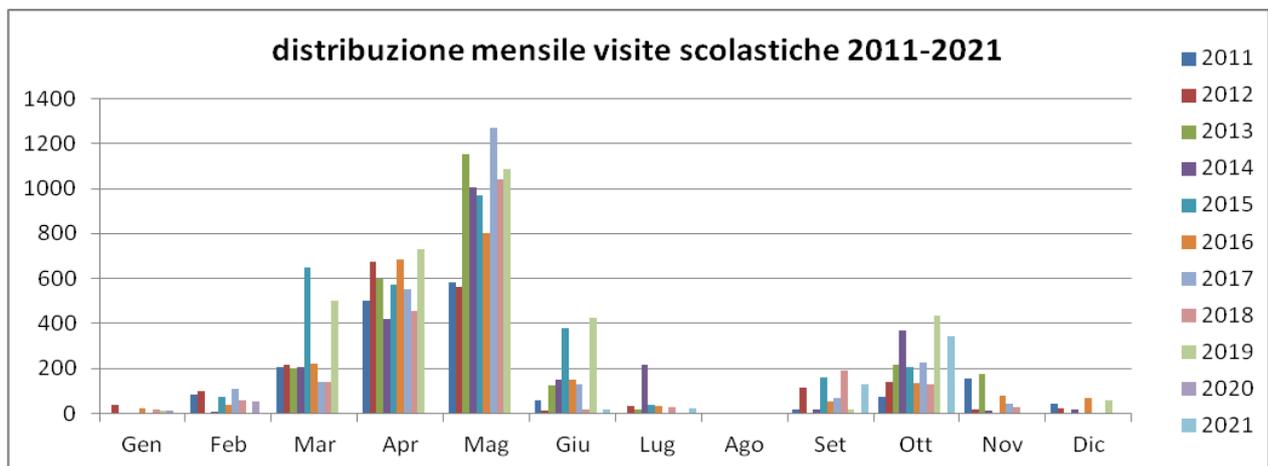
2013	117	133	201	309	357	414	165	149	561	500	188	83	3.177
2014	98	183	301	408	365	399	241	171	460	415	186	62	3.289
2015	104	146	300	296	452	342	210	205	491	394	255	127	3.322
2016	111	172	298	368	320	287	154	155	407	282	190	97	2.841
2017	86	123	461	312	552	279	157	188	395	444	189	80	3.266
2018	94	110	164	274	281	201	131	120	372	336	176	95	2.354
2019	124	96	275	262	277	253	120	161	312	394	72	98	2.444
2020	76	88	0	0	0	0	12	182	238	154	0	0	750
2021	0	0	0	0	85	255	217	271	513	581	169		2.091



The school visits that ordinarily constitute a numerically comparable category to that of the under 65s, in the years 2020 and 2021 are almost non-existent. 2021 records only 513 entries (concentrated in September and October) compared to 3,267 in 2019 before the pandemic.

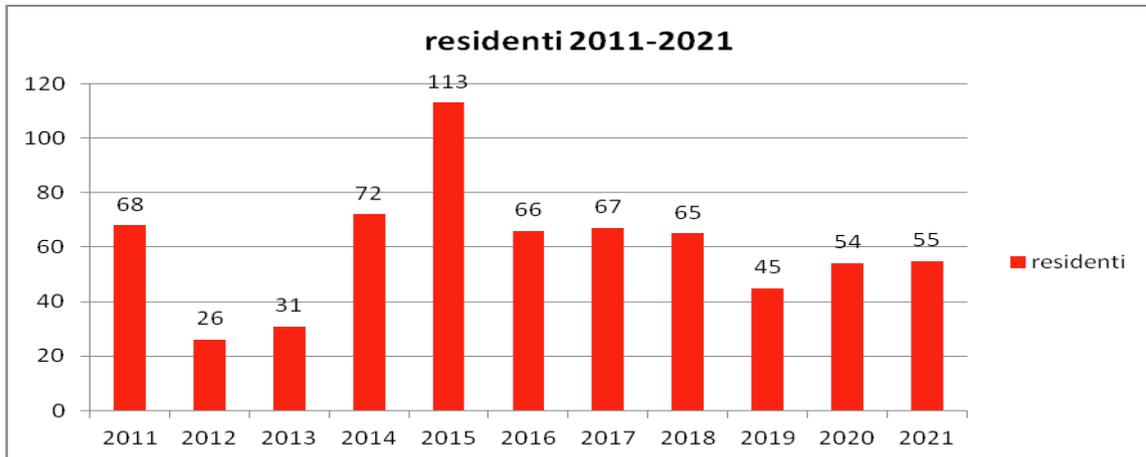


The figure is not surprising given the restrictions imposed by the health emergency and it will not be able to return to pre-Covid19 levels until conditions are re-established to allow the regular resumption of external educational activities and the ordinary methods of access to the museum.



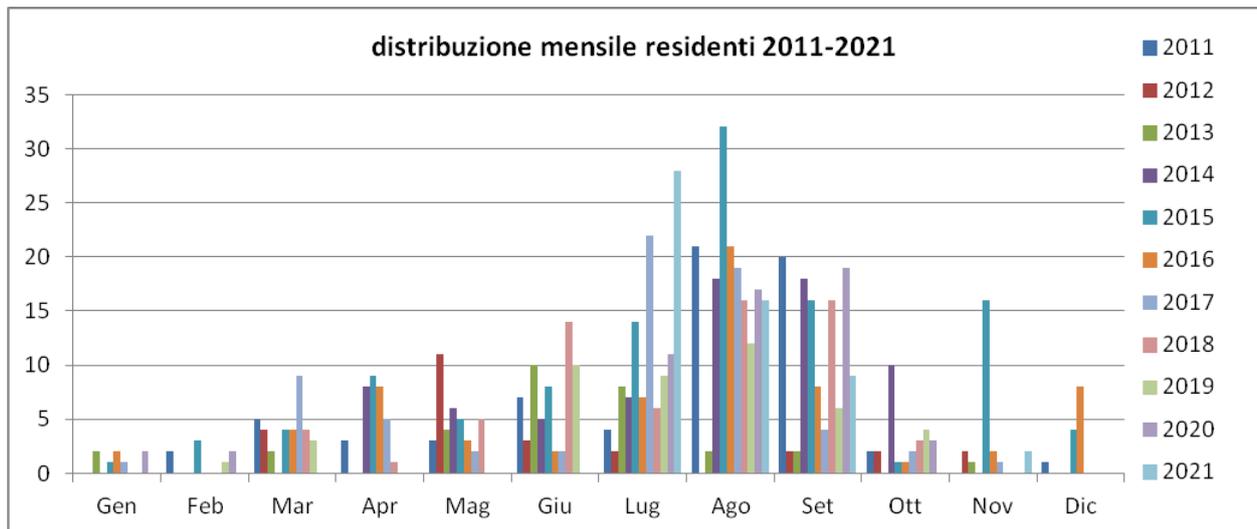
The long absence of school visits will soon require evaluating initiatives and actions to win back this audience and reaffirm the museum's educational purposes.

Residents of the metropolitan area who access for free on Thursdays generally represented a residual and occasional category.



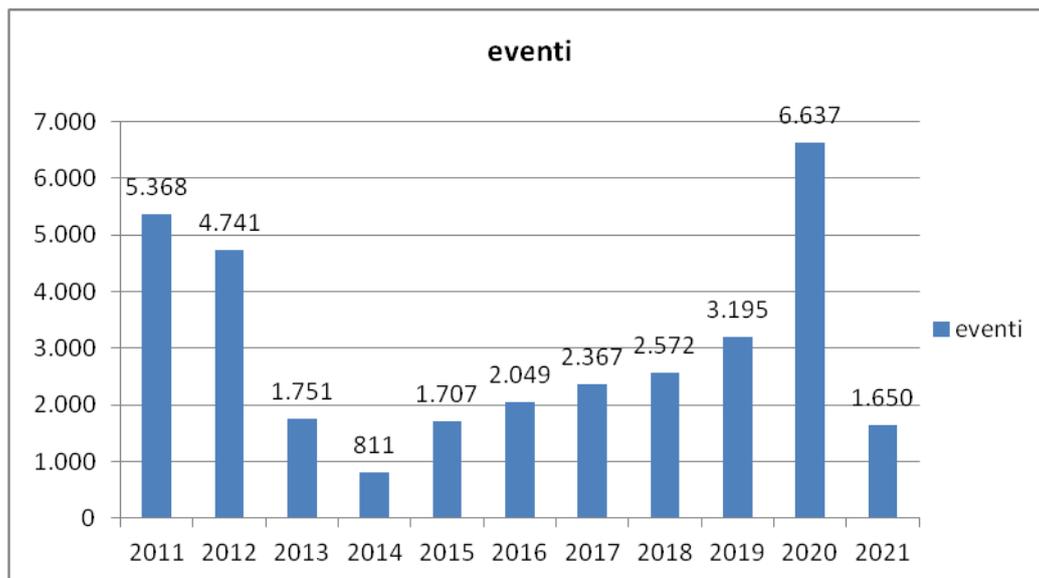
For the two-year period 2020-2021, given the reduced opening of the museum to the public, the absolute values are in any case relevant if compared with the 2011-2021 series; in both cases they exceed the 2019 figure and are close to that of the 2016-2018 period.

Their presence is more numerous in the summer months, probably coinciding with holidays and vacations.



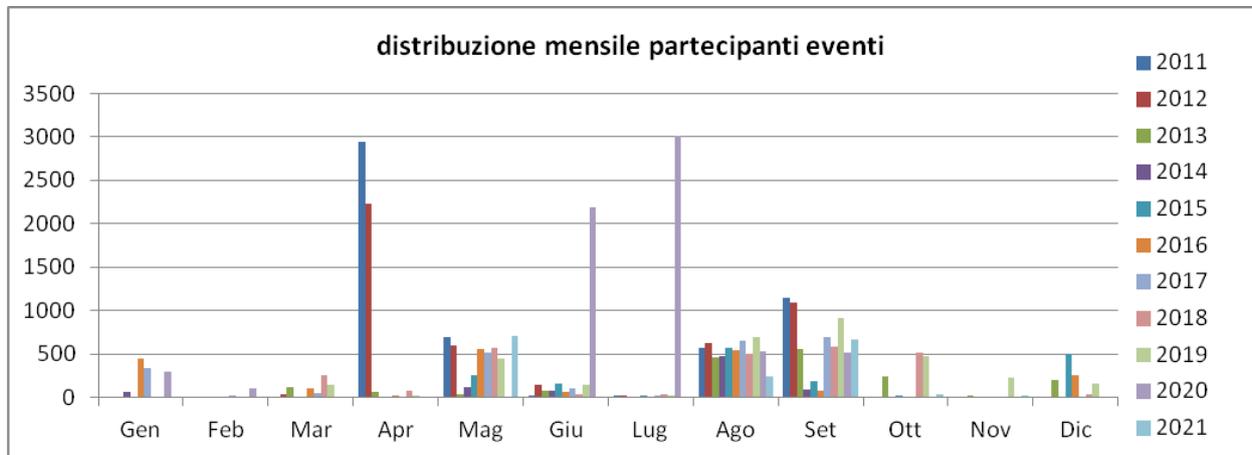
Events

In the period 2011-2021, the programming of days and events with free admission is not entirely comparable, including years in which the quantity and quality of free initiatives proposed to the public have varied.



In the last two years affected by the Covid19 epidemic, there is a very high number of visitors included in this category in 2020, as all those who have visited the museum for free in the post-Covid reopening period between June and July are counted here. For 2021, the total of 1,650 units is reached, below the entire 2015-2019 period.

The monthly distribution of this user is dictated by the annual programming of events and initiatives with free admission. The maximum peaks are those of June and July 2020 months in which there was a significant turnout with the free reopening on weekends after the lockdown.



Generally and in normal conditions in the series considered, the months of late autumn and winter were less affected by events with free admission; the month of May is usually more full of events ("birthday" of the museum; ICOM International Museum Day and European Night of Museums), but not realized in 2021.

The ArtNight initiative traditionally set in mid-June was held on 2 October, while the extraordinary festive opening was confirmed with free admission for the feast of Santa Maria Assunta (15 August) and free admission. for the European GEP Heritage Days (25 and 26 September).

On November 25, 2021, on the occasion of the International Day for the Elimination of Violence against Women and for the first time, free admission was also granted to women (the similar traditional free entry for March 8 did not take place.)

The cultural events and activities that could be proposed to the public were also affected by the health emergency. The reduced number of visitors who have simultaneous access to the rooms and in general the anti-crowding measures have advised, even in the months of regular opening to the public in 2021, to suspend activities such as guided tours and thematic itineraries with accompaniment, the costs of which organization and management, in the face of a reduced possibility of use, are not sustainable for San Servolo Servizi srl, in this particular phase of corporate crisis.

Where possible, the Museum's website and face book pages were used to convey information and news also relating to anniversaries and initiatives that cannot be "celebrated" in situ (eg National Landscape Day).

As part of the Historic project (Italy-Croatia interreg), the cycle of 6 online meetings "*Silenzio Lagunare. Six author's voices for Torcello*" created by the Academy of Fine Arts in Venice between March and May 2021.

For the future, it will be advisable to have suitable tools to provide alternative forms of offering to use the museum heritage in virtual and remote mode, via the Internet, social networks, video conferences, etc. and to request the support and intervention of the investee company San Servolo srl for this purpose.

Finally, it should be noted that in September 2021 the Emilia Bosis Foundation was granted the use of the spaces outside the museum for the preparation of 12 graphic, photographic and pictorial works on the occasion of the Festival of Madness organized in Torcello by the foundation itself. (9-12 September 2021).

The Bosis foundation with registered office in Bergamo has recently purchased a property on the island of Torcello to host its own businesses. It is a non-profit organization accredited by the Lombardy Region that takes care of people suffering from mental illnesses and their rehabilitation with projects that consider the relationship with art and beauty a fundamental moment in the rehabilitation process.

It would be desirable to be able to deepen relations with the Foundation and evaluate possible forms of cooperation in activities involving the museum and its heritage as a component of paths and projects for the rehabilitation and socialization of subjects belonging to weak and disadvantaged groups, also through specific events dedicated.

Report of the analysis – PP4 Municipality of Medulin

The Municipality of Medulin as PP4 has created its own virtual application as part of project Historic. The application is accessible via QR codes located on the tables inside the History Park of the Municipality of Medulin. In addition to the virtual presentation of the park’s content, audio and video content, the application also contains a survey for park visitors.

Below is a statistical presentation of application users who, however, did not all fill out the questionnaire.

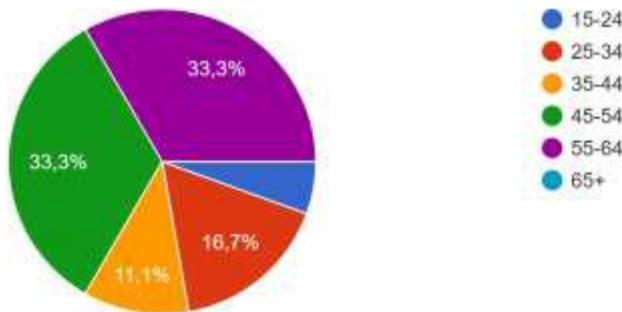


Jezik	Korisnici	% Korisnici
1. de-de	162	20,93 %
2. hr-hr	132	17,05 %
3. en-us	130	16,80 %
4. it-it	53	6,85 %
5. en-gb	50	6,46 %
6. hr	40	5,17 %
7. pl-pl	31	4,01 %
8. sl-si	27	3,49 %
9. cs-cz	25	3,23 %
10. de	23	2,97 %

The following synthetic report has been drafted on the basis of the data collected through the administration of the questionnaires to end users, exported in usable form, stored in the database for the project and analysed per type of indicators used.

Please indicate your age group

18 odgovora



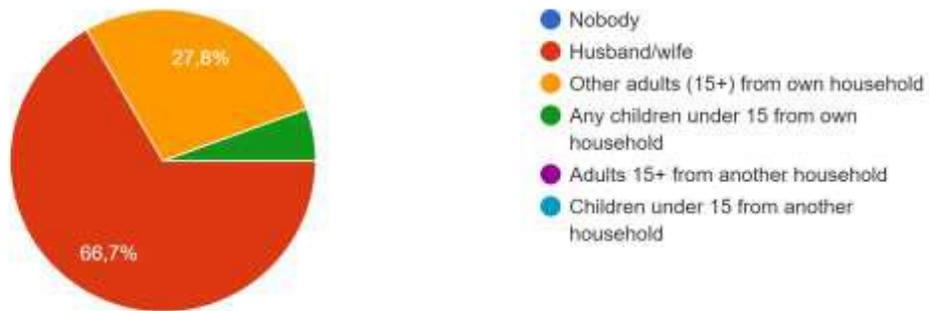
Which category best describes you?

18 odgovora



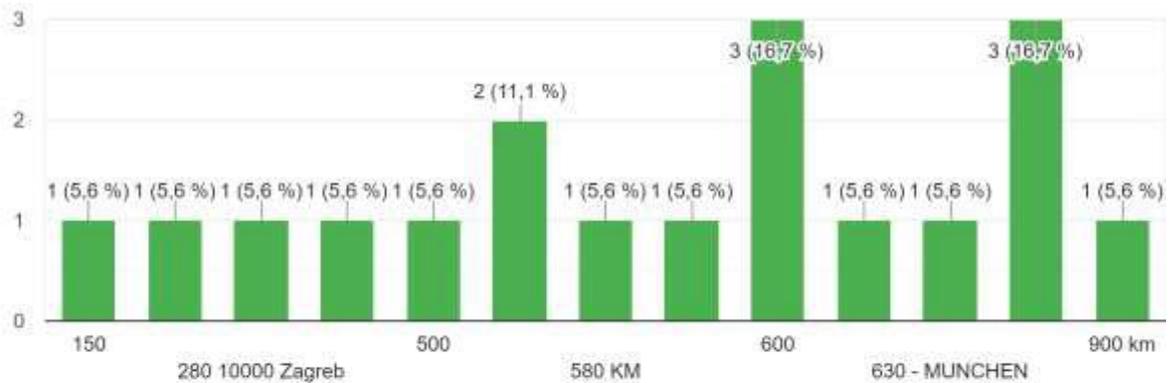
Who is with you?

18 odgovora



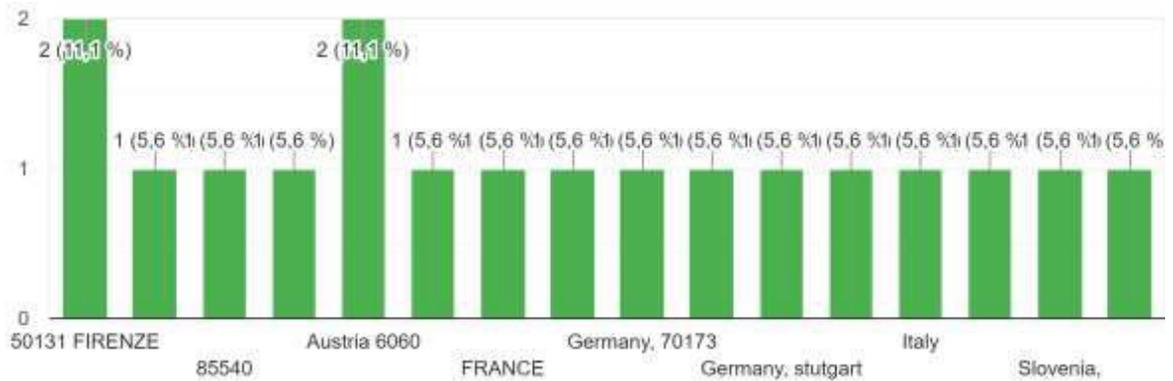
Distance travelled to reach Medulin Riviera (km):

18 odgovora



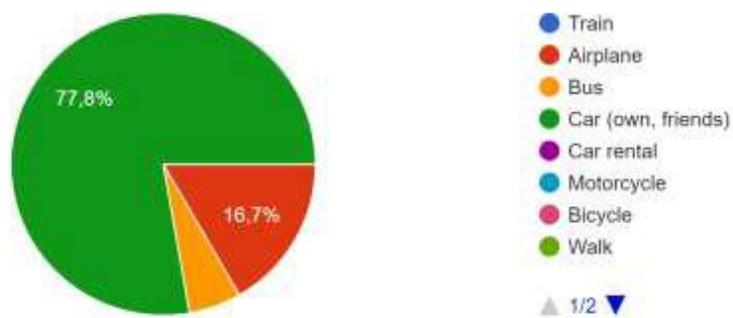
Home (please specify country and postcode):

18 odgovora



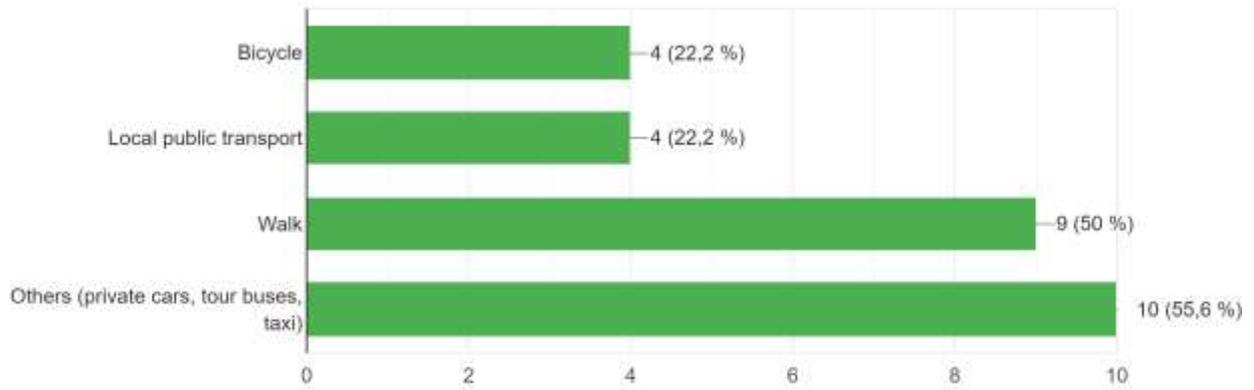
What was the primary mode of transport you used to travel here?

18 odgovora



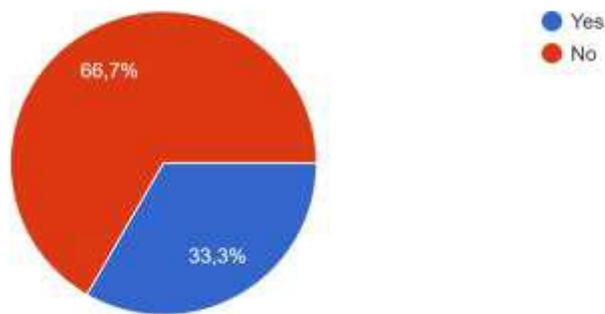
What method of transport did you use/plan on using during your stay in Medulin Riviera?

18 odgovora



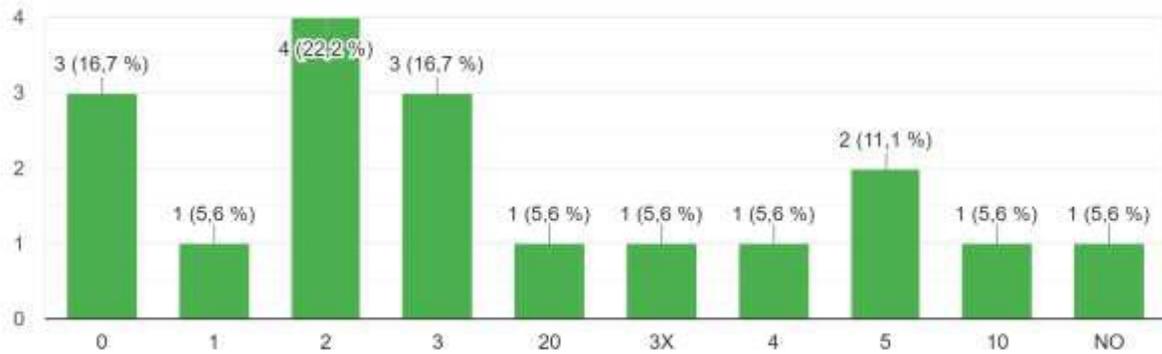
Was this your first visit to Medulin Riviera?

18 odgovora



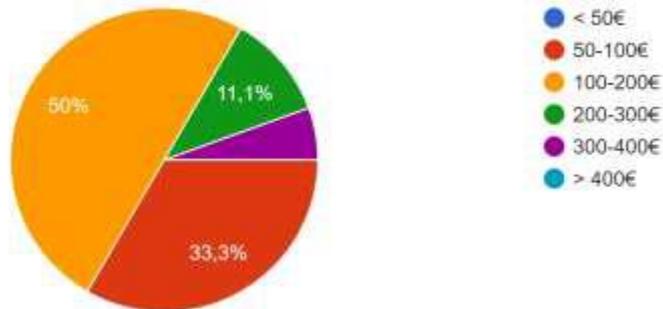
If no, how many times have you visited Medulin Riviera in the last five years?

18 odgovora



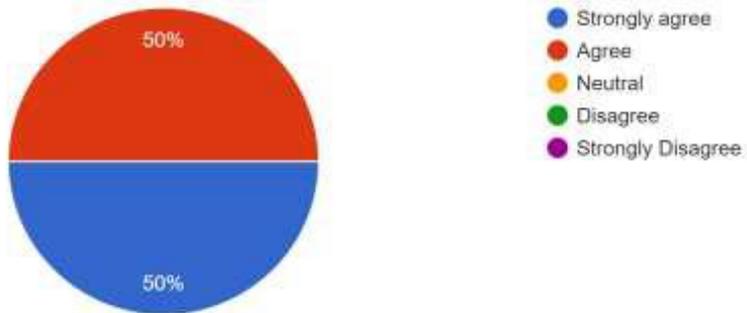
How much did you spend per person per day during your stay here? (including accommodation, transportation within the destination, food and drink, shopping and entertainment expenses)

18 odgovora



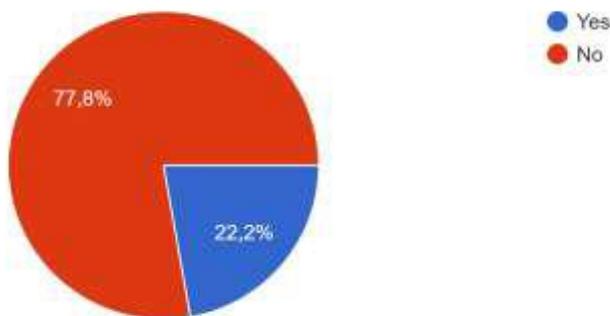
Please select the option that better describes your opinion in relation to the sentence 'Overall, I am satisfied with my visit to Medulin Riviera':

18 odgovora



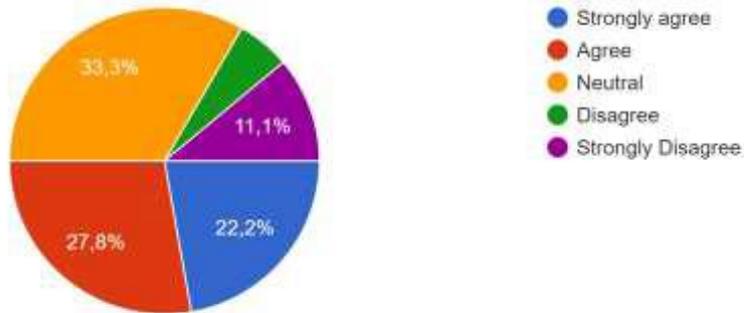
Do you or someone travelling with you have a disability or reduced mobility?

18 odgovora



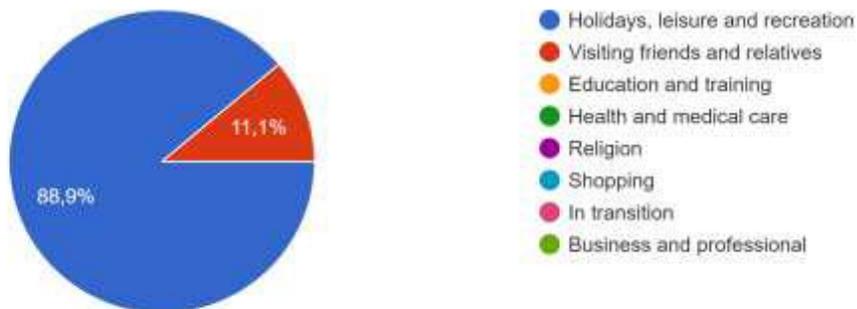
If yes, please select the response that better represents your opinion on the sentence 'This destination takes the special needs of visitors with ...dation, public transport, tourism attractions, etc.):

18 odgovora



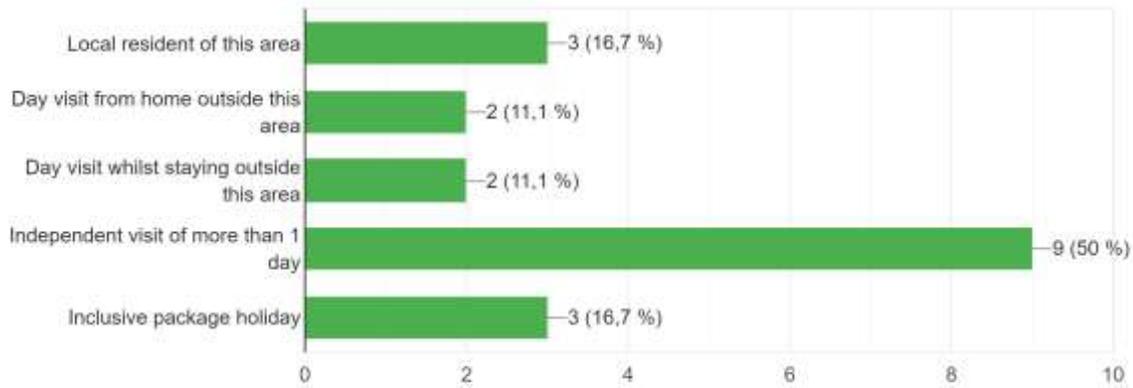
What is the main purpose of your visit to Medulin Riviera?

18 odgovora



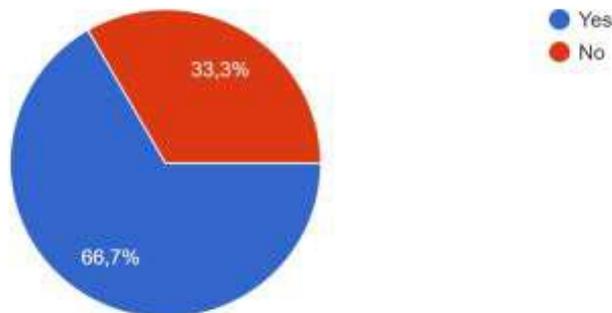
Which of the following groups would you place yourself in?

18 odgovora



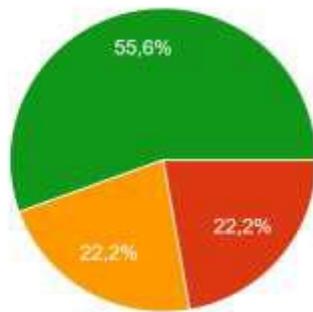
Have you been on a day visit to Medulin Riviera before?

18 odgovora



If yes, when did you last visit?

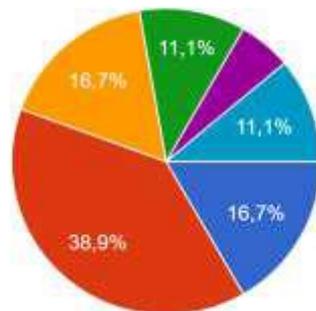
18 odgovora



- Within last month
- Within last year
- Previous year
- More than two years ago

How did you find out about this site?

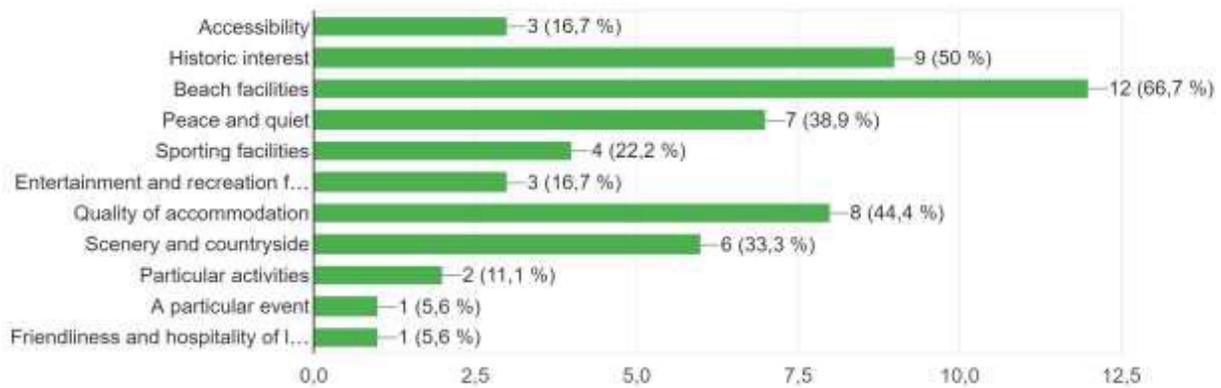
18 odgovora



- A previous visit
- Friends/relatives
- Tourist Information Centre
- Newspaper/magazine article
- Website
- Tourist brochure/leaflet

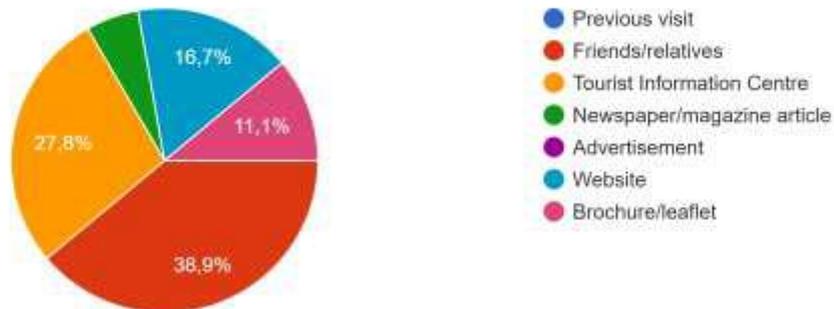
What were the main characteristics of Medulin Riviera that made you want to visit here? (tick one or more)

18 odgovora



How did you find out about this site (museum)?

18 odgovora



Which other sites of Medulin Riviera are you planning on visiting/did you visit during your stay?

18 odgovora



Conclusive remarks

Considering that a small percentage of park visitors filled out the questionnaire for the creation of the Destination Management Plan were used the data from earlier research conducted by the Tourist Board of the Municipality of Medulin.

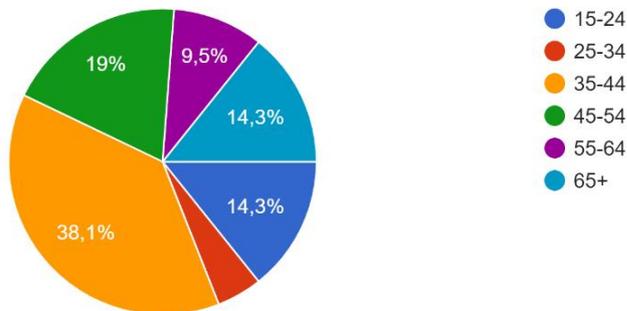
An added value of the tool stems from the possibility of assessing the collected data specifically on the project sites in different moments. The questionnaire will be permanently available through the virtual application, and the results and feedback form visitors can be used in future periods for the purpose of improving the destination management.

Report of the analysis – PP5 Municipality of Murter-Kornati

The present report synthesises the data collected from end users by administering the questionnaires. The data has been exported in an accessible format, stored in the project database, and analysed according to various indicators.

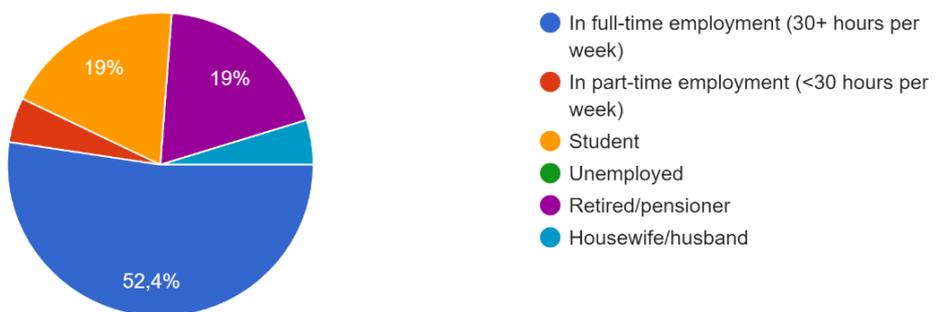
Please indicate your age group

21 odgovor



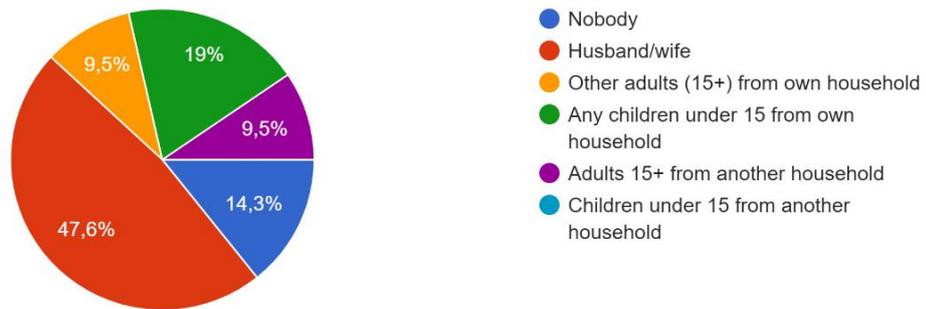
Which category best describes you?

21 odgovor



Who is with you?

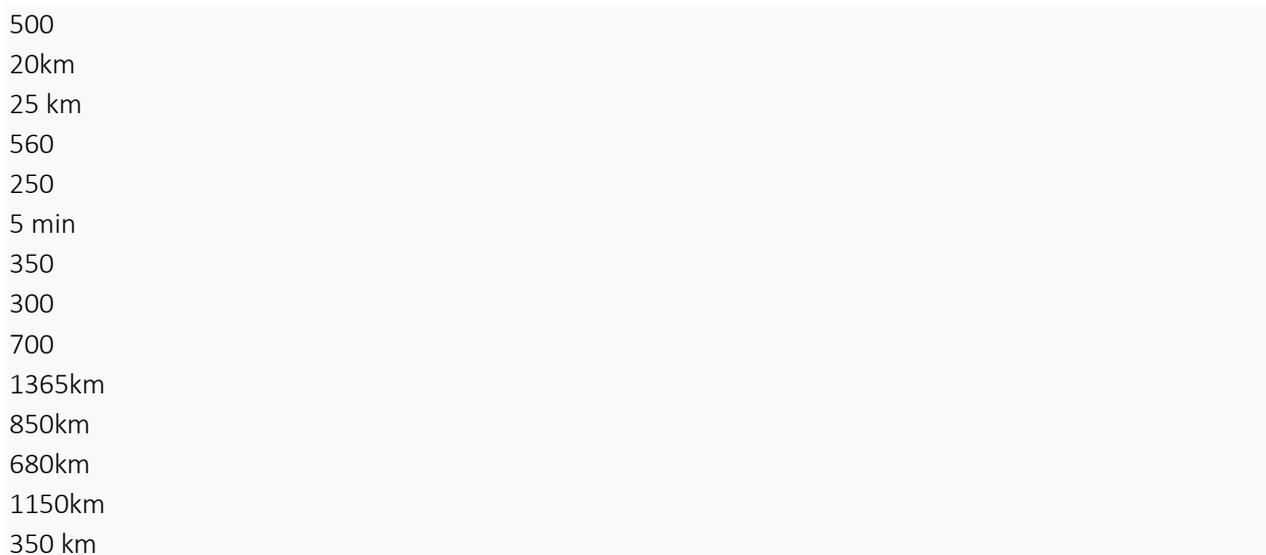
21 odgovor



The respondents' age groups ranged from 15-24 to 65+, with the majority falling between 35-54. Most of them were employed, with some retired or students. The majority were traveling with their spouse, while some were traveling with other adults or children. The distance traveled to reach Murter varied, with some respondents coming from nearby locations while others came from as far as 1365km away.

Distance traveled to reach Murter?

21 odgovor



680 km
1020km
485km
88
40
300 km
450km

Home (please specify country and postcode):

21 odgovor

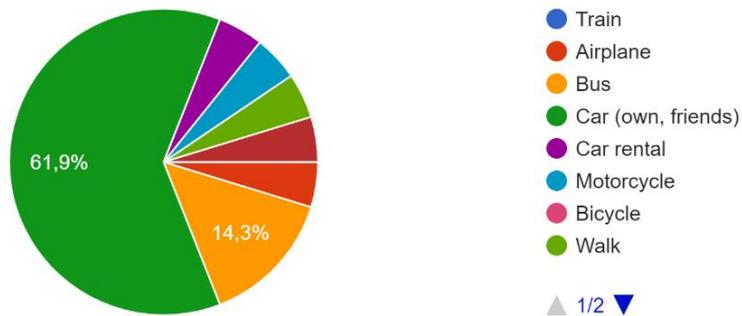
Slovenija
Croatia, 22211
Croatia, Vodice 22211
Austria
Hrvatska
Croatia, Murter 22243
Slovenia
Hrvatska 10 000
Italy
Germany
Germany, Munchen
Hungary
Krakow, Poland
Zagreb 10000, Croatia
Austria, Vienna 1070
Prague Czechia
Udine Province of Udine, Italy
Zadar
Šibenik
Zagreb 10000
Medulin, Croatia

This data shows the distance and mode of transportation respondents use to reach Murter. The distances vary from 5 minutes to 1365km, and most respondents used their own or rented car to reach Murter,

with some using other modes such as airplane, bus, and motorcycle. The respondents came from different countries including Slovenia, Austria, Germany, Hungary, and Italy.

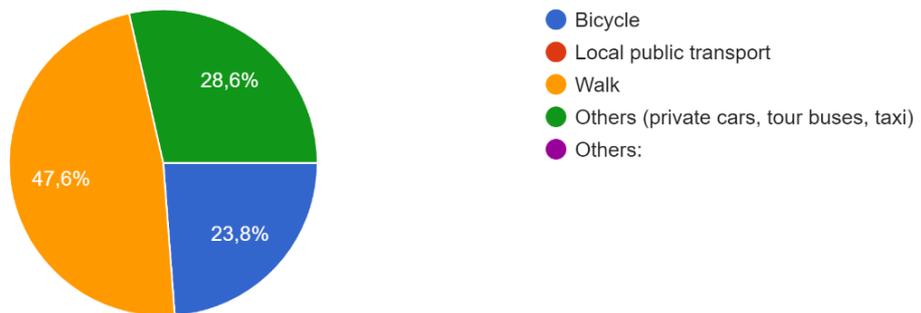
What was the primary mode of transport you used to travel here?

21 odgovor



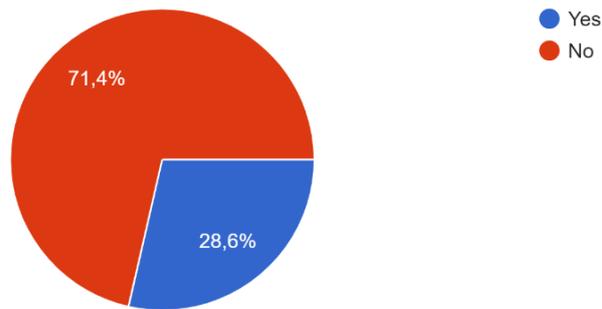
What method of transport did you use/plan on using during your stay in Murter?

21 odgovor



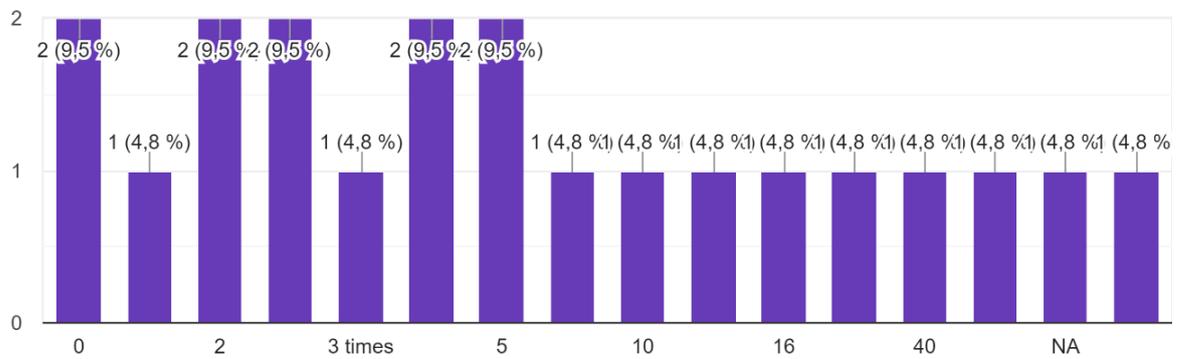
Was this your first visit to Murter?

21 odgovor



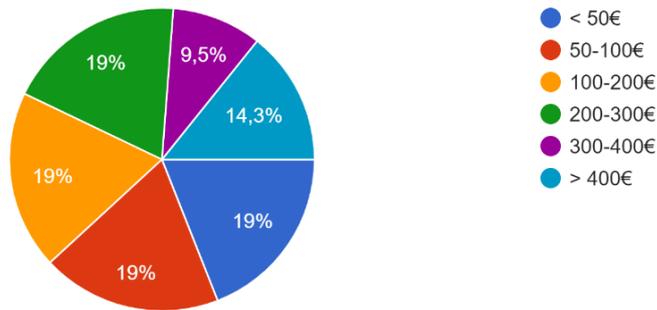
If no, how many times have you visited Murter in the last five years?

21 odgovor



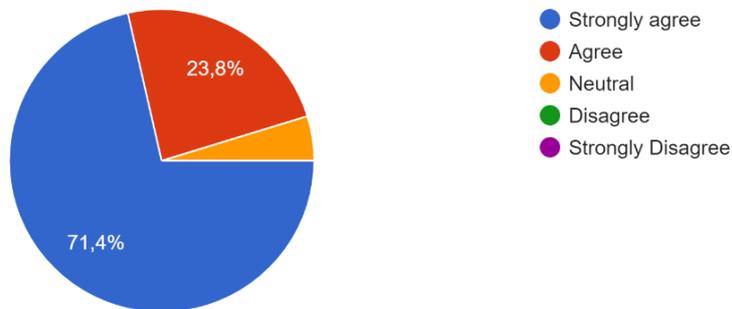
How much did you spend per person per day during your stay here? (including accommodation, transportation within the destination, food and drink, shopping and entertainment expenses)

21 odgovor



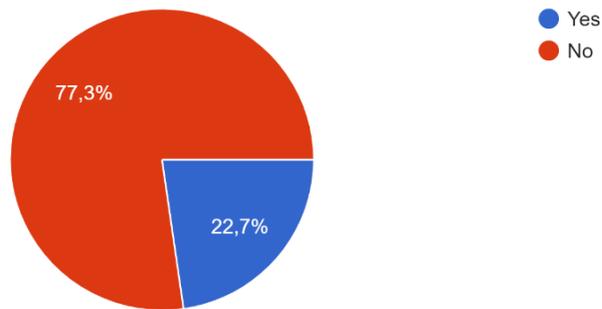
Please select the option that better describes your opinion in relation to the sentence 'Overall, I am satisfied with my visit to Murter':

21 odgovor



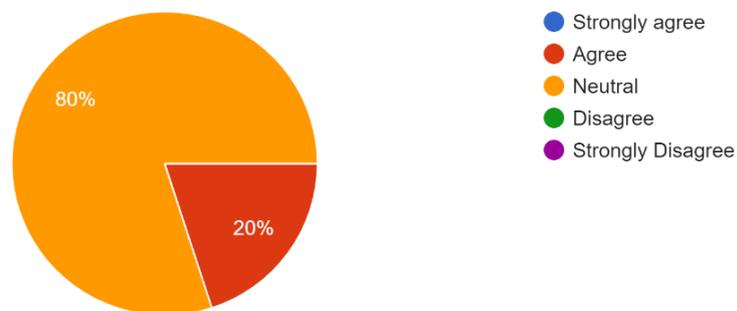
Do you or someone travelling with you have a disability or reduced mobility?

22 odgovora



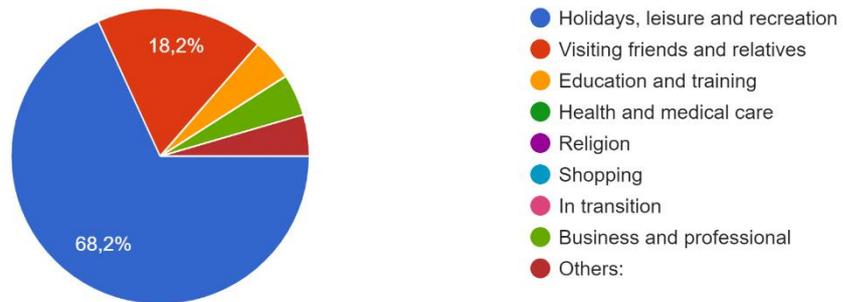
If yes, please select the response that better represents your opinion on the sentence 'This destination takes the special needs of visitors with d...ation, public transport, tourism attractions, etc.):

15 odgovora



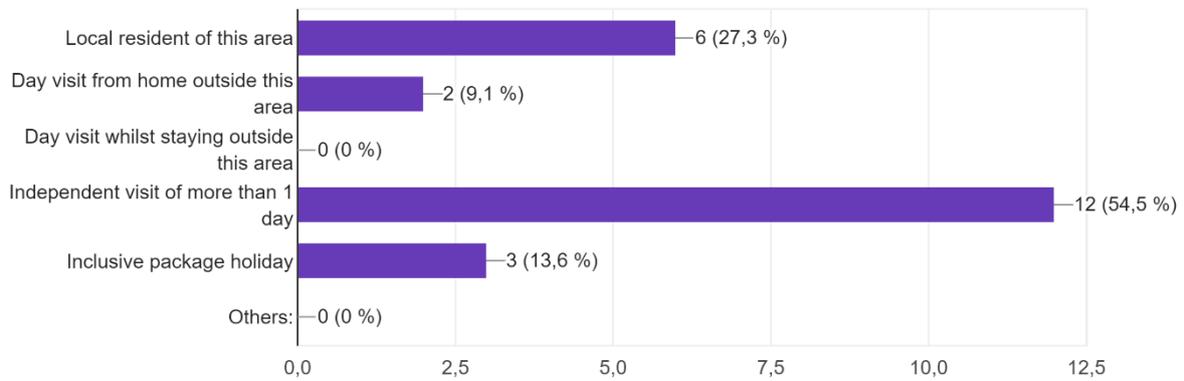
What is the main purpose of your visit to Murter?

22 odgovora



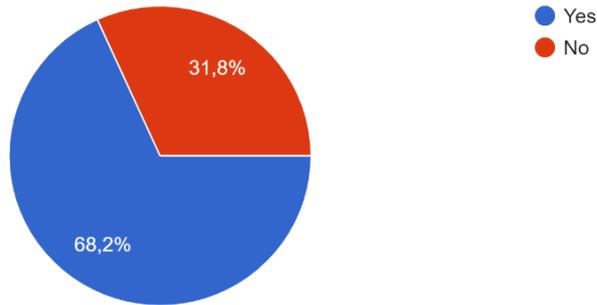
Which of the following groups would you place yourself in?

22 odgovora



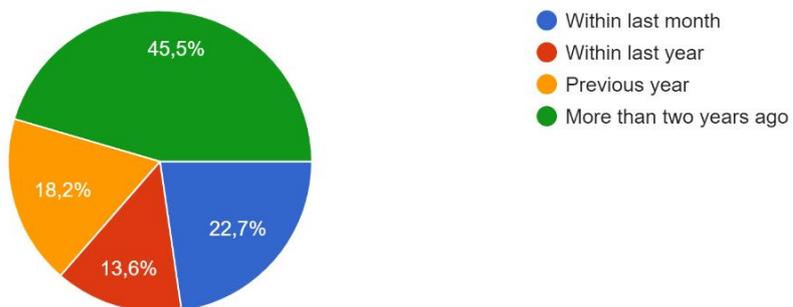
Have you been on a day visit to Murter before?

22 odgovora



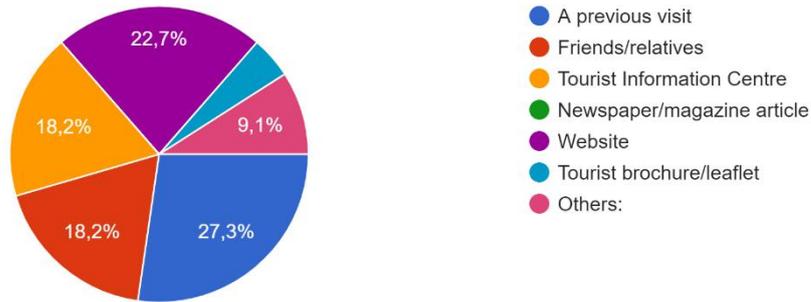
If yes, when did you last visit?

22 odgovora



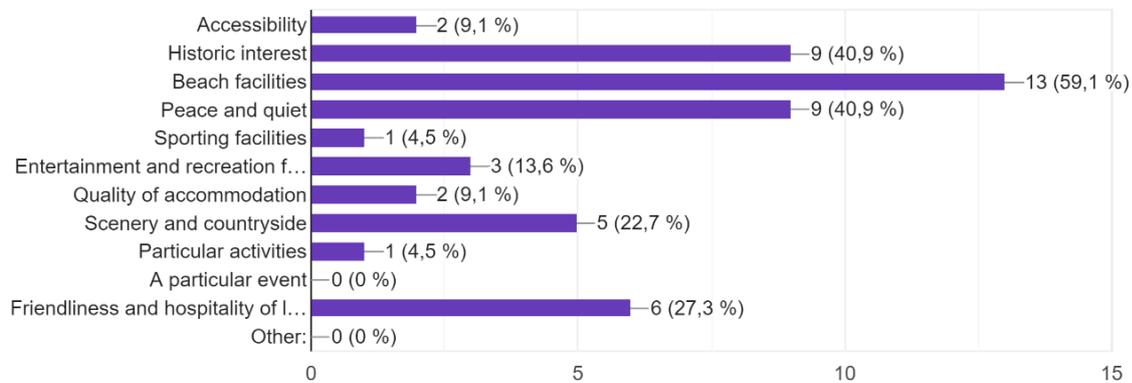
How did you find out about this site?

22 odgovora



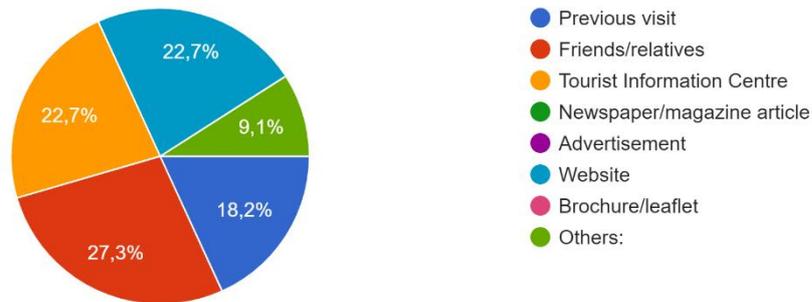
What were the main characteristics of Murter that made you want to visit here? (tick one or more)

22 odgovora



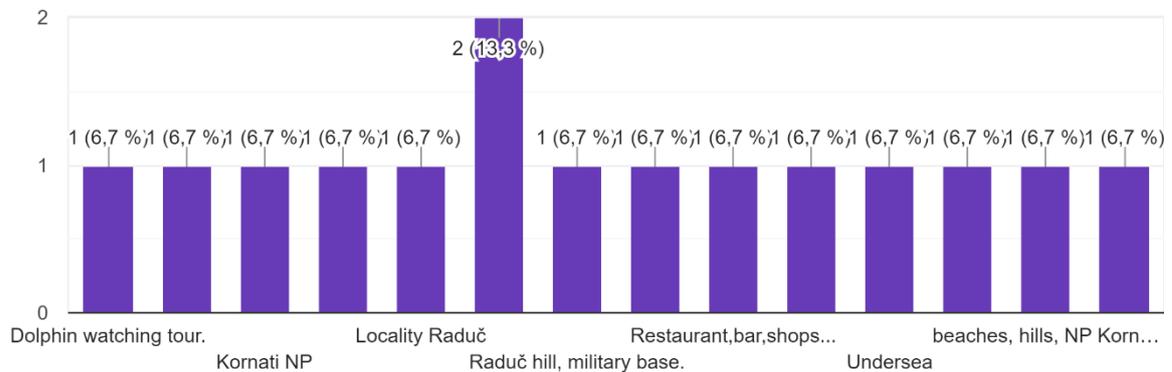
How did you find out about this site?

22 odgovora



Which other sites of Murter are you planning on visiting/did you visit during your stay?

15 odgovora



The respondents mentioned various sites in Murter that they visited or planned to visit during their stay, such as Raduč hill, military base, undersea, restaurants, bars, shops, Kornati National Park, beaches, hills, dolphin watching tour, Scuba-diving course, Regata Latinsko idro, and everything. Some respondents also mentioned NP Kornati and sites related to food and entertainment.

Conclusive remarks

The given data represents the responses of visitors to the island of Murter in Croatia regarding their demographics, travel details, expenditure, satisfaction, and purpose of their visit. The data includes information about the age group, employment status, distance traveled, mode of transportation, amount spent per person per day, level of satisfaction, disability or reduced mobility, purpose of visit, and other details. The visitors' responses indicate that they primarily visit Murter for holidays, leisure, and recreation, with many interested in beach facilities, peace and quiet, historic interest, and the hospitality of locals.

The present activity has been primarily designed to facilitate the implementation of an effective system for collecting ground data to enhance their usefulness for decision-makers. The tools utilized by the partnership exhibit a high degree of user-friendliness and repository maintenance over an extended period, creating the conditions necessary for tool sustainability. An additional advantage of the tool is the ability to evaluate the collected data specifically at the project sites during different times, for example, before and after implementing interventions or improvements in the pilot areas, thereby presenting a preliminary understanding of the impacts of the interventions. In the case of PP5 - Municipality of Murter-Kornati, the development of the Archaeological site Colentum in Murter has been completed at the conclusion of the project period. However, a post-assessment was unfeasible due to insufficient time for obtaining feedback from end-users about the intervention. Nevertheless, the tool will be maintained by the project partner even after the project period's completion. It is essential to acquire the perspectives of critical beneficiaries of sustainable tourism policies.