

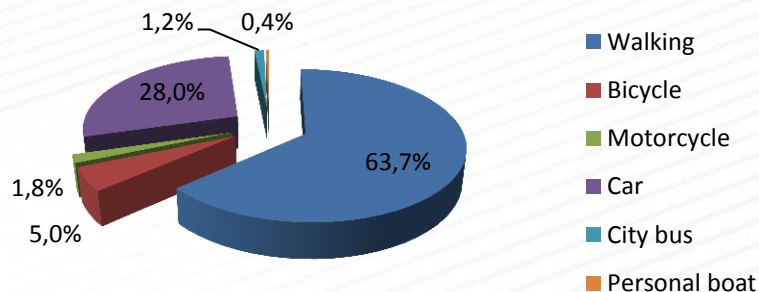
Results of the survey Green Beach

Destinations Poreč,Novigrad,Rabac

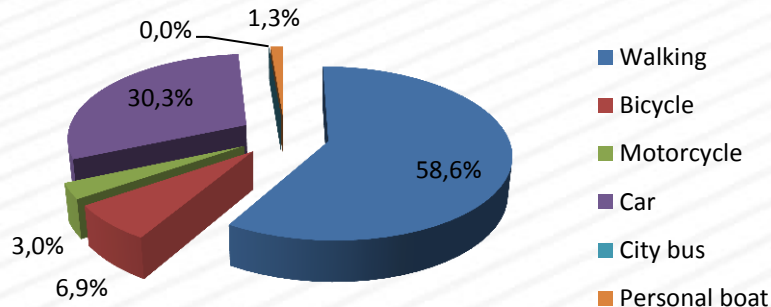
Tina Šugar, M. Eng. Agr.
PhD Kristina Brščić

Which transportation method did you use today to visit the beach?

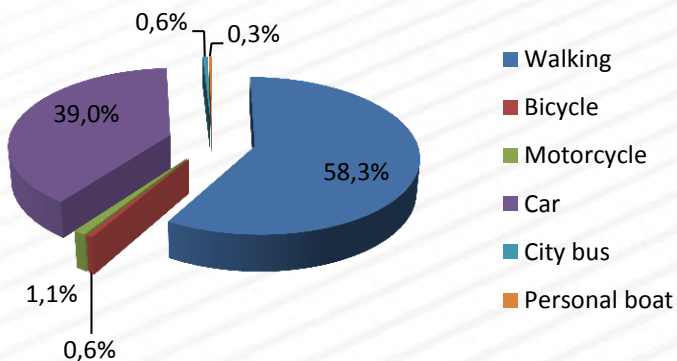
Destination Poreč (n=504)



Destination Novigrad (n=466)

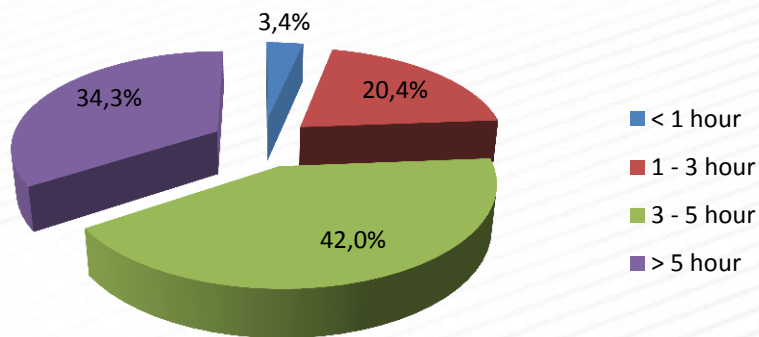


Destination Rabac (n=628)

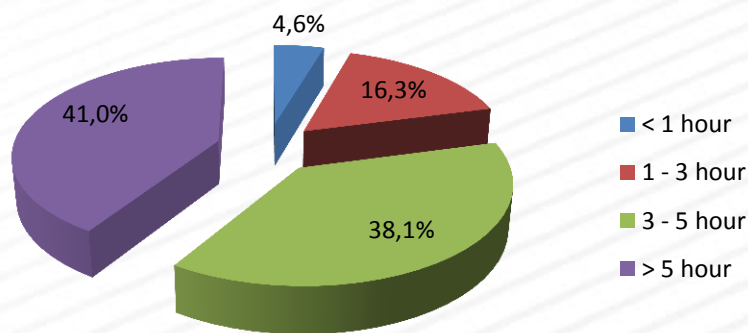


How much time today do you intend to spend on the beach?

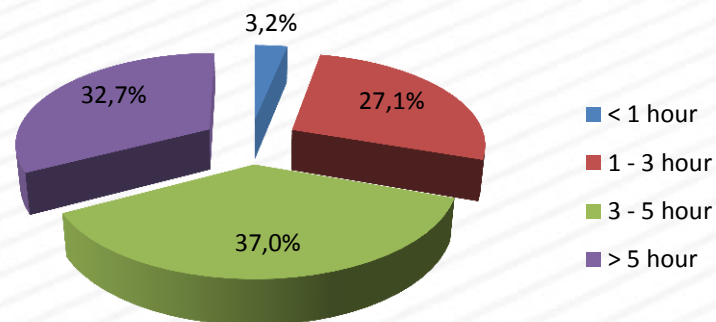
Destination Poreč (n=505)



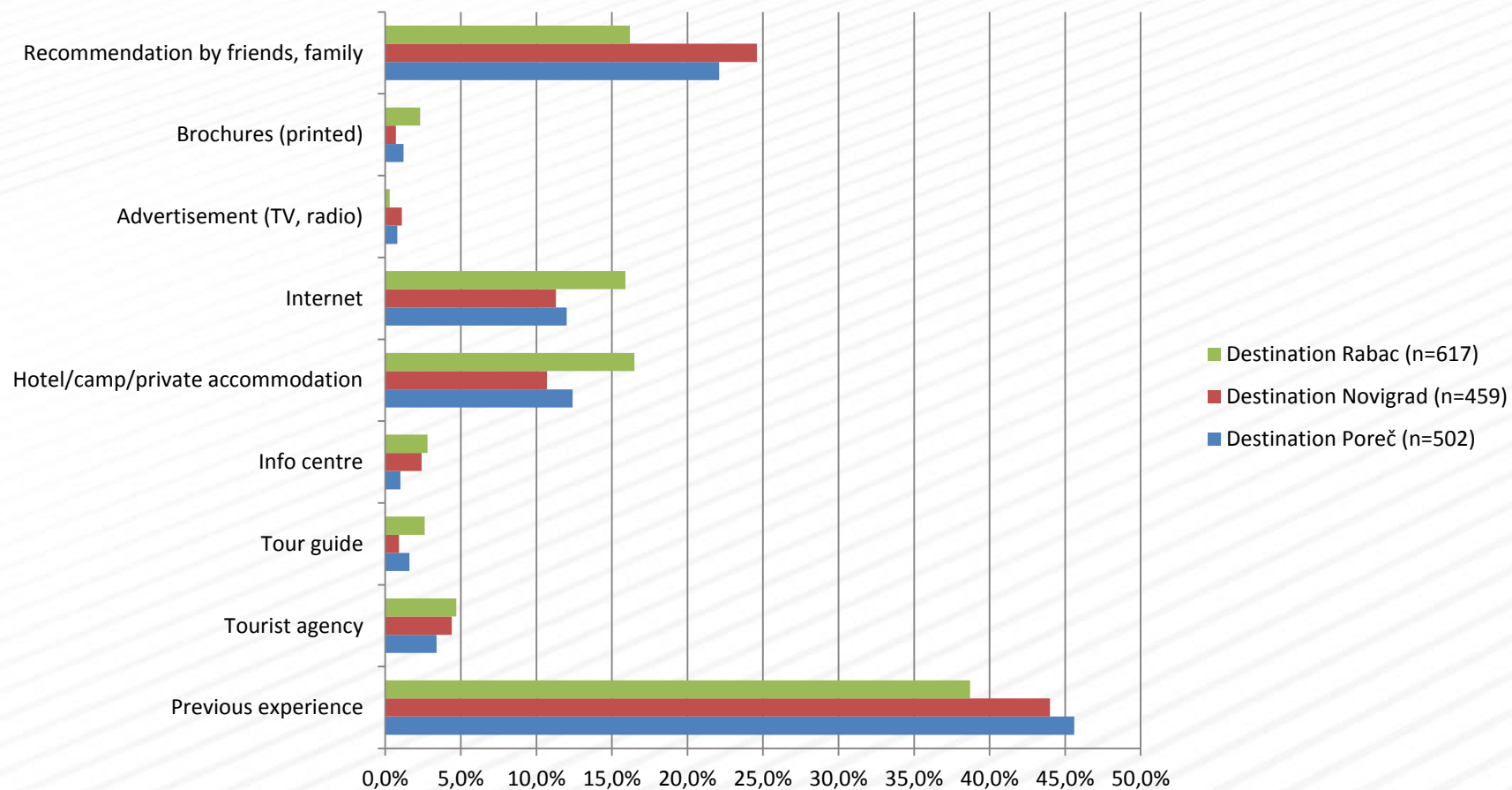
Destination Rabac (n=632)



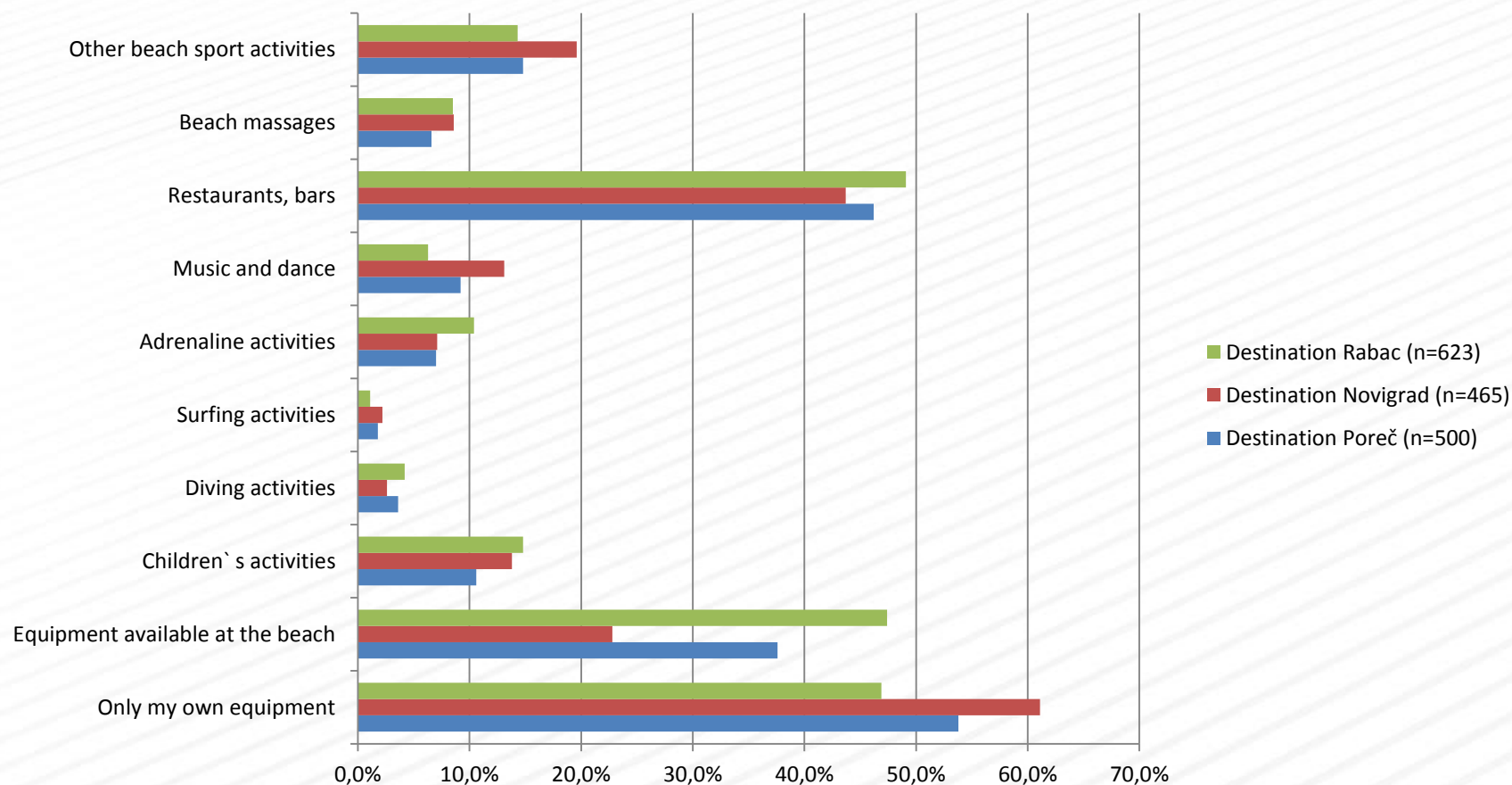
Destination Novigrad (n=468)



Information about the beach



Activities and equipment at the beach



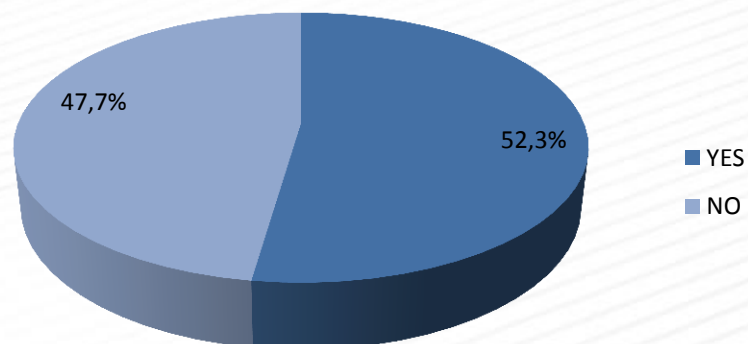
	DESTINATION POREČ		DESTINATION NOVIGRAD		DESTINATION RABAC	
	Average grade	Standard deviation	Average grade	Standard deviation	Average grade	Standard deviation
FEATURES						
Availability of sports activities	3,81	0,83	3,82	0,90	3,78	0,84
Availability of entertainment	3,68	0,84	3,78	0,84	3,69	0,81
Availability of children`s activities	3,73	0,89	3,81	0,85	3,63	0,88
Quality of beach activities	3,87	0,85	3,85	0,84	3,92	0,78
Beach orderliness and equipment	4,02	0,84	3,90	0,89	4,09	0,82
Availability of equipment	3,92	0,81	3,80	0,91	3,90	0,82
Food offer	3,98	0,88	3,97	0,92	3,92	0,83

	Destination Poreč		Destination Novigrad		Destination Rabac	
	Average grade	Standard deviation	Average grade	Standard deviation	Average grade	Standard deviation
Beach conditions						
Distance from accommodation	4,23	0,77	4,10	0,96	4,07	0,91
Parking	3,97	0,98	3,65	1,10	3,75	1,08
Accessibility and connections	4,01	0,83	3,87	0,88	3,83	0,88
Beach conditions for persons with special needs	3,53	0,99	3,56	0,94	3,32	0,97
Waste recycling bins	3,67	1,09	3,55	1,08	3,75	0,97
Toilet cleanliness	3,46	1,06	3,59	1,06	3,80	0,92
Dog access	3,56	1,00	3,64	0,97	3,47	0,91
Informations boards	3,65	0,94	3,69	0,92	3,73	0,85
Personal safety	4,01	0,87	3,98	0,90	3,94	0,84

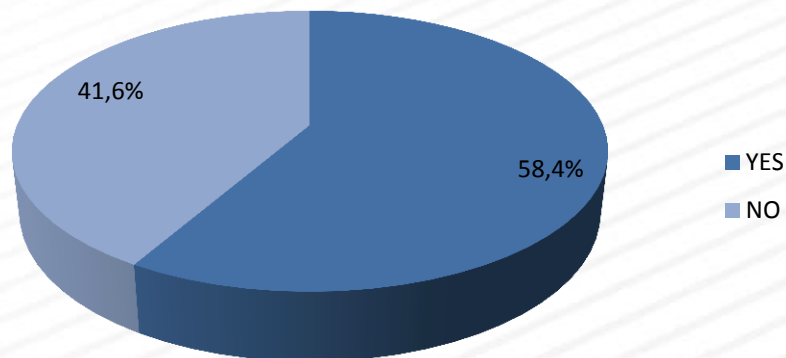
	DESTINATION POREČ		DESTINATION NOVIGRAD		DESTINATION RABAC	
	Average grade	Standard deviation	Average grade	Standard deviation	Average grade	Standard deviation
BEACH						
Beach cleanliness	4,22	0,79	4,07	0,89	4,37	0,81
Sea cleanliness	4,17	0,87	3,96	1,00	4,57	0,74
Access by boat	3,69	0,86	3,62	0,90	3,84	0,88
Beach access	4,22	0,75	4,15	0,79	4,19	0,86
Nature	4,43	0,71	4,28	0,79	4,48	0,73
Beach comfort	4,02	0,88	4,00	0,88	4,10	0,86
Environmental concern	4,01	0,87	3,96	0,90	4,10	0,88

Do you know the „Blue Flag” mark for beaches?

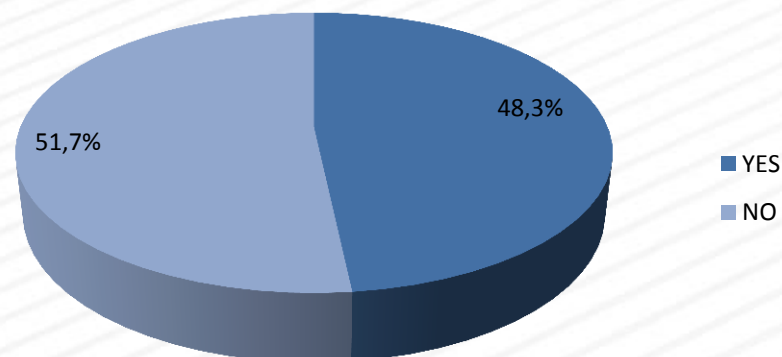
Destination Poreč (n = 507)



Destination Rabac (n = 622)

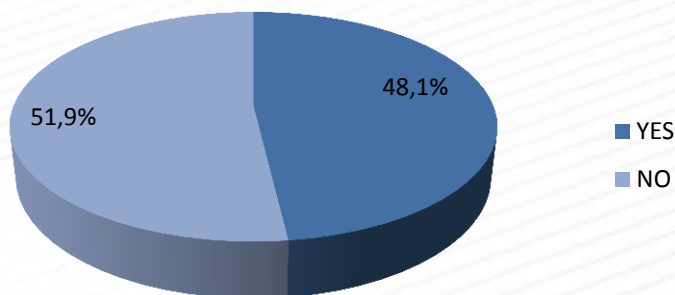


Destination Novigrad (n = 462)

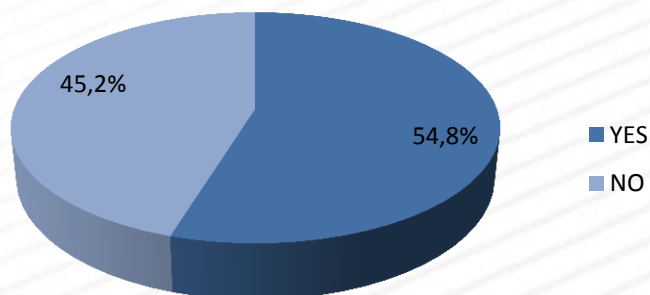


Does the „Blue Flag” mark for beaches influence your choice of destinations?

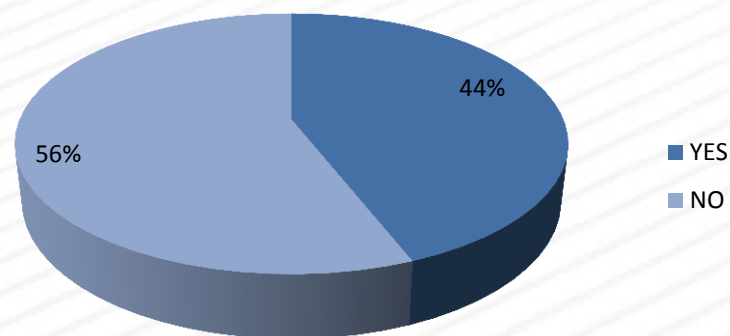
Destination Poreč (n = 349)



Destination Rabac (n = 431)



Destination Novigrad (n = 302)



Satisfaction of tourists with behaviour and skills of beach employees.

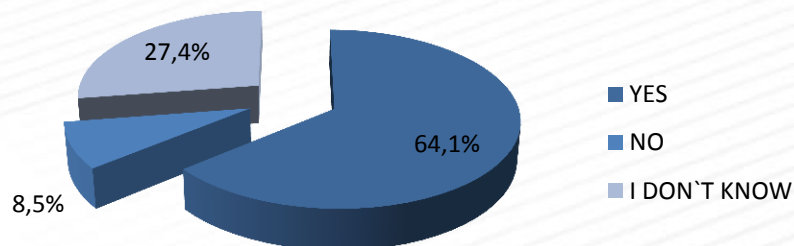
DESTINATIONS	POREČ		NOVIGRAD		RABAC	
GRADE	Average grade	Standard deviation	Average grade	Standard deviation	Average grade	Standard deviation
Problem solving skills	3,71	0,84	3,63	0,9	3,67	0,81
Communication skills (simplicity, clear communication)	3,92	0,85	3,85	0,90	3,91	0,81
Foreign language knowledge	4,03	0,83	3,91	0,91	4,01	0,83
Knowledge of the beach offer	3,88	0,83	3,85	0,85	3,89	0,81
Knowledge of the destination offer	3,88	0,83	3,90	0,83	3,87	0,82
Kindness	4,20	0,79	4,11	0,94	4,17	0,82
Patience	4,09	0,83	3,93	0,99	4,08	0,80
Hospitality	4,20	0,80	4,09	0,94	4,20	0,82

Percepcija turista o terminu „Zelena plaža”

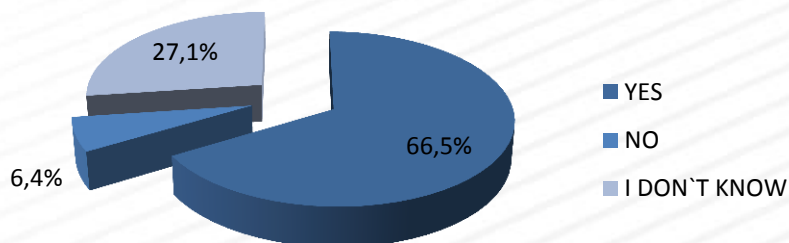
- ✓ Clean beach
- ✓ Plenty of greenery / plants, trees, flowers
- ✓ Natural beach / beauty of the landscape
- ✓ Taking care of environmental sustainability / Caring for the environment
- ✓ Good waste management system / beach without garbage, plastic and pollution / a proper sewage system

I would rather choose to stay at a „Green beach”, taking care of environmental sustainability, than at a regular beach.

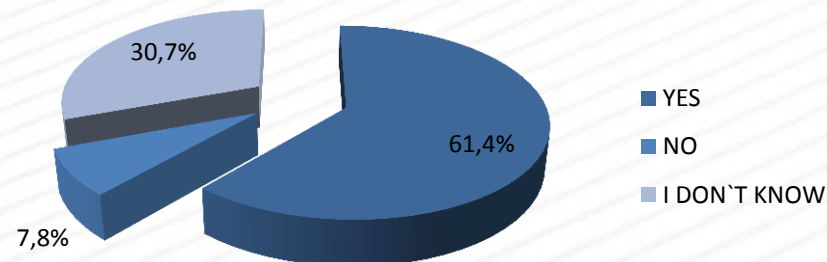
Destination Poreč (n = 493)



Destination Rabac (n = 612)

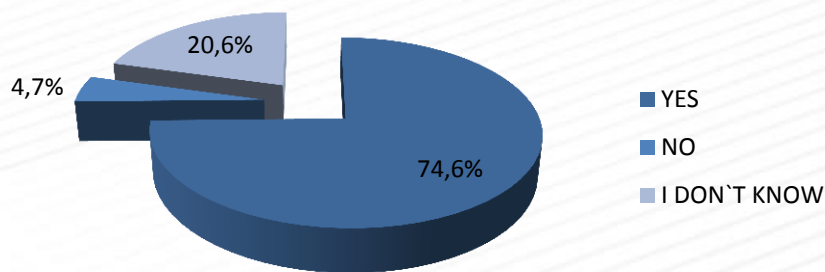


Destination Novigrad (n = 446)

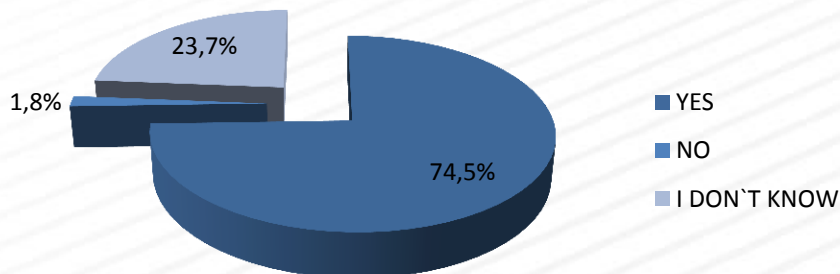


A regulated beach such as a
 „Green beach” is a good way
 to get to environmental
 protection and sustainability.

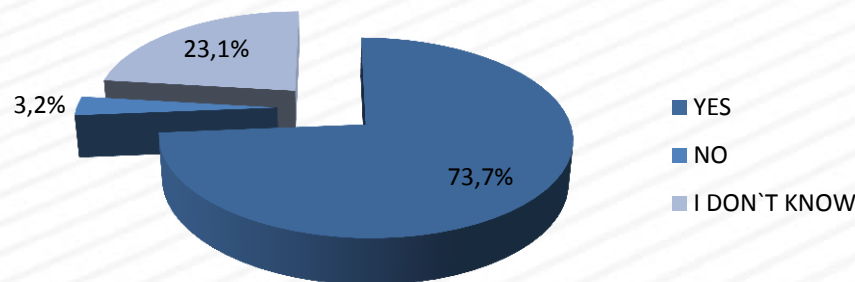
Destination Poreč (n = 485)



Destination Rabac (n = 603)



Destination Novigrad (n = 438)



Conclusion

- In all three destinations, tourists usually come to the beach on foot and stay for at least three to five hours
- Beach information is usually obtained with previous experience, but also with the recommendation of friends and relatives
- While staying on the beach, they usually use their own equipment, equipment available at the beach and restaurants
- They are most satisfied with the beach orderliness, the availability of equipment and the food offer
- The best rated beach conditions are: distance from accommodation, accessibility and connections, personal safety

Conclusion

- Tourists on the beaches in these destinations are most satisfied with the cleanliness of the beach and the sea, the beauty of the landscape and the comfort on the beach
- Most respondents know the "Blue Flag" mark for beaches and the mark influence on their choice of destinations
- Respondents indicated that they are most satisfied with the hospitality, kindness, patience and foreign language knowledge of beach employees
- More than 60% of respondents in all three destinations would rather choose to stay at a "Green Beach" taking care of environmental sustainability than at a regular beach, and more than 70% of respondents think that the beach such as a "Green Beach" is a good way to get to environmental protection and sustainability

Thank you for your attention!