



October 2 - 4, 2013

NATURE & SPORTS
EURO'MEET
liptovský mikuláš
slovakia 2013

Rencontres du réseau européen du tourisme et des loisirs sportifs de nature

Assessment 2nd Nature & Sports Euro'Meet Liptovsky Mikulas 2013

Tourism and Outdoor Sport European Network Meeting



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Results of the satisfaction survey*

**On-line survey taken and analyzed by the French National Resource Center of Outdoor Sports*

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Results of the satisfaction survey

Features of the survey:

The survey was published on-line on the official website of Nature and Sports Euro'meet from October 4^h to November 15th 2013 for all participants.

Survey methodology: self-administered on-line survey. An on-line questionnaire was published on the official Nature & Sports Euro'Meet website. One single mailing was sent to each participant of the Euro'Meet inviting them to fill out the survey.

The survey is in French and English.
 Number of answered surveys 41 – Percentage returned : 27%.

Production:

- Design and distribution of survey: PRNSN
- Exploitation, comments and media: PRNSN and European steering committee

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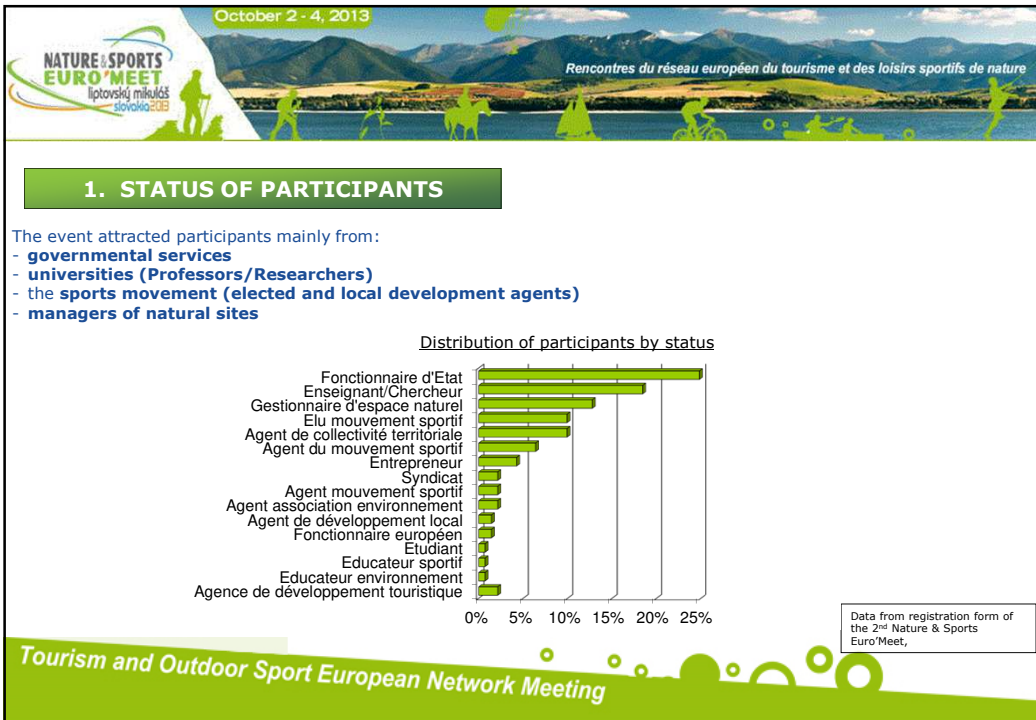
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- 1 PROFILE OF PARTICIPANT
- 2 SATISFACTION

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PRINCIPAL FIELDS OF INTERVENTION

We can observe a strong presence of participants from the fields of Sports and a weaker participation from the fields of Territory and Tourism.

17% of participants come from the Environmental sector

Distribution of participants registered by their fields of principal interventions

Field of Intervention	Percentage
Territoire	9%
Tourisme	6%
Sport	68%
Environnement	17%

Data from registration forms of the 2nd Nature & Sports Euro Meet

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3. GEOGRAPHICAL ORIGIN

We can observe a strong presence of participants from two counties that represent 60% of participants – France and England. For this second edition, 22 European countries were represented.

Only 5% of participants came locally from Slovakia.

Map

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4. THE WAY OF KNOWING ABOUT NATURE & SPORTS EURO'MEET

Three means of diffusing information were:

- By the work preparation for the event- **Invitation**
- By the communication on the website **nature-sports.eu**
- By internal communications in the network

Referencing Website: 27 971 visits (from 1st January 2012 to 25 November 2013)

Official websites referenced with more than 10 links

- 7 French websites
- 1 European website
- 1 Spanish website
- 1 Russian website

Less than 59 website references

To improve:

- Mediation and links from website
- Respect the communications plan
- (3 newsletters published from 5 intended)

Source	Percentage
Invitation	45%
Site internet Nature...	33%
Document interne à...	30%
Autre	15%
Appel à bonne pratique	15%
Newsletter Nature &...	10%
Autres sites internet	3%
Facebook	0%
Presse	0%

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SATISFACTION

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MEASUREMENT TOOLS
Answers to the satisfaction survey took the form of answers that correspond to an attitude scale with the following four levels
Very satisfied - Somewhat satisfied - Rather dissatisfied - Not at all satisfied

++ + - --

INTERPRETATION
When interpreting the answers to questions on satisfaction, attention must be given to the proportion of persons that were « totally satisfied » This position corresponds to a real level of satisfaction concerning the criteria studied. This position is effective and influential.
The position « somewhat satisfied » reflects an absence of genuine dissatisfaction without allowing to mark some satisfaction. It corresponds to a position used by people with low interest or no opinion in the parameter studied.
The negative positions « rather not » or « not at all satisfied » must also be considered with attention.

SYNTHESIS
Analysis of the results of a question with four levels of assessment is often difficult. Also, criteria for ranking in the order of satisfaction we used a synthetic indicator in the form of a note of 20.

This ranking is a scale to weigh the survey results :

Very satisfied	Somewhat satisfied	rather dissatisfied	Not at all satisfied
18 / 20	13 / 20	7 / 20	2 / 20

The different classification made here were made this summary.

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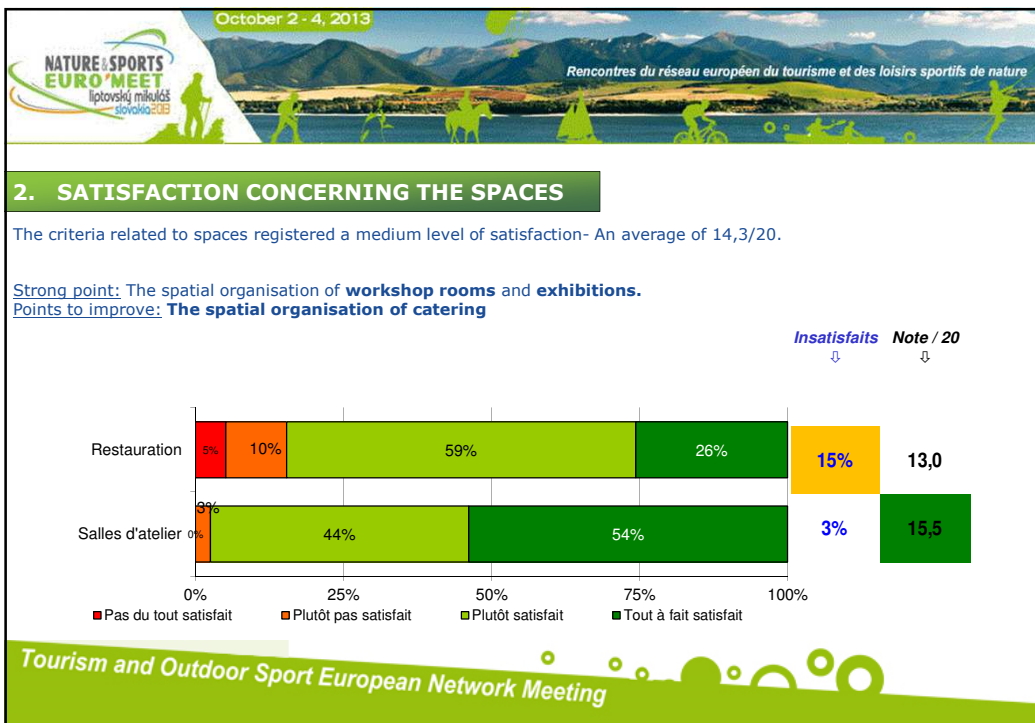
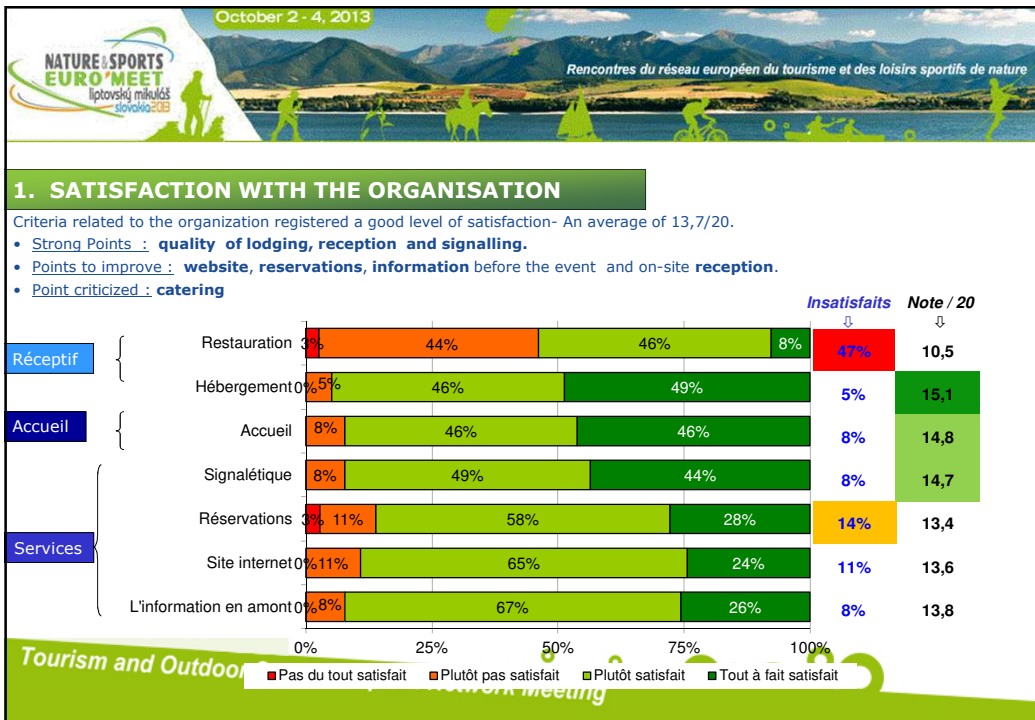
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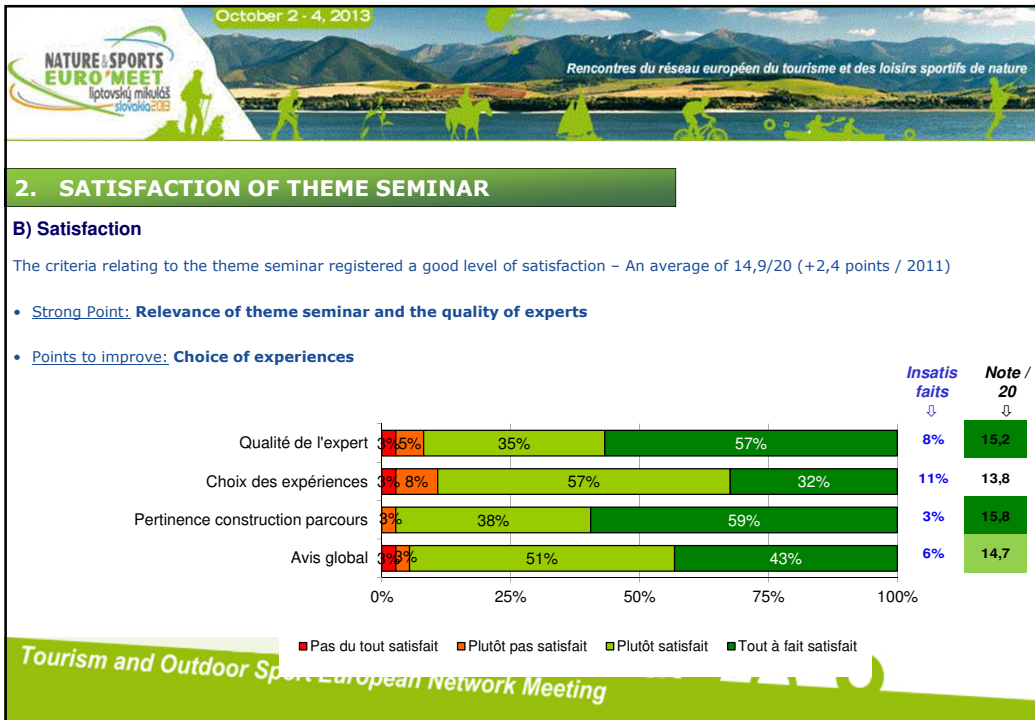
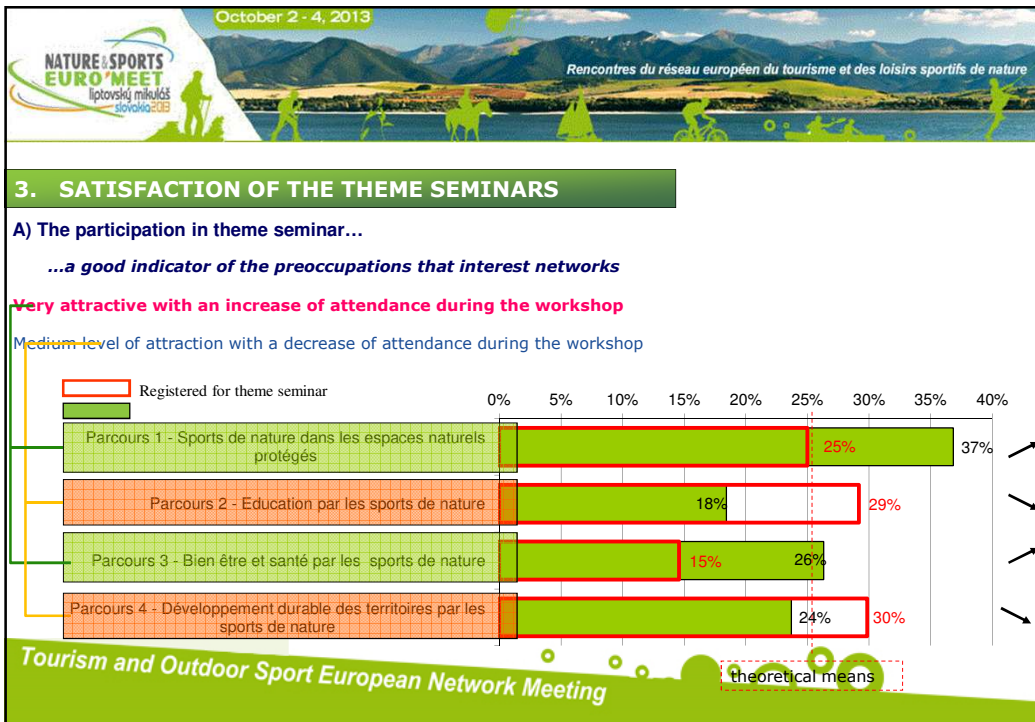
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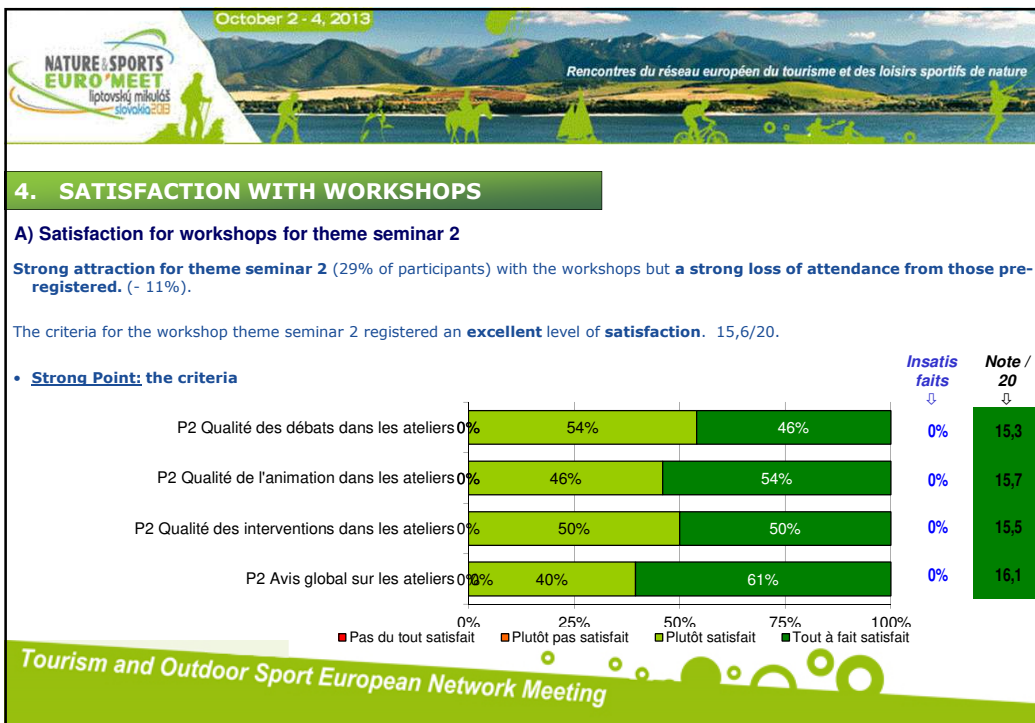
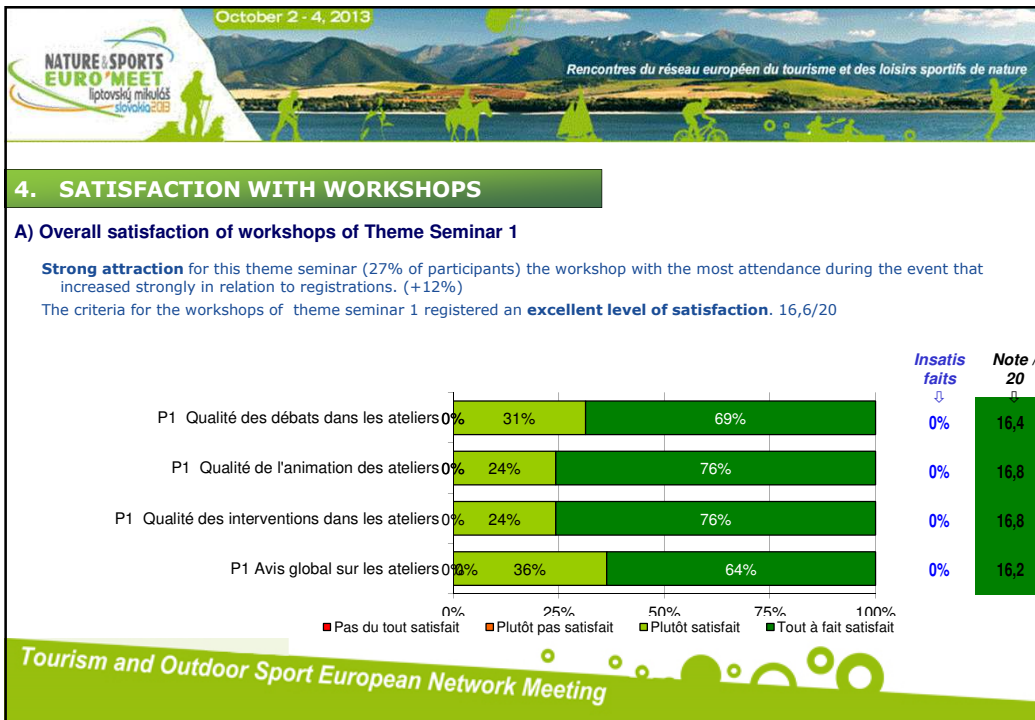
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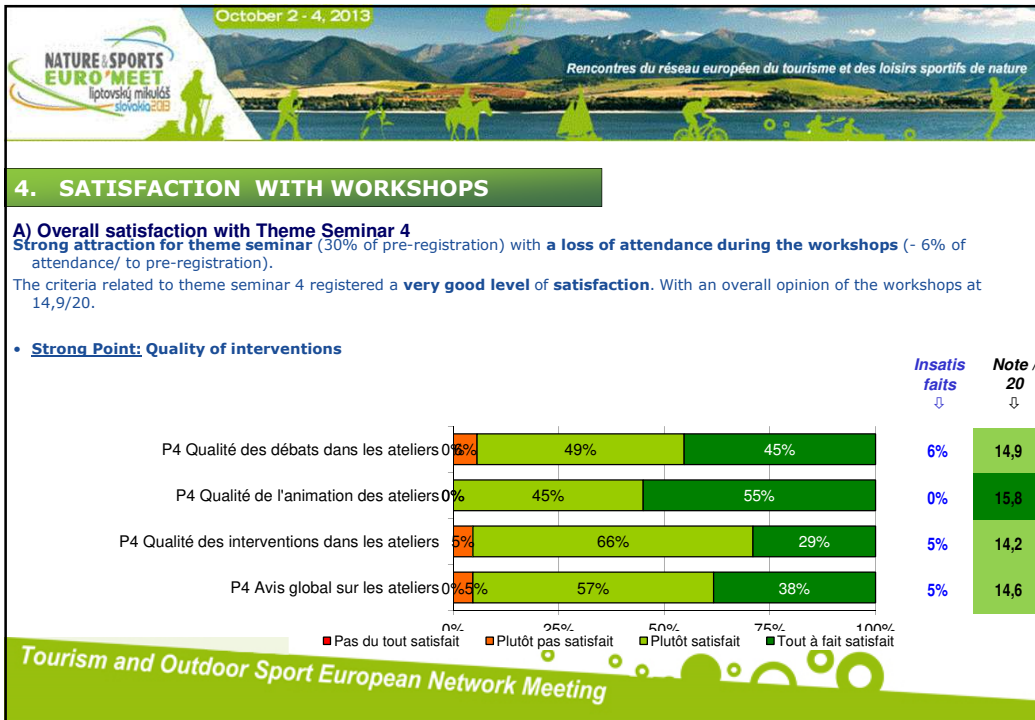
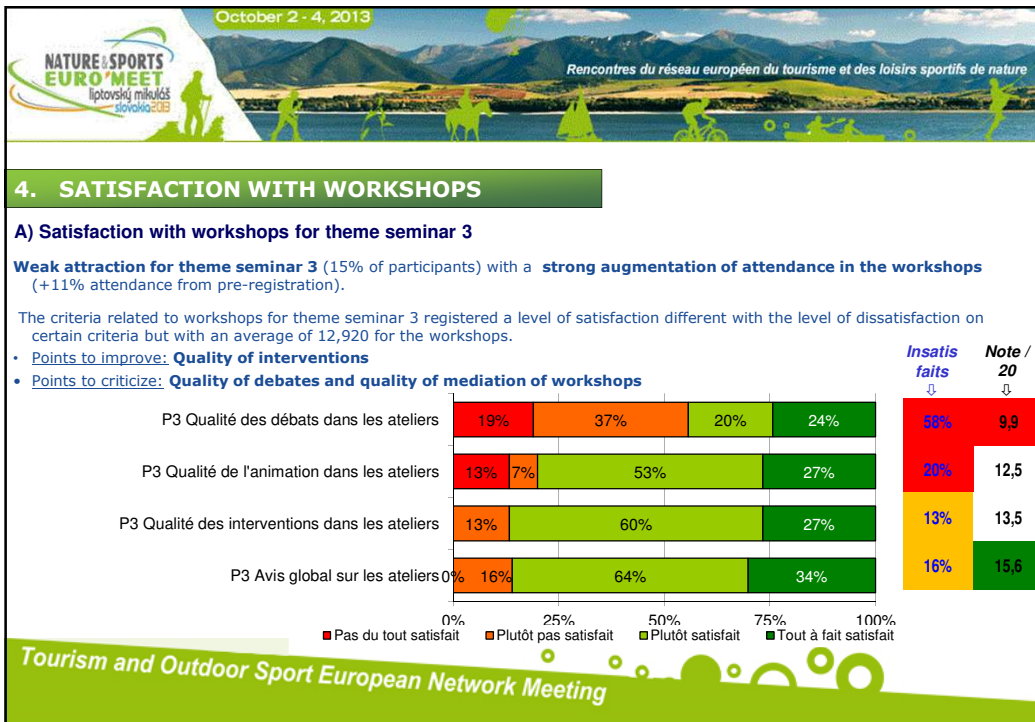
1	ORGANISATION	7 criteria: <input type="checkbox"/> Information before <input type="checkbox"/> Reservations <input type="checkbox"/> Catering <input type="checkbox"/> Accommodations <input type="checkbox"/> Signalling <input type="checkbox"/> Website <input type="checkbox"/> Reception
2	SPACES	3 criteria : <input type="checkbox"/> Workshops <input type="checkbox"/> Catering <input type="checkbox"/> Exhibitions
3	THEME SEMINAR	4 criteria : <input type="checkbox"/> Global opinion <input type="checkbox"/> Relevance with theme seminar <input type="checkbox"/> Choice of experience <input type="checkbox"/> Quality of 'expert'
4	WORKSHOPS	4 criteria : <input type="checkbox"/> Global opinion <input type="checkbox"/> Quality of interventions <input type="checkbox"/> Quality of the mediation <input type="checkbox"/> Discussion
5	PLENARY	4 criteria : <input type="checkbox"/> Global opinion <input type="checkbox"/> Quality of the intervention <input type="checkbox"/> Moderation of the round table <input type="checkbox"/> Presentation oh themes seminar - synthesis
6	SYNTHESIS	21 criteria (Organisation / Spaces / Workshops / Plenary)

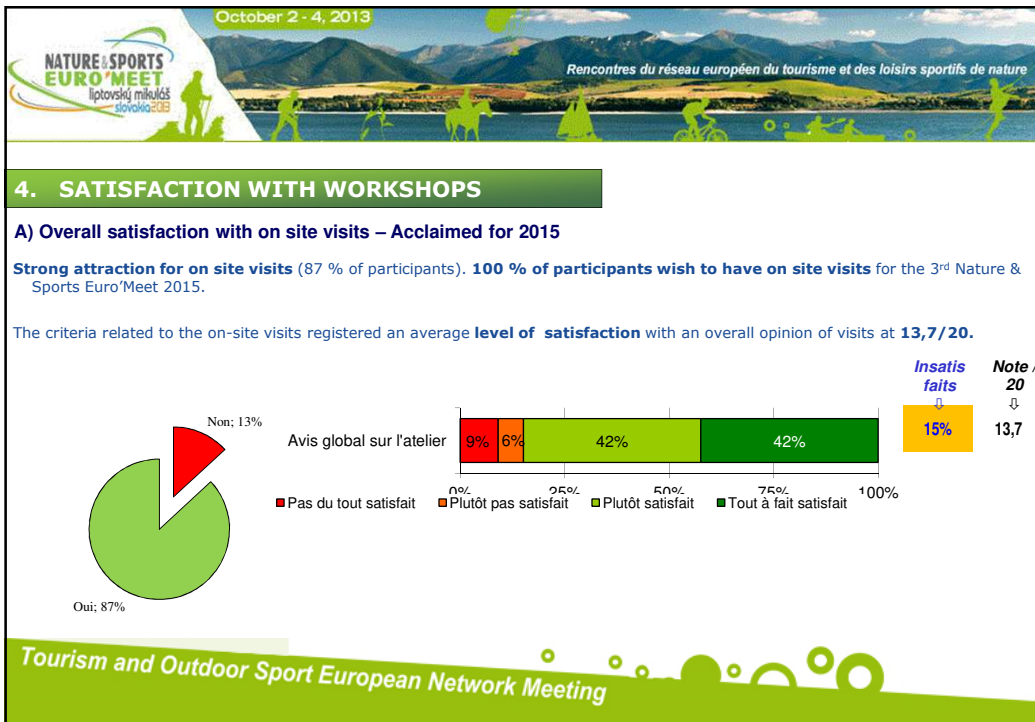
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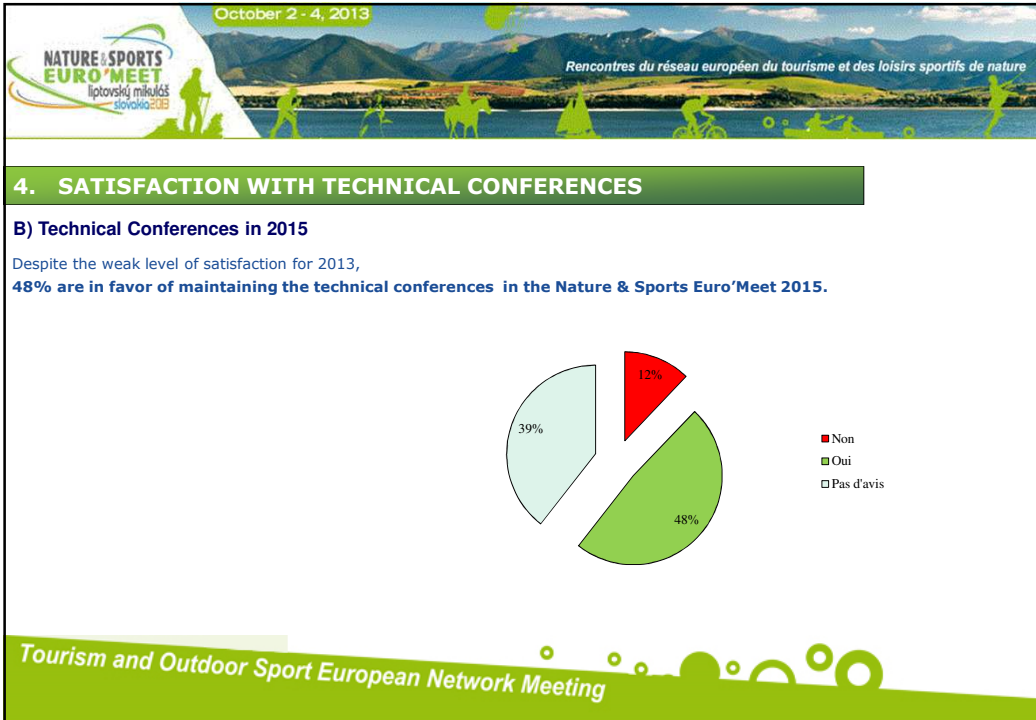
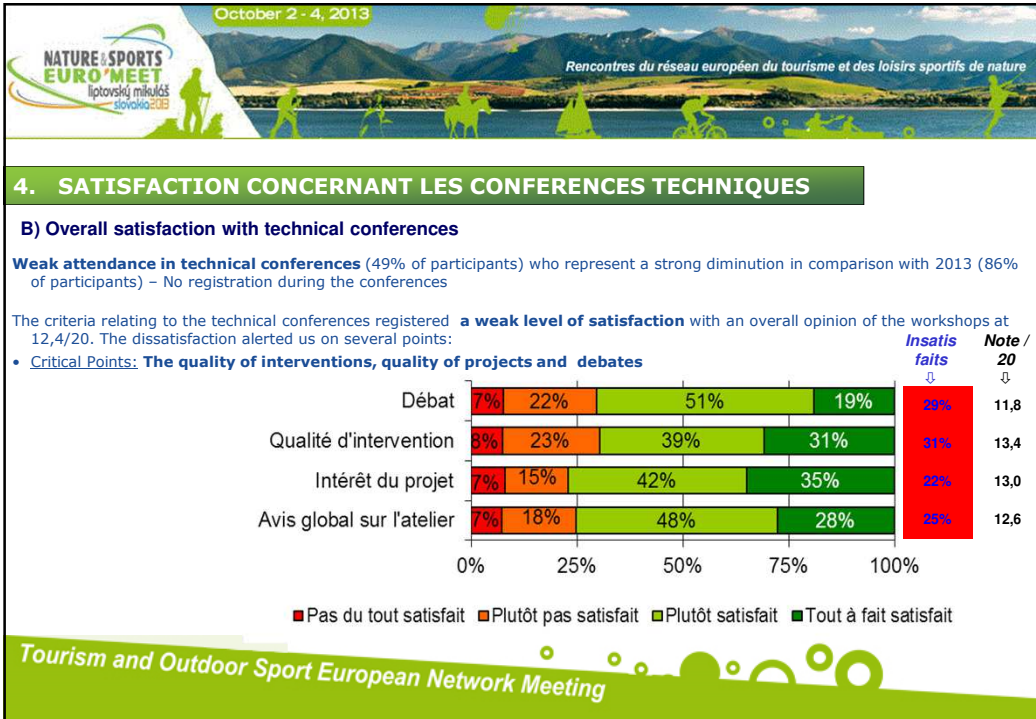


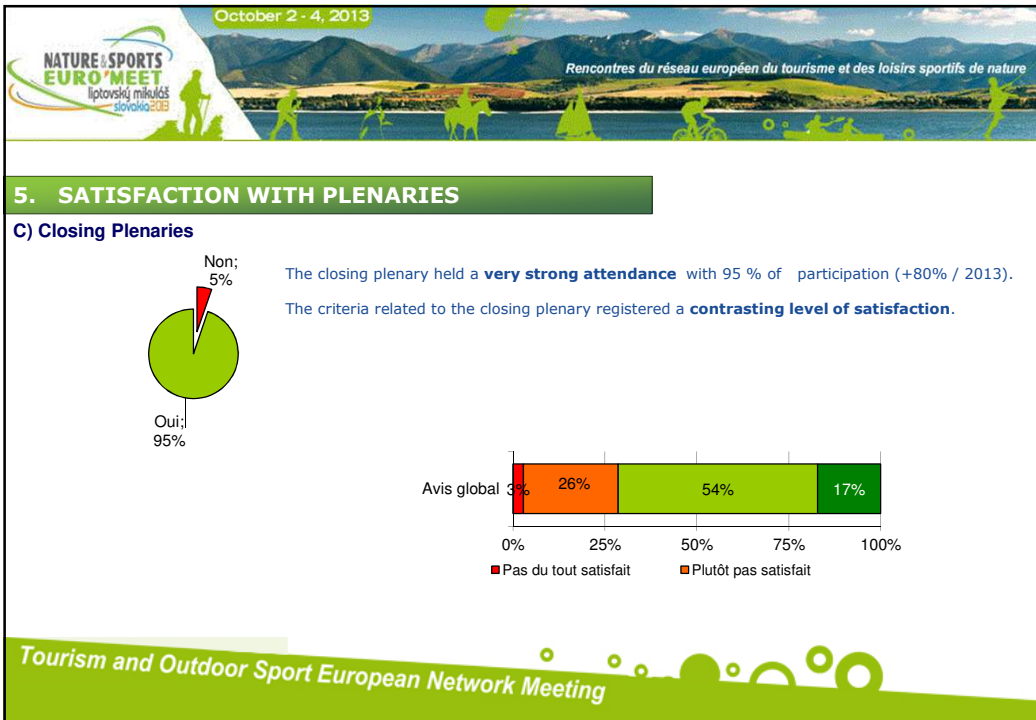
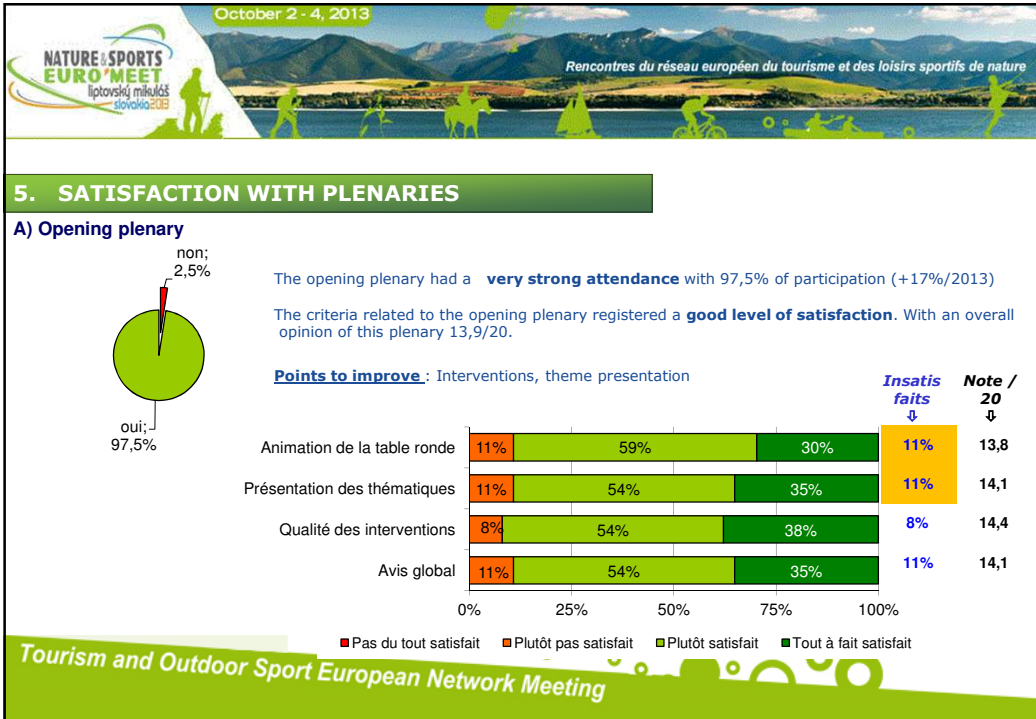












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8. INTENTIONS TO RETURN

Interesting indication of the overall satisfaction of participants: the desire to return for the next Nature & Sports Euro'Meet.

95% of participants questioned (+25% / 2013) manifest the intention to participate in the Nature & Sports Euro'Meet that will be held in Newcastle, Northern Ireland in 2015.

Response	Percentage
oui	95%
non	5%

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9. European Financing

European financing directly to the organization: 0 euros

European financing indirectly :

- Speaker's expenses via Grundtvig (Visits and exchanges) - 0 speakers
- Participant's expenses via Grundtvig (Visits and exchanges) - 4 participants GB
8 participants FR
X euros

+ ..% use of European funds in comparison with the edition 2013.

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10. Economic model

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