

Abstract

Title:

Customers' satisfaction assessment of tourist tours – a case study of CK Alpina tours to Bulgaria

Aim:

Through questioning and direct observation to evaluate customer satisfaction at selected CK Alpina tours to Bulgaria and propose changes in the final questionnaire.

Methods:

For obtaining necessary data we used questioning and observation. The questioning used the existing questionnaire CK Alpina containing 7 questions. Customers rated satisfaction with Likert's scale, but they could use an open answer. The Likert's scale was evaluated quantitatively by assigning the stamps by answers. For word responses was made categorization. There were direct, hidden observations of my person on two tours. Observed phenomena were selected based on operationalization and external stimulus.

Results:

Satisfaction of clients with both, the tour program and tour guides, was found at all five tours to Bulgaria. The biggest drawbacks occurred with the bus service CK Alpina ordered from the carriers. We have developed a new questionnaire, which is more focused on the characteristics, abilities and skills of the guide. The initial questionnaire did not include questions about accommodation and meals. For today's customers the importance of these factors is increasing, therefore these questions are not missing in our questionnaire.

Keywords:

Tourism, leisure, bus tour, mountain, mountain leader, group.