

QUALITY SYSTEMS IN AGROTOURISM: THE CASE OF WESTERN MACEDONIA

UDC 338.486(495)

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Received 1 March 2013

Revised 8 April 2013

11 April 2013

Abstract

In this rapidly changing context, the globalization of the touristic offer and demand has motivated the touristic industry to continuously monitor the tourists' behavior and to upgrade the quality of the services offered. The paper addresses the hypothesis that new agrotouristic businesses in Northern Greece are aware of the benefits and they are willing to acquire quality certifications.

An empirical research was carried out in March 2012. The aim of the research was to analyze the degree of evolution and adaptability of the Greek touristic businesses to the modern systems. The field of the research was districts from the Prefectures of Kozani and Florina in the Western Macedonia. These Prefectures present an agro-touristic identity and development that has been organised and upgraded during the past decade. The research was based on structured questionnaires (twenty five interviews), addressed in the agro-touristic businesses of the area. The questionnaire includes four units of questions.

The respondents are aware of the advantages of a certified touristic unit: up-to-date organization, better image and quality of products, satisfied customers, high level of hygiene in production, quality food offered and both employees and products security.

Most of the participants do not intend to acquire any sort of local certification due to lacking information and reservation because of the financial crisis.

Keywords Quality Systems, Agrotourism, Western Macedonia

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