



## Abstract 10

### Consumer behavior, profile and customer satisfaction: analysis and call to action in Piedmont

Stefania Cerutti

*Università degli Studi del Piemonte Orientale, Italy*  
*stefania.cerutti@eco.unipmn.it*

Maria Elena Rossi

*Regione Piemonte, Italy*  
*info@piemonte-turismo.it*

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**Type of presentation:** Best practice

#### Structured abstract:

**Purpose of the study:** To describe the Piedmont best practice in relation to the analysis of the tourist profile and expenditure, enabling the region to adapt and shape tourism policies; and to show how the local context and the human resources are vital to tourism competitiveness.

**Design/methodology/approach:** The methodology is based on a direct survey on tourists on approximately 5.000 interviews carried out during 12 months in Piedmont. The interviews have been articulated a) per regional tourist area, b) per specific tourist season and c) through cross-examination of data of the Piedmont Tourism Observatory form Sviluppo Piemonte Turismo.

**Findings:** The results of the regional analysis are relevant to define tourists' behavior, profile, expenditure and customer satisfaction in relation to tourism products offered. The analysis provides the basis for developing or re-developing tourism products and regions; it offers a quantitative analysis of the interviews collected and a qualitative point of view; it offers suggestions to enhance the role of human resources in tourism and in regional tourist policies; it shows the state of the art; it enables to elaborate and develop operational calls to action, including promotional campaigns

**Originality/value:** The analysis of tourist behavior and profile in Piedmont and the related operative proposals, are the result of the survey carried out at regional level in the main tourist areas and during all seasons. The high number of interviews enables to define a picture of tourism in the region on the basis of the perception of tourists and of their evaluation of tourist offers. The contribution also suggests strategies and development policies capable capturing niche targets.

**Research limitations/implications:** The challenge is to build strategy and to adopt integrated policies involving all actors in the tourism sector, public and private, and to invest in professional development of human resources needed.

**Practical implications:** The research offers, based on the experience of the tourists, concrete elements to improve all components of the tourism value chain and the competitiveness of a destination as a whole.