

# Do catering providers **know** their customers?

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your **expectations** for today?







## Gastronomy

One of the authentic cultural elements of a region is gastronomy. The distinctiveness of the "kitchen taste" (gustation) is many times associated with the quality characteristics of its society, while "revealing" information concerning its cultural and economical history.

At the same time, gustation seems to be a way of communicating. A way for someone to "talk" to the heart of someone else.

Greek gastronomy has recorded a history of around 4,000 years, with especial characteristics based on pure and unique quality goods produced on Greek land. In fact, it was Archestratos who wrote the first cookbook in history (330 B.C.).

In Greek nutritional tradition the gustative result blends harmonically with the high nutritional value. Dozens of scientific studies have shown the positive effect of a balanced Greek diet on a person's health, beauty and longevity. In addition, the nutritional culture of the Greeks has traditionally added an extraverted social dimension to the table, combining gustative satisfaction with recreation and communication, and thus maintaining even today some overtones from ancient feasts.

In contrast to what many people believe about Greek cuisine, you will discover that "moussaka", "souvlaki" and "choriatiki" (Greek salad) are not the only worthwhile Greek dishes. Greek cuisine consists of a large variety of dishes that can fully satisfy the gastronomic quests of both vegetarians and meat lovers.

### Basic ingredients

Greek cuisine has four secrets: good quality fresh ingredients, correct use of flavourings (herbs) and spices, the famous Greek olive oil and simplicity. Greek olive oil deserves a special note. It accompanies almost all Greek dishes, it is used abundantly in most of them, it is of excellent quality and it is very good for your health. It is also known that artificial cultivation of vegetables is not carried out due to the mild Greek climate. Consequently, most vegetables are cultivated in natural ways and they therefore maintain their aroma and their flavour. You will be happy and content after tasting a Greek tomato, cabbage, carrot, onion, parsley and garlic. At the same time, you should not forget the rich flavour and aroma of fresh Greek fruits, such as grapes, apricots, peaches, cherries, melons, watermelons, etc. As far as flavourings (herbs) are concerned, which almost every Greek gathers from the hills and the countryside, they are renowned for their gustativeness, aromas and curative properties. As you taste some of the many different dishes, you will be mesmerized by the amazing aroma of oregano, thyme, mint and rosemary. Do not forget to also try the Greek cheeses, especially feta cheese. Taking as fact that the sheep and goats are free-ranging and the pastures are especially lush and green, Greek meat has a unique taste that cannot be compared. Mediterranean seafood is much tastier than those from the oceans. The Aegean and Ionian Seas are crystal clear and rich with fish. Fresh fish on the grill is considered to be a true delight.

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Olive routes.  
Greek culture inspired by the past and the future of the olive tree.

Karamegr  
Greek Mediterranean  
Gastronomy

## Events Calendar

February 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					



Ήλιος & Θάλασσα



Θαλάσσιος Τουρισμός



Τουρισμός Υγείας



Πολιτισμός



Περιήγηση



Τουρισμός Υπαίθρου



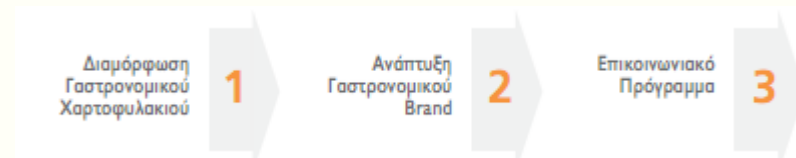
City Break



Γαστρονομία



Συνέδρια



## 1ο μέρος Διαμόρφωση Γαστρονομικού Χαρτοφυλακίου

### ΕΠΙΜΕΡΟΥΣ ΕΝΕΡΓΕΙΕΣ

### ΣΥΝΤΕΛΕΣΤΕΣ ΥΛΟΠΟΙΗΣΗΣ

Σχεδίαση βάσης δεδομένων – γαστρονομικού χάρτη

ΟΕΓ & Ανάδοχος Ιστοσελίδας

Ενταπισμός και καταχώριση γαστρονομικής προσφοράς

ΟΕΓ

Ποιοτική αξιολόγηση γαστρονομικής προσφοράς

ΟΕΓ & Συνεργαζόμενοι Φορείς

Ανάπτυξη γαστρονομικού χαρτοφυλακίου

ΟΕΓ

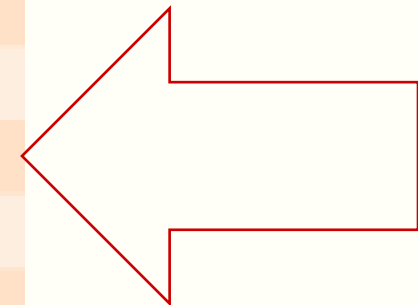
Υλοποίηση εκπαιδευτικού προγράμματος

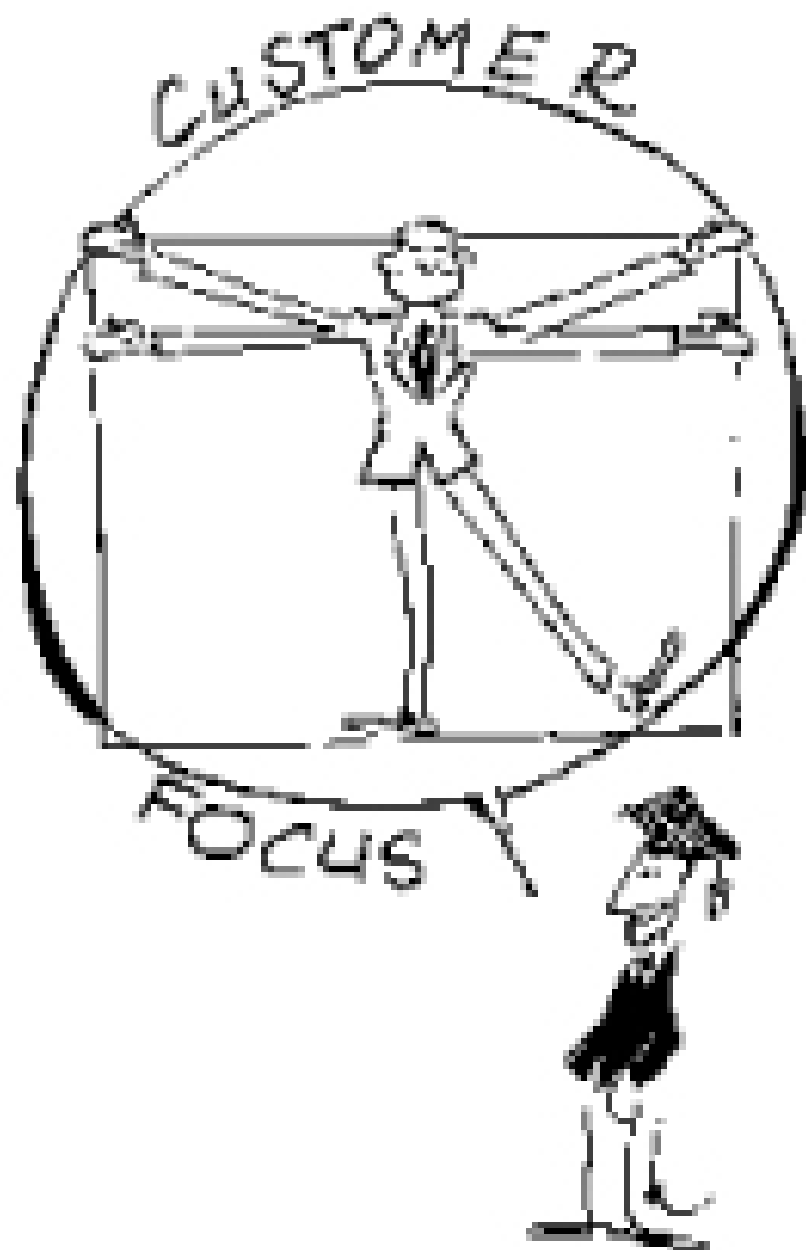
ΟΕΓ & Ομάδα Εκπαιδευτών

## 2ο μέρος Brand Ελληνικής Γαστρονομίας

## 3ο μέρος Επικοινωνιακό Πρόγραμμα

Product  
Analysis







NOW, BEAR IN MIND  
THAT THIS IS THE  
VOICE OF THE  
CUSTOMER, AND  
NOT ME SPEAKING...

YOU  
STINK!!

CLICK



# The Marketing Paradox

Whether Marketing concept and philosophy states that

“*the customer is the King*”

why treats him like

“*a deaf, blind and mute sleeping beauty*”

?

The

**STUDY**

# The **STUDY**

The **Gap** between food perceptions  
of **tourists** and **service providers'**  
estimate of tourists' perceptions

# Schematically the **GAP**

Gap =  
visitors' perceptions  
about food  
—  
providers' estimate of  
tourists' perceptions

*Ho: there is no difference between tourists' perceptions and providers' estimate of tourists' perceptions*



# Research Field



# Ancient Olympia, Greece

An ancient Greek religious site dating back 10 centuries B.C.

The birth-place of the Olympic Games.

The location of giant gold Statue of Zeus, one of seven wonders of the world

Place where Olympic flame is still lit

An UNESCO Heritage Site

It hosts one of the masterpieces of ancient Greek art, Hermes of Praxiteles.



# Research methodology

	TOURISTS SURVEY	PROVIDERS SURVEY
Study population	determined using EUROSTAT and WTO	determined using Tourism Satellite Account of WTO.
Samples	National and international tourists, 15+ years old.	Lists of the local chamber of commerce. Owners or managers.
Sample size	268	95
Period	2 months	2 months
Variables	Nationality, age, gender, education, income	

# Research methodology

	TOURISTS SURVEY	PROVIDERS SURVEY
Data collection	Personal interview using a questionnaire in 6 languages	Personal interview using structured questionnaire
Sampling	Two stages Random sampling	Inventory method
Response rate	71%	76, 5% response rate

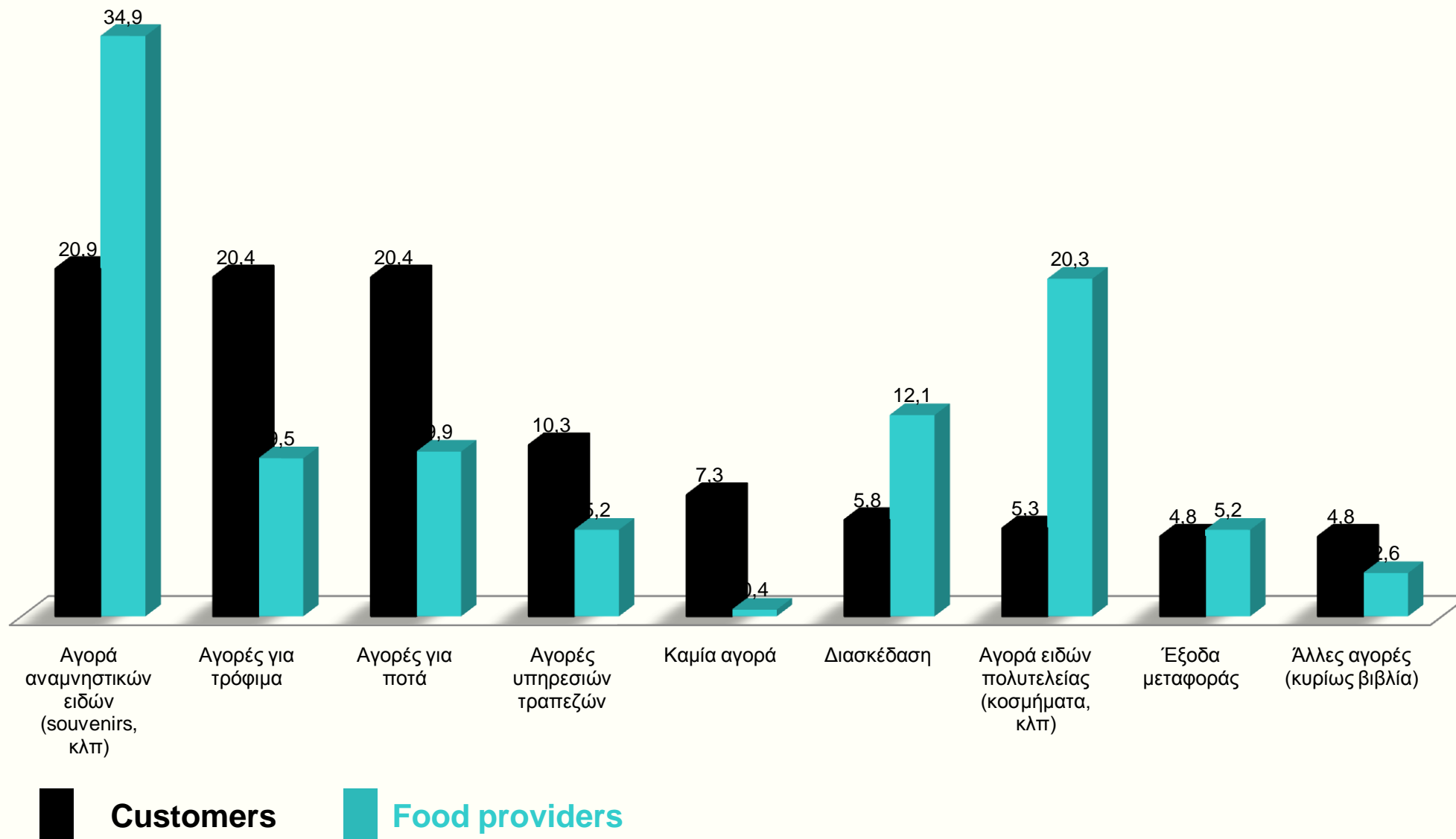


# Results

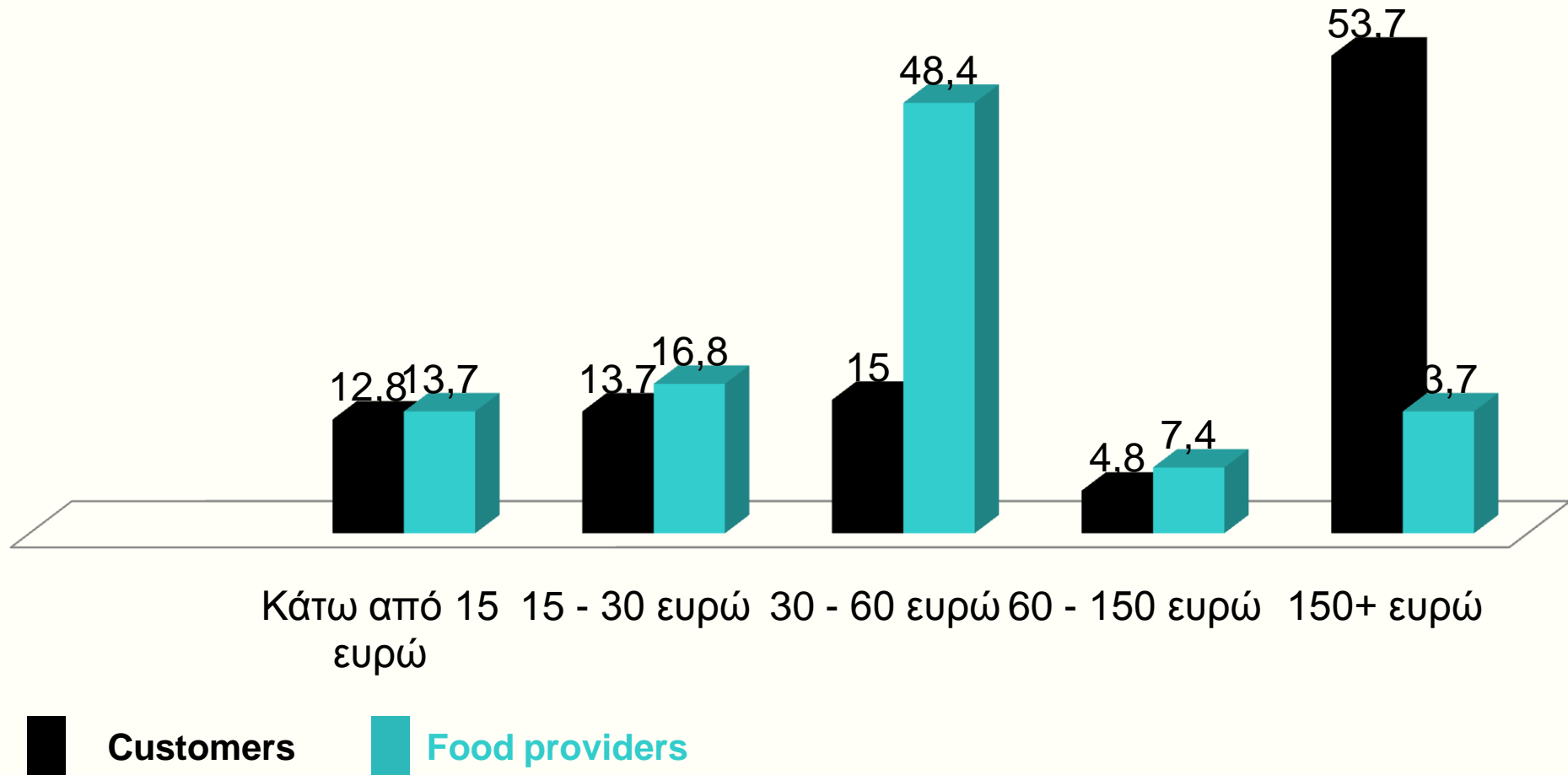
Do they know  
their  
customers'  
food  
experiences?



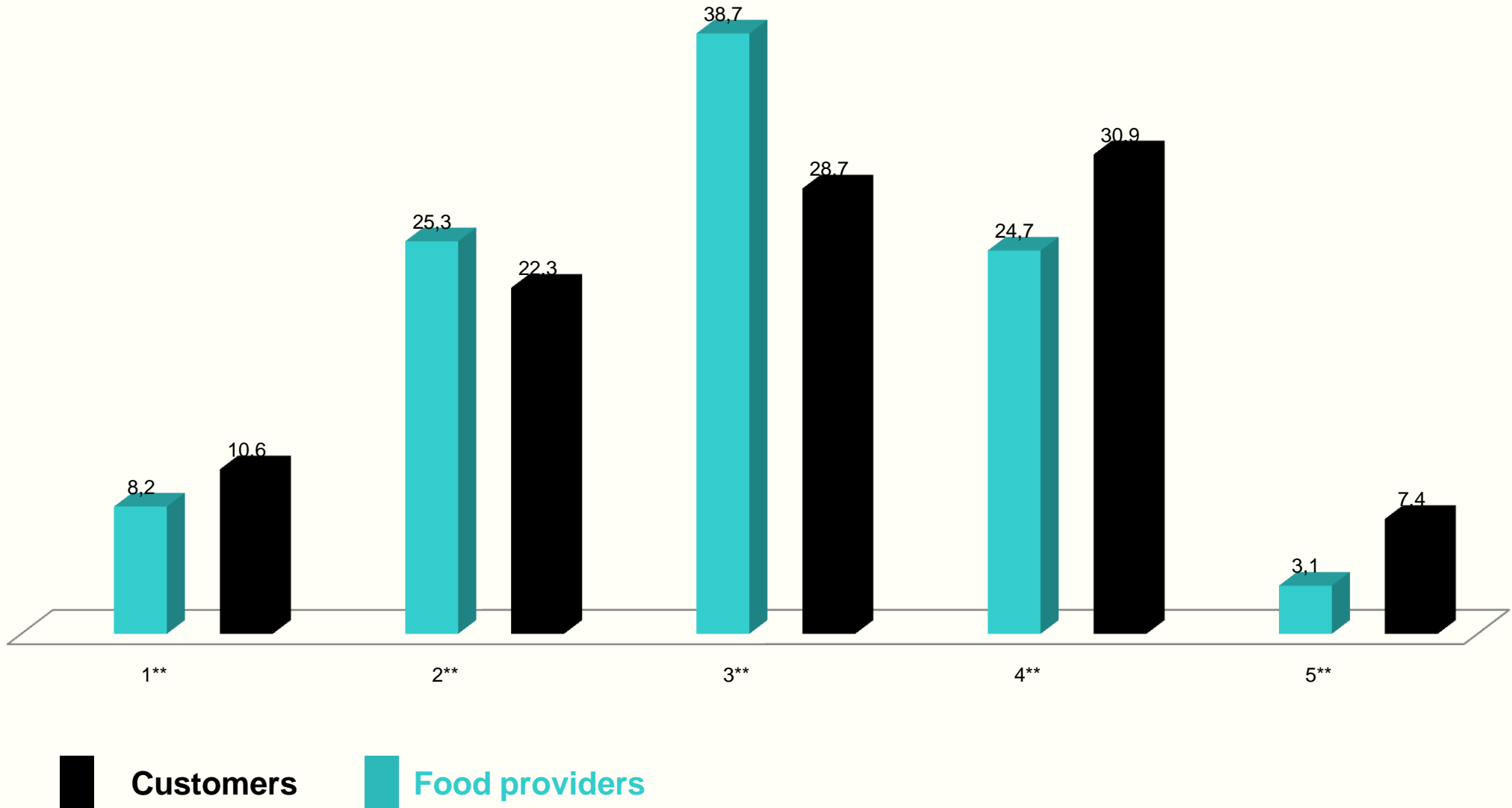
# Tourism trade at destination



# Συνολικές Τουριστικές Δαπάνες στον Προορισμό

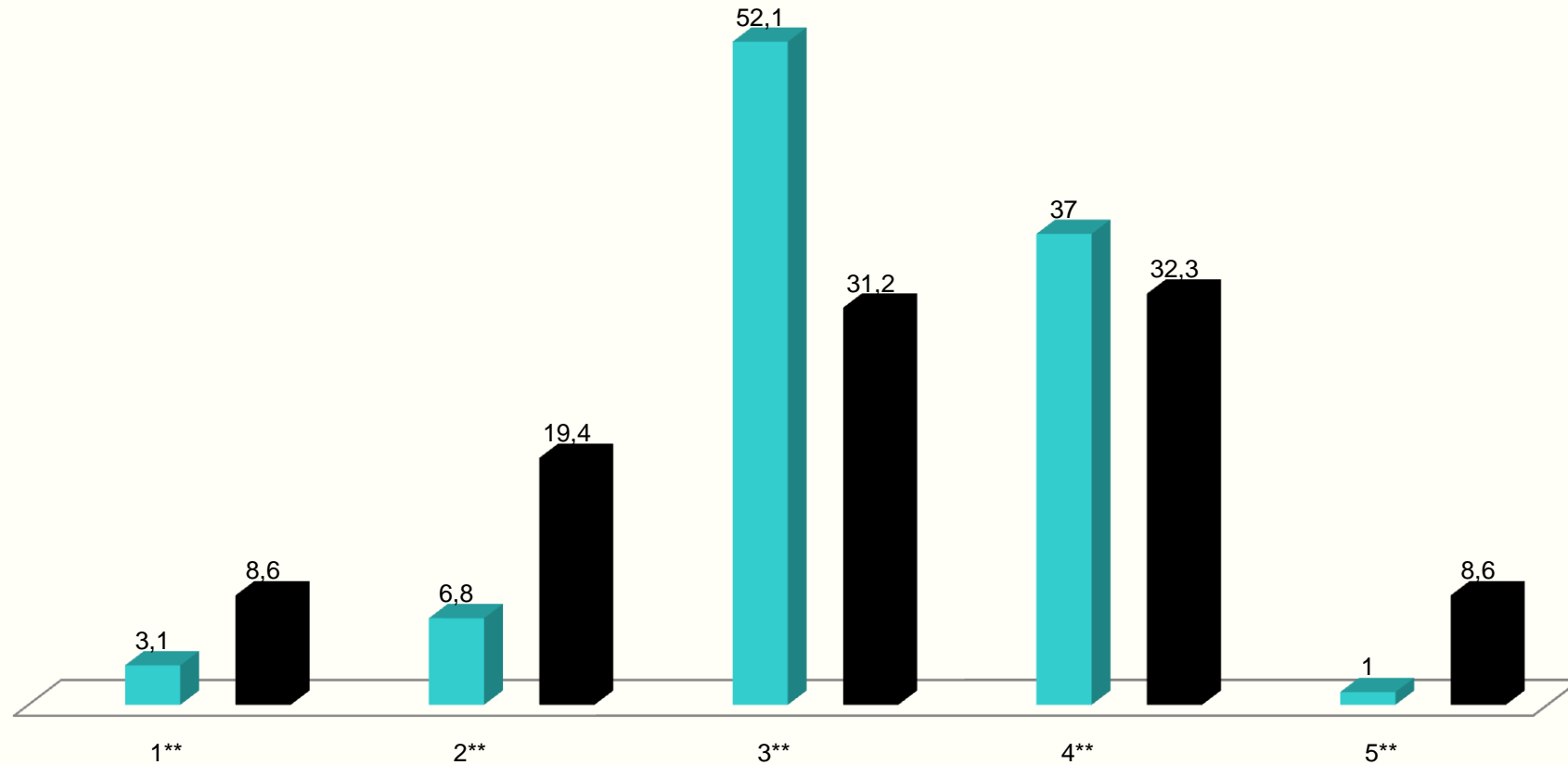


# Cleanliness of place





# High quality food

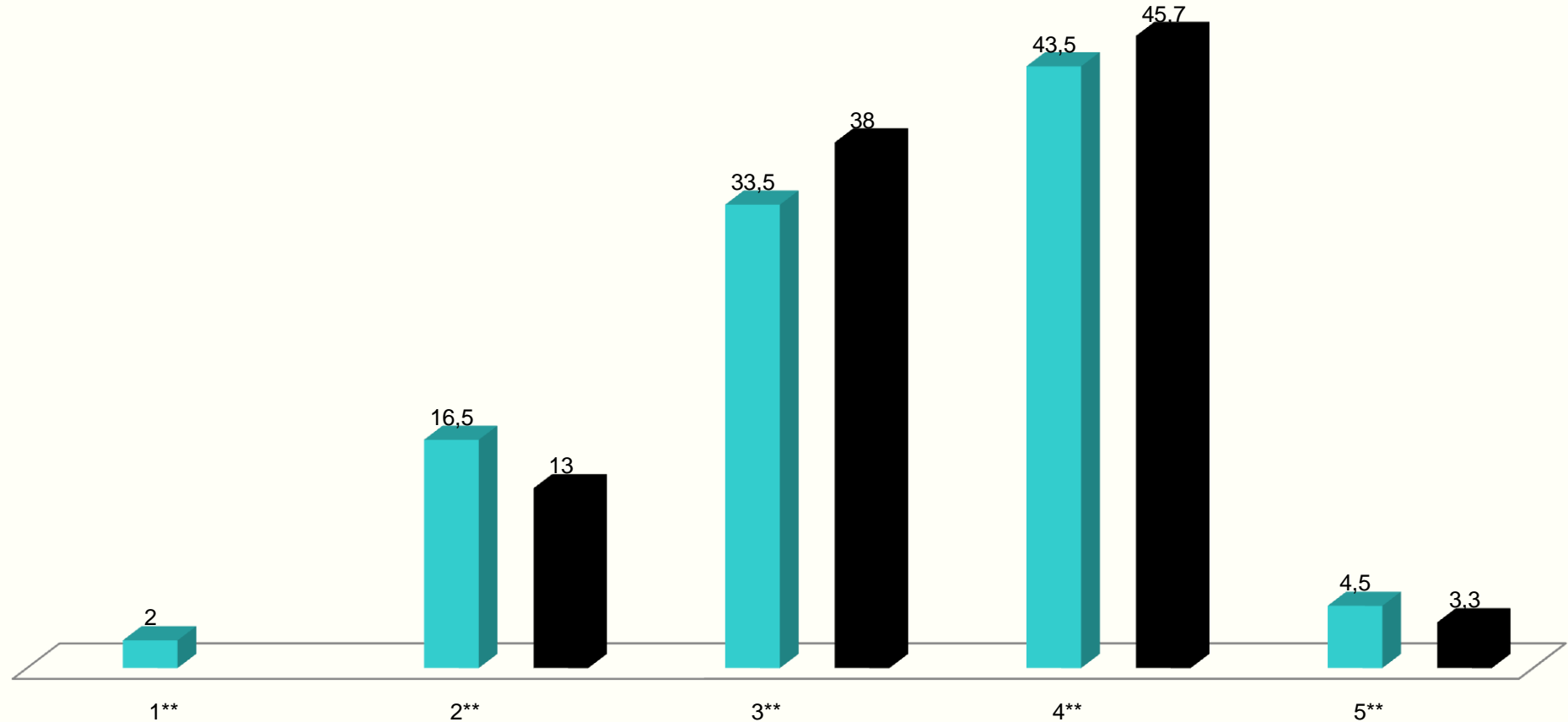


Customers



Food providers

# Food variety of restaurant

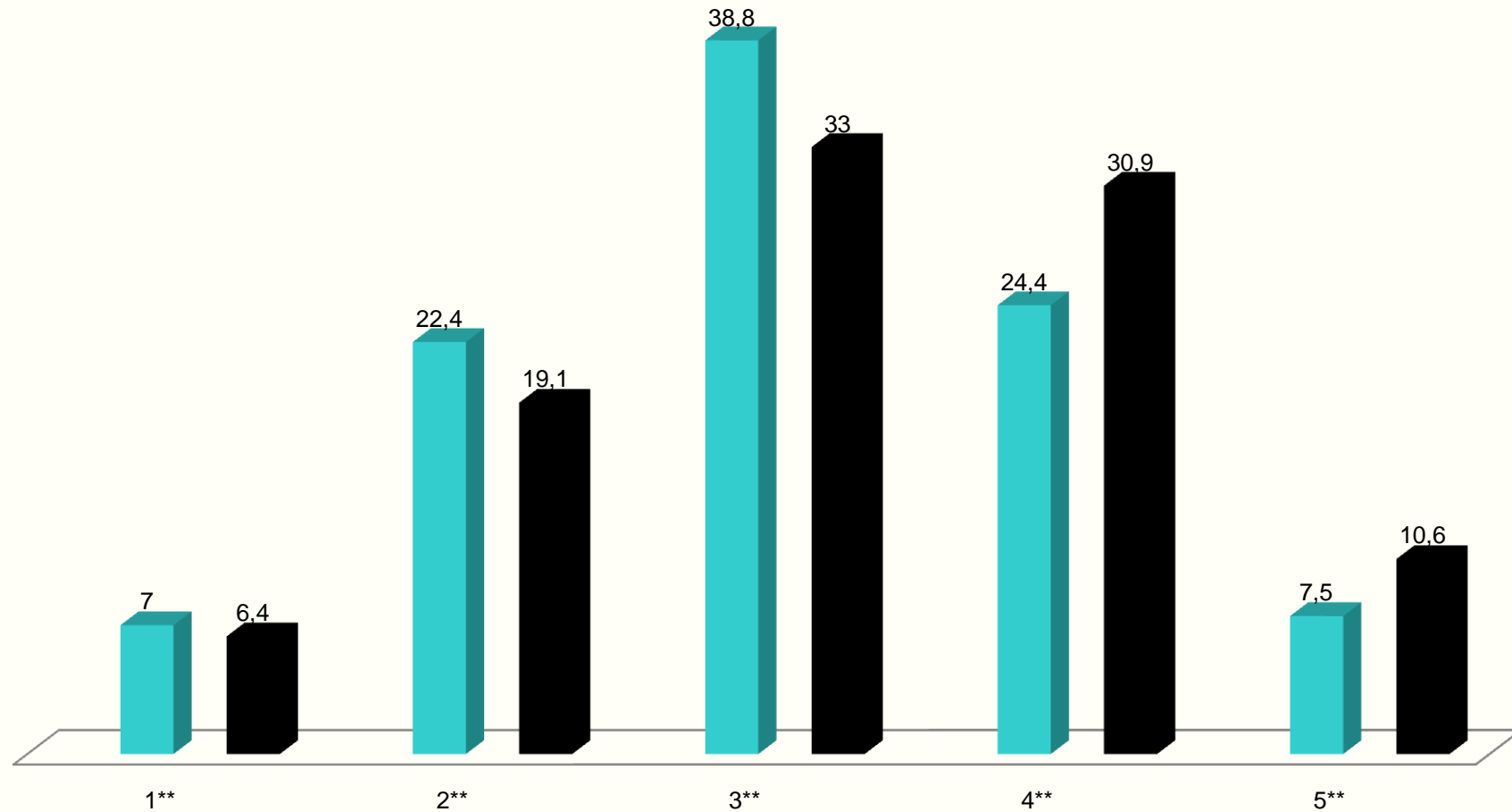


Customers



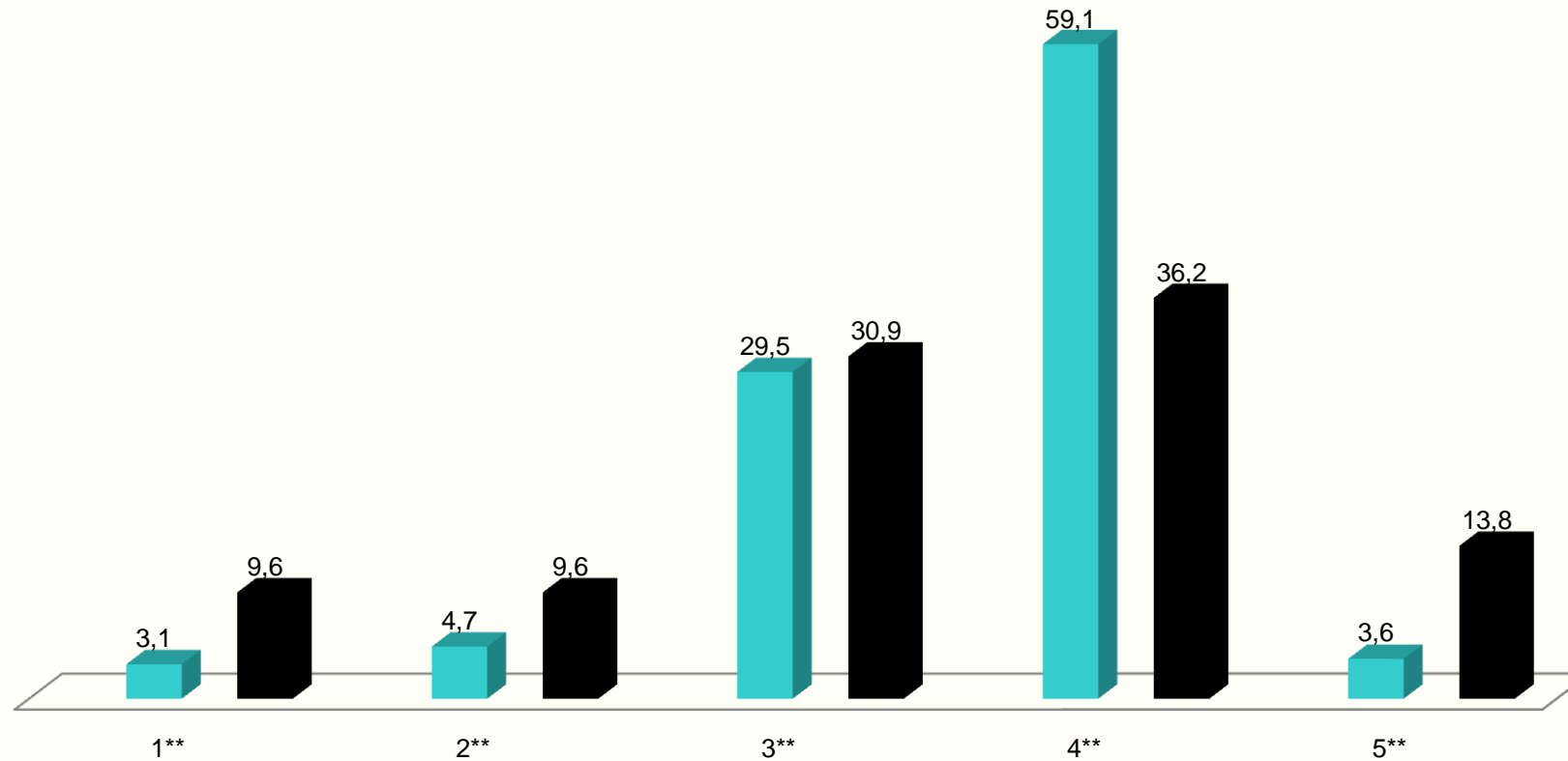
Food providers

# Competitive price of food



 Customers  Food providers

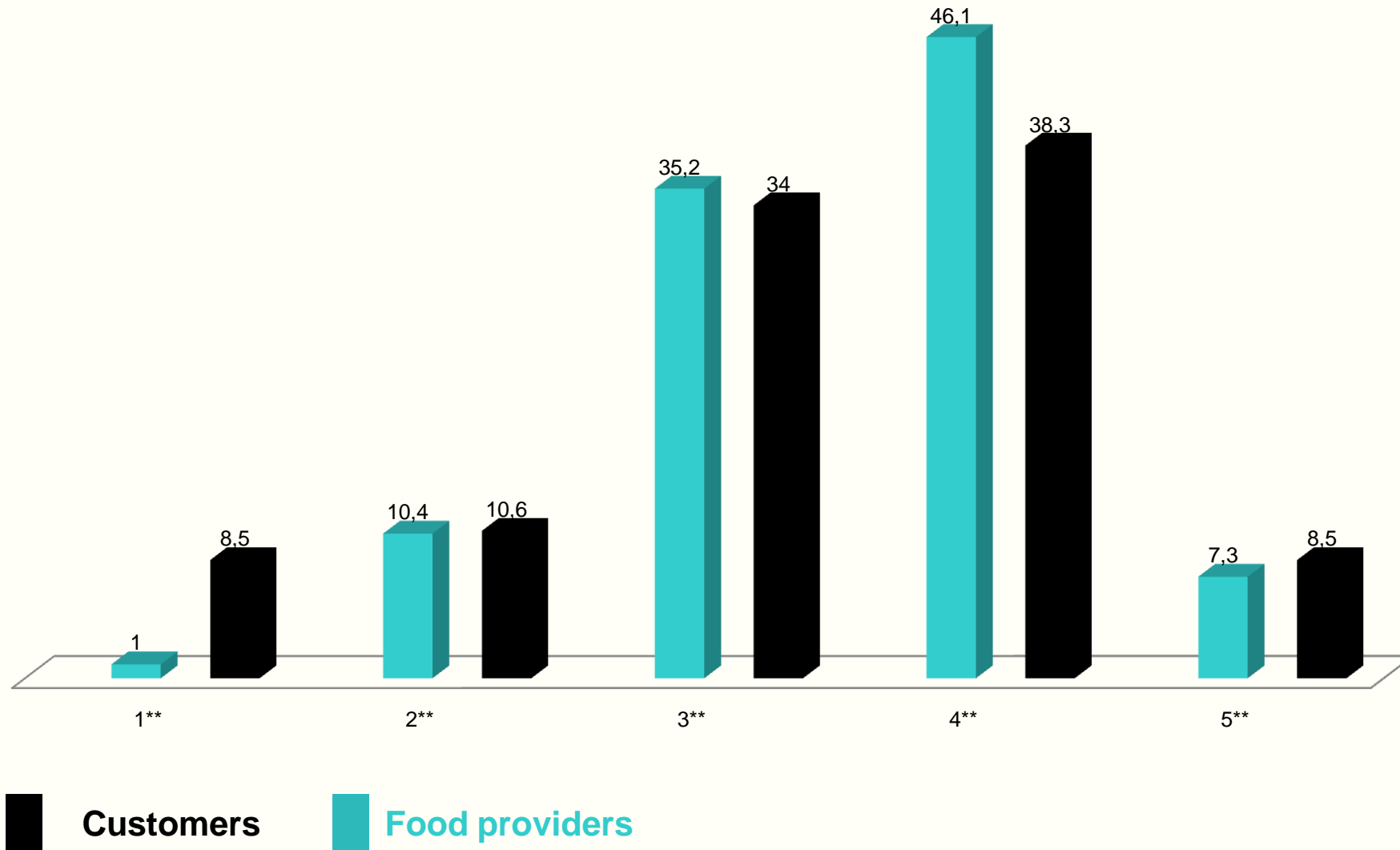
# Prompt service of personnel



 Customers  Food providers



# Friendliness of personnel



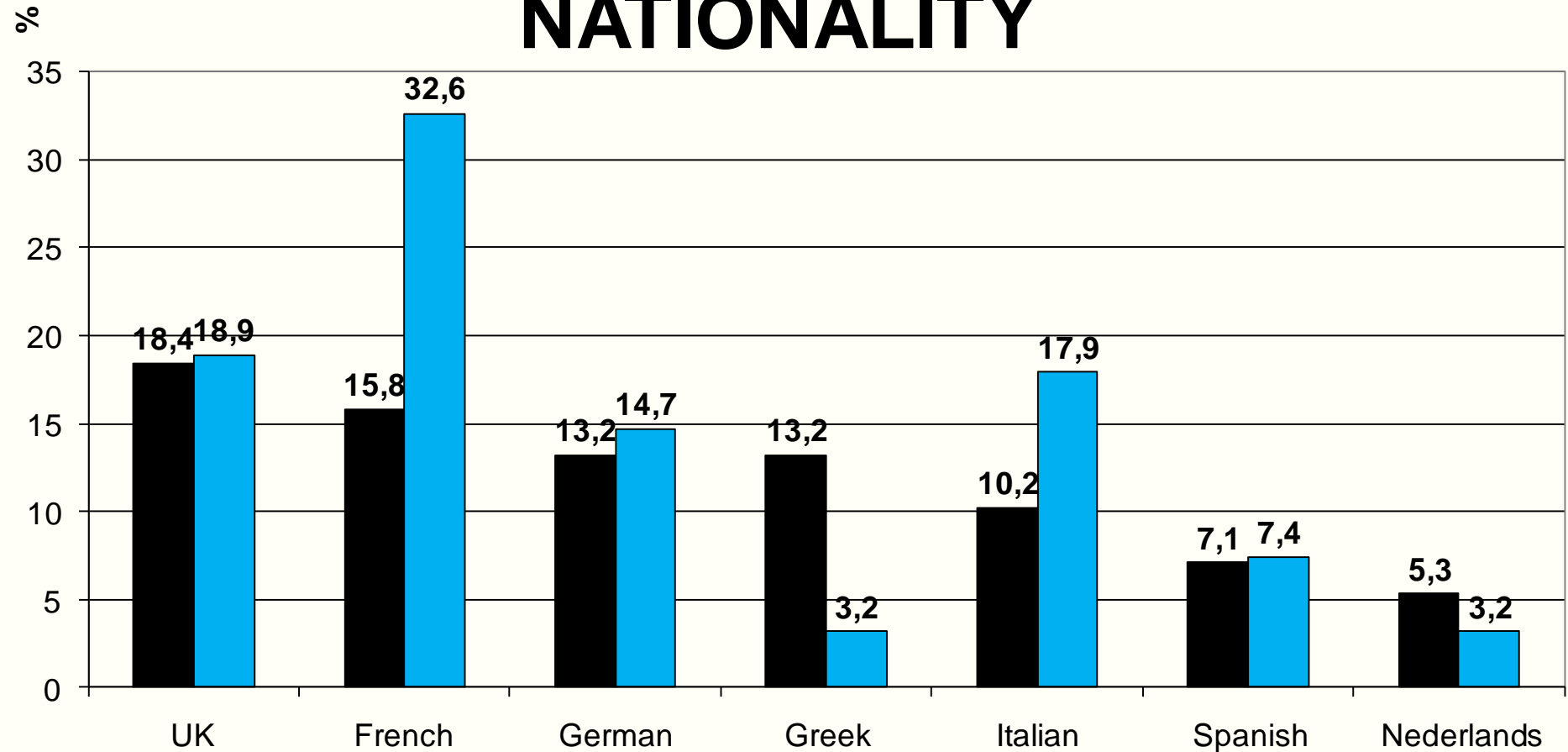
# Results

Do they know  
their  
customer?



# Results

## NATIONALITY



Customers



Food providers

# Results ...**what that means ?**

These are destination's tourists

Providers market for these tourists



**but...**



# Results ...**what that means ?**

**British tourists exhibit an open mindedness towards trying new foods and seek out establishments where regional dishes are served**

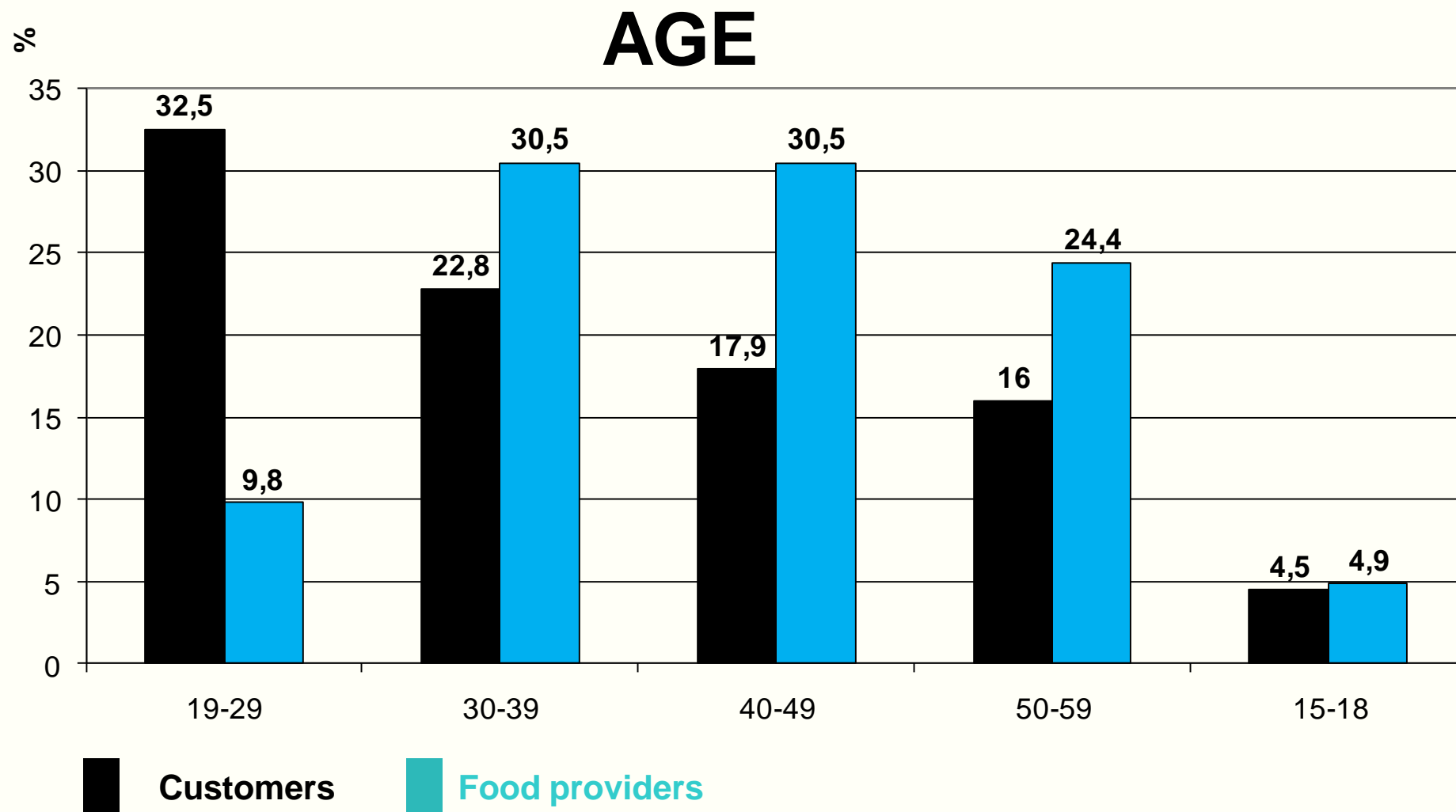


**but...**

The French tourists looking for '**the quality Greek experience**', and want to eat and drink what they consider to be **typically** Greek foods and drinks.



# Results





# Results ...**what that means ?**

These are destination's tourists



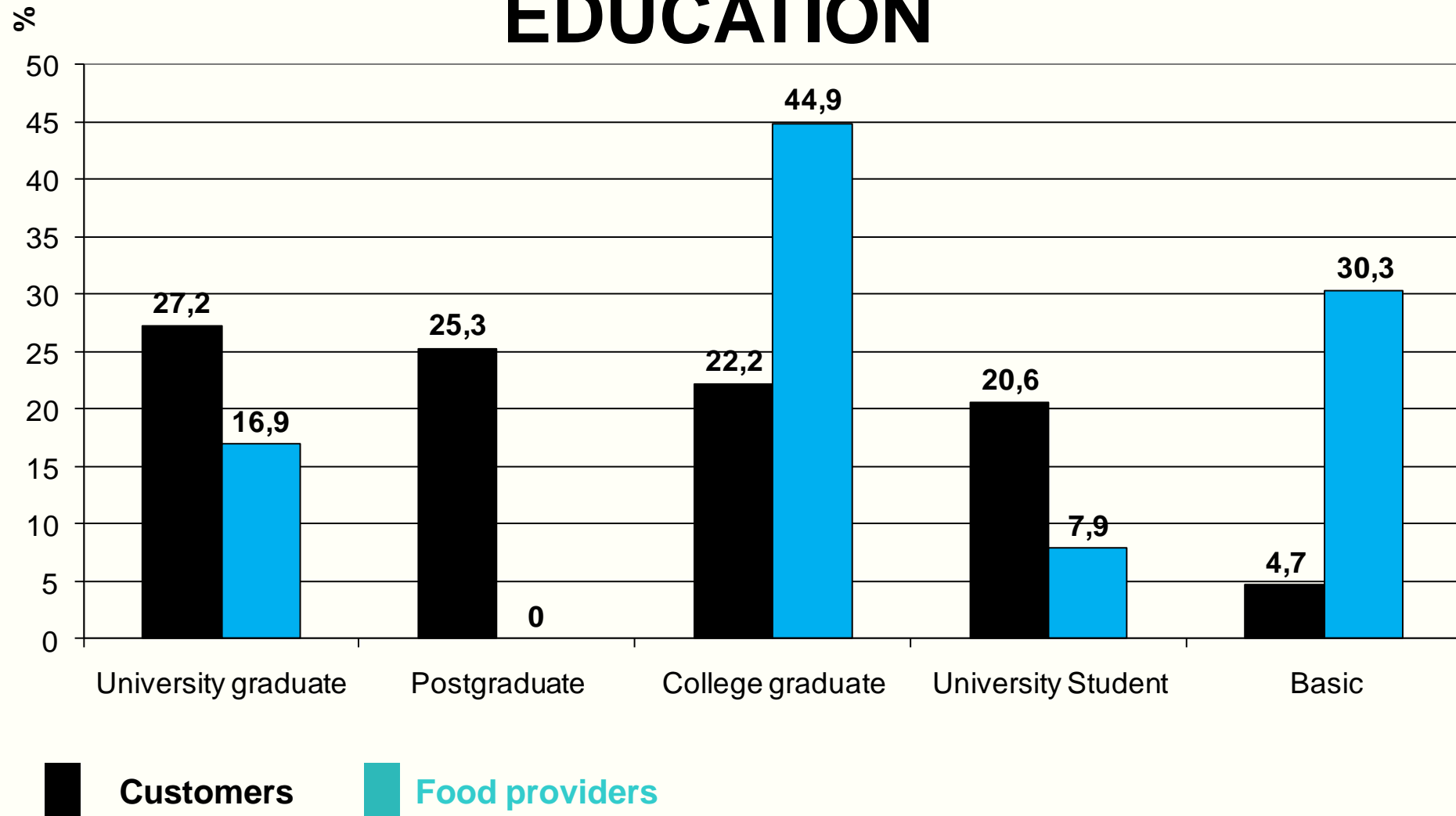
Providers market for these tourists

**but...**



# Results

## EDUCATION



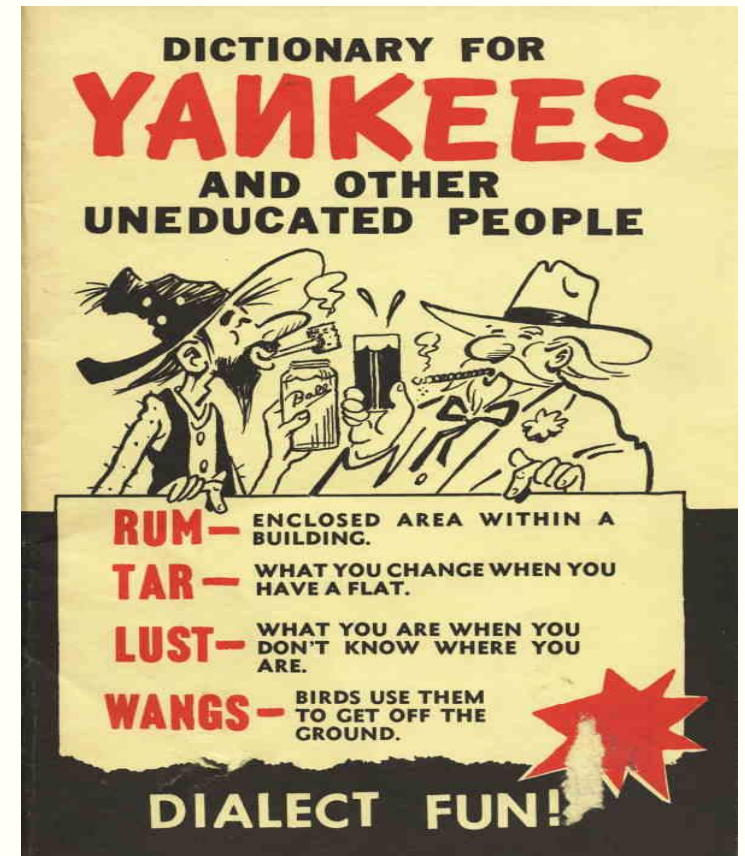
# Results ...**what that means ?**

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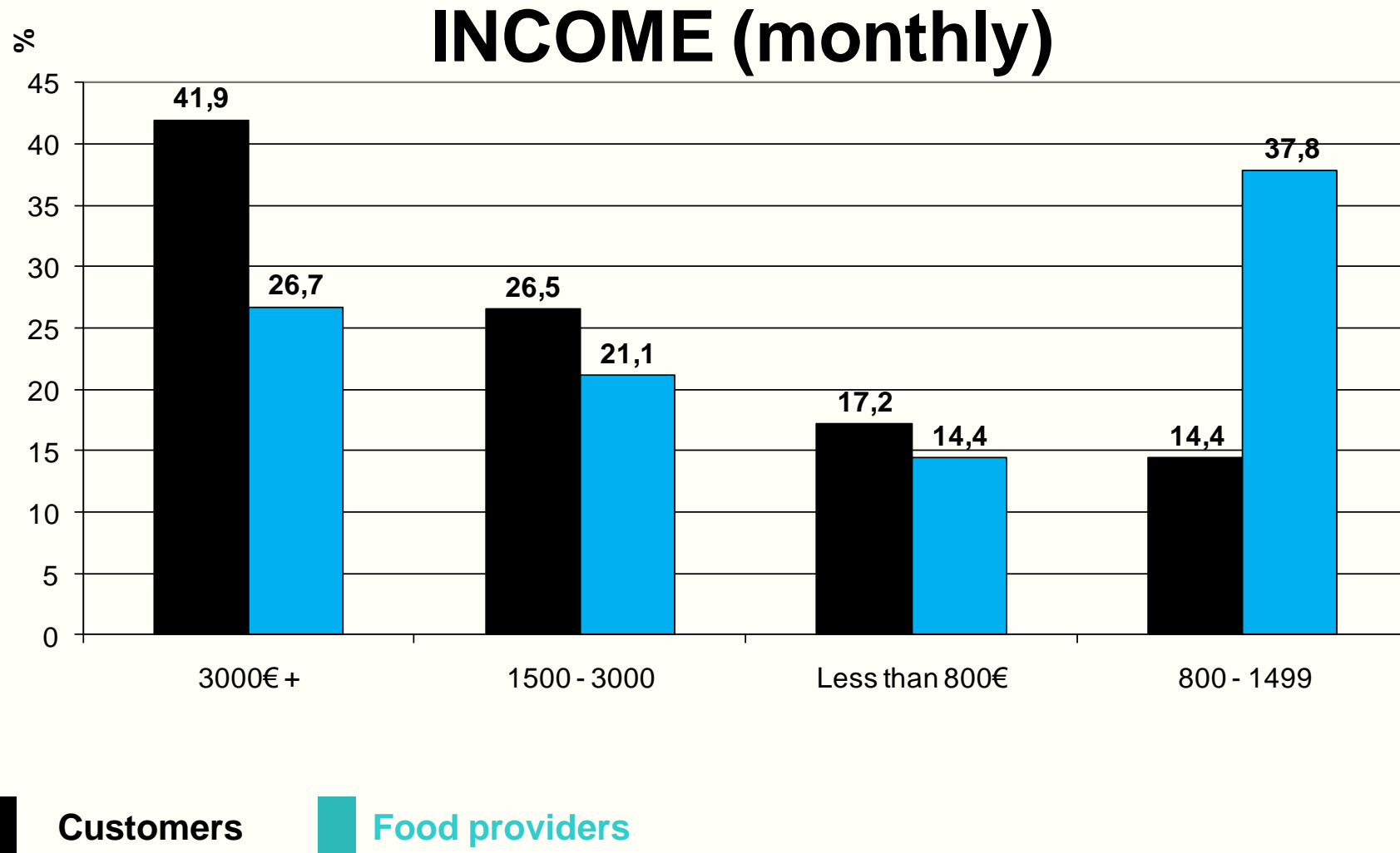


Providers market for these tourists

**but...**



# Results



# Results ...**what that means** ?

These are destination's tourists



Providers market for these tourists

**but...**



# Results **Outline**

## The **REAL** Tourist of Olympia

British

Female

Young (19-39)

holds a university degree

monthly income exceeds  
3.000 euros.

## The **PERCEIVED** Tourist of Olympia

French

Male

Older

uneducated

Poorer than he really is.



# The **REAL** Tourist of Olympia





# The **PERCEIVED** Tourist of Olympia



## The **REAL** Tourist of Olympia



## The **PERCEIVED** Tourist of Olympia







strategic fit

False perceptions might lead to ineffective decision making for marketing segmentation, positioning and marketing mix formulation.

Why this  
happens ?



# The Marketing Paradox

- While customers establish the totality of marketing criteria\*, the responsibility of interpreting those criteria lies with the service provider.
- But that these viewpoints will always be distinct (Johns, 1999).

(\*) i.e., segmentation, targeting, quality and evaluation

What should be  
done ?





## But **What** That Means?

- Marketing researchers and managers should **integrate the experience of the customer as a standard**
- **The future lies in understanding the consumer**, his experiences and his evaluations.
- In line with the notion of “co-creation marketing” (Vargo & Lusch, 2004)



# Measurement Proposal

- The provider must **not only ask** “*what do I think the customer needs*” or “*do I think my service is of high quality*”

*but also*

- attempt to **put himself/ herself in the position of the customer** and then attempt to answer those same questions

(Petters & Waterman, 1982)



Wear your **customer's glasses** and see the World!

THANK  
You!