

This study aims to develop an integrated system of measuring tools for the evaluation of the tourist product in the area of responsibility of the Thessaloniki Tourism Organization. The proposed system of measuring tools will provide with primary and secondary data the indicators for the evaluation of the tourist product, which are described in the Deliverable 3.2.2 "Study on the satisfaction and trend indicators of the tourism professionals and visitors" and will cover data collection sources (visitors of the city, professionals / business of the tourism industry in Thessaloniki, organisations / bodies / institutions involved in the formation of the tourist product in the area, etc.).