

ERASMUS+ PROJECT (2023-2-HU01-KA210-VET-000177733)

Title:

„Promoting regional agriculture and hospitality as complementary and mutually supportive sectors for vocational students and trainers”

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Hand in Hand cooperation- Questionnaire for agricultural businesses

* Indicates required question

1. **What type of agricultural activity does your business carry out? ***

Tick all that apply.

- ☐ Plant production
- ☐ Animal production
- ☐ Mixed farming
- ☐ Other: _____

2. **Which of the following products do you manufacture? ***

Tick all that apply.

- ☐ Cereals
- ☐ Fruits
- ☐ Vegetables
- ☐ Meat and dairy products
- ☐ Herbs
- ☐ Other: _____

3. **Is the business involved in organic production? ***

Mark only one oval.

- ☐ Yes, I have a certification
- ☐ No, I have no certification, but we are organic.
- ☐ No

4. Which aspect are taken into account during the production? **Tick all that apply.*

- ☐ Quality
- ☐ Increase productivity
- ☐ Sustainability
- ☐ Enviromental protection
- ☐ Other: _____

5. Where do you sell your products? **Tick all that apply.*

- ☐ Local markets
- ☐ National markets
- ☐ Smaller shops
- ☐ Larger shops
- ☐ Own webshop
- ☐ Own sale point
- ☐ Other: _____

6. Do you also appear on international markets? **Mark only one oval.*

- ☐ Yes
- ☐ No

7. How do the products reach your costumers or distributors? **Tick all that apply.*

- ☐ Own logistics network
- ☐ Logistics services provided by third partners
- ☐ Direct sale
- ☐ Other: _____

8. What problems do you have accessing the market? **Tick all that apply.*

- ☐ High transport costs
- ☐ Missing marketing and promotion
- ☐ Many competitors in the market
- ☐ Price pressure on the market
- ☐ Other: _____

9. Do you have a strategy to increase the added value of your products? **Mark only one oval.*

- ☐ Yes
- ☐ No

10. Do you cooperate with hospitality businesses in the region? **Mark only one oval.*

- ☐ Yes *Skip to question 11*
- ☐ No *Skip to question 23*

If you HAVE cooperation with hospitality businesses:**11. Are these businesses in the same region where your business is located? ****Mark only one oval.*

- ☐ Yes
- ☐ No
- ☐ Mixed

12. What types of hospitality businesses do you work with? **Tick all that apply.*

- ☐ Restaurant
- ☐ Cafés
- ☐ Hotels
- ☐ Eventorganisations
- ☐ Other: _____

13. What products are supplied to these businesses? **Tick all that apply.*

- ☐ Fresh fruits, vegetables
- ☐ Meat and dairy products
- ☐ Processed products (jams)
- ☐ Special craft products
- ☐ Other: _____

14. How did the cooperation come about? **Tick all that apply.*

- ☐ By direct request
- ☐ Through market connections
- ☐ During exhibitions, fairs
- ☐ Thanks to conscious search
- ☐ Other: _____

15. **How important are the following criteria when choosing your hospitality partners?**

*

Mark only one oval per row.

	very important	important	less important	not important at all
Continuous and high- volume ordering	☐	☐	☐	☐
Commitment to local produce	☐	☐	☐	☐
Payment terms	☐	☐	☐	☐
The possibility of long-term cooperation	☐	☐	☐	☐

16. **How often do you deliver products to hospitality partners? ***

Mark only one oval.

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Seasonally
- ☐ Other: _____

17. How do you manage the logistics? **Mark only one oval.*

- ☐ By own transport
- ☐ The hospitality business solves it
- ☐ Other: _____

18. Did you encounter any issues during the collaboration? **Mark only one oval.*

- ☐ Yes
- ☐ No

19. If yes, which of the following? **Tick all that apply.*

- ☐ Logistical issues
- ☐ Pricing or payment issues
- ☐ Order fluctuations
- ☐ Changes in quality expectations
- ☐ We haven't got any issues
- ☐ Other: _____

20. What kind of advatages do you see in the collaboration? **Tick all that apply.*

- ☐ Stable revenue stream
- ☐ Local networking opportunities
- ☐ Increased brand awareness
- ☐ Regular feedback of the product
- ☐ Mutual promotion opportunities
- ☐ Other: _____

21. **How do you evaluate the current effectiveness of the collaboration and its future potential?** *

Mark only one oval.

1 2 3 4 5

We are ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 We are very satisfied

22. **Do you have plans to collaborate with new hospitality businesses?** *

Mark only one oval.

☐ Yes

☐ No

☐ Other: _____

Thank you for taking time to complete our questionnaire!

You will soon receive a collaboration proposal developed by students from agriculture and hospitality courses as part of a project focused on exploring regional businesses.



If you do NOT have any collaborations with hospitality businesses:

23. **What is the reason, that you dont collaborate with local hospitality businesses?**

*

Tick all that apply.

- ☐ Loss of trust
- ☐ Lack of logistical capability
- ☐ No hospitality businesses in the area
- ☐ Other: _____

24. **If the above-mentioned issues can be resolved, would you be open to collaborating with local hospitality businesses?**

*

Mark only one oval.

- ☐ Yes
- ☐ Maybe
- ☐ Other: _____

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Hand in Hand Cooperation - Questionnaire for Hospitality Businesses

* Indicates required question

1. Please provide the name of your business. *

2. What type of activities does your business engage in? (Multiple answers can be selected) *

Tick all that apply.

☐ Restaurant

☐ Café

☐ Patisserie

☐ Bar

☐ Hotel

☐ Other:

3. What products/services do you primarily offer to your guests? *

Tick all that apply.

- ☐ Restaurant meals
- ☐ Dessert, pastries
- ☐ Beverages
- ☐ Coffee and tea
- ☐ Handcrafted products
- ☐ Hotel rooms
- ☐ Wellness services
- ☐ Events
- ☐ Other: _____

4. Where do you source your ingredients from? *

Tick all that apply.

- ☐ Local producers
- ☐ Wholesale suppliers
- ☐ International importers
- ☐ Other: _____

5. What are the most important criteria when selecting suppliers? *

Mark only one oval per row.

	very important	important	less important	not important at all
Quality	☐	☐	☐	☐
Sustainability	☐	☐	☐	☐
Delivery time	☐	☐	☐	☐
Availability	☐	☐	☐	☐

6. How often do you evaluate or change your suppliers? *

Mark only one oval.

- ☐ Regularly, at specified intervals
- ☐ Only in case of issues
- ☐ Once a year
- ☐ Don't evaluate them

7. What difficulties do you encounter during the procurement of ingredients? *

Tick all that apply.

- ☐ High prices
- ☐ Limited availability
- ☐ Delivery issues
- ☐ Unsatisfactory quality
- ☐ Other: _____

8. Do you have a strategy for sustainability regarding the procurement of ingredients? *

Mark only one oval.

- ☐ Yes
- ☐ No

9. How do you monitor customer demands and feedback? *

Tick all that apply.

- ☐ Surveys
- ☐ Personal conversations
- ☐ Online reviews
- ☐ Don't track them
- ☐ Other: _____

10. **Do you have collaborations with agricultural businesses or producers operating in the region?** *

Mark only one oval.

☐ Yes *Skip to question 11*

☐ No *Skip to question 19*

If you HAVE collaborations with regional producers or agricultural businesses:

11. **What percentage of your suppliers are based in the region?** *

12. **What types of agricultural businesses do you collaborate with in the region?** *

Tick all that apply.

- ☐ Crop-growing businesses
- ☐ Livestock breeding businesses
- ☐ Mixed agriculture businesses
- ☐ Organic producers
- ☐ Other: _____

13. **What products do you source from agricultural businesses operating in the region?** *

Tick all that apply.

- ☐ Fresh fruits and vegetables
- ☐ Meat and dairy products
- ☐ Cereals
- ☐ Processed handcrafted products
- ☐ Other: _____

14. How do you select your agricultural partners and producers? **Tick all that apply.*

- ☐ Quality of the producers
- ☐ Building relationships with local producers
- ☐ Price-value ratio
- ☐ Sustainability considerations
- ☐ Trust
- ☐ Other: _____

15. How did the collaboration with the regional agricultural business come about? **Tick all that apply.*

- ☐ Direct contact
- ☐ During exhibitons and fairs
- ☐ Based on recommendations
- ☐ Through intentional search
- ☐ Other: _____

16. How often do you source products from your agricultural partners? **Mark only one oval.*

- ☐ daily
- ☐ weekly
- ☐ monthly
- ☐ seasonly

17. **Have you encountered any issues during the collaboration with agricultural businesses? If yes, what are they?** *

Tick all that apply.

- ☐ Delivery issues
- ☐ Order fluctuations
- ☐ Quality issues
- ☐ Communication difficulties
- ☐ Quantitative problems
- ☐ Other: _____

18. **What benefits do you see in collaborating with local agricultural businesses?** *

Tick all that apply.

- ☐ Providing fresh, high-quality ingredients
- ☐ Supporting local communities
- ☐ Achieving sustainable goals
- ☐ Offering unique products
- ☐ Boosting the local economy
- ☐ Other: _____

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If they have NO cooperation with regional producers, agribusinesses:

19. **What is the reason for not working with regional producers? ***

Tick all that apply.

- ☐ Too expensive
- ☐ Unreliable quantitative production
- ☐ Variable quality
- ☐ Difficult to solve the logistics
- ☐ Other: _____

20. **If the above problems can be avoided, would you be open to working with regional producers? ***

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Other: _____

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