

Questionnaire template

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Activity Title	Involvement of end users for product development
Partner in Charge	PP1 Municipality of Rovigo
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Summary

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Abstract

When we think about designing effective development policies for sustainable tourism, end users represent a key target group with a unique take on tourism in the destination area that should be included in the process of decision-making. The peculiar nature (limited in both time and level of involvement) of the presence of tourists and visitors in the destination area, severely hinders the possibility of including them in a meaningful participatory process for the development of tourism.

Activity 3.4 aimed at including the opinions of end users in the planning of a development strategy for the destination area, by providing high quality data to inform interventions of decision-makers. In order to effectively gather tourists and visitors' contributions, the partnership develops and implements an integrated approach and common tools for data collection, processing and stocking.

Methodology

The activity has been implemented relying on the best available knowledge with regard to sustainable tourism and adaptive decision-making. The operational framework of activity 3.1 has been replicated within activity 3.4 in order to ensure both methodological coherence and comparability of data with the baseline set through the analysis of activity 3.1.

European Tourism Indicator System

Based on the tools developed by the European Commission in 2016, within the European Tourism Indicator System, 4 main aspects of investigation in relation to sustainable tourism have been identified: destination management, economic value, social and cultural impact, and environmental impact.

Through the analyses of the pilot areas (activity 3.1), 40 indicators have been identified by integrating indicators proposed by ETIS covering the 4 aspects of investigation, with site-specific ones for a more nuanced description of the pilot sites of each destination area. The collection of data for the baseline description of the destination areas has been achieved through a combination of desk research (using national regional and local databases) and questionnaires administered to key subjects in the management sites.

The main rationale at the basis of the questionnaire structuring process has been to include opinions and collect high-quality data from end users and key actors (activity 5.2) usually left out from the decision-making process, on all 4 core aspects of sustainable tourism. This ensures a full coverage of the core aspects of the destination area from all relevant target groups as well as the comparability of data over time, paramount for an effective monitoring and planning of the development strategy.

The sets of question checklists foreseen within activity 5.2 – ‘Monitoring and assessment of pilot implementations’, have been developed within the framework of activity 3.4, to enhance the coherence and completeness of the datasets resulting from all monitoring/surveying activities of the project.

Using the ETIS Sample Visitor model, 4 questionnaires have been drafted:

- a) Questionnaire for tourists (activity 3.4 and 5.2)
- b) Questionnaire for residents (activity 5.2)
- c) Questionnaire for enterprises (activity 5.2)
- d) Questionnaire for decision-makers (activity 5.2)

Structuring the questionnaires

Each questionnaire has been drafted through a selection of indicators to be included starting from the ETIS model and adjusted in relation to the local context. Depending on the target group of the survey, the questions cover the 5 aspects (4 core aspects and site-specific value) of sustainable tourism, together with the transversal aspect of accessibility of the destination with respect to subjects with disabilities.

Activity 3.4 is mainly aimed at collecting feedback from end-users of the destination, therefore the aspects investigated through the questionnaire include:

DESTINATION MANAGEMENT:

- Percentage of repeat/return visitors
- Percentage of visitors that are satisfied with their overall experience in the destination

ECONOMIC VALUE:

- Number of tourist nights per month
- Daily spending

ENVIRONMENTAL IMPACT:

- Average distance covered by tourists of the destination (home-destination)
- Percentage of tourists and same day visitors using different modes of transport to arrive at the destination
- Tourists using local/soft mobility/public transport to get around the destination

SITE-SPECIFIC INDICATORS:

- Main purpose of the visit to the site
- Source of information about the destination
- Aspects of the destination that motivate the decision to travel

INCLUSIVITY OF THE DESTINATION:

- Percentage of visitors satisfied with the accessibility of the destination for those with disabilities or specific access requirements
- Type of tourists (age, type of visit, frequency of travel, etc.)

The questionnaire has been developed both in a digital and printed version.

Digital version

The model is inserted in a Google module. This specific platform has been selected because it is easily accessible and free, it can be inserted in the webapp and/or linked to the official webpages of the partners, the questions can be exported (transferred to new modules) to create context-based questionnaires starting from the same model, and it allows for the extraction and export of data in an excel file.

ENG version:

https://docs.google.com/forms/d/e/1FAIpQLSeyZl9rIENCpwu3AyLyCGs39rfPHkrbhX5HFpUBjKLhb5h8hQ/viewform?usp=sf_link

ITA version:

https://docs.google.com/forms/d/e/1FAIpQLSdVNQc0qbQSUIAxKBYZuV03kV5xCWCFvSyfBzei_QyJvVwHtA/viewform?usp=sf_link 6

Printed version

The digital version is printed and distributed to tourists/visitors of the pilot sites of each destination area. The filled-in questionnaires will then be inserted in the online module to add the information to one database.

Annexes

HISTORIC – Questionnaire for tourists (PP1 template)

The questionnaire, developed within EU project Interreg Italy-Croatia HISTORIC, is aimed at tourists and visitors of this site. Thanks to your collaboration we can gain a better understanding of tourists' opinion on the destination site and on sustainable tourism.

It will take you 2 minutes to fill in this survey.

We inform you that the data provided to the operators of this site will be processed in compliance with the provisions of D.Lgs. 196/2003 and GDPR 2016/679.



1. Please indicate your age group

Select only one of the options

- 15-24
- 25-34
- 35-44

45-54

55-64

65+

2. Which category best describes you?

Select only one of the options

- In full-time employment (30+ hours per week)
- In part-time employment (<30 hours per week)
- Student
- Unemployed
- Retired/pensioner
- Housewife/husband

3. Who is with you?

Select only one of the options

- Nobody
- Husband/wife
- Other adults (15+) from own household
- Any children under 15 from own household
- Adults 15+ from another household
- Children under 15 from another household

4. Distance travelled to reach Rovigo (km):

5. Home (please specify country and postcode):

6. What was the primary mode of transport you used to travel here?

Select only one of the options

- Train
- Airplane
- Bus
- Car (own, friends)
- Car rental
- Motorcycle
- Bicycle
- Walk
- Caravan/Van/Truck
- Boat/Ship/Ferry
- Other:

7. What method of transport did you use/plan on using during your stay in Rovigo?

Select all applicable options

- Bicycle
- Local public transport
- Walk
- Others (private cars, tour buses, taxi)

8. Was this your first visit to Rovigo?

Select only one of the options

- Yes
- No

9. If no, how many times have you visited Rovigo in the last five years?

10. How much did you spend per person per day during your stay here? (including accommodation, transportation within the destination, food and drink, shopping and entertainment expenses)

Select only one of the options

- < 50€
- 50-100€
- 100-200€
- 200-300€
- 300-400€

> 400€

11. Please select the option that better describes your opinion in relation to the sentence 'Overall, I am satisfied with my visit to Rovigo':

Select only one of the options

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

12. Do you or someone travelling with you have a disability or reduced mobility?

Select only one of the options

- Yes
- No

13. If yes, please select the response that better represents your opinion on the sentence 'This destination takes the special needs of visitors with disabilities into consideration in all areas (accommodation, public transport, tourism attractions, etc.):

Select only one of the options

- Strongly agree
- Agree
- Neutral
- Disagree

Strongly disagree



14. What is the main purpose of your visit to Rovigo?

Select only one of the options

- Holidays, leisure and recreation
- Visiting friends and relatives
- Education and training
- Health and medical care
- Religion
- Shopping
- In transition

- Business and professional
- Other: _____

15. Which of the following groups would you place yourself in?

Select all applicable options

- Local resident of this area
- Day visit from home outside this area
- Day visit whilst staying outside this area
- Independent visit of more than 1 day
- Inclusive package holiday
- Other: _____

16. Have you been on a day visit to Rovigo before?

Select only one of the options

- Yes
- No

17. If yes, when did you last visit?

Select only one of the options

- Within last month
- Within last year
- Previous year
- More than two years ago



18. How did you find out about this site (Museum)?

Select only one of the options

- A previous visit
- Friends/relatives
- Tourist Information Centre
- Newspaper/magazine article
- Website
- Tourist brochure/leaflet
- Other: _____

19. What were the main characteristics of Rovigo that made you want to visit here? (tick one or more)

Select all applicable options

- Accessibility
- Historic interest
- Beach facilities
- Peace and quiet
- Sporting facilities
- Entertainment and recreation facilities
- Quality of accommodation
- Scenery and countryside
- Particular activities
- A particular event
- Friendliness and hospitality of locals
- Other: _____



20. Which other sites of Rovigo are you planning on visiting/did you visit during your stay?
