

# Visitor survey - RA - Excover

## Part 1

\* Required

1. [Introduce yourself, briefly explain the motivations of the interview, see instructions. Questions in square brackets are not to be read. In case the interviewee is not willing to respond, answer yourself the first 3 questions and submit. Write here the place of the interview. ] \*
- 

2. [Gender] \*

Mark only one oval.

- Female  
 Male

3. Age [tick the apparent age in case of drop out] \*

Mark only one oval.

- 15-24  
 25-34  
 35-44  
 45-64  
 65 or more

4. [Is the interviewee going to respond?] \*

Mark only one oval.

- Yes  
 No      Stop filling out this form.

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## Part 2

5. Where are you from? (Origin Country) \*
- 

6. Which origin (sub)Region/County are you from? \*
-

**7. What is your main occupation? \***

Mark only one oval.

- Self-employed
- Employee
- Unemployed
- Retired
- Student
- Housewife
- Not Answered
- Other: \_\_\_\_\_

**8. Which is your employment sector? \***

Mark only one oval.

- Agriculture
- Tourism
- Industry
- Other
- Not Answered

**9. Which is your education level? \***

Mark only one oval.

- Primary school
- Middle school
- High school
- University degree
- Not Answered

**10. What is your yearly gross income class (euros)? \***

Mark only one oval.

- < 5.000
- 5.000-9.999
- 10.000-19.999
- 20.000-39.999
- ≥ 40.000
- Not Answered

**11. In which accommodation structure are you lodging? \***

Mark only one oval.

- Hotel
- B&B
- Agritourism
- Camping/Camp site
- Home Rental
- At Friends/Relatives' place
- Own Apartment
- Not Answered
- Other: \_\_\_\_\_

**12. How long is your trip? (Number of Days) \***

\_\_\_\_\_

**13. Which is the motivation of your trip? \***

Check all that apply.

- Business
- Visit Friends/Relatives
- Sport/Nature
- Culture
- Food & Wine
- Beach
- Not Answered
- Other: \_\_\_\_\_

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Part 3

**14. Express your level of agreement with the following statements (1=strongly disagree, 7=strongly agree) \***

Mark only one oval per row.

	1	2	3	4	5	6	7	Not Answered
To be in this destination makes me feel excited (1= it makes me feel very bored, 7= it makes me feel very excited)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To be in this destination makes me feel relaxed (1= it makes me feel very distressed, 7= it makes me feel very relaxed)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The residents' attitude towards tourists makes me feel very welcomed in this destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The marketing and communication initiatives regarding this destination are very effective	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The image of this destination is very attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**15. Express your level of agreement with the following statements (1=strongly disagree, 7=strongly agree) \***

*Mark only one oval per row.*

	1	2	3	4	5	6	7	Not Answered
The people employed in tourism-related businesses are very professional in this destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is very easy/comfortable to reach this destination and move around	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In this destination I saw measures in place to protect the environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I perceive a very well developed social welfare here	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend to visit this destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**16. Express your evaluation ratings regarding the Reference Location (1=awful, 7= excellent) \***

*Mark only one oval per row.*

	1	2	3	4	5	6	7	Not Answered
Rate the natural environment of this destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rate the climate in this destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rate the cultural heritage of this destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rate the accommodations of this destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rate the restauration services of this destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**17. Express your evaluation ratings regarding the Reference Location (1=awful, 7= excellent) \***

*Mark only one oval per row.*

	1	2	3	4	5	6	7	Not Answered
Rate the entertainments and shopping offered by this destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rate the safety and security level of this destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rate the prices in this destination (1=very high prices, 7=very low prices)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rate your overall satisfaction with this destination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>