

Have you travelled in Portugal? If so, we appreciate your cooperation.

This questionnaire is to evaluate the attractiveness potential of several Portuguese Destinations and is part of a Masters in "Cultural Tourism Product Development" from Tomar Polytechnic Institute. We ask your best attention for its filling. It takes about ten minutes, all data is confidential and is for statistics study only.

This questionnaire is going to be filled in context of: Check-In ____ Check-Out ____ Other: _____

PART I Trip Characterization

1. Which is the main reason of this trip? Professional ____ Leisure ____ Other _____

Can designate several options

2. Who paid the trip? Yourself ____ Company ____ Both ____ Other _____

Can designate several options

3. Do you live in Portugal? Yes ____ No ____ If not, how long was/will be the journey? ____ days

If not, how many times have you been to Portugal? ____ times

If not, what's the probability of returning?

If not, will you recommend your friends to visit Portugal?

Very
Improbable

1	2	3	4	5	6	7
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Very
Probable

Very
Improbable

1	2	3	4	5	6	7
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Very
Probable

4. N.º Adults in travel? ____ N.º Children in travel (till 15 years of age)? ____

5. With whom are you travelling? Alone ____ Husband/wife ____ Sons ____ Other family ____

Can designate several options

Friend/s ____

Organized Group ____

Work mates ____

6. Where did you purchased your trip? Agency ____ Internet ____ Other ____ Don't know ____

7. When did you purchased your trip? Month _____ of 20 ____

8. Which information sources helped you to choose and inquire yourself on the destination?

Can designate several options

Travel Agency ____

Touristic Guide ____

Internet ____

Advertising in Newspaper ____

TV ____

Magazines ____

Catalogues ____

Previous Visit ____

Recommendations ____

Other ____

9. Which type of lodging where you stay(ed)?

Can designate several options

Camping ____

Rural Tourism ____

Hotel ____ Stars

Private ____

Others ____

10. Which type of transport did you/are you going to use? Self Car ____ Guide ____ Public Transports ____

Can designate several options

Rental ____

Other ____

11. How much did you spent/will spend per day and person (excluding lodging)? _____ € / day / person

PART II Destinies Attributes

12. Which is your main destiny? City ____ Beach ____ Countryside ____ Other ____

Can designate several options

13. Describe Portugal in 3 words:

____ / ____ / ____

14. Which rural destinies have you visited more regularly? (order by most visited)

Classify your satisfaction **ONLY TO THE DESTINATIONS YOU KNOW** relatively to each different identified attributes, from 1 (nothing satisfied) to 7 (very satisfied):

14.1. Do you know **LISBOA**?

No ___ Badly ___ More or less ___ Well ___ *If your answer is NO then jump this Destination...*

SATISFACTION LEVEL...	NOT SATISFIED			+ or – Satisfied		VERY SATISFIED		DON'T KNOW
	1	2	3	4	5	6	7	
What's your satisfaction towards ... Security?								
...Available Touristic Information?								
...Residents Hospitality?								
... Historic-Cultural Attractions?								
... Lodgment Price / Quality relationship?								
...Service Quality from Hotel and Restaurants?								
...Region Accessibilities?								
...Landscapes?								
...Architecture / Monuments?								
...Contact with Nature?								
...Leisure/Entertainment Activities?								
... Restaurants Price / Quality relationship?								
...Support Infra-structures: shops, banks, services?								

14.2. Do you know any **BEACH FROM COSTA VICENTINA**?

No ___ Badly ___ More or less ___ Well ___ *If your answer is NO then jump this Destination...*

SATISFACTION LEVEL...	NOT SATISFIED			+ or – Satisfied		VERY SATISFIED		DON'T KNOW
	1	2	3	4	5	6	7	
What's your satisfaction towards ... Security?								
...Available Touristic Information?								
...Residents Hospitality?								
... Historic-Cultural Attractions?								
... Lodgment Price / Quality relationship?								
...Service Quality from Hotel and Restaurants?								
...Region Accessibilities?								
...Landscapes?								
...Architecture / Monuments?								
...Contact with Nature?								
...Leisure/Entertainment Activities?								
... Restaurants Price / Quality relationship?								
...Support Infra-structures: shops, banks, services?								

14.3. Do you know **SERRA DA ESTRELA**?

No ____ Badly ____ More or less ____ Well ____ *If your answer is NO then jump this Destination...*

**NOT
SATISFIED**

**+ or –
Satisfied**

**VERY
SATISFIED**

SATISFACTION LEVEL...	1	2	3	4	5	6	7	DON'T KNOW
What's your satisfaction towards ... Security?								
... Available Touristic Information?								
... Residents Hospitality?								
... Historic-Cultural Attractions?								
... Lodgment Price / Quality relationship?								
... Service Quality from Hotel and Restaurants?								
... Region Accessibilities?								
... Landscapes?								
... Architecture / Monuments?								
... Contact with Nature?								
... Leisure/Entertainment Activities?								
... Restaurants Price / Quality relationship?								
... Support Infra-structures: shops, banks, services?								

14.4. Do you know **ALENTEJO**?

No ____ Badly ____ More or less ____ Well ____ *If your answer is NO then jump this Destination...*

**NOT
SATISFIED**

**+ or –
Satisfied**

**VERY
SATISFIED**

SATISFACTION LEVEL...	1	2	3	4	5	6	7	DON'T KNOW
What's your satisfaction towards ... Security?								
... Available Touristic Information?								
... Residents Hospitality?								
... Historic-Cultural Attractions?								
... Lodgment Price / Quality relationship?								
... Service Quality from Hotel and Restaurants?								
... Region Accessibilities?								
... Landscapes?								
... Architecture / Monuments?								
... Contact with Nature?								
... Leisure/Entertainment Activities?								
... Restaurants Price / Quality relationship?								
... Support Infra-structures: shops, banks, services?								

PART III *Social-Demographic Demographic characterization of the Inquired*

15. Sex: Male ____ Female ____

16. Age (years):	17. Household:	18. Civil State:	19. Monthly Income:	Household
- Up to 24 ____	- 1 person ____	- Single ____	- Till 1.000 € ____	
- 25 to 34 ____	- 2 persons ____	- Married ____	- From 1.001 to 2.000 € ____	
- 35 to 44 ____	- 3 persons ____	- Fact Union ____	- From 2.001 to 3.000 € ____	
- 45 to 54 ____	- 4 persons ____	- Divorced ____	- From 3.001 to 4.000 € ____	
- 55 to 64 ____	- 5 or + pax. ____	- Widower ____	- More than 4.001 € ____	
- + 65 ____				

20. Which is your professional occupation?

- ☐ - Self-employed ____
- ☐ - Employed by other ____
- ☐ - Domestic ____
- ☐ - Retired ____
- Student ____
- ☐ - Unemployed ____

• In case of working, which profession? _____

21. Education:

- Primary ____
- Secondary ____
- Vocational ____
- Post-Secondary ____
- Tertiary / University ____
- Quaternary and higher ____

22. Nationality (Country): _____ • Residence? _____ • Workstation (fixed case)? _____

23. In one year, how many times do you usually pass vacation (at least 4 days)? About ____ times

24. How often throughout the year do you usually pass the weekends (2/3 days) out?

Never ____ Rarely ____ 1 time ____ 2 x ____ 3-4 x ____ 5-6 x ____ 7-8 x ____ >8 x ____

25. How often throughout the year do you usually visit (on vacation or weekend) the countryside?

Never ____ Rarely ____ 1 time ____ 2 x ____ 3-4 x ____ 5-6 x ____ 7-8 x ____ >8 x ____

PART IV *Other elements*

26. Have you passed a vacation/weekend in a “Montado” zone (Cork Tree forest) in the past year?

Never ____ Rarely ____ 1 time ____ 2 x ____ 3-4 x ____ 5-6 x ____ 7-8 x ____ >8 x ____

27. Write 3 words/ideas that come up to your mind when you think about the Cork Tree:

_____/_____/_____

28. Do you foresee to pass any weekend or vacation in a “Montado” zone (Cork Tree forest) next year?

Yes ____ No ____ Maybe ____ Don't Know ____

29. Write 3 goods from the Cork Tree:

_____/_____/_____

THANKS FOR YOUR COLLABORATION.