

SURVEY OF TOURISM DESTINATION CHOICES

University of Las Palmas de Gran Canaria, Spain

Hello, good morning/ good afternoon/ good evening,

I am working for a survey research firm which is conducting a survey on the factors influencing destination choices by tourists. Could you please answer me a couple of questions before I give you a questionnaire to fill up? This is an academic and non-profit study, it is anonymous, and your name will never be revealed and could help provide better services to tourists like yourself.

THANKS, A LOT

1. Have you travelled for holydays during the last year?

1	Yes	
2	No	—————▶ Thank You Very Much

2. Where did you go to spend these holidays?

1	Coastal Destinations	
2	City Tourism	—————▶ Thank You Very Much
3	Other	—————▶ Thank You Very Much

3. Which destination did you visit?

Thank you very much. Please, answer as truthfully as you can, since there are no rights or wrong answers, we are interested in your honest opinions.

SURVEY OF TOURISM DESTINATION CHOICES

University of Las Palmas de Gran Canaria, Spain

Your answers will be treated confidentially and your personality will never be revealed. Please, feel free to answer whatever you think since there are no wrong or true answers. If you have any questions, please contact the principal researcher Carmelo León at number: (+34) 928452810

You are going to be posed with alternative profiles about holidays, and you will be asked to answer which alternative you would prefer among those shown in the box. One of the alternatives is to choose none of the packages presented in the box. Suppose we are talking about a 14 nights holidays. Consider that the quality levels of all the attributes among destinations are similar except for the followings attributes:

1. **Destination:** You are going to face alternative destinations. For this study we have chosen: Balearics, Canary Islands, Cyprus, Greek Islands, Tunisia and Turkey. It does not matter if you have no experience with these destinations. They are selected with the only purpose to help you in the choice of the attributes below, which any destination can have.
2. **Price:** This is going to be an average price per person and includes only the accommodation services and the flight and transportation to your hotel or residence.
3. **Beach space for yourself:** This reveals the extent of crowding or congestion you would find at the destination. Please, assume three possibilities:
 - a) *Small space:* This would mean that you have available an average of 4 square meters of beach for yourself in a typical day (this approximates a 2 by 2 square for yourself) (see Photo 1).
 - b) *Medium space:* This would mean you have available an average of 25 square meters of beach for yourself in a typical day (this approximates a 5 by 5 square for yourself) (see photo 2).
 - c) *Large space:* This would mean you have available an average of 100 square meters of beach for yourself in a typical day (this approximates a 10 by 10 square for yourself) (see Photo 3).

4. **Services in the accommodation**

complex: Consider there are two levels which involve different services available in the complex. All have swimming-pool.

- a) Full services: Includes accommodation, bar and restaurant, tennis courts, monitored gym, and varied entertainment.
- b) Standard services: Includes accommodation, bar and restaurant with some entertainment..

5. **Theme-Parks entertainment:**

At some holiday destinations you have the options to enjoy visits to theme parks, such as aquaparks, amusement parks, zoos, and cultural parks or museums.

6. **Preservation of the natural**

landscapes: The natural landscape may be more or less preserved, allowing you to enjoy the presence of nature as unaffected by human pressure. Assume the level of preservation could be high or low.

7. **Time to reach a center for entertainment and shopping:**

The center for activities involving shopping, restaurants, bars, clubs and discos can be nearer or further from your accommodation complex in terms of time. Please, consider the following options:

- a) 5-10 minutes walk.
- b) Between 10 and 30 minutes walk. (or 5-10 minutes by car or bus).
- c) Between 10 minutes and 30 minutes by car or bus (more than 30 minutes walk).

8. **Quality of the urban environments:**

This means how the destination manages the aspects of air and water pollution, cleanness, noise, residuals and the integration of the built facilities with the natural environments. Assume the measures taken to manage all these aspects in general could provide two levels of quality depending on the presence or absence of an urban environmental plan:

- a) Excellent urban environments (that is, very low pollution, very clean, very little noise, very low waste and very integrated built facilities). This involves a special environmental plan for the urban environment.
- b) Standard urban environment, that is, pollution, waste, and noise are managed according to basic standards, without special measures for these problems.



Photo 1. Small beach space



Photo 2. Medium beach space



Photo 3. Large beach space

In the following boxes you are going to be presented with two alternative profiles which vary in the levels of these attributes. Each profile defines a concrete package holiday with its characteristics, including the price per person you would be asked to pay. This price includes only the accommodation services and the flight and transportation to your hotel or residence, and other attributes are just available with the profile. Consider a 14 days holidays. Supposing these were the only alternatives available, please mark the profile you would choose among those presented in each box.

BOX 1

Characteristics	Package A	Package B	None of these two options
Destination	Turkey	Greek Islands	
Price per person (Euros)	900	750	
Beach space for yourself (squared meters on average)	25 sq. meters	25 sq. Meters	
Services available in the accommodation complex	Full Services	Standard Services	
Theme Parks	Yes	Yes	
Preservation of natural landscapes	Low	High	
Time to entertainment and shopping centers	Between 10 and 30m minutes walk (or 5-10 minutes by car or bus)	Between 10 and 30 minutes by car or bus	
Management of urban environments	Excellent quality	Standard quality	
Please Mark your Choice	<input type="checkbox"/>	<input type="checkbox"/>	

BOX 2

Characteristics	Package A	Package B	None of these two options
Destination	Turkey	Tunisia	
Price per person (Euros)	750	750	
Beach space for yourself (squared meters on average)	25 sq. meters	100 sq. Meters	
Services available in the accommodation complex	Full Services	Full Services	
Theme Parks	Yes	No	
Preservation of natural landscapes	High	Low	
Time to entertainment and shopping centers	Between 10 and 30 minutes by car or bus	Between 10 and 30m minutes walk (or 5-10 minutes by car or bus)	
Management of urban environments	Excellent quality	Standard quality	
Please Mark your Choice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

BOX 3

Characteristics	Package A	Package B	None of these two options
Destination	Greek Islands	Canary Islands	
Price per person (Euros)	900	750	
Beach space for yourself (squared meters on average)	100 sq. Meters	25 sq. Meters	
Services available in the accommodation complex	Standard Services	Standard Services	
Theme Parks	No	No	
Preservation of natural landscapes	Low	High	
Time to entertainment and shopping centers	Between 10 and 30m minutes walk (or 5-10 minutes by car or bus)	5-10 minutes walk	
Management of urban environments	Standard quality	Standard quality	
Please Mark your Choice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

BOX 4

Characteristics	Package A	Package B	None of these two options
Destination	Balearics	Canary Islands	
Price per person (Euros)	750	630	
Beach space for yourself (squared meters on average)	4 sq. meters	4 sq. Meters	
Services available in the accommodation complex	Standard Services	Standard Services	
Theme Parks	Yes	No	
Preservation of natural landscapes	Low	High	
Time to entertainment and shopping centers	Between 10 and 30 minutes by car or bus	Between 10 and 30m minutes walk (or 5-10 minutes by car or bus)	
Management of urban environments	Excellent quality	Excellent quality	
Please Mark your Choice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

BOX 5

Characteristics	Package A	Package B	None of these two options
Destination	Tunisia	Canary Islands	
Price per person (Euros)	900	900	
Beach space for yourself (squared meters on average)	25 sq. meters	4 sq. Meters	
Services available in the accommodation complex	Full Services	Standard Services	
Theme Parks	Yes	Yes	
Preservation of natural landscapes	Low	Low	
Time to entertainment and shopping centers	Between 10 and 30m minutes walk (or 5-10 minutes by car or bus)	5-10 minutes walk	
Management of urban environments	Excellent quality	Standard quality	
Please Mark your Choice	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

BOX 6

Characteristics	Package A	Package B	
Destination	Canary Islands	Cyprus	None of these two options
Price per person (Euros)	630	750	
Beach space for yourself (squared meters on average)	4 sq. Meters	25 sq. Meters	
Services available in the accommodation complex	Standard Services	Full Services	
Theme Parks	Yes	No	
Preservation of natural landscapes	Low	Low	
Time to entertainment and shopping centers	Between 10 and 30 m walk (or 5-10 minutes by car or bus)	Between 10 and 30 m walk (or 5-10 minutes by car or bus)	
Management of urban environments	Excellent quality	Excellent quality	
Please Mark your Choice	<input type="checkbox"/>	<input type="checkbox"/>	

BOX 7

Characteristics	Package A	Package B	
Destination	Canary Islands	Balearics	None of these two options
Price per person (Euros)	900	750	
Beach space for yourself (squared meters on average)	4 sq. meters	4 sq. Meters	
Services available in the accommodation complex	Standard Services	Full Services	
Theme Parks	Yes	No	
Preservation of natural landscapes	Low	Low	
Time to entertainment and shopping centers	Between 10 and 30m by car or bus	Between 10 and 30 minutes by car or bus	
Management of urban environments	Excellent quality	Standard quality	
Please <input type="checkbox"/> mark your Choice	<input type="checkbox"/>	<input type="checkbox"/>	

BOX 8

Characteristics	Package A	Package B	None of these two options
Destination	Cyprus	Canary Islands	
Price per person (Euros)	630	750	
Beach space for yourself (squared meters on average)	25 sq. Meters	25 sq. Meters	
Services available in the accommodation complex	Standard Services	Full Services	
Theme Parks	Yes	Yes	
Preservation of natural landscapes	Low	Low	
Time to entertainment and shopping centers	5-10 minutes walk	Between 10 and 30 m walk (or 5-10 minutes by car or bus)	
Management of urban environments	Excellent quality	Standard quality	
Please Mark your Choice	<input type="checkbox"/>	<input type="checkbox"/>	

9. What other destinations did you consider in your choice of your last sun and beach holidays? Please, circle the appropriate number(s), or write if not included.

1	Balearics	11	Greek Islands
2	Barbados	12	Jamaica
3	Canary Islands	13	Malta
4	Croatia	14	Puerto Rico
5	Cyprus	15	Republican Dominic
6	Egypt	16	Spanish
7	Italian Coast	17	Tunisia
8	Florida (Miami)	18	Turkey
9	French Coast	19	Yugoslavia
10	Greek Coast	21	Others:

Others: 1. _____
 2. _____
 3. _____

10. Why did you choose your last holidays destination? Please, circle numbers for your principal **four** reasons if available in the box, or write some other reason.

1	Sport Activities	7	Sound urban environment
2	Landscapes and nature	8	Good weather
3	Quality Services	9	Silence and tranquility
4	Accommodation services	10	Personal security
5	Night Life entertainment	11	Convenient price
6	Theme Parks	12	Other reasons: _____

11. Are you planning to travel with your family? Please, circle numbers as appropriate.

1	Yes	How many less than 15 year olds are with you?. 0 1 2 3 4 5 6 7
2	No	

12. In the following box, please circle the numbers for the characteristics which most approach the holidays you are planning, as you have booked or as you expect to find at the resort.

Characteristics of my next holidays	Please, circle the appropriate numbers on the right	
Price per person (euros)	Between 400 and 699	1
	Between 700 and 899	2
	More than 900	3
Beach space for yourself	An average of 4 squared meters	1
	An average of 25 squared meters	2
	An average of 100 squared meters	3
Services available in the accommodation complex	Accommodation	1
	Accommodation, bar-restaurant and some entertainment	2
	Accommodation, bar-restaurant, tennis courts, gym, and varied entertainment.	3
Theme parks	Aquaparks and amusement parks	1
	Aquaparks, amusement parks and zoos	2
	Aquaparks, amusement parks, zoos, cultural parks and museums	3
Preservation of natural landscapes	High	1
	Average	2
	Low	3
Sport facilities	Tennis	1
	Tennis, Wind-surfing and Yatching	2
	Tennis, Wind-surfing, Yatching and Golf	3
Time to reach a center for entertainment and shopping	5-10 minutes walk	1
	Between 10 and 30 minutes walk (or 5-10 minutes by car or bus)	2
	Between 10 and 30 minutes by car or bus	3
	More than 30 minutes by car or bus	4
Management of urban environments	Excellent quality	1
	Standard quality	2
	Poor quality	3

15. Which type of accommodation are you planning to stay?

1	Hotel
2	Apartment
3	Bungalow
4	Time-sharing property
5	Private House
6	Other: _____ _____

16. How often do you use to make the following activities in your holidays at tourist destinations?
Please, circle number from 1 to 4 for each activity, or write some other activity.

		Never	Occasionally	Regularly	Very often
A	Organized excursions and tours	1	2	3	4
B	Going to the beach	1	2	3	4
C	Night life entertainment	1	2	3	4
D	Going to theme parks	1	2	3	4
E	Playing golf	1	2	3	4
F	Playing tennis	1	2	3	4
G	Surf and windsurfing	1	2	3	4
H	Playing other sports	1	2	3	4
I	Contact with nature	1	2	3	4
J	Walking and trekking	1	2	3	4
K	Others: _____	1	2	3	4
	_____	1	2	3	4

17. How would you rate the importance of the following aspects of a destination when making a decision about the choice of your next holidays? Please, circle a number for each item.

		Very Important	Important	Not Important	Not Important at all
A	Sport Activities	1	2	3	4
B	Landscapes and nature	1	2	3	4
C	Quality Services	1	2	3	4
D	Accommodation services	1	2	3	4
E	Night Life entertainment	1	2	3	4
F	Theme Parks	1	2	3	4
G	Sound urban environment	1	2	3	4
H	Good weather	1	2	3	4
I	Silence and tranquility	1	2	3	4
J	Personal security	1	2	3	4
K	Convenient price	1	2	3	4
L	Shopping	1	2	3	4
M	Other activities: _____	1	2	3	4

18. ¿Where are you planning to spend your next holidays? Please, circle the appropriate number, or write if not included.

1	Balearics	11	Greek Islands
2	Barbados	12	Jamaica
3	Canary Islands	13	Malta
4	Croatia	14	Puerto Rico
5	Cyprus	15	Republican Dominic
6	Egypt	16	Spanish
7	Italian Coast	17	Tunisia
8	Florida (Miami)	18	Turkey
9	French Coast	19	Yugoslavia
10	Greek Coast	21	Others:

19. How much are you planning to spend in your next holidays (per person) ? (Please, circle a number)

1	Between 200 and 300 euros	
2	Between 301 and 400 euros	
3	Between 401 and 500 euros	
4	Between 501 and 800 euros	
5	Between 801 and 1200 euros	
6	Between 1201 and 1600 euros	
7	More than 1600 euros	

20. How long are you planning to stay at that destination?

1	7 nights	
2	14 nights	
3	21 nights	
4	28 nights	
5	Other: _____	_____ nights

21. How many times have you been in the following tourist destinations? Please, write the number of times in the right hand side boxes.

	N°		N°
Balearics		Greek Islands	
Barbados		Jamaica	
Canary Islands		Malta	
Croatia		Puerto Rico	
Cyprus		Republican Dominic	
Egypt		Spanish Coast	
Italian Coast		Tunisia	
Florida (Miami)		Turkey	
French Coast		Yugoslavia	
Greek Coast		Other destinations: _____	

22. What is the highest level of education you have completed? (Please, circle a number)

1	5 th Form
2	6 th Form
3	Attended Technical College
4	Finished Technical College
5	Attended University
6	University Degree

23. Which is the size of your family?

1	Single	
2	2 people	
3	3 people	
4	4 people	
5	More than 5 people	

24. What is your year of birth?: _____

25. Which is your gender?

1	Female
2	Male

26. Do you belong to any ecological organization?

1	Yes	→ Which one? _____
2	No	
3	Don't know/ Don't answer	

27. Which of the categories below best describes the total amount of household gross income you earn per year? (Please, circle a number)

1	Less than 12.000 euros
2	Between 12.001 – 16.000 euros
3	Between 16.001 – 20.000 euros
4	Between 20.001 – 24.000 euros
5	Between 24.001 – 32.000 euros
6	Between 32.001 – 40.000 euros
7	Between 40.001 – 48.000 euros
8	Between 48.001 – 64.000 euros
9	Between 64.001 – 80.000 euros
10	Between 80.001 – 96.000 euros
11	Between 96.001 – 120.000 euros
12	Between 120.001 – 160.000 euros
13	More than 160.000 euros

Although not for certain, the supervisor could like to verify that this interview has been conducted in a proper manner. Please, could you state a name for identification and a telephone number where we could contact you, just for this purpose?

NAME: _____ TELEPHONE NUMBER: _____

We would welcome any comments; If you have any comments, please use the space below
