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## QUESTIONNAIRE FOR TOURISTS

*Dear Sir/Madam!*

*Thank you for agreeing to complete this survey. It should take approximately 10 minutes of your time to complete it. The survey is part of a project "Quality Certification System in Agrotourism, CerTour", sponsored by the EU and will be used to help businesses improve the tourism product and services they offer to visitors. The interview is conducted anonymously.*

- 1. Which country do you come from?**
- 2. What is your age?**
- 3. What is your gender?**
- 4. What is your profession?**
- 5. What were the reasons for selecting this destination?**
  - Get refreshed
  - Relax from daily tension
  - Relax away from the ordinary
  - Be physically active
  - Feel at home away from home
  - Socialization
  - Meet people with similar interests
  - Explore new places
  - Experience new and different lifestyles
  - Learn new things, increase knowledge
  - Experience traditional culture for the kids
  - Novelty
  - Do exciting things
  - Find thrills and excitement
  - Attractive nature
  - Quiet, calm and clean environment
  - Comfortable accommodation
  - Convenient location
  - Recreational facilities
  - Availability of health services
  - Availability of Internet
  - Availability of additional services
  - Previous experience
  - Recommendation by friends
  - Recommendation of a tour agency
  - Interest in the destination
  - Other (please specify).....
- 6. Where did you get information about this destination from?**
  - Website of/about the municipality
  - Website of tour agency
  - Website of the place we stay in
  - Tourist forums on Internet
  - Catalogue/Offer of tour agency
  - Advertisement on the radio/TV



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- Printed advertisement
- Friends
- 7. How did you make your reservation?**
  - I organized the trip myself
  - Via tour agency
  - On-line
- 8. What form of transport did you use to reach this destination in Bulgaria?**
  - Plane
  - Train
  - Regular bus
  - Own car
  - Hired car
  - Other (please specify).....
- 9. What type of attractions did you visit during your stay?**
  - Sightseeing by car/coach/on foot
  - Visited a church/monastery
  - Visited a place of historical significance
  - Visited a museum/art gallery
  - Visited a country park/garden
  - Visited a place of architectural significance
  - Visited a nature reserve
  - Visited a winery
  - Visited a city
  - Other (please specify).....
- 10. Could you suggest any other type of attractions you would have wished to visit?.....**
- 11. What type of activities did you take part in during your stay?**
  - Went on a guided tour - on foot, bus or other transport
  - Short walk/stroll
  - Long walk, hiking
  - Boating
  - Wildlife, bird watching
  - Horse riding
  - Cycling
  - Mountain biking
  - Picnic or BBQ
  - Cooking local food
  - Traditional handicraft
  - Agricultural process
- 12. Could you suggest any other type of activities you would have wished to take part in?.....**  
.....
- 13. What events did you take part in during your stay?**
  - Music/art festival



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- Attended an exhibition/fair
- Attended a live music concert
- Attended a traditional dance/music event
- Attended a special event of the village life as a wedding, christening or other
- None of these
- Other (please specify).....

**14. Could you suggest any other type of events you would have wished to take part in?.....**

**15. Thinking about your trip how satisfied were you with the trip planning?**

*Please indicate your answer by using the scale provided*

Very satisfied - 6

Satisfied - 5

Fairly satisfied - 4

Fairly dissatisfied - 3

Dissatisfied - 2

Very dissatisfied - 1

- Availability of useful information online to help you plan your trip
- Availability of other useful information off-line to help you plan your trip (e.g. brochures, guidebooks)
- Availability of convenient transport routes
- Cost of travel

**16. Thinking about your trip, how satisfied were you with the accommodation?**

- Availability of low cost/budget accommodation
- Availability of good quality accommodation
- Value for money
- Friendly and efficient service

**17. Thinking about your trip, how satisfied were you with the activities offered?**

- Availability of information locally about places you can visit during your trip
- Enough opportunities to take part in various activities
- Enough opportunities to attend local events/festivals

**18. What was the most important for your first impression after your arrival?**

- Friendly service
- Nice view from the room
- Accessibility of the place
- Quick and easy accommodation
- The correspondence of the tourist site to the initial description
- Availability of information about the region

**19. Thinking about your trip, what did you enjoy the most?**

.....

**20. What did you expect to find during your stay in Bulgaria and you didn't?**

.....



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**21. What were your overall impressions and observations?**

Strong sides:	Need for improvement:
<input type="checkbox"/> Nature <input type="checkbox"/> People, hospitality, traditions <input type="checkbox"/> Infrastructure, utilities <input type="checkbox"/> Information <input type="checkbox"/> Transport access <input type="checkbox"/> Food <input type="checkbox"/> Service <input type="checkbox"/> Security <input type="checkbox"/> Hygiene <input type="checkbox"/> Tranquility, peace <input type="checkbox"/> Variety of additional activities <input type="checkbox"/> Other, please specify: .....	<input type="checkbox"/> Nature <input type="checkbox"/> People, hospitality, traditions <input type="checkbox"/> Infrastructure, utilities <input type="checkbox"/> Information <input type="checkbox"/> Transport access <input type="checkbox"/> Food <input type="checkbox"/> Service <input type="checkbox"/> Security <input type="checkbox"/> Hygiene <input type="checkbox"/> Tranquility, peace <input type="checkbox"/> Variety of additional activities <input type="checkbox"/> Other, please specify: .....

**22. Thinking about your trip, how would you rate your overall experience of this destination?**

- Very satisfied
- Satisfied
- Fairly satisfied
- Fairly dissatisfied
- Dissatisfied
- Very dissatisfied

**23. How likely are you to take a trip to this destination again?**

- Definitely
- Probably
- Fairly likely
- Probably not
- Definitely not



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***THANK YOU FOR YOUR TIME IN FILLING THE PRESENT QUESTIONNAIRE! WE WISH  
YOU A PLEASANT STAY!***