Apéndice B. Encuesta aplicada en Inglés

How much do you know about Mexican tourist attractions?

Encuesta realizada para tesis profesional de Licenciatura en Hoteles y Restaurantes

Please take a few minutes to complete the following questionnaire; your opinion is very important for this research.

The information will be treated confidentially and the answers won't be used for any other purpose than the investigation made by Irais García Enríquez.

Please read the following instructions:

This survey takes less than 5 minutes.

In the THIRD PAGE of the questionnaire about Mexican tourist attractions, please fill in only the number of answers you know and leave blank the ones that you don't know. Please don't use any kind of information source to answer the questions.

Thanks for your help!

Positioning of Mexican tourist attractions

1. Have you ever visited Mexico?

○
1.Yes
○
2.No

2. Do you think you will visit Mexico this year?

○
1.
Yes

○
2.
No

○
3.
Ma
ybe

Image

3. Describe shortly the first thing you imagine in your mind when you listen the word "Mexico".

4. Which of the following concepts would you identify the most with Mexico?

- Tacos

- Mariachi

- Chile (Spicy food)

- Tequila

- The Charro's big hat

- Traditional Customs

- Sea & Sun

Knowledge about Mexican tourist attractions
PLEASE CONTINUE. This is the most important page of the survey.

5. Please mention 3 beaches of Mexico:
-
-
-

6. Do you know that Mexico has 9 cities declared by the UNESCO as Cultural Heritage of Humanity? Could you mention 3 of them?
-
-
-

7. Write down 3 archaeological zones of Mexico:
-
-
-

8. Do you know or have you heard about Colonial Cities in Mexico? Please mention 3 of them:
-
-
-

9. Mention 3 typical dishes of Mexican food:
-
-
-

Competence

10. Mention 3 advantages that would motivate you to travel to Mexico:
-
-
-

11. Mention 3 disadvantages that wouldn't motivate you to travel to Mexico.
-
-
-

12. If you could have the opportunity to make a trip to a sea & sun destination, different than Mexico, which would it be? Please choose one place in the continent of your preference.

America: Hawaii
America: Florida
America: Bahamas
America: Bermudas

America: Cuba
America: Jamaica
America: Puerto Rico and Dominican Republic
America: Caribe islands
America: P. Edward Island
America: Brazil
America: Other
Europe: Greece
Europe: Mediterranean
Europe: Other
Asia: South Pacific
Asia: Turkey
Asia: Dubai
Asia: Other
Africa: Egypt
Africa: South Africa
Africa: Other
Australia: Australia
Australia: Other

Formation of the personal perception

13. Which of the following mass media have influenced you more in finding out about Mexico as a tourist destination? Choose the 3 most important in the formation of your perception of Mexico.

- ☐ TV

- ☐ Internet

- ☐ Cinema

- ☐ Comments of friends and family

- ☐ Magazines

- ☐ Brochures

- ☐ Other (Please specify)

About you
The survey is almost finished.
These last questions are used to better analyze the results of the research.

14. Sex:

| Choose one   ▼ |

15. Age:

21 to 24
25 to 34
35 to 45
45 to 55

16. Country:

17. ¿Which is your study level?

| Choose one   ▼ |

The survey is finished.

Thank you for your help!