



Anexo 2

Survey to know the level of interest about cultural tourism in Puebla.

This questionnaire will work as support in our thesis research about cultural attractions of Puebla and it's surroundings. The aim is to compare the level of knowledge about Puebla as a cultural destiny between mexican and foreign tourists.

This survey is made for academic reasons only, and we thank for your help and time.

Choose the answer that is closest to your opinion and mark it with an "X".

1. When you travel, what is your interest for knowing the cultural attractions of the place that you visit?
 - a) Very interested
 - b) Interested
 - c) Some interested
 - d) Not interested

2. In order of importance, indicate the kind of attractions that you prefer to visit during your trips. (Assigning 6 for the most interesting and 1 for the less interesting).
 Fairs
 Art galleries and/or exhibitions
 Historical monuments
 Museums
 Archeological zones
 Others. Which are? _____

3. How interested are you about cultural attractions in the city of Puebla?
 - a) Very interested
 - b) Interested
 - c) Some interested
 - d) Not interested

4. Do you consider the city of Puebla as an important touristic destiny for it's cultural and historical attractions?
Yes____ No____ Why?_____

5. Mark the options closest to your motives for visiting Puebla.
 - a) As part of my vacations
 - b) As part of my work
 - c) To know it's cultural and historical places
 - d) As part of my studies
 - e) Visiting friends and/or relatives
 - f) Tasting it's typical gastronomy
 - g) Recommended by another person
 - h) For another reason different from the previous ones.
Which is? _____

6. Mark the cultural attractions that you have visited in the city of Puebla.
 - The Cathedral
 - Biblioteca Palafoxiana
 - Museo Amparo
 - Museo "Casa del Alfeñique"
 - Museo Regional de Puebla
 - Museo de Arte Religioso
 - Museo de Arte Popular Poblano
 - La Concordia y el Patio de los Azulejos
 - Museo Universitario "Casa de Muñecos"
 - La Iglesia de la Compañía de Jesús



- Templo de San Francisco
 - Templo de Santa Mónica
 - Palacio de Gobierno
 - Templo de Santo Domingo y la Capilla del Rosario
 - Mercado de Artesanías “El Parián” y el Barrio del Artista
 - Teatro Principal
 - La Casa de Aquiles Serdán
 - Ex Convento de Santa Mónica
 - Ex Convento de Santa Rosa
 - Fuertes de Loreto y Guadalupe
 - Antiguo Hospital de San Pedro
 - Galería de Arte Contemporáneo y Diseño
 - Centro de Convenciones Puebla
 - Plaza de Armas (zócalo)
 - Casa del Deán
 - Colegio Carolino (Universidad Autónoma de Puebla) BUAP)
 - Templo de la Santísima Trinidad
 - Ex Penitenciaría del Estado (Centro Cultural Poblano)
 - Convento de San Gabriel (located at San Pedro Cholula, Puebla)
 - Pirámide de Cholula y Templo de Nuestra Señora de los Remedios
 - Templo de Santa María Tonantzintla
7. What is the level of your studies?
- a) Elementary school
 - b) Junior high school
 - c) Senior high school
 - d) University/College
 - e) Master/PHD
8. Approximately, what amount of your income do you spend on cultural trips?
- a) Less than (USD) \$300
 - b) \$300-\$500
 - c) \$500-\$1,000
 - d) \$1,000-\$2,500
 - e) \$2,500 above
9. Where you live, how easily can you find information about Puebla?
- a) Very easy
 - b) Easy
 - c) Difficult
 - d) Can't find any information
10. How did you hear about the city of Puebla?
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